

# PRINT COMPETITION

CREATE A PRINT AD WHICH WILL ATTRACT INDIVIDUALS WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES TO APPLY FOR JOBS IN THE CREATIVE INDUSTRY VIA CREATIVE SPIRIT

## BACKGROUND

At its core, Creative Spirit's mission is to connect individuals with intellectual and developmental disabilities to the most influential companies in the world, in order to secure genuinely integrated employment opportunities that culturally and creatively enrich both parties.

In 2017, Creative Spirit US was launched with the goal of changing a global issue: those with intellectual and developmental disabilities are unemployed at an astounding 85%. While those with physical disabilities are unemployed at twice the average of typical individuals (10% unemployment), those with intellectual and developmental disabilities lead a life of poverty, boredom, loneliness and dependence because the employment community has not embraced their differences.

Our goal is to change the presumption that those with IDD cannot work, and to build real accommodations into the workplace that will create jobs and long term employment for those with IDD next to their neurotypical peers.

## THE CHALLENGE

In 2017 we ran a compelling campaign that attracted a large number of employers who have provided jobs/positions across a large variety of professions, e.g., writer, coding/development manager, HR managers, data entry clerks, production assistants, just to name a few.

Today, Creative Spirit finds itself in the position of wanting to attract candidates to these positions. We are in the enviable position of having more jobs available than candidates! These positions are available in the US, however, we are also in the process of launching Creative Spirit in Australia and the UK and we'd like to attract candidates in all markets, making this a global initiative.

## TARGET AUDIENCE

Young Adults – 20 – 35 years old with 2 – 4 years university education, who are looking for positions in an integrated setting.

These young people have intellectual & development disabilities but would like to work alongside their neurological peers.

## TAGLINE

“AFTERALL, WHAT’S MORE CREATIVE THAN BEING DIFFERENT?”

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## WHAT'S ESSENTIAL?

Creative Spirit's goal is to employ 130,000 individuals with disabilities by 2020. We need a large number of candidates in the pool in order to achieve our goals. CS would like to attract 1 million individuals globally to the organization. There are 8.5 million unemployed individual in the US alone over the age of 18

Creative Spirit wants to create a movement, a shift in attitude: Individuals with Disabilities belong in the workplace alongside their typical peers.

The organization's tagline is: "Afterall, what's more creative than being different?" The tagline is optional but preferred for this campaign.

The tonality of Creative Spirit is optimistic. We are staunch about the notion that we are focused on ability NOT disability. We are also staunch about the idea that employers are not doing charity—they are lucky to have the talents of our Creative Spirit candidates in their organizations.

While candidates are attracted to great design, as we all are, it is important to make sure that we are mindful of accessibility standards for all potential audiences. There are digital and Print standards that apply and that are readily available and should be a part of every company/agency's standards for example, contrast is important for legibility purposes and average (it does not need to be oversized type) size fonts.

## WHAT TO CONSIDER

The interests of these individuals are the same as the interests of your average 20–35 year old, with an emphasis on a more family-centered lifestyle. They are used to having supports to achieve their goals, however, their hobbies like social media, socializing, playing video games are the same as any young adult. This audience is more single (not married, or married with children) than other populations.

Creative Spirit has a small social media presence and achievement of growing our social media audience, especially among candidates could be tremendous.

YouTube:

<https://www.youtube.com/channel/UCeDqYDzR9vU6Oelhq3fVUIA/videos>

Facebook:

<https://www.facebook.com/creativespirit.us/>

Twitter Handle: @hiredifferent

<https://twitter.com/hiredifferent>

Additional

Here is some access to PR Creative Spirit has received that may be interesting:

<https://www.dropbox.com/s/y0sfcff1lbsks19/Creative%20Spirit%20PR.docx?dl=0>