



# In Advertising

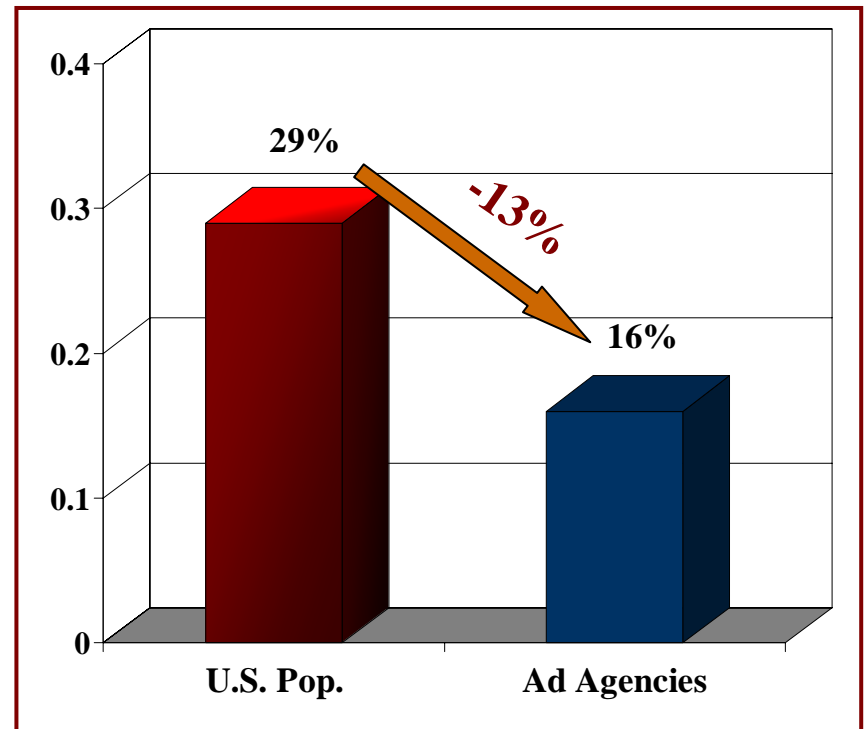
A Discussion with the students of  
Amherst College

# Diversity in the advertising agency business

Minorities represent roughly 29% of the U.S. population

At the top 100 ad agencies, however, minorities represent only 16% of all employees

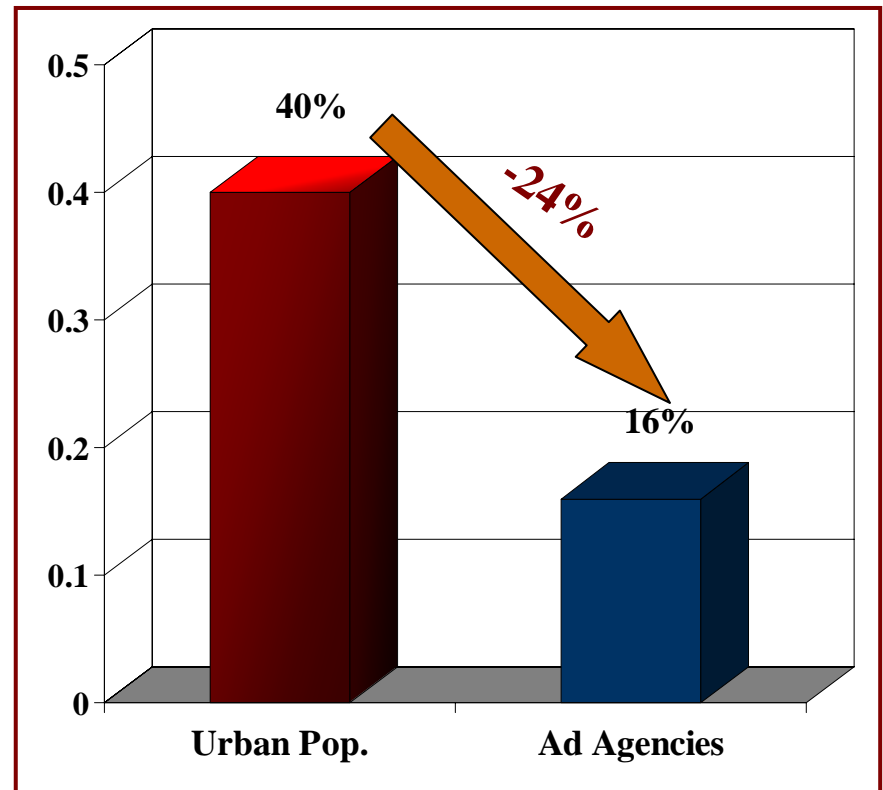
**That's a gap of 13 points.**



# Diversity in the advertising agency business

Those top 100 ad agencies, however, are all located in major cities, urban centers where the multicultural population averages 40% or better.

