

SUR-THERMAL

T O O L K I T

WTR

The image features the letters 'WTR' in a large, bold, green, sans-serif font. A thick black scribble is drawn over the top and right sides of the letters. A purple arrow points from the bottom left towards the 'R'.

When it comes to advertising, the numbers are routinely stacked against us. **88% of young female creatives say they lack role models to look up to and emulate¹**, females, on average, only make up 30% of creative departments² and their starting salaries are typically 14.2% lower than males in the same role³.



**We won't lie.
The stats are pretty shit.**

So we wanted to create something for you to refer to, swear by and share. Something to give you a little lift on a day you want to set fire to, offer the perfect clapback to a stupid comment or give you the oomph you need when you're asking for a raise. Something to celebrate the good bits out there. Something to bind us together as a collective, that's bigger than the agency we happen to work in.

Because the creative industry needs you.
And we don't want you to just survive it.
We want you to thrive in it.

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The background features several thick, hand-painted style brushstrokes. A prominent black stroke curves vertically from the top left towards the bottom center. Other black strokes are located at the top left, bottom right, and right edge. Purple strokes are scattered throughout, including a large one on the left, a diagonal one in the upper right, and several smaller ones in the lower right and center.

**“You’ll never own the future if you
care what other people think.”**

CINDY GALLOP

CONSULTANT, FORMER CHAIR OF BBH
AND FOUNDER OF MAKE LOVE NOT PORN
AND IF WE RAN THE WORLD



MONEY MONEY MONEY


First things first, we need to start talking about money. The Brits get the heebie jeebies when it comes to chatting cash and women routinely undersell themselves. But when the starting salary for a female creative is likely to be 14.2% less than that of a male in the same role³, these conversations are crucial.

Otegha Uwagba (author of the must-read *Little Black Book*) advises we educate ourselves about our finances, especially those who are freelance or self-employed. “There’s a real sense of freedom that comes with having a handle on money. It never gets less boring, but I feel so much lighter having done it. Working with an accountant or having an accounting app like Xero will help make you more efficient.”

1. When it comes to negotiating your salary, if you’re in an annual review then prepare all the creative you’ve worked on that year (produced pieces and ideas in books) and lead with the positives – documenting your achievements will make the year you’re discussing tangible.

2. Find yourself an ally. Run them past your pitch several times so you can sound smooth, unflustered and composed. Confidence is key so apologising, umming and ahing is out.

3. Don’t throw a pity party. Your boss doesn’t really care that you don’t have enough money to eat lunch out more. Communicate your value more effectively by showing them why you deserve/have earned a raise.



4. Do your homework and don't feel shamed into low-balling yourself and asking for less than you want/need. You'd better believe your male colleagues won't.

5. Just ask. Research shows that men are four times more likely to ask for raises and opportunities. You're legally entitled to ask and no one is going to think you're pushy for doing so. (In fact, if you don't ask, the answer will always be no.)

6. When it comes to freelancing, if you're unsure what number to throw out there, turn the day rate question around by asking what their budget is and approaching the number from there.

**“If you want to be great, don’t
worry about being good so much.
Just go kick up some dust.”**

SHERYL MARJORAM
MD AT MCCANN

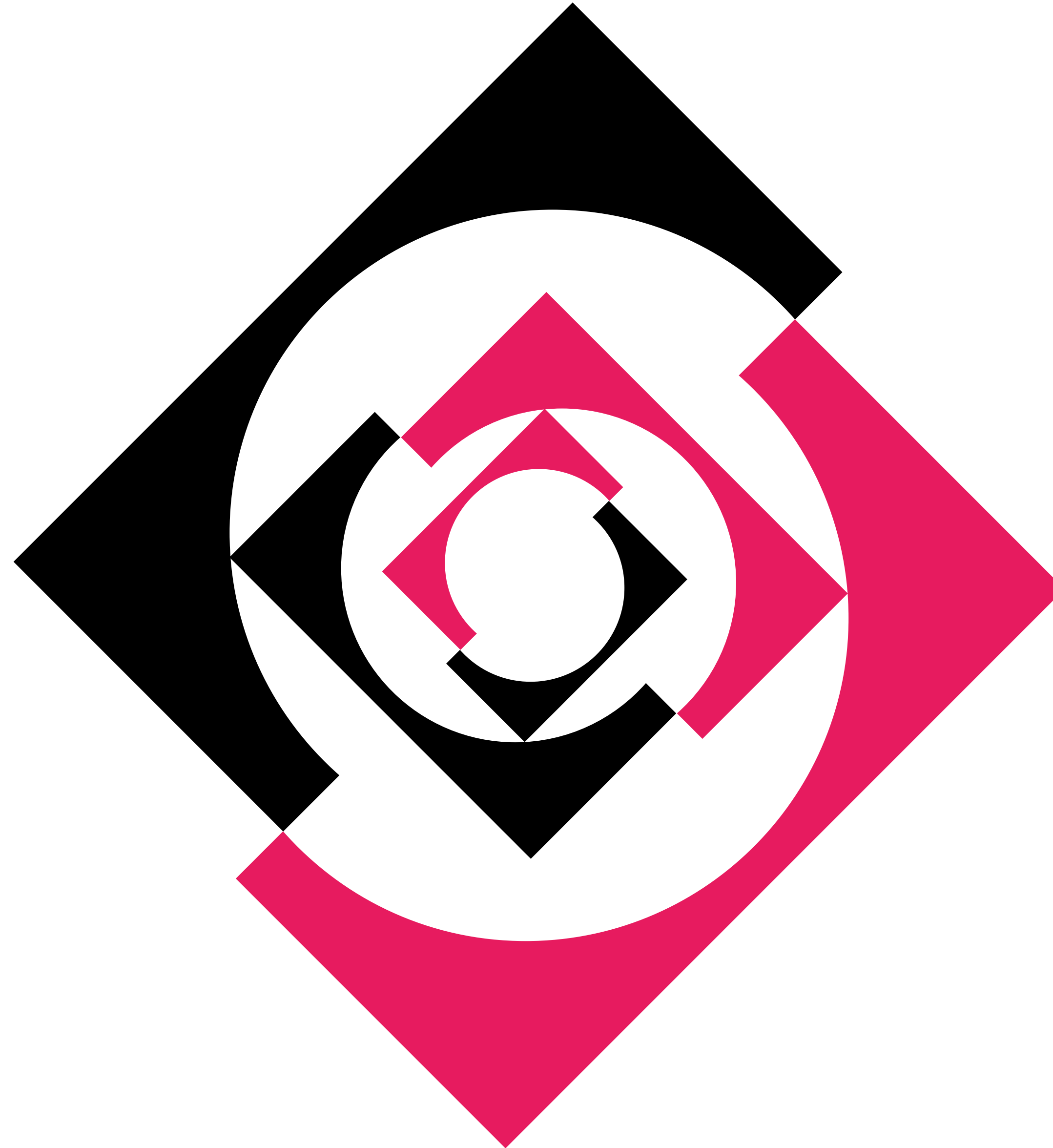
NETWORK

HOW
TO

Don't be daunted by the word 'network'. Kind of like making best friends with that random girl in the toilets last weekend, we're naturally adept at forming genuine relationships and collaborating. When you're part of a network you're powerful, you're listened to and you're supported. After all, it can get kind of lonely out there, especially since, on average, we make up only 29% of creative departments⁴.

So whether you've moved to a new city for your new job, you're fresh out of school or you've just joined the directors of your company as one of a handful (or less) of women, networking is crucial to bounce ideas around or get advice about day-to-day work stuff.

Finding your network doesn't have to happen at some dry and dusty event serving warm white wine, complete with name badges.



