

The Lost Girls – Stats and Stories

I remember one of the first briefs I got as a creative copywriter was for a two-man plumbing company. I was picking up this brief a designer had worked on and he had written some of the copy. It was like balls out laddy creative angle.

Taglines like, "stop the cock and balls", "Two teas in your sugar", "We're king of the throne" and it was really, really funny. I still remember the look that he gave me when he handed over the brief. He said, "Have a go, I guess. But this is the route we're going with.

I guess if you can come up with some funny stuff, I suppose we can make it work." I made it work obviously and it was hilarious. But I remember this moment when he doubted me.

Copywriter, Female, Birmingham

His friend has been doing internships for nine years and she can't get a solid job because they just keep letting her go.

Apparently, she's really good, but she can't get a steady job.

Creative advertising student, Female, Southampton

I was speaking to a woman who left uni ten years ago and she was working under a male name. She was at a very good ad school and the lecturer said, "You'll never get a job with a name like that. You'll never get a job.

As a team of two women no one will ever hire you. You'd better split up and get with a guy, or do something." She was in a team with another woman. So, she changed her name to a bloke's name so she would get seen.

Creative Director, Female, London

THE LOST GIRLS

The nearly all male creative department went on a night out. They went to a strip club. I just peeled off and went home. The next day someone, an older woman at work, found out and was horrified and kicked up a fuss. I thought I didn't mind but she was horrified. She thought it was awful because I had been left out of that team evening where everyone should be together.

Then I thought, I guess I was. I couldn't have gone along to that. I thought that was odd. I thought why would you do that? I thought why would you cultivate something not accessible? Why was that how they were bonding

Junior Creative, Female, London

I was judging some creative awards last week. Two of us were women, and I think ten men. Both of us women were pretty vocal, and still it was definitely the male perspective on work. What's interesting is if you look at the most awarded work over time, it's all work that appeals to young men.

Alcohol, sports brands. You see it happen. There was a piece of work for a female magazine in this work we were judging, and thought it was fantastic. It was quite an aesthetic piece that if you liked the magazine and their values you would have loved it.

But the men hated it. They thought it was boring and repetitive and not well scripted. And we thought it was really funny and engaging in an industry that had been so boring. But there's no way in the world that work could have won, because there's two of us versus ten.

Creative Director, Female, London

I was interviewing for a designer years ago. I had a woman and a man in their early 20s come in for the job. The women had an amazing portfolio but she said, "I've only really done Flash for six months".

The guy came in with an equally good portfolio and said, "Of course I can do this job, I've done Flash for six months".

Now, if I hadn't been a woman and I wasn't aware of the issue, which of those two people am I going to hire? The one who says, "Of course I can do it."

Creative Director, Female, London

THE LOST GIRLS

I gave one of my girls who is off on maternity at the moment a pay rise just before she left and she burst into tears.

She said, "I can't believe it, I thought I was going to be completely written off." I said, "I'm giving you this pay rise so you understand, actually as a mum we have so much value sitting in creative departments."

Creative Director, Female, London

I had an idea. The group didn't quite ignore it, but they said, "yeah, yeah, yeah". And then two minutes later the senior strategist [male] said the same thing. And they were like, "Oh my God that's amazing". I had to say, "Stop the meeting."

I just said that idea two minutes ago and that was the idea I said. Just so you know, they just repeated the idea and you think it's amazing. I just wanted to point out a bit of the politics that's going on in this room.

Don't feel bad, but you're bias.

Creative Director, Female, London

I felt much less confident there than I had in my previous agency. They played shooting up games, there was the boys email club where they all used to send stuff round to each other. So, you felt excluded as a female.

Now I was the group ECD, so if I'm feeling excluded and on the outer, imagine being a young female team coming in.

The female team who were there always felt a little, not quite in there. Unless you were a personality like another female employee there, who thought, "Fuck them I'm just going to do my own thing."

Creative Director, Female, London

7/10 women feel alienated by advertising

Source: Hanan, A. 2016. Five Facts That Show How the Advertising Industry Fails Women. The Guardian [Online]. 3rd February 2016.

Available from: <https://www.theguardian.com/women-in-leadership/2016/feb/03/how-advertising-industry-fails-women>

70% of female creatives aged 18-25 have never worked with a female CD or ECD

Source: Young Creative Council. 2016. Young Creative Council and Creative Equals Study 2016 [Online]. London: Young Creative Council.

88% of young female creatives say they lack role models

Source: Hanan, A. 2016. Five Facts That Show How the Advertising Industry Fails Women. The Guardian [Online]. 3rd February 2016.

Available from: <https://www.theguardian.com/women-in-leadership/2016/feb/03/how-advertising-industry-fails-women>

60% of female creatives aged 18-25 do not consider advertising an industry you can stay in with a young family

Source: Young Creative Council. 2016. Young Creative Council and Creative Equals Study 2016 [Online]. London: Young Creative Council.

The starting salary for a female creative is likely to be 14.2% less than males in the same role

Source: Young Creative Council. 2017. Why We Should March: Women in Advertising. Young Creative Council BETA [Online]. 27th January 2017.

Available from: <http://youngcreativecouncil.com/opinion/why-we-should-march-women-in-advertising/>

91% of female consumers feel advertisers don't understand them

Source: Hanan, A. 2016. Five Facts That Show How the Advertising Industry Fails Women. The Guardian [Online]. 3rd February 2016.

Available from: <https://www.theguardian.com/women-in-leadership/2016/feb/03/how-advertising-industry-fails-women>