**That raises the point gap from 13 to 24.**



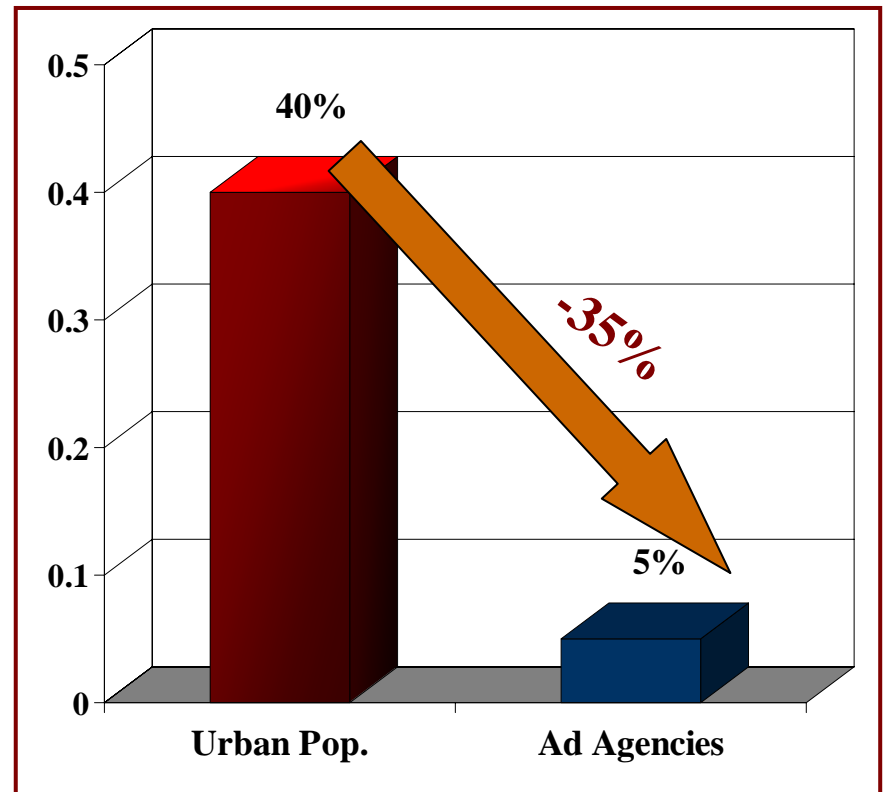
# Diversity in the advertising agency business

And then...

If you were to count only white collar agency jobs, *(excluding secretaries, mail room and office services from the group)*,

the percentage of minority employment at ad agencies would be closer to **5%**.

**Kinda' stops you in your tracks, doesn't it?**



# Diversity in the advertising agency business

In fact, there are hardly any white collar professions as *un*-diverse as advertising.



# Because Advertising Matters

IN CONGRESS, JULY 4, 1776.

The unanimous Declaration of the thirteen united States of America.

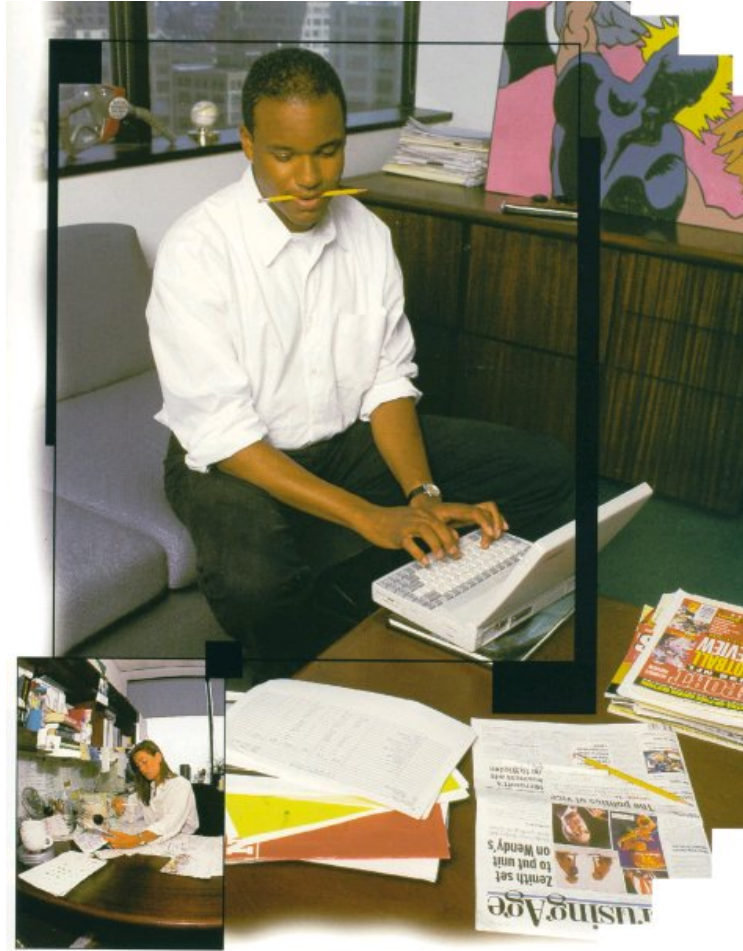
We have to be in it.