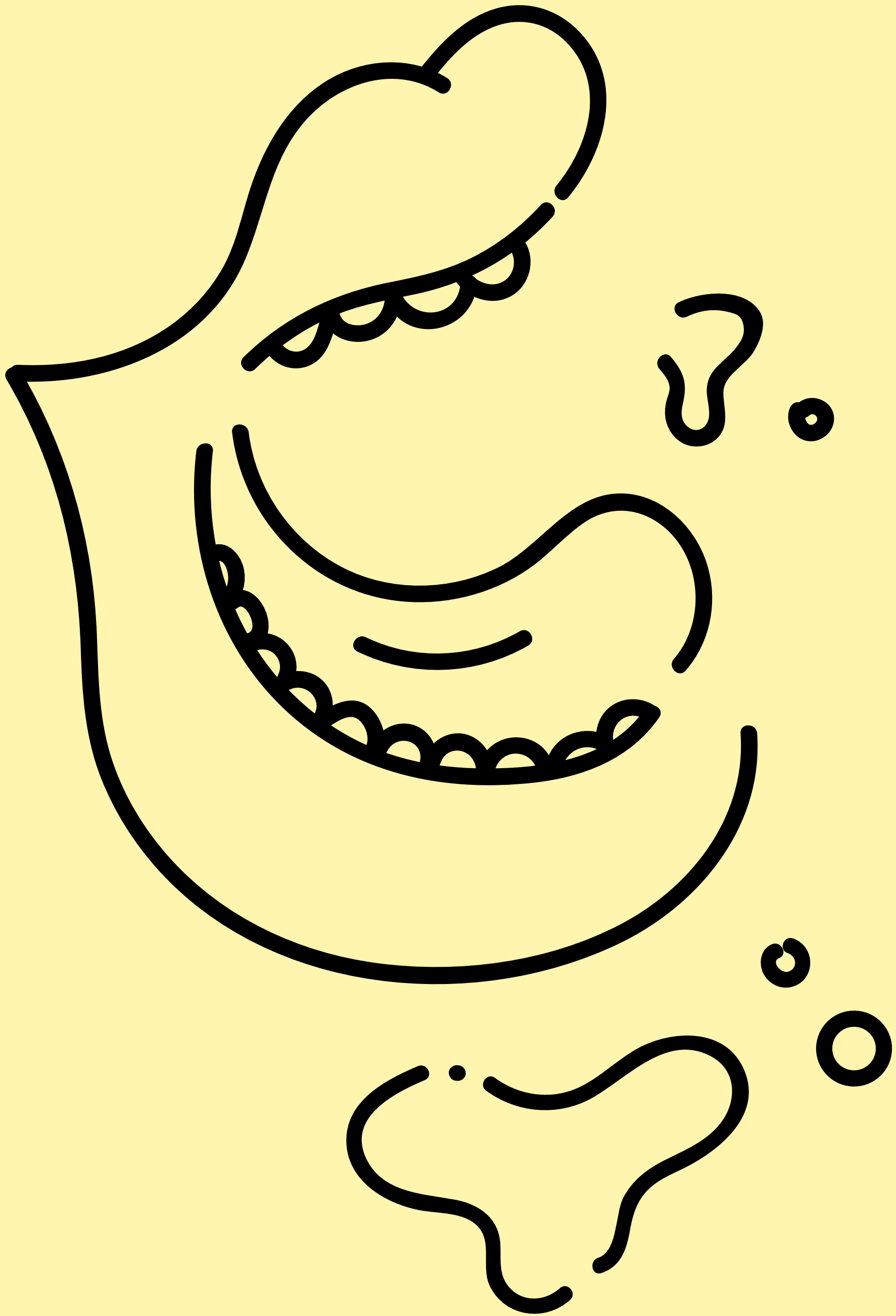
Think of networking as hanging out with a group of friends who are into the same kinds of things. Less formal, but just as professional, there are myriad events out there for you to find your tribe. Seek out (amongst others) Nicer Tuesdays; SheSays; The Copy Club; Ladies, Wine & Design and f*ck being humble. They're affordable (and in many cases free), accessible and regularly host talks which aim to inspire and empower women.

Too shy/unable to make an event? Many of these events have wider online platforms/social presences/newsletters etc so you can still grab invaluable advice there. Equally, you can head to Slack and join an online creative community like Online Geniuses, or even try Bumble Bizz; Bumble's millennial answer to LinkedIn.

Top tip: Can't find a group out there with your name on it? Get creative and make one!

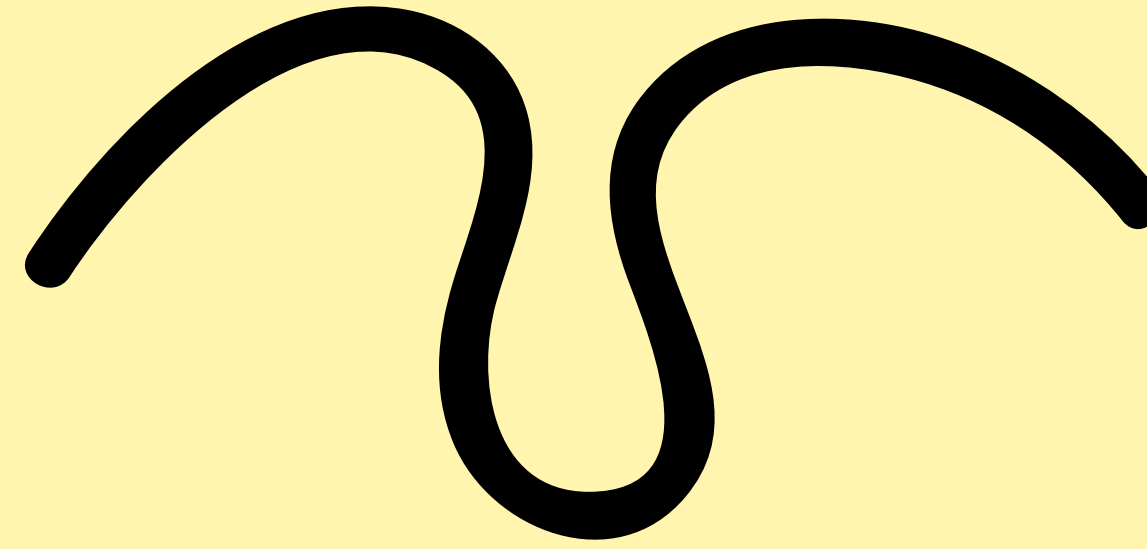
**“I have a Yay Me folder. So if I’m
having a bad day I’ll go and look at it
to remember what I’ve achieved.”**

NISHMA ROBB
MD AT GOOGLE UK

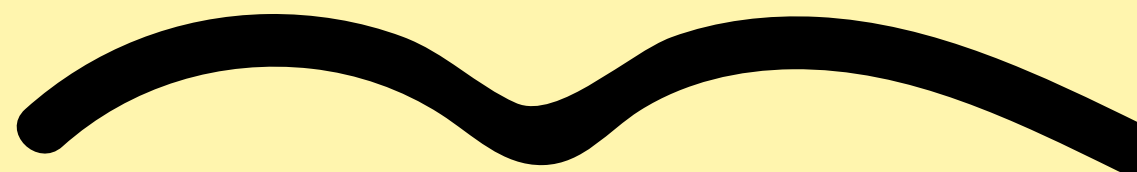


**PITCHING
YOUR
SUPER DUPER
EXTRA COOL
IDEAS**





Only 12% of Creative Directors are women⁵ (sigh),
which means that most of the gatekeepers, the CDs,
the ECDs etc, that you'll come across are going to be men.
Add to that the fact that most of us get nervous when
we have to talk in front of people, and it's not always
a perfect recipe for selling in work with confidence.



Breathe.

No really. It's simple but incredibly effective.

Take a glass of water in with you.

If the old dry mouth is hitting you, then you can take a slug. Equally, if you're feeling a bit jumbled and rambly, it can be a natural punctuation mark to help you slow down and collect your thoughts.

Know that it's normal to feel a bit nervous.

It truly does happen to all of us.

Prepare.

Know what you're going to say, and why, and then practice the hell out of it. Treating a review with your Group Head the same way you would a massive client pitch, is a great way to normalise the bigger stuff and lend the smaller stuff a bit of gravitas.

Be methodical about presenting each idea.

Whether you've approached your work with an insight then an idea, or inspiration that has led to executions, lay them all out comprehensively in the same format. This will help you present it more clearly and them review it more easily.

Make eye contact.

That killer idea is going to get very lost if you're presenting it while staring firmly at your book.

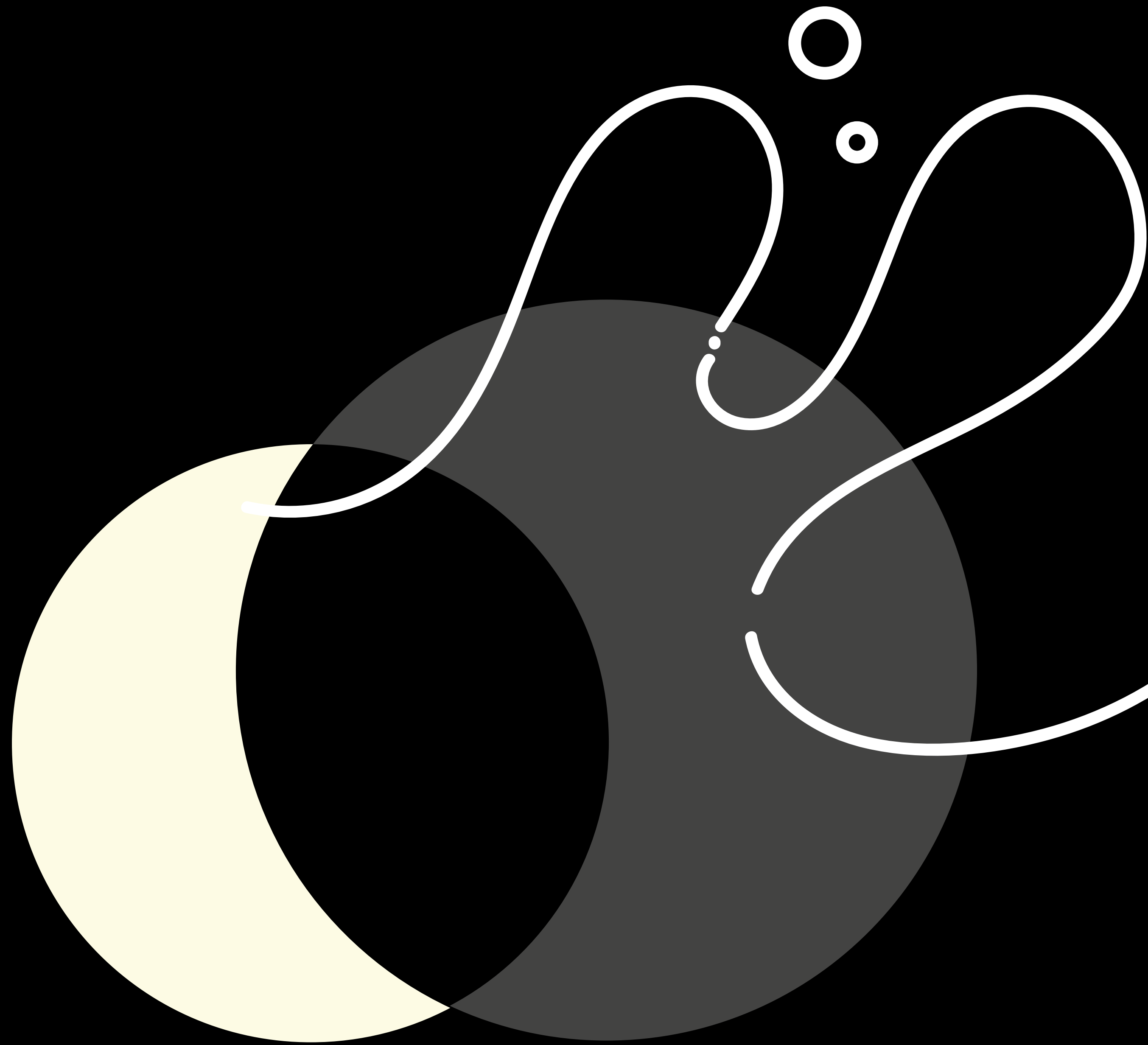
Believe in your idea.

