

Advertising Agencies: Seven Steps to Save a Sister

Want to rebalance the gender split in your creative department by attracting the brightest young women studying creative advertising in the UK? Or simply want to give a creative sister support? Here are some easy things you can do:

1. Keep up to date on the current information and debate around gender asymmetry in UK advertising creative departments by signing up to the Lost Girls feed.
2. If you're a successful woman, and particularly a successful mum, working in a creative role raise your profile. Get Tweeting, sharing, article writing and public speaking. Some of you may feel this is self-serving, narcissistic or frivolous, but it's not. Most female students I interviewed could not name one female creative director, and most thought having a family and a creative career could not be done. Young women need role models, and it's our duty to provide them. Get out there, talk about your work, work you like and your experience. Take inspiration from some women doing a great job already:
 - a. Ali Hanan, Creative Director and Founder of Creative Equals: [@thewordbaker](#)
 - b. Caitlin Ryan, Executive Creative Director at Cheil Worldwide: <https://www.linkedin.com/in/caitlinryan3/>
 - c. Casey Bird, President of SheSays: [@caseybird](#)
 - d. Debs Gerrard, Creative Director at Albion, [@debsgerrard](#)
 - e. Katy Hopkins, Creative Director at WCRS: <https://thisisnotadvertising.wordpress.com/tag/kate/>
 - f. Kim Gehrug, Ad Director at Somesuch: <https://vimeo.com/kimgehrig>
 - g. Kimberley Gill, Associate Creative Director at BBH: <http://motherland.net/regulars/how-i-make-it-work-kimberley-gill/>
 - h. Laura Jordan Bambach, Founder and Chief Creative Officer at Mr President: [@laurajaybee](#)
 - i. Nicky Bullard, Chief Creative Officer at MRM Meteorite: [@Noddynoonah](#)
 - j. Pip Jamieson, Founder of The Dots: [@Pip_Jamieson](#)
 - k. Resh Siddhu, Creative Director, Virtual Reality at Framestore: [@webkitten](#)
 - l. Vicky Maguire, ECD at Grey: [@vickimaguire137](#)
 - m. Victoria Buchanon, Creative Director at Tribal Worldwide London: [@VicsBuchanon](#)
3. Connect with the top creative advertising educators in the country. Offer yourself up as a guest lecturer or a mentor to inspire the next generation of female talent. Higher education is crying out for people in industry to hold workshops, set briefs and critique student work. Get in touch with these guys and see how you can help. I'm sure they'd love to hear from you.
 - Bath Spa University
 - Dr Paul Meyer , Course Leader, Advertising Practice: p.meyer@bathspa.ac.uk
 - Bournemouth University
 - Dr Jill Nash, Lecturer in Advertising and Marketing Communications: jnash@bournemouth.ac.uk
 - Rutherford, Senior Lecturer in Creative Advertising: rutherford@bournemouth.ac.uk
 - Bucks New University
 - Phil Dearman, Tutor, Creative Advertising: philip.dearman@bucks.ac.uk

