



ADCOLOR

FUTURES

PAVING THE WAY FOR THE FUTURE

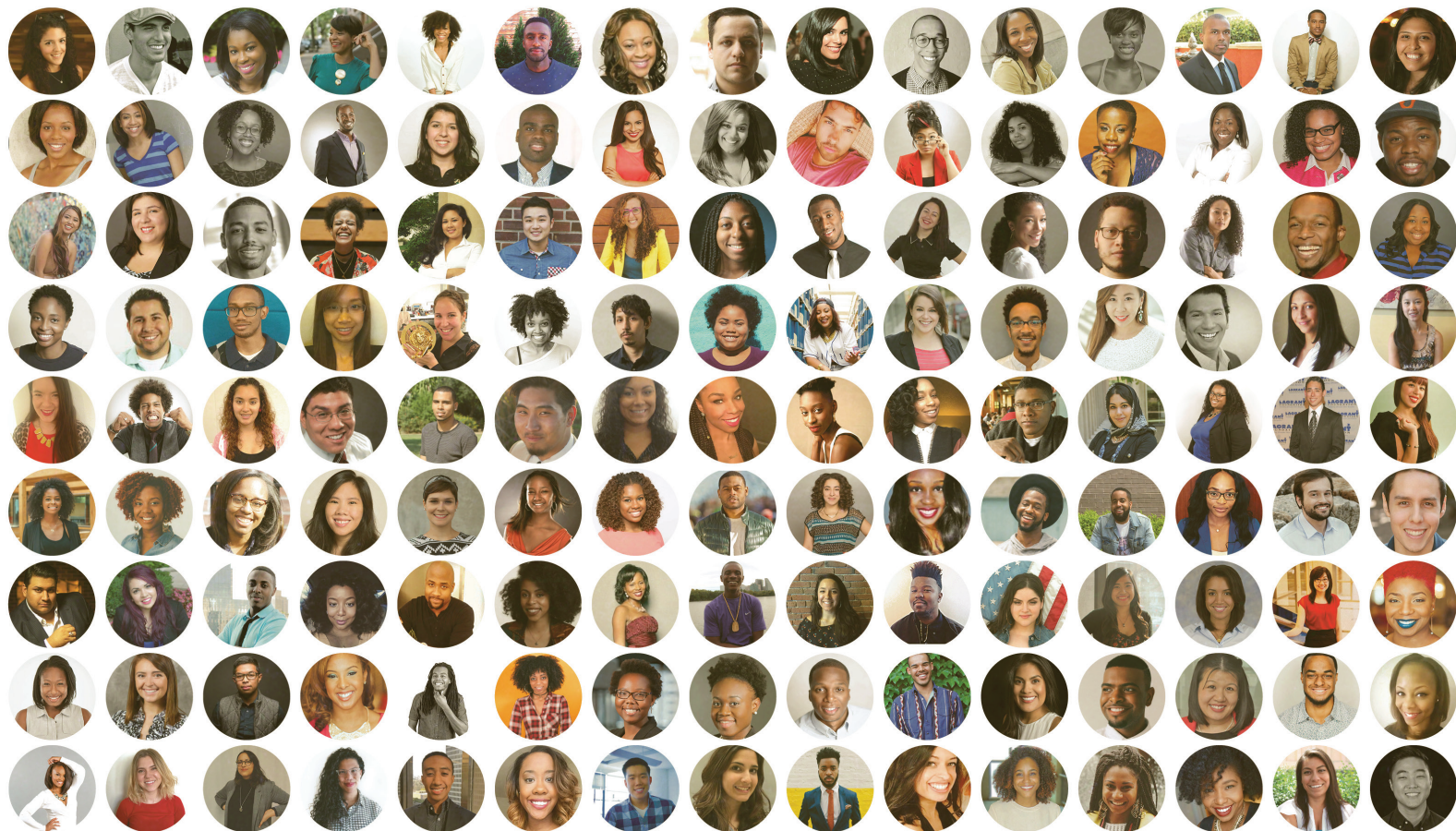


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INTRO DUCTION




ADCOLOR® is the premiere organization for the advancement of diverse professionals within the advertising and marketing communications industry. It convenes and celebrates the stars of today and elevates those who will be at the top tomorrow through inspiration, motivation, education and action. In addition to the conference and awards, ADCOLOR provides diverse individuals and companies with a platform to succeed and support our future. With a mission to Rise Up, Reach Back,™ ADCOLOR evolved to add the FUTURES program to give young talent the opportunity to connect with and learn from seasoned professionals.





WHAT IS THE FUTURES PROGRAM?

ADCOLOR® FUTURES is a unique program that provides training, mentorship, and empowerment for young, diverse professionals with the goal of supporting tomorrow's talent, today. We work closely with our partners to provide the FUTURES with education and programming leading up to and during the ADCOLOR Conference and Awards. This includes training through ADCOLOR University, mentorship and networking opportunities at the conference, and a unique opportunity to collaborate and show off their skills in the ADCOLOR FUTURES Hackathon. What makes us different from other professional development programs is that the FUTURES Program has been imagined, created and designed by the next generation of leaders for the next generation of leaders. In other words, it is by FUTURES for FUTURES.