If you get pushback, ask why. If they don't like it, make sure they're very clear about why. Sometimes it's just about clarifying how you landed up with that thought or why you believe that execution is best. They might not be the target audience, so use some statistics or a trend report to help explain the idea a little more.

The background features abstract geometric shapes in shades of pink and red. A prominent black line drawing of a stylized figure, possibly a person or a character, is positioned on the right side of the page. The figure is composed of thick, black, curved lines that define its form. The overall aesthetic is modern and minimalist.

**“I wanted to create the sort
of channel that I always
wished existed.”**

LIV LITTLE
FOUNDER OF GAL DEM



HOW TO NAVIGATE AGENCY AGENCY DRINKS

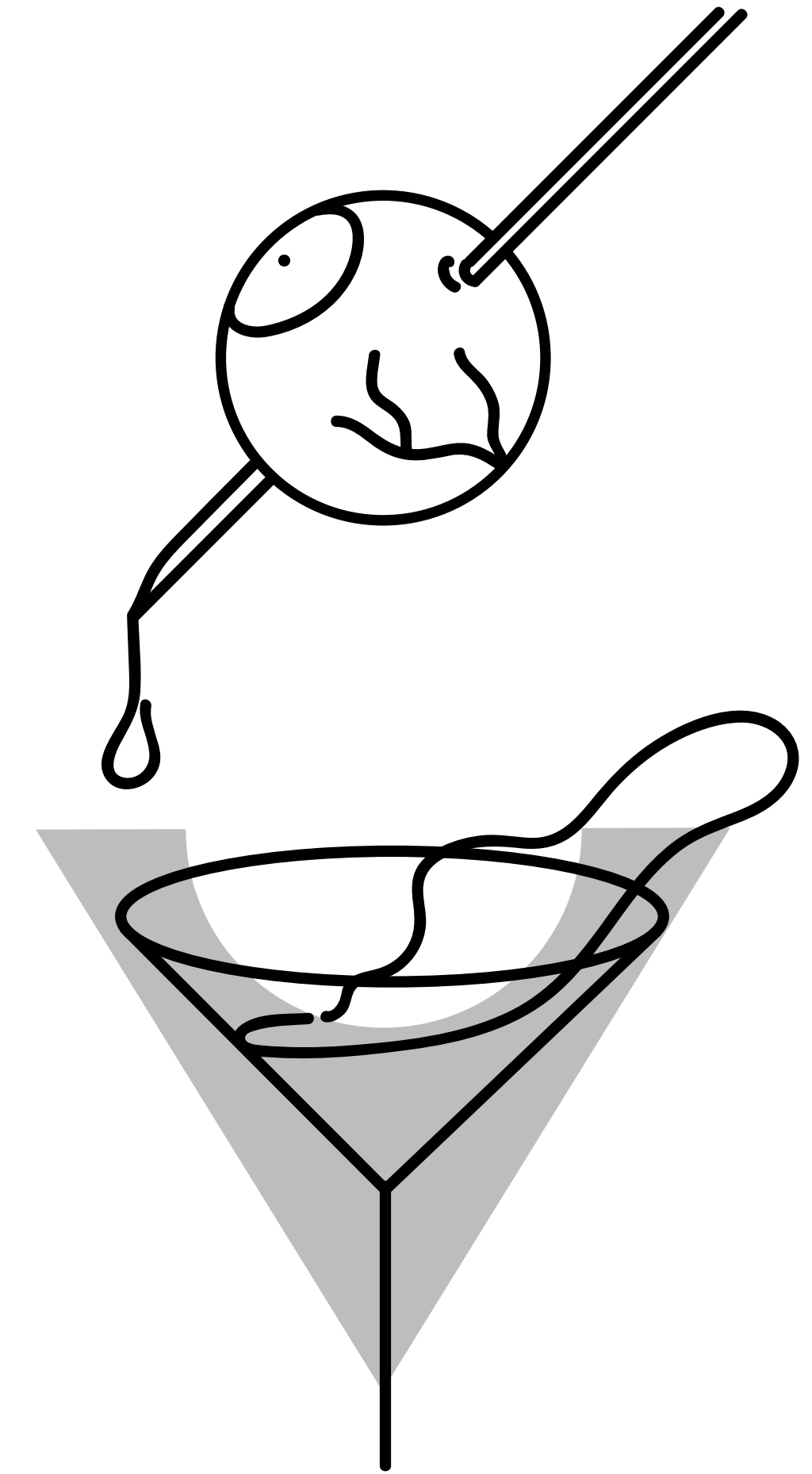


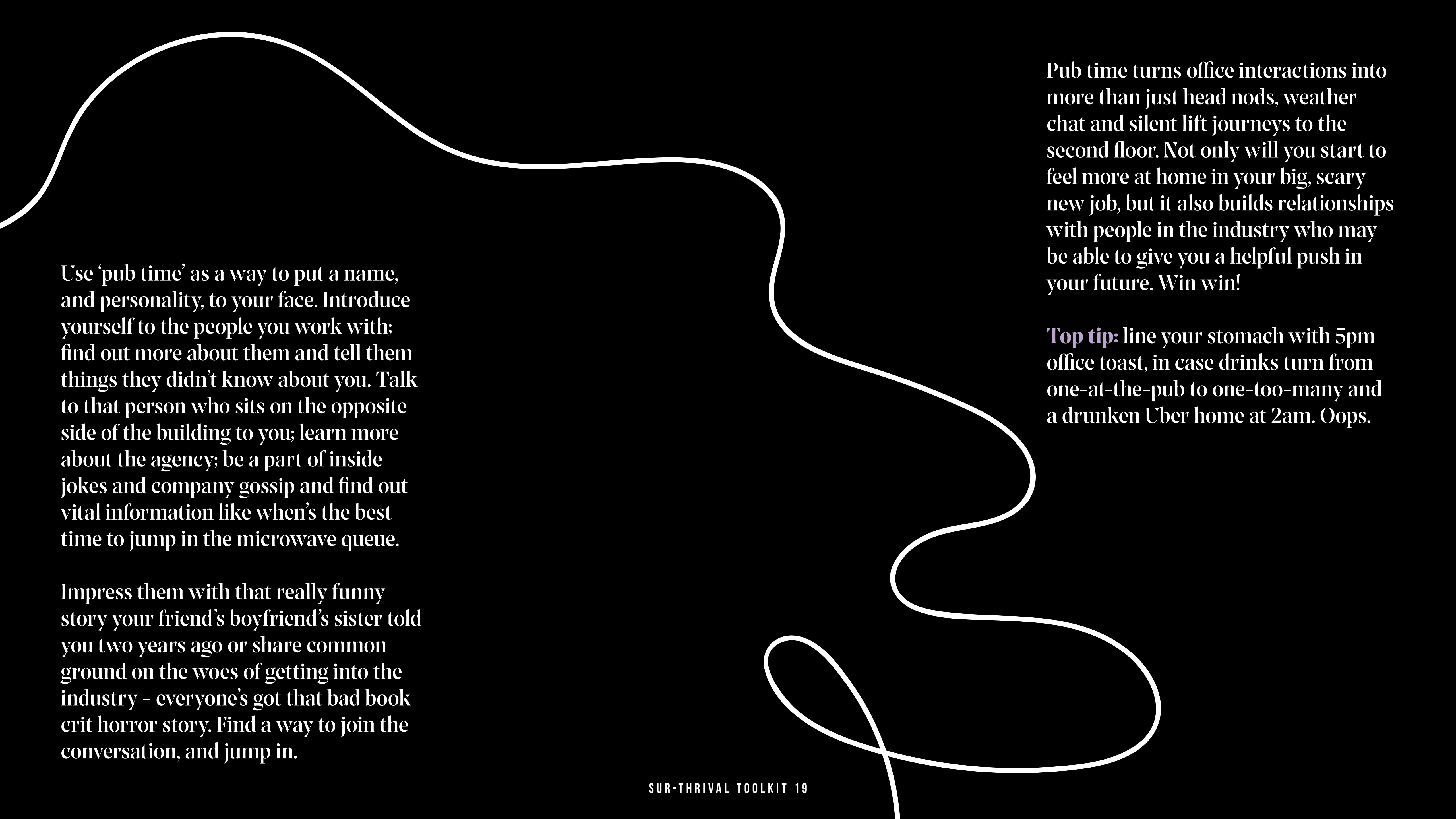
The advertising industry has the luxury (for some) of being a very sociable one.

