

Folio

FAQ

What is Folio?

A new initiative centred around talent, diversity and creative excellence.

It's an open call for anyone looking to step into the advertising world, with the opportunity to lead the creation of a 2021 digital campaign for a UK Charity.

This is a pro bono program where participants will initially be taken through a series of informative webinars, led by an exciting panel of industry Creative Directors, who will provide guidance on areas such as:

Creating a campaign idea
An introduction to the client', and
How to write a Creative brief for a production studio', amongst others.

After the series, participants will have an opportunity to respond with their campaign proposal for the panel to judge, much like the 'Request For Proposals' process an agency would go through.

Proposals entered will be judged by the Folio panel of Creative Directors. The concept rated the highest by the panel will be awarded Folio Finalist. The awarded participant will collaborate with animation studio Finger Industries to produce the campaign, with ongoing panel and client support.

The finalist and a selection of shortlisted participants will also be offered interviews for current or future agency openings with the panel, alongside additional industry exposure and social networking online.

What 's the purpose behind Folio?

To increase diversity through positive action within the advertising community
To provide access to industry for anyone underrepresented in the creative advertising world

Other benefits?

To give experience, exposure and learning opportunities to those shortlisted.
To create some awesome work, emulating the process an agency would undertake with a production studio and client
To provide a tangible set of assets for a client in the charity sector who might otherwise not have had the resources to benefit from such partnerships.

Who is it for?

Anyone based in the UK, with encouragement for people from minority ethnicities, anyone who identifies as LGBTQ+ or who comes from a low socio-economic background to apply.

What do I need to do?

Register your interest, attend the webinars and respond to the brief with your idea. You'll need to be available to commit time on a voluntary basis, have access to the internet and a computer.

What's the plan?

Folio launch Jan 2021
Register of interest - closes March 2021
Webinars anticipated April-May
Submission deadline end of June
Winners announced July
Concept in Production Summer 2021
Campaign launch Winter 2021

Who is behind Folio?

Folio is the brainchild of Finger Industries, an independent animation and illustration studio who are turning the tables on the industry. Servicing advertising for over 18 years has enabled the team to develop a broad range of contacts and industry friends and after thinking 'what can we be doing' this was what they came up with.