# Because there is *nothing* like advertising

No other profession on this planet enables you to combine boundless, breakthrough and occasionally brilliant creativity with

- Commerce
- Consequences
- Competition
- Collaboration
- Community service
- Immediacy and the potential for immortality

**Nothing else even comes close**



So how do I get in?



# Advertising Industry Organizations



# Multicultural Advertising Intern Program



Since 1973, the AAAA has conducted the **Multicultural Advertising Internship Program** to encourage African-American, Asian-American, Hispanic-American, and Native-American college students to consider advertising as a career.

Each year, 60-70 qualified undergraduate and graduate students are selected to spend a 10-week paid summer internship at member agencies nationwide.

## The program offers:

- Ad agencies a **cost effective way** to identify, observe and recruit student talent
- Serious students of advertising the chance to gain real-world work experience, establish industry contacts and valuable professional credit

Since its inception, MAIP has placed more than **1,600** interns.



# Mosaic Career Fairs



**AAF Mosaic Career Fairs** connect talented minority advertising students with industry professionals who are seeking entry-level candidates.

Students and corporate recruiters are brought together for one day to discuss potential career opportunities.

The students also participate in a professional development seminar designed to increase their knowledge about résumé writing, interview skills and networking.



# AAF's Most Promising Minority Students



**MOST PROMISING MINORITY  
STUDENTS PROGRAM**

## **The AAF's Most Promising Minority Students Program**

- Students deemed exceptional by their college professors/advisers.

Since 1997, AAF has assisted in connecting the ad industry with hundreds of outstanding minority career candidates.

The program enables students to:

- meet recruiters from major ad agencies, media companies and client organizations
- participate in professional development workshops
- get exposure to inner workings of major industry companies.



**AMERICAN ADVERTISING  
FEDERATION**



# Advertising Educational Foundation

Created in 1983 as a non-profit foundation supported by ad agencies, advertisers and media companies.

**The AEF is the advertising industry's provider and distributor of educational content** to enrich the understanding of advertising as an essential component of our economic and social system.

The objectives of the AEF are to expand and elevate the advertising discourse and to help attract the highest level of talent to the industry

The AEF believes advertising is a vital and highly visible force in society. A realistic understanding of how advertising is created, how it works and what it contributes to our social and economic life is important for all who play active roles in our complex society.

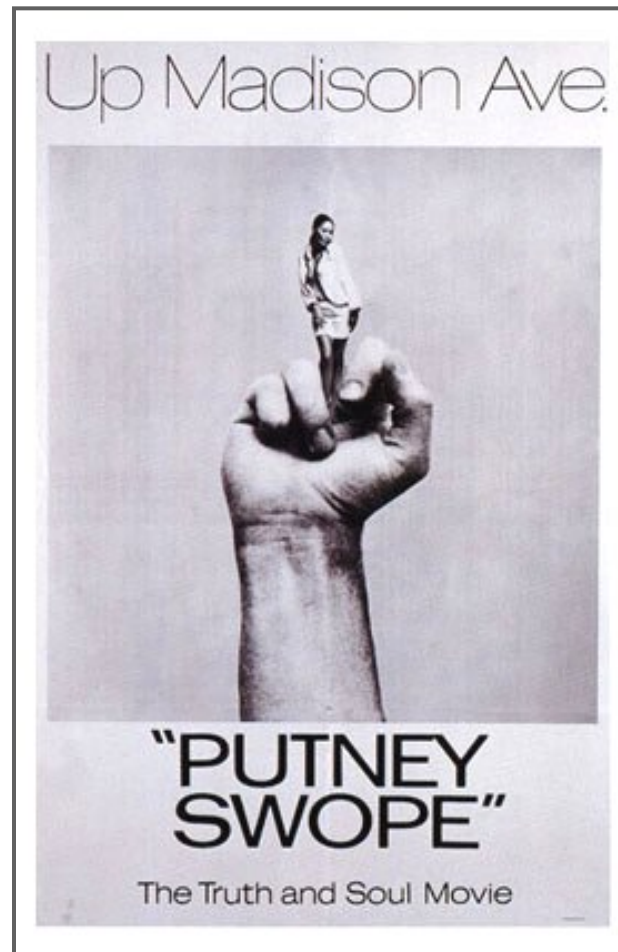
# A few quick tips



- ✓ Turn on the TV
- ✓ Read the trades
- ✓ Reach out
- ✓ Get some experience
- ✓ Get an application
- ✓ Have a story to tell



# See a good movie



# What about diversity *in* advertising?

Why do we need ***different*** advertising for ***different*** audiences?



# WHY

The basis for ***all*** segmented marketing is the belief that significant differences exist between the "general" and "targeted" markets in ***at least one*** of the following ways:

- The consumer accesses the product differently (***channels of distribution***)
- The consumer accesses the product message differently (***media usage***)
- The way the consumer uses/consumes the product is different (***execution and/or strategy***)
- The reason the consumer uses/consumes the product is different (***execution and strategy***)

# Let's look at some commercials