Pub visits are a standard and for many people ‘getting stuck in’ actually means not bailing on Thursday night work drinks. Try not to think about the wine headache the next day, because it’s these drinks that may get your foot further in the door than anyone else’s; especially if you’re one of many placement teams at the same agency. The ones who give up their quiet night in for some boozy banter on a pub corner in Soho usually fall closer into the “favourite child” category of placement teams.



But... it's not all about the alcohol.
Getting a bit squiffy with your boss and newly-made work friends isn't everyone's cup of tea, but you can still use this time wisely while drinking T without the G.






Use 'pub time' as a way to put a name, and personality, to your face. Introduce yourself to the people you work with; find out more about them and tell them things they didn't know about you. Talk to that person who sits on the opposite side of the building to you; learn more about the agency; be a part of inside jokes and company gossip and find out vital information like when's the best time to jump in the microwave queue.

Impress them with that really funny story your friend's boyfriend's sister told you two years ago or share common ground on the woes of getting into the industry - everyone's got that bad book crit horror story. Find a way to join the conversation, and jump in.

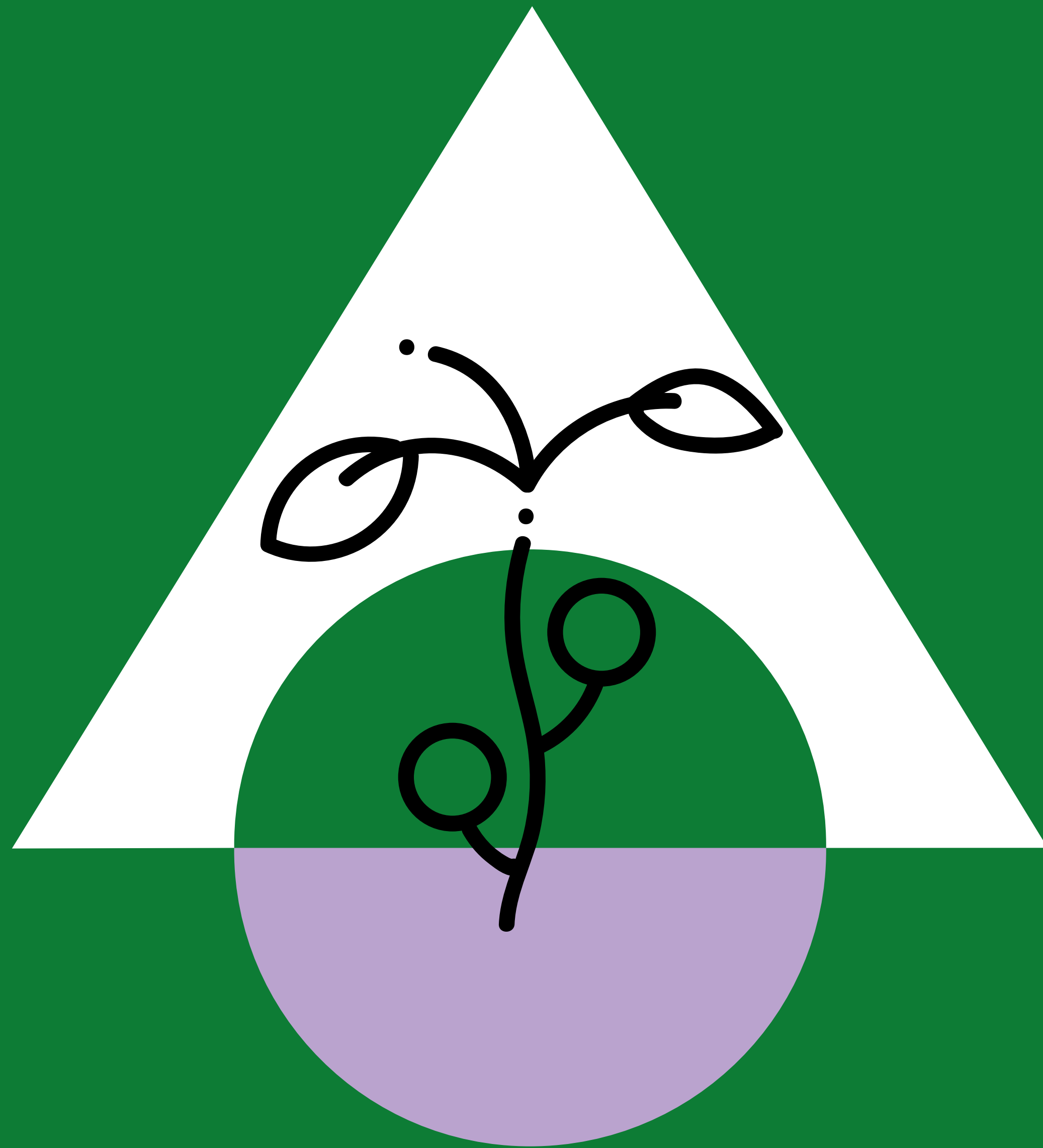
Pub time turns office interactions into more than just head nods, weather chat and silent lift journeys to the second floor. Not only will you start to feel more at home in your big, scary new job, but it also builds relationships with people in the industry who may be able to give you a helpful push in your future. Win win!

Top tip: line your stomach with 5pm office toast, in case drinks turn from one-at-the-pub to one-too-many and a drunken Uber home at 2am. Oops.

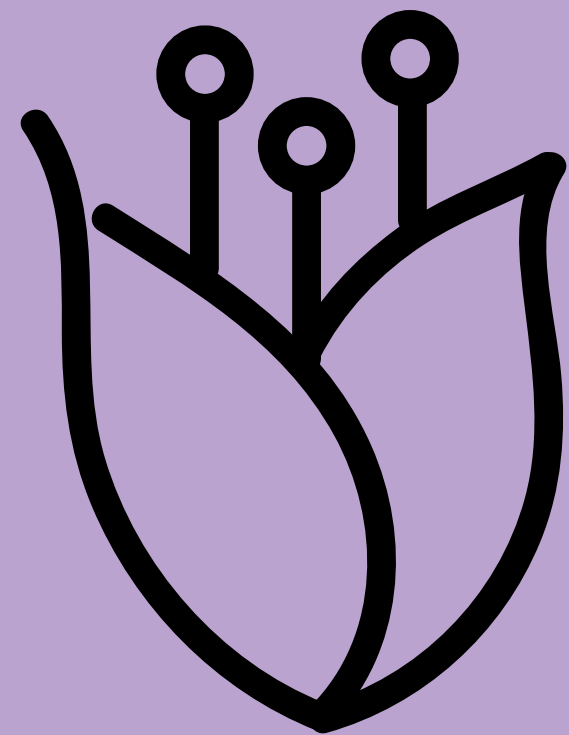


“There is no perfect brief. Perhaps the best and most rewarding projects are those that we drive through our own creativity, experiences and search for meaning.”

CHEYNEY ROBINSON
ECD & CONSULTANT

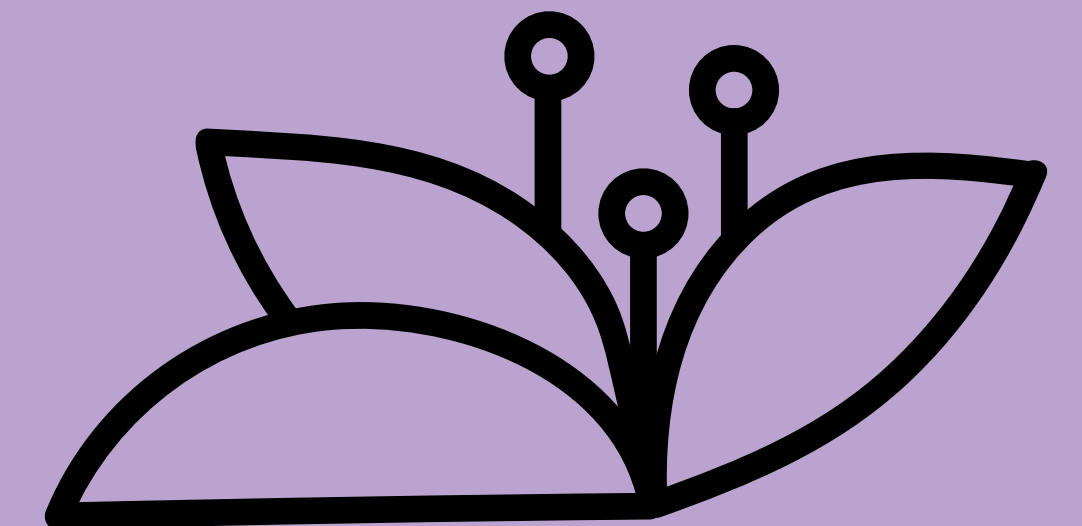


HOW TO MAKE AN IMPRESSION ON PLACEMENT



We all know that starting out is tough.

The creative world can be daunting, especially if you're now working in a new city and have the joys of the tube and eye-wateringly high rent to deal with. Placements might last three months or more, but often it's less. We want you to dazzle everyone the minute you walk through the door, so here are some handy tips to keep in your back pocket.



Be proactive and show you're keen to get stuck in.

Stick your hand up, ask what briefs the creatives sitting next to you are working on and bother project management or traffic to get into briefings. If you're flying solo, then see if you can team up with other creatives there to flex your collaborative muscles.

Ask questions.

Lots and lots of questions. You might have just finished uni, but the reality is your real schooling has just begun. Your ECD (CD, group head etc) isn't expecting the finished package, but they will want to see that you're ready to learn.

