



ADCOLOR

FUTURES

2016 FUTURES HACKATHON RECAP
"Standing Up for Social Issues"



ABOUT

The ADCOLOR FUTURES Hackathon showcases the phenomenal talent from the young, innovative minds of the FUTURES and how they collaboratively develop a creative solution to a social issue. In this one-day hackathon, 30 FUTURES partnered with coaches to shape their ideas before presenting to a panel of judges. This hackathon provided a space to stimulate problem-solving, critical thinking, collaboration, and creative skills while bringing a fresh perspective on business challenges.

THE ASSIGNMENT

Studies show that millennials care about social issues and value when brands are connected to communities and culture around them in a genuine and authentic way. Each Hackathon team was given a fake brand that shared an ethos with some of today's biggest brands and were asked to select a social issue based on the brand's identity and their passions. They spent the day coming up with a cohesive plan for how the brand could stand up and speak out on the issue internally and externally.

5 TAKEAWAYS BRANDS CAN LEARN FROM THE ADCOLOR HACKATHON

1

CLOSE YOUR MOUTH AND OPEN YOUR DOORS: Use your space – your ads, your stores, your offices – to create a safe place for people to share and learn together.

Group 1 thought their brand, an athletic apparel company with many ad campaigns with celebrities of color, had the right and requirement to speak up at times when others go silent. However, instead of "joining" the conversation, they suggested "facilitating" the conversation and have the brand use their resources to connect to the community. The brand would use their advertising, social platforms and even their local stores as places people could come together to learn and discuss issues around race and implicit bias.

2

CHANGE THE WAY YOU DO BUSINESS: Reevaluate your distribution or pricing model to help communities in need and reach new audiences.

Group 2's client was a large national grocery chain. They looked beyond an advertising campaign and dug into the way the company did business to address the 23.5 million people living in food deserts. Their idea was to create a national grocery truck tour and provide sliding scale pricing for communities that would give the company new revenue streams, new customers and most importantly, new opportunities to really make a difference to the millions of people currently living in food deserts.

3

USE YOUR BRAND OR PRODUCTS TO PROMOTE EMPATHY

Group 3's goal was to influence their social media brand to promote empathy by bringing people together through common passions. But the lesson is valuable to multiple industries, like travel, automotive, adventure retailers and even health and fitness brands. Their idea consisted of creating monthly challenges where sub-culture squads would be encouraged to step outside their comfort zone and erase the lines that draw racial social silos. For instance, giving a crew of bikers the mission of taking a biking tour with locals of a community they usually wouldn't visit.

4

GIVE SILENCED VOICES A PLATFORM

Group 4 found a way for their client, a progressive fashion brand, to have a tangible effect on the refugee crisis. They suggested that brands can use their biggest impact moments, whether that's an event, day, cultural platform (in this case, it was NY Fashion Week) to celebrate more than their products. Their idea was to give the silenced or the unheard an opportunity to share their voices with the masses so that their audience can feel empathy and be inspired to engage in solutions.

5

CELEBRATE YOUR BRAND'S PATRIOTISM IN AN INCLUSIVE, EVER-EVOLVING WAY

Group 5 had a premier American-made audio and visual brand as their client. Their strategy was to empower their brand's audience to see, share and celebrate the true depiction of America, in every color and identity. In a time where being pro-America is often surfaced in an anti-everyone else way, this team encouraged brands to lean into their identity in an inclusive way while educating and engaging with their audience to truly celebrate what it is to be American.

CLOSING

The ADCOLOR FUTURES represent a diverse group of creative, agile, resourceful, courageous millennials and Gen Z'ers who are the pulse of our culture. This group is actively engaged in conversations around issues that impact our world, but they lack a platform to directly influence those who can actually affect change. The 2016 Hackathon gave the FUTURES the time and tools to confront a key social issue in an authentic way and provide solutions for a range of brands and categories. It also proved to companies that their core audience believes brands should stand behind social issues and make a meaningful impact that also supports the consumer. And these young leaders are the ones who will help brands succeed in the future, by what they're doing today.



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