



# IF IDEAS FOUNDATION X CREATIVE FLOOR TALENT FUND

## WHO WE ARE

The Ideas Foundation is an educational charity bringing life-changing creative opportunities to