Don't be scared to speak up.

Agencies love the energy that placements bring to the studio and can genuinely benefit from your innate understanding of newer tech and social media. Take that fresh thinking into the agency and be brave enough to suggest other options and platforms when you're showing them your ideas.

And speaking of being brave – get chatting to everyone.

Know what you're going to say, and why, and then practice the hell out of it. Treating a review with your Group Head the same way you would a massive client pitch, is a great way to normalise the bigger stuff and lend the smaller stuff a bit of gravitas.

Be on time.

It seems stupidly obvious but pitching up late after one too many jagerbombs the night before is a sure-fire way to piss people off. Agencies all operate differently, with different working hours; be aware of yours and then respect them.

Learn how your agency does stuff.

Do they use a particular template? Is there a method of saving stuff to their server that they rigorously abide by? Do they use certain programmes or hate emails and only use Slack? Find out and then stick to it.

Make eye contact.

That killer idea is going to get very lost if you're presenting it while staring firmly at your book.

Be humble.

Hopefully, you're going to hear lots of yes's in your career but be prepared to hear a whole lot of no's too. Don't take it personally, as it really does happen to all of us. Make sure the feedback is constructive (you're always allowed to interrogate reviews and ask for more detail) so you can tackle the next round effectively, then lock it away under your learnings and move on.

Always get someone to proof read your work.

If you have a partner, then be sure to swap your work with each other so you can get a fresh pair of eyes on it. The last thing you need is a spelling mistake to go live or go to print. If you don't have a partner, just ask the person you're reporting in to. Don't be nervous to ask, it just shows diligence and awareness.

“If we’re going to grow a pipeline of future leaders, we’ve got to support one another, whatever level we’re at.”

DAME CILLA SNOWBALL

CHAIR WOMEN’S BUSINESS COUNCIL AND FORMER GROUP CEO OF AMV BBDO

The image features the word "LAWYER" in a very large, bold, black, sans-serif font. A white, wavy line starts from the left edge, passes through the top of the letters, dips down between the 'A' and 'M', rises to pass through the top of the 'O', dips again between the 'U' and 'A', rises to pass through the top of the 'E', and finally dips between the 'E' and 'R' before exiting the right edge. The background is a solid dark gray.

ELOQUENT COMEBACKS TO SEXIST COMMENTS

Them:

[Any sexist “banter”]

You:

(Sweetly) Sorry, what did you say?

(Cue embarrassed mumbling as, surprise surprise, a comment about the office fruit bowl resembling genitals sounds more stupid the more times they say it.)

Them:

You’re touchy. Are you on your period?

You:

If I had to bleed to find you annoying, I’d have keeled over months ago.

Them:

Where’s the coffee for the meeting?

You:

I don’t know. But when you find it, I like mine milky with one sugar.

Them:

[Any kind of mansplaining about the biological or psychological makeup of women]

You:

Your knowledge of biology is so impressive. Where are you published?



Them:

Get back in the kitchen – wheeey!

You:

Oh my god did you make me a sandwich? I love sandwiches!

Them:

It’s just banter.

You:

Isn’t banter funny?

Them:

Women just aren’t funny.

You:

You’re right. Sara Pascoe, Josie Long, Sarah Millican (continue listing names for as long as you want/have the patience to keep engaging with idiot), Tiff Stevenson, Ellie Taylor, Mae Martin, Deborah Frances-White, Rachel Parris, Shazia Mirza, Jo Brand, Meera Syal, Gina Yashere, Jennifer Saunders, Susan Calman, Dawn French, Julia Davis, Francesca Martinez, Sadia Azmat, Shappi Khorsandi, Michaela Cole, Tracey Ullman, Phoebe Waller-Bridge, Suzi Ruffell and Roisin Conaty are all really unsuccessful.

ADWICE

The best bit of advice I was ever given was from my old Art Director: “Ask for forgiveness, not permission.” I use it all the time when I get nervous about a gutsy idea and it’s something I forward on to people a lot.

LOTTIE, SENIOR CREATIVE

If you don’t ask you don’t get. I wasted so much time being passive and ‘going with the flow’. It was only when I started asking for the things I wanted, that everything started clicking into place.

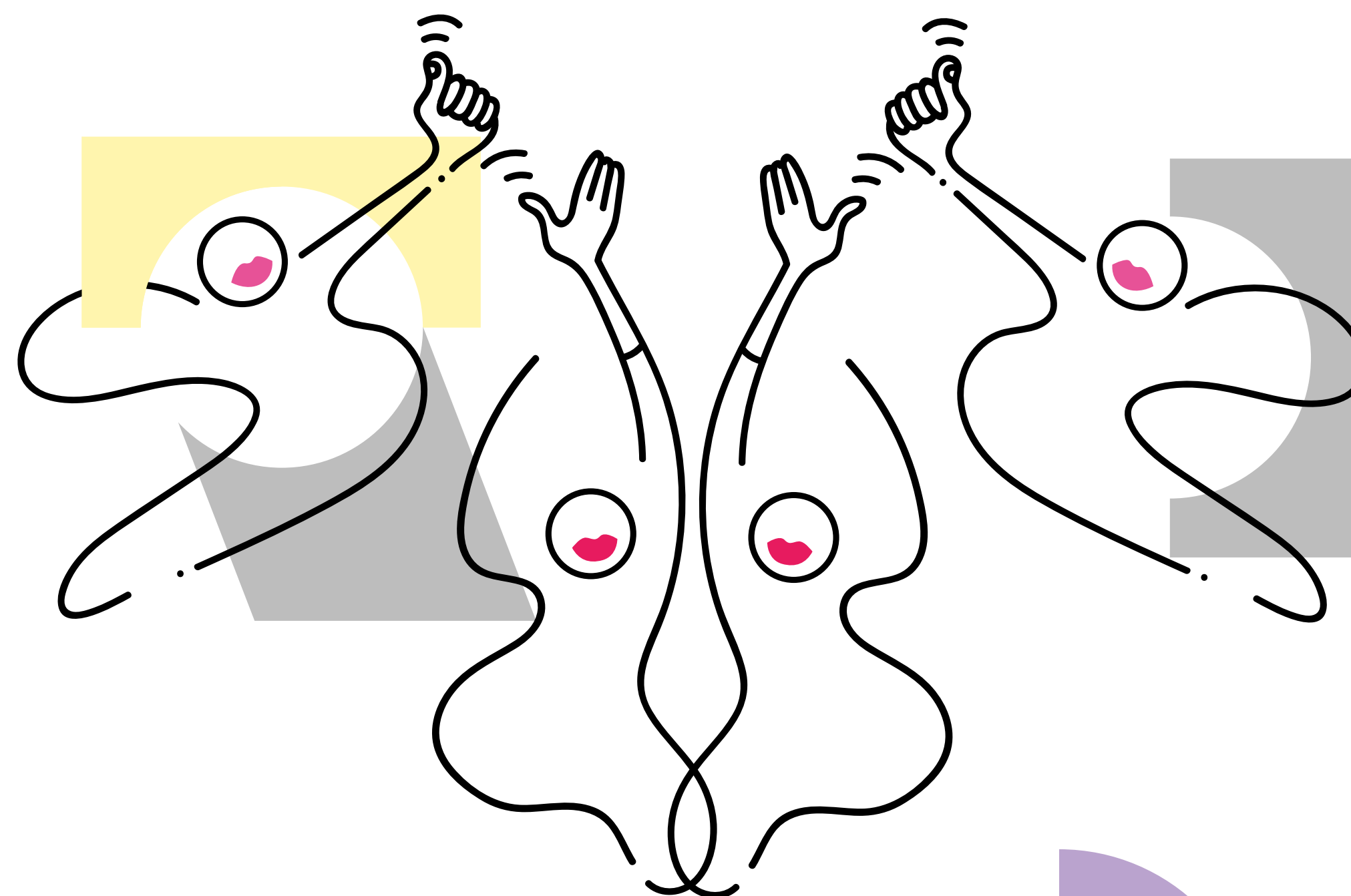
JASMINE, JUNIOR CREATIVE

When something makes you nervous or anxious, try telling yourself (out loud, if possible) that you are excited. Your body’s reaction to fear is exactly the same as its reaction to excitement. That’s from Mel Robbins, and it really fucking works!

GALA, SENIOR ACCOUNT MANAGER

A great boss I once had told me that dealing with intimidating clients was simpler than you think. At the end of the day, they are human beings – just like you – with their own struggles and insecurities. Everyone has something that can make them relatable.

MEL, ACCOUNT DIRECTOR



The most insightful piece of advice I’ve ever been given was: “Work to live, not live to work.” The ad industry can be brutal. It’s worth taking a step back and understanding how much work is too much. Yes, your work is important, but so are you.