A woman with curly hair, wearing a black top and a colorful patterned skirt, stands in the center of the frame. She is holding a microphone in her right hand and gesturing with her left hand towards a large screen. The screen displays the text "Stereotypes are built by" in white on a blue background. To the left, another woman in a blue dress and grey cardigan stands behind a small round table with a laptop on it. To the right, two more women are standing, looking towards the presenter. The room has large windows in the background, showing a cityscape with buildings and a church spire. The lighting is bright, coming from the windows.

Stereotypes are built by

WHY THE FUTURES MATTER?

This program enables young, diverse talent to enter and stay within advertising, marketing, media, and tech industries. In these competitive environments, support and role models can be difficult to access. The FUTURES program reduces some of the career challenges giving FUTURES the support and resources to thrive. By investing time and resources in to these young professionals, we build a community they can access their entire careers. We help increase retention and satisfaction in our industries and present a curated group of bright future stars to inspire future generations.

**BREAK
DOWN**



WHO ARE THE FUTURES?

The FUTURES are the next generation of leaders who are either aspiring to enter or currently work in the industry. Similar to ADCOLOR award recipients, the FUTURES are expected to show how they also Rise Up and Reach Back: They are selected based on their achievements to date, how they give to their industry and/or local communities and their passion to expand their knowledge.

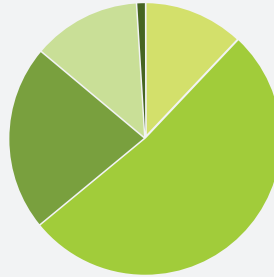
Since 2012, we've welcomed 147 young professionals into the FUTURES Program, hailing from every corner of the U.S. - hot spots like New York, Chicago and Los Angeles to a smaller cities like Detroit, Portland, and Tallahassee.

Our FUTURES come from varied industries. In addition to advertising, media and public relations, we also drew from entrepreneurs, the nonprofit sector, entertainment, education and tech industries. We value diverse backgrounds and experience, as the best and brightest join and thrive as a ADCOLOR FUTURES.

DEMOGRAPHICS

GENDER

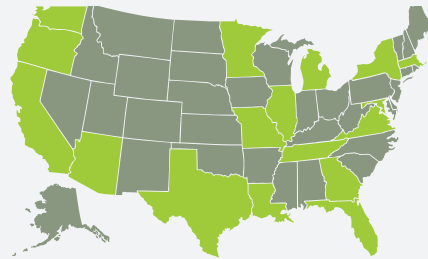
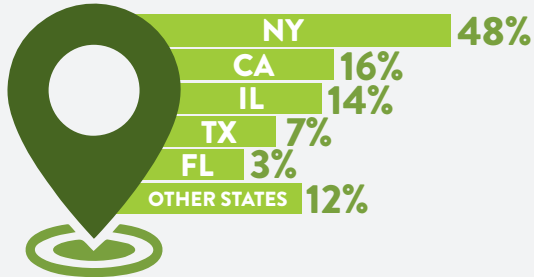
35% MEN
65% WOMEN



RACE & ETHNICITY

- 52% Black or African American
- 22% Hispanic or Latino
- 13% Multiracial
- 12% Asian
- 1% Native Hawaiian or other Pacific Islander

LOCATION



WHERE DO THE FUTURES COME FROM?

We select high potential young professionals, many who have come up through leading multicultural programs. In 2017, we extended the invitation to apply for the ADCOLOR FUTURES program to candidates outside of these programs. We're thrilled to welcome talent that work in the industry who have come from different non-traditional backgrounds.

ADCOLOR DIVERSITY SUMMIT ORGANIZATIONS:

- 4A's MAIP Program & Alumni Association (USA)
- AAF's Mosaic Alumni & Friends Association (USA)
- AAF's Most Promising Minority Students Program (USA)
- The Brotherhood|Sister Sol (NYC)
- Ghetto Film School (The Cinema School) (NYC)
- i'mPART — A program of the Advertising Club (NYC)
- The LAGRANT Foundation (CA)
- The Madison's Browne Fellowship (NYC)
- Marcus Graham Project (TX)
- The One Club (NYC)
- PromaxBDA Promo Pathway (LA)
- STREETLIGHTS (CA)
- The Walter Kaitz Foundation (DC)



TIMELINE

2012 - THE INAUGURATION

We welcomed the first ADCOLOR FUTURES class with 33 young professionals. This cohort was introduced to a network of seasoned industry professionals, legends, catalysts and trailblazers and set the bar for the next class of future industry leaders.



2014 - FUTURES SPEAK OUT

The first FUTURES case study was launched so FUTURES could flex their talents. The class worked in teams to present their findings and solutions, with the winning team joining a panel on the Conference stage. This gave them maximum exposure while adding value to the larger ADCOLOR community.



2016 - WOKE-A-RATON

ADCOLOR University made a strong comeback, partnering with the Upright Citizen's Brigade for a UCB@Work master's class on improv and storytelling. This helped teams communicate and collaborate better in the workplace.

