

Folio

FAQ

What is Folio?

Folio is a new programme that strives to make advertising accessible to anyone who wants in.

This is an opportunity to lead the creation of a 2021 digital campaign for UK charity, YoungMinds. You'll be submitting your best idea for a 30 second animated video, which will be created in collaboration with animation studio, Finger Industries.

You will firstly be guided through a series of informative and educational online talks, led by an exciting panel of industry Creative Directors, who will provide advice and insights on:

- What it's really like to work in an ad agency
- How to tackle a creative brief
- An introduction to the client and,
- How to write a Creative brief for a production studio, amongst other key topics

After the series, you will have an opportunity to respond with your campaign idea for submission.

Entries will be judged by the Folio panel and shortlisted through a first round. The concept then rated the highest by the panel will be awarded Folio Finalist. The awarded finalist will then act as lead Creative, working with Finger Industries to produce the campaign, with ongoing panel support and client feedback.

The finalist and those shortlisted through the first round, will also be offered interviews for current or future agency openings with the panel, alongside additional industry exposure and social networking opportunities online.

What 's the purpose behind Folio?

To open the door to the advertising industry, for anyone who hasn't had the opportunity to break through. This is about providing 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. This is a free campaign, pro bono, with no budget or payment for anyone involved.

To give a credited piece of work to the finalist, for free. N.B. Animation is expensive. An online only (not on TV) animation would cost about the same as a Jaguar F Type and whilst we can't give a car to the winner, we hope this is still a pretty decent benefit to the initiative.

Please note, anyone registering will need to commit their time on a voluntary basis. Webinars will be recorded and available to watch any time during the program and working time with the animation studio can be flexible to accommodate existing commitments.

Who is it for?

Anyone based in the UK, who feels the creative ad world just doesn't represent them, yet. This will be your first portfolio piece and you'll be new to the advertising industry. You must be over 16 to enter.

What do I need to do?

Register your interest, watch the webinars and respond to the brief with your idea.

What's the plan?

Folio launch Jan 2021

Webinars anticipated May-june

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 award winning, animation and illustration studio who are very nice. Servicing advertising across London and New York 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.