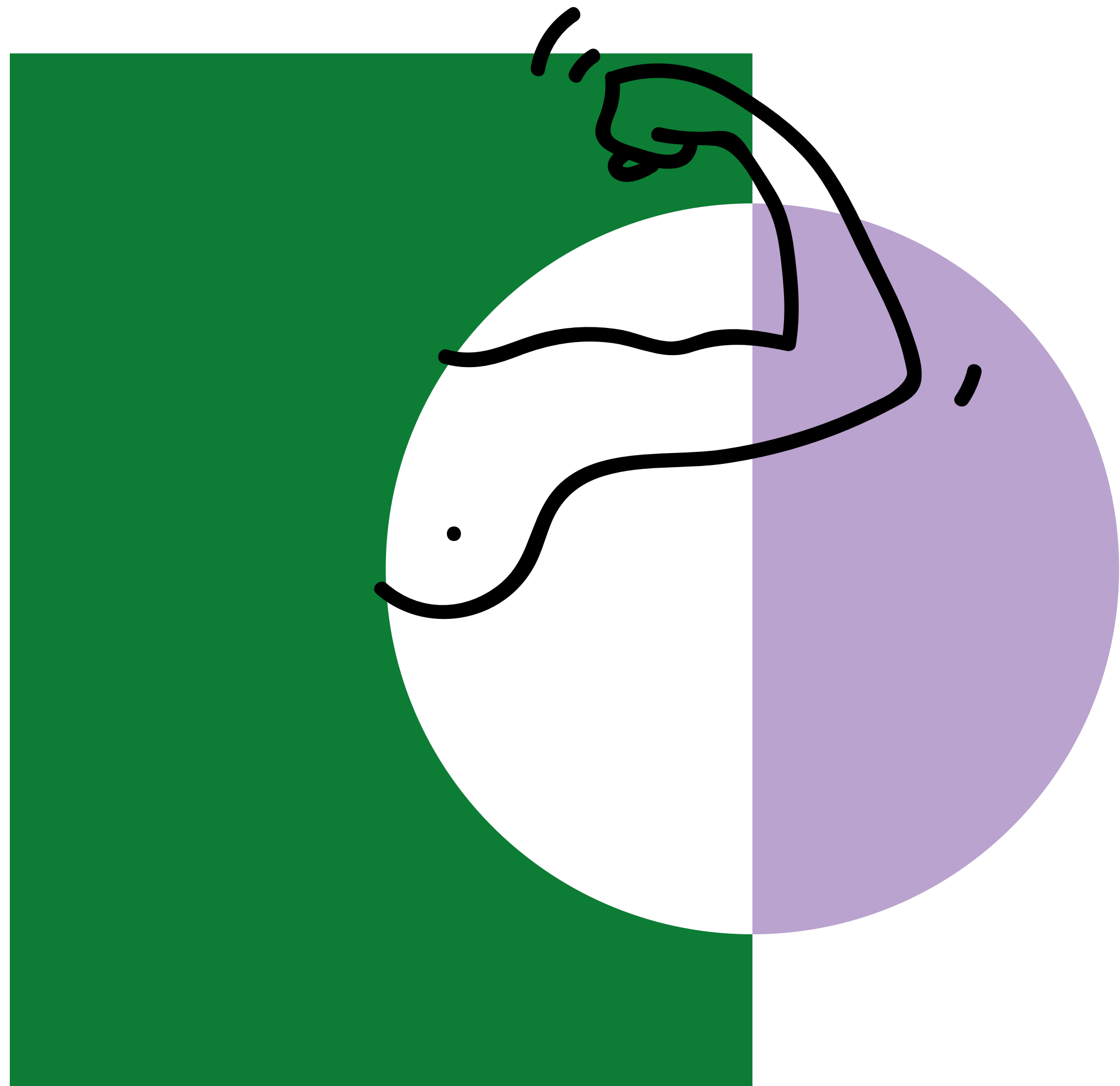
ANONYMOUS, JUNIOR COPYWRITER

Don’t be scared of failure. Treat failure as an opportunity to learn and grow – the faster you fail, the closer you are to getting it right.

LOUELLA, JUNIOR CREATIVE

When you’re trying to get a job, seek advice and mentoring from people who you admire. Happiness won’t come from working for someone, a company or on ideas you don’t love or even agree with.