2012 2013 2014 2015 2016

2013 - TROPHIES, TROPHIES

"The year of trophies" - 2013 FUTURE Shon Davis, was honored with JWT's Bill Sharp Award and a scholarship towards his career in advertising. The inaugural 2012 FUTURES class made a comeback with alumna Gloria Alvarez being crowned Miss ADCOLOR 2013, 2012 FUTURE Ashley McGowan was the ADCOLOR Rising Star and 2012 FUTURE Brandice Henderson received the ADCOLOR Innovator Award. #Winning.



2015 - HACKATHON

The first FUTURES Hackathon was launched, which was an evolution of the 2014 FUTURES Case Study Project. Within a few short weeks, teams read up on the topic, but had only hours to develop a creative solution to tackle the issue of cultural appropriation.





**UNIVER
SITY**



Launched in 2012, with the belief that even the most successful professional can learn, be inspired, and share their knowledge, ADCOLOR University is an intensive training facilitated by top-ranked leadership and talent consulting firms. The FUTURES learn how to meet business objectives, increase their performance in corporate settings, excel in a professional environment, and take control of their career path. In the past, the program has introduced FUTURES and conference attendees to management and efficacy training and had special HR and management tracks focused on D&I. Currently, University is laser-focused on the FUTURES - giving specialized content to develop soft and hard skills during and around the conference. In the past, the program introduced FUTURES and conference attendees to management and efficacy training with special HR and management tracks focused on diversity and inclusion. Currently, University is laser-focused on the FUTURES, offering specialized content to develop soft and hard skills during and around the conference.

**COMM
UNITY**

COACHES & SPONSORS



KHIRA JORDAN

2015 HACKATHON COACH & SPONSOR
Creative, Apple

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I think the FUTURES Hackathon model is genius. Original, emerging thinkers working together to tackle a huge problem — in a not-huge amount of time. Honestly, I couldn't believe how well the FUTURES worked together and how impressive the results were. The campaigns were so strategic, lively, and maybe most importantly, fresh. This is absolutely where you will find (and how you should nurture!) the future of creativity.



BRANDON THORNTON

2016 HACKATHON COACH
Brand Strategy Director, Wieden+Kennedy

As a coach, it was a great experience to also learn from [the FUTURES] and get to collaborate with them. I think a lot of the focus is put on winning these types of competitions, but the true value for me and my team was that we all became better at what we do. That is what I believe the true value of Hackathon is.



STACEY A. MAHONEY

2016 ADCOLOR CONFERENCE
& AWARDS SPONSOR
Sr. Sales Excellence Manager, Microsoft

It's a privilege to engage with ADCOLOR Futures and learn more about the people who will take our industries into tomorrow. The futures are bright, engaged and remind us why this community is so important. In addition to building connections with the futures, it's been a joy watching their careers bloom, and them providing us a getting a deeper level of engagement each year at ADCOLOR.

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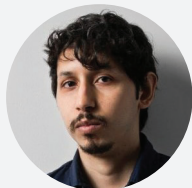
SUCCESS STORIES



JEZZIKA CHUNG
FUTURE CLASS OF 2013
Copywriter, TBWA\Media Arts Lab

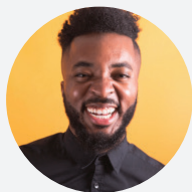
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In 2013, I graduated from UT's Advertising & PR program with a solid network of people in the industry, a resumé full of internships, and no idea how to get my foot inside an agency door. I was eager but lost. I took my acceptance into the ADCOLOR FUTURES program as a sign, and asked Criseli to book my flight to LA one-way. I moved to a new city without a single interview lined up, and moved around from couch to couch. The ADCOLOR community embraced me, and I found my first job in LA through the network. Since then, I've met invaluable friends and mentors who have guided me through my first years in advertising.



CHRIS VEGA
FUTURES CLASS OF 2014
Copywriter, BBDO

ADCOLOR not only gave me the chance to make a lot of friends but it also gave me the opportunity to meet the person that gave me my current job.



RAYVON SHELTON
FUTURES CLASS OF 2016
Copywriter, Apple

The ADCOLOR FUTURES program didn't just put me in the company of the game changers; it showed me that I was also capable of changing the game. I learned so much about myself as a creative and I loved being immersed in an environment where there was so much excellence. But for me, that wasn't even the best part—it was the fact that these people made the choice to pay it forward and invest in emerging talent like me that made the experience that much more impactful overall. And for that, I'm grateful.

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**GET
INVOLVED**

RISE UP, REACH BACK

As a partner, you have the opportunity to help shape the experience for the ADCOLOR FUTURES while connecting with 30 talented young professionals.

- SPONSOR the FUTURES Program
- Become a Hackathon judge or coach
- Mentor the FUTURES
- Contribute to the FUTURES Fund
- Stay connected to the FUTURES

For more information, contact Criseli Saenz, ADCOLOR FUTURES Program Manager:
futures@adcolor.org or criseli@adcolor.org.



CREATED IN 2017