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- Falmouth University
 - Lucy Cokes, Senior Lecturer, Creative Advertising: lucy.cokes@falmouth.ac.uk
 - Jack Kramer, Course Co-ordinator, Creative Advertising: Jack.Kramer@falmouth.ac.uk
 - Ros Sinclair, Senior Lecturer, Creative Advertising: ros.sinclair@falmouth.ac.uk
 - Jono Wardle, Senior Lecturer, Creative Advertising: jono.wardle@falmouth.ac.uk
 - Darren Whittington, Senior Lecturer, Creative Advertising: darren.whittington@falmouth.ac.uk
- Leeds Arts University
 - Fabio Fragiaco, Programme Leader, Creative Advertising: <https://www.linkedin.com/in/fabio-fragiaco-sfhea-8b468523/>
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 - Steve Spence, Deputy Course Leader, Advertising: @spenceable on Twitter
 - Adrian Crookes, Programme Director for Communications and Media: a.crookes@lcc.arts.ac.uk
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 - Richard Berry, Head of Advertising, Marketing and Communication: richard.berry@solent.ac.uk
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- University of the Arts, London
 - Tara Langford, Course Leader, Advertising: @TaraTara16 on Twitter
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 - Philip Eastwood, Senior Lecturer/Programme Leader: peastwood@lincoln.ac.uk
 - Matt Hawthorn, Interim Head of School/Programme Leader: mhawthorn@lincoln.ac.uk
 - David Pettitt, Senior Lecturer: dpettitt@lincoln.ac.uk
 - David Thompson, Senior Lecturer: dthompson@lincoln.ac.uk
 - Barrie Tullett, Senior Lecturer/Programme Leader: btullett@lincoln.ac.uk
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 - Lee Thomas, Senior Lecturer Advertising Design: lee.thomas@southwales.ac.uk
 - Emma Marshman Academic Subject Manager, Design:
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 - Liam Collins, Lecturer in Graphic Communication: liam.collins@southwales.ac.uk
 - University of the West of England
 - Harriet Castor Jeffery , Programme Leader in Creative and Professional Writing:
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 - Tracy Hunt-Fraisse, Programme Leader, Marketing and Advertising: Tracy.Hunt-Fraisse@uwe.ac.uk
4. Lend a hand to one of the great organisations who are already tackling gender asymmetry in creative departments and supporting female talent. Maybe you could provide soft skills training, give a talk, attend a networking event, become a mentor, give a female friendly portfolio critique or hook up with female students looking for placements. Check out:
- a. Creative Equals: <http://www.creativeequals.org/>
 - b. Creative Social: <http://www.creativesocial.com>
 - c. The IPA: <http://www.ipa.co.uk/diversity>
 - d. She Says: <http://weareshesays.com/>
 - e. The Dots: <https://the-dots.com>
5. Get girls in permanently or on placement, and when you do give them training on the stuff they really need to stay put. Their work may be ace, but when questioned young women are more likely to say they lack confidence in selling themselves. Train them to be resilient and confident little self-promoters with the following resources and courses:
- a. Angela Lee Duckworth's great TED Talk, Grit: The Power of Passion and Perseverance, on the value of resilience in the creative industries:
https://www.ted.com/talks/angela_lee_duckworth_grit_the_power_of_passion_and_perseverance
 - b. Sheryl Sandberg's Lean In for Graduates: <https://leanin.org/graduates/>
 - c. Stanford University's Voice & Influence videos from the Centre for the Advancement of Women's Leadership on topics from networking to negotiation:
<https://womensleadership.stanford.edu/voice>
 - d. Creative Equals Be Awesome Night School: <http://www.creativeequals.org/training-support/>
 - e. Creative Social events and training: <http://www.creativesocial.com/cs-training2/>
 - f. D&AD presentations and creative communications courses:
<https://www.dandad.org/en/d-ad-professional-development-creative-training-courses/>
 - g. Funny Women stand-up comedy workshops to help you use humour to present yourself and your work: <http://funnywomen.com/whats-on/workshops/>
 - h. She Says training events: <http://weareshesays.com/events/> OR
<https://www.eventbrite.co.uk/o/shesays-uk-487934801>
 - i. Sprint women's development for undergraduates and postgraduates:
<http://www.springboardconsultancy.com/product/sprint-professional-development-programme-for-women/>
6. Mix up your teams. The most progressive creative departments are doing this already. Break up same sex teams. Get different people to work together on different projects. Mash up

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pairs from diverse backgrounds, with different personalities and specialisms, so they challenge one another. Assign leadership roles to the most unlikely candidates. No one works in the same traditional art director and copywriter team their whole life anymore. Advertising is a lot more collaborative these days.

7. Balance the work you show as inspiration to your teams. You may do this unconsciously but be sure there is a conscious effort to include some work by women, or with a strong female voice, in the great examples you share. Use stuff where women are the protagonists, where there are realistic representations of women or that shows true insight into what it's like to be a woman. Find some great examples here:
 - a. Business Insider, The 30 Most Creative Women in Advertising and their work 2017: <http://uk.businessinsider.com/the-most-creative-women-in-advertising-2017-4?r=US&IR=T/#30-margaret-johnson-chief-creative-officer-and-partner-at-goodby-silverstein-and-partners-1>
 - b. Campaign, 10 Inspiring Ads Celebrating Women 2016: <https://www.campaignlive.co.uk/article/international-womens-day-10-inspiring-ads-celebrating-women/1386037>
 - c. Cannes Glass Lion: <http://player.canneslions.com/index.html#/works?festival=CL&category=glass-lion>
 - d. D&AD 9 Creative Campaigns That Celebrate Women: <https://www.dandad.org/en/d-ad-female-empowerment-award-winning-work/>
 - e. Geena Davis Institute on Gender in Media, Gender Bias in Advertising Report 2017: <https://seejane.org/wp-content/uploads/gender-bias-in-advertising.pdf>
 - f. She Says Work We Love: http://weareshesays.com/we_love/