ANONYMOUS, MIDWEIGHT DESIGNER

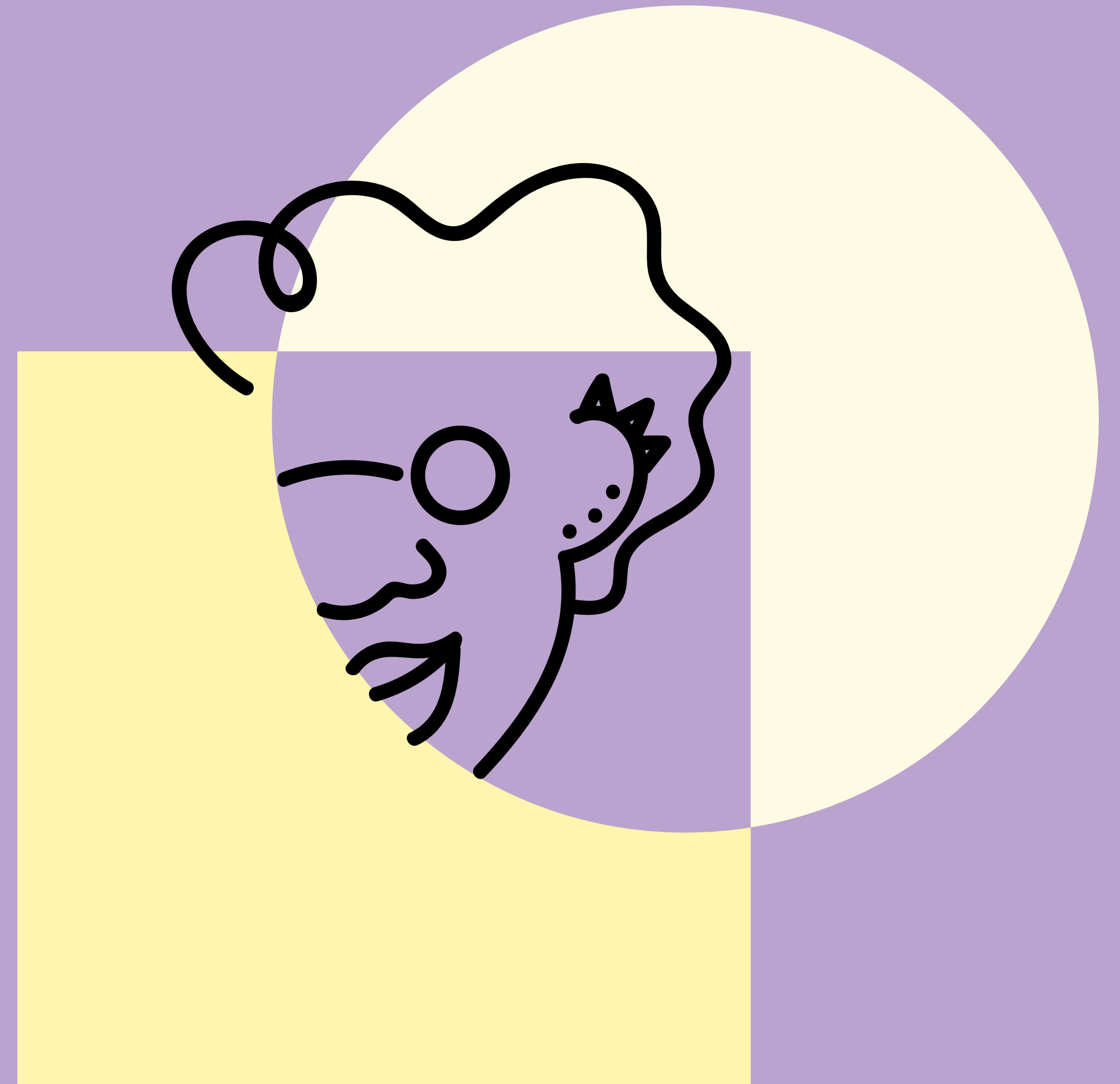


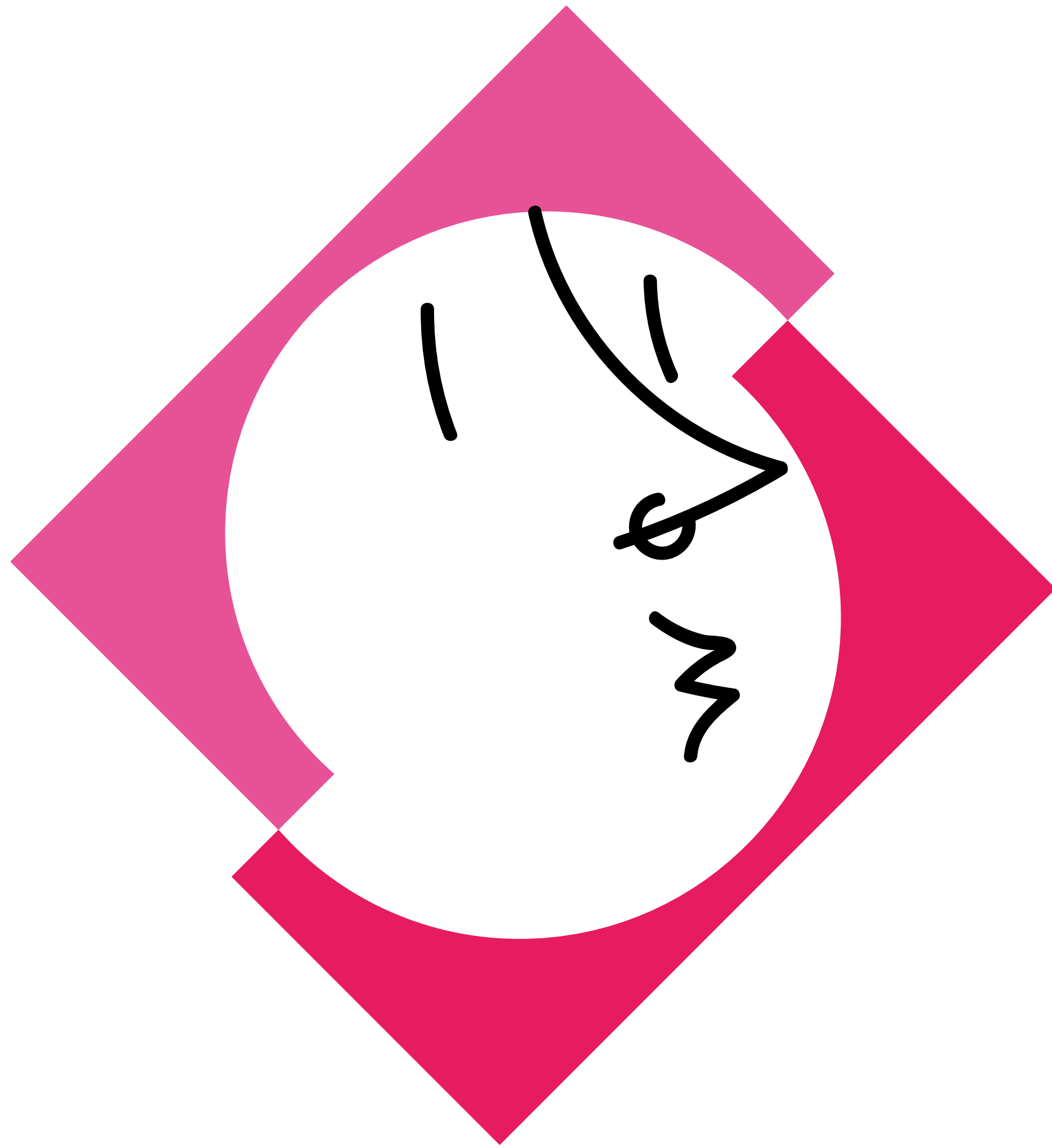
DAILY AFFIRMATIONS

**I am creative
and powerful
and excellent.**

DAILY AFFIRMATIONS

**My ideas are
just as valid as
everyone else's.**



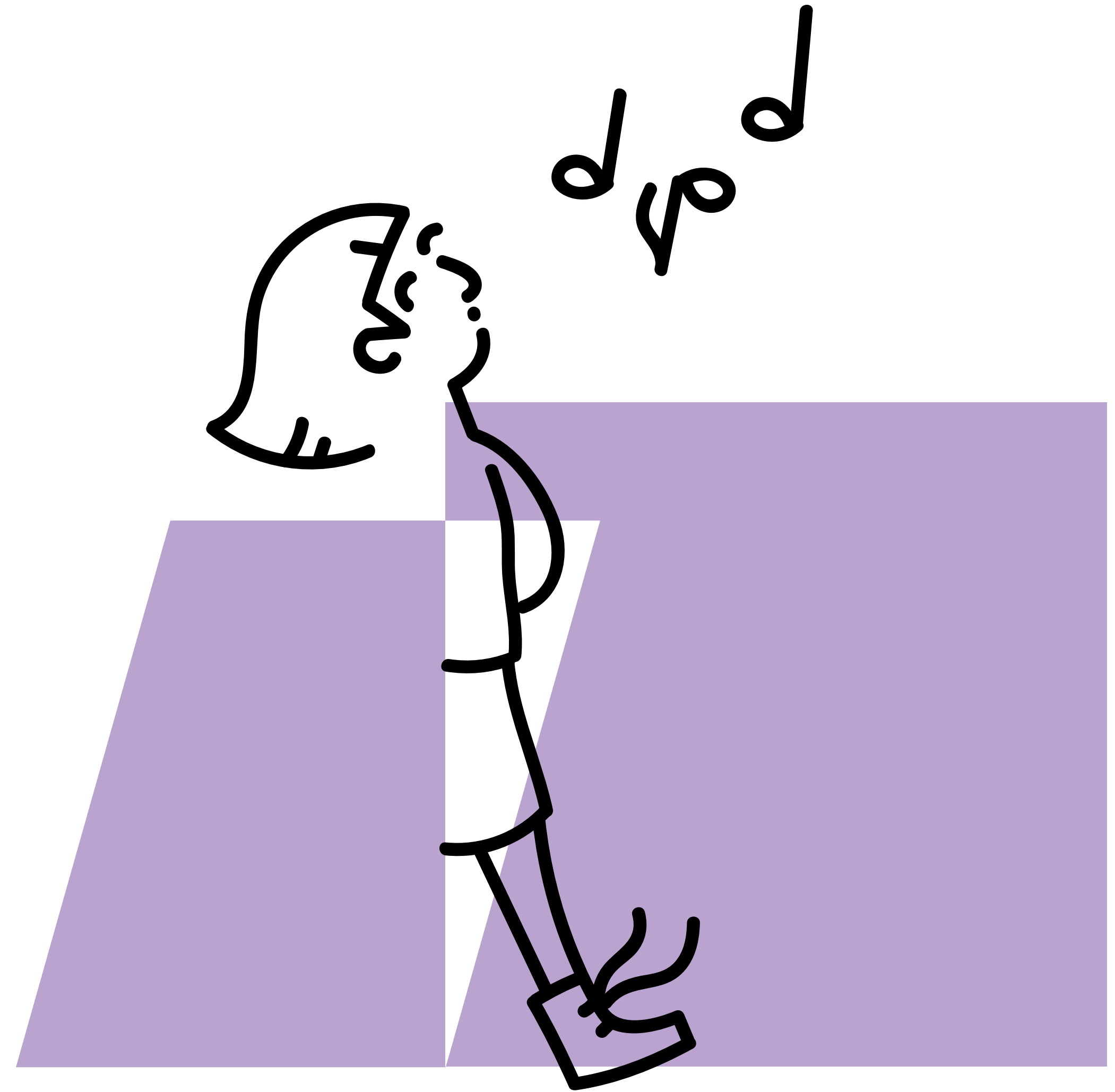


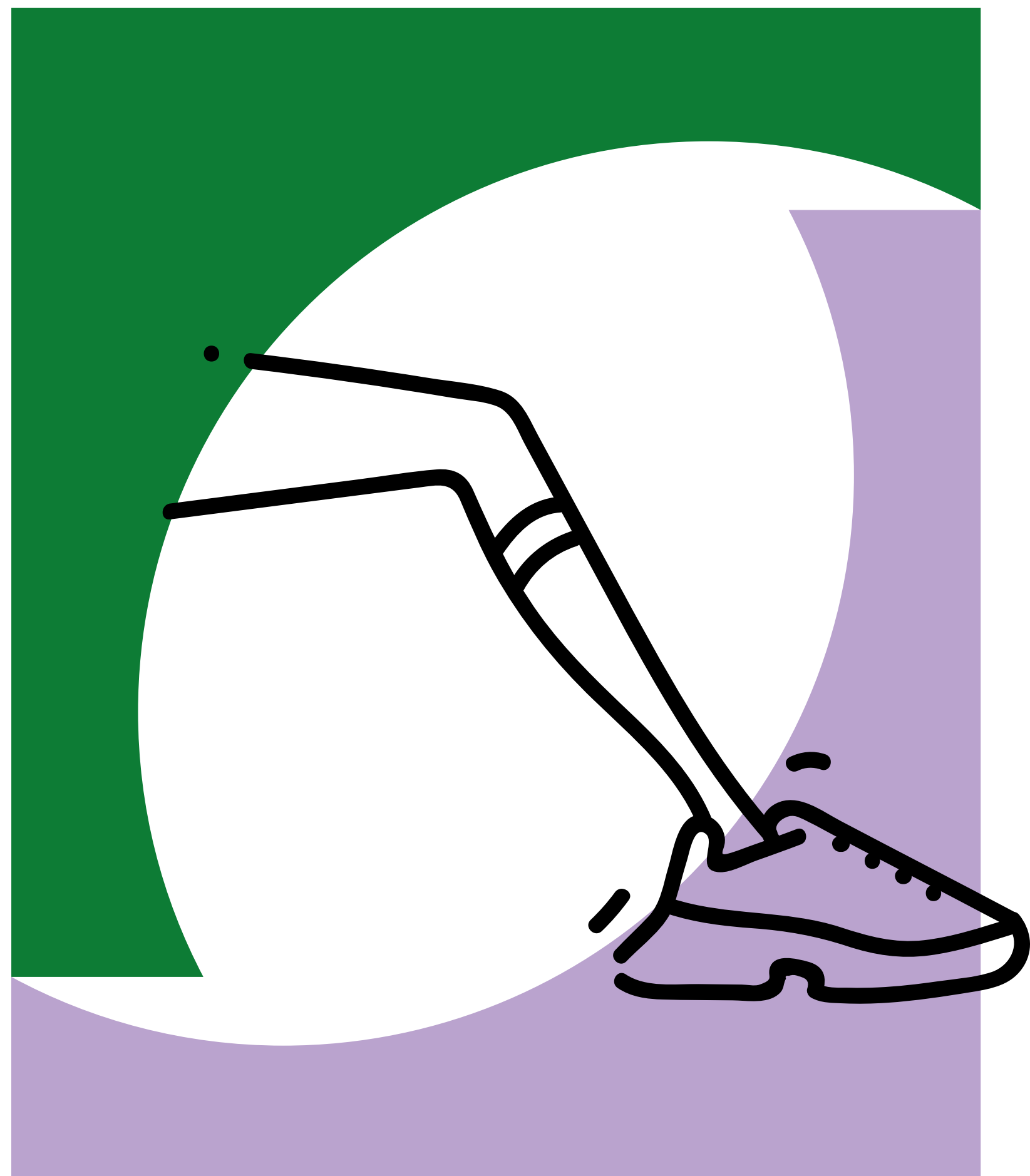
DAILY AFFIRMATIONS

**I never need to
apologise for being
sensitive/quiet/
loud/confident.**

DAILY AFFIRMATIONS

I am strong enough
to handle anything,
even the agency
Spotify playlist.





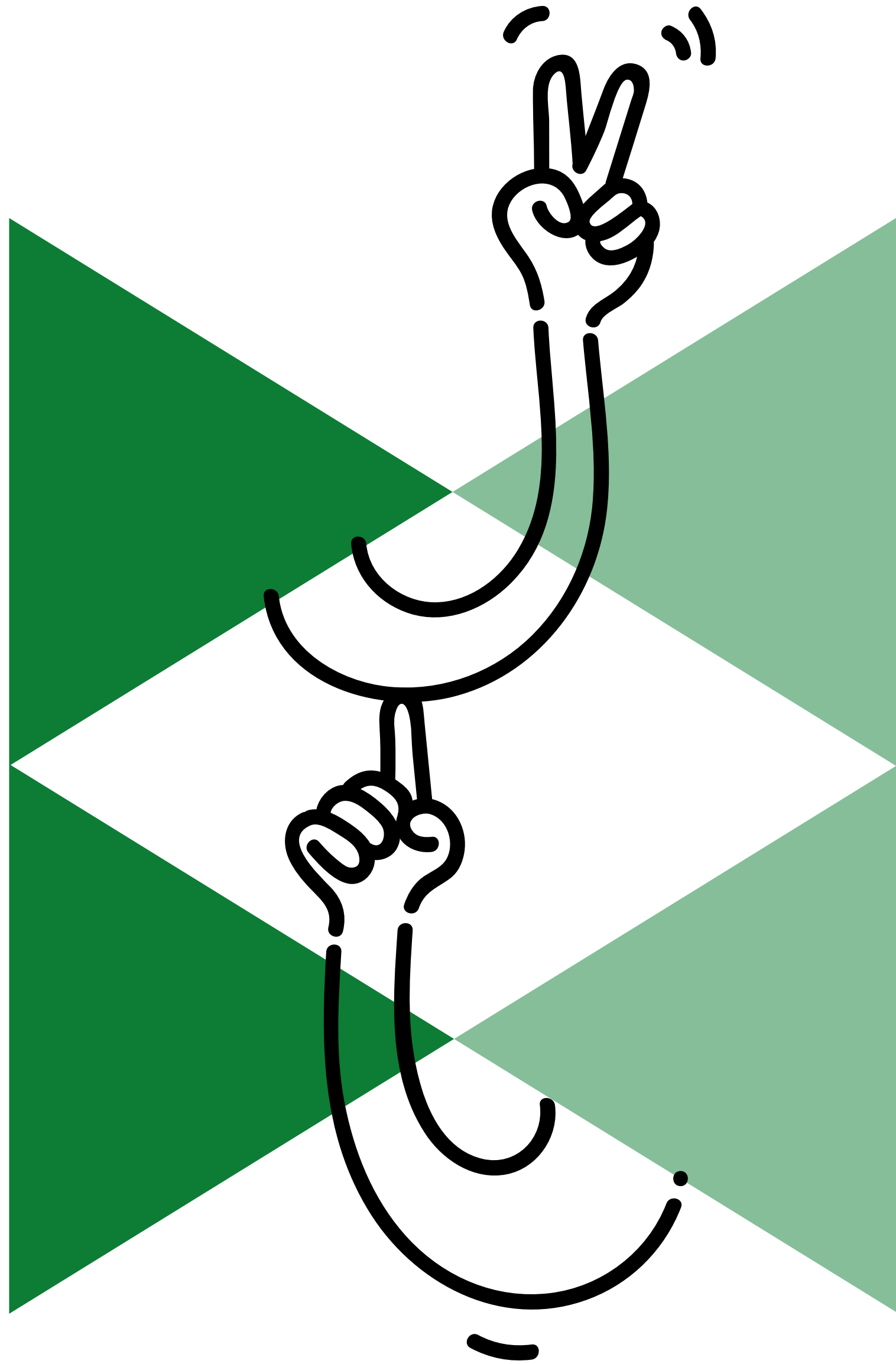
DAILY AFFIRMATIONS

**I will not be bullied
or talked over and
I'll present my work
with confidence.**

DAILY AFFIRMATIONS

**I am a future leader
and future leaders
don't let people talk
over them in meetings.**





DAILY AFFIRMATIONS

**I am a natural
collaborator,
problem-solver and
relationship-nurturer.**

DAILY AFFIRMATIONS

**I will not let
whats-his-face guilt
trip me into making
him tea. Again.**





DAILY AFFIRMATIONS

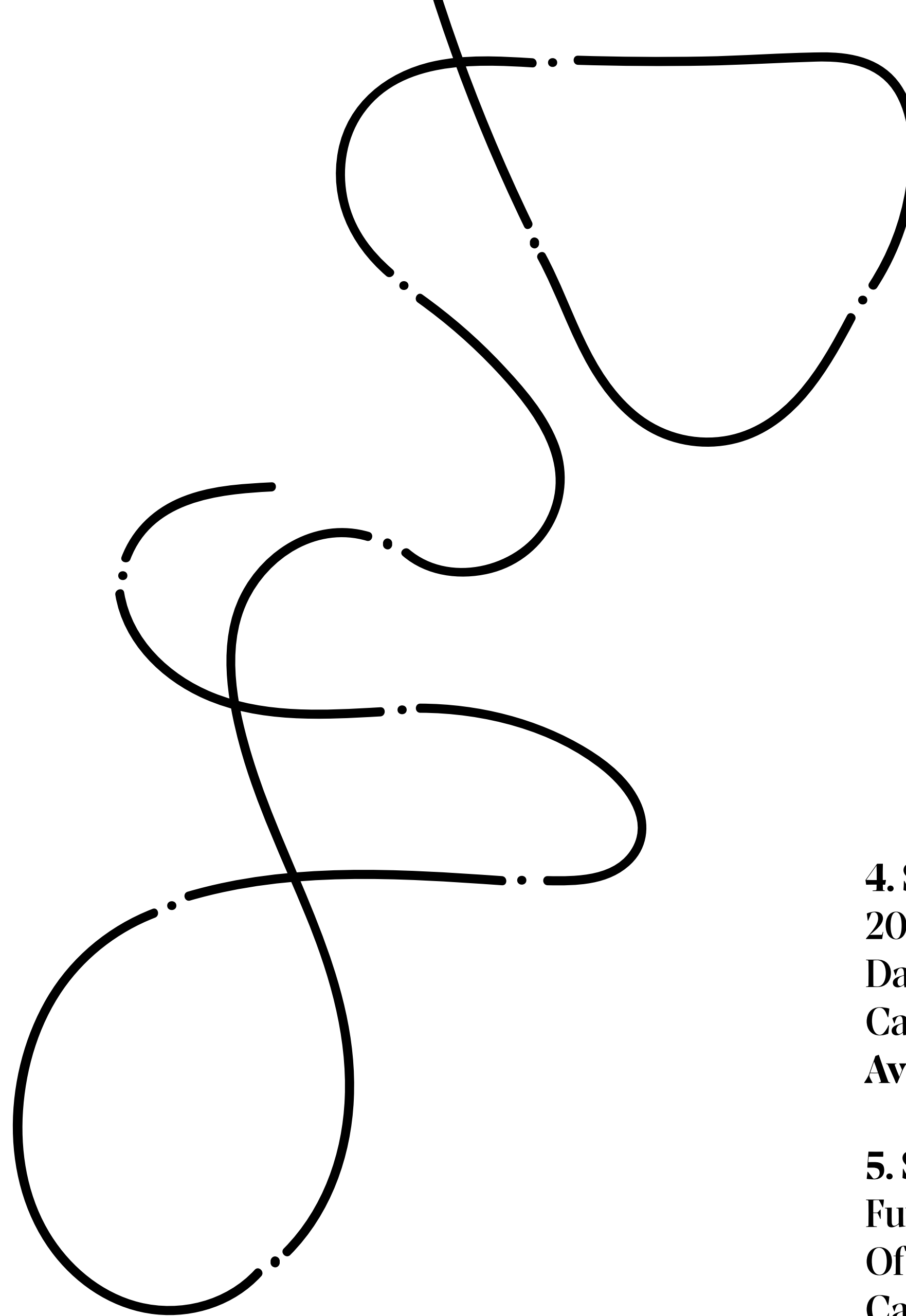
**I am awesome
but it's okay if I
need to cry in the
loos occasionally.**

ANDREW

1. Source: Hanan, A. 2016. Five Facts That Show How the Advertising Industry Fails Women. The Guardian [Online]. 3rd February 2016.
Available from: [here](#)

2. Source: Young Creative Council. 2018. Young Creative Council Creates Database To Hero Female Talent. Campaign [Online]. 8th March 2018.
Available from: [here](#)

3. Source: Young Creative Council. 2017. Why We Should March: Women in Advertising. Young Creative Council BETA [Online]. 27th January 2017.
Available from: [here](#)



4. Source: Young Creative Council. 2018. Young Creative Council Creates Database To Hero Female Talent. Campaign [Online]. 8th March 2018.
Available from: [here](#)

5. Source: IPA. 2018. Creativity's Female Future: Meet The Next Generation Of Women Redefining Creativity. Campaign [Online]. 18th April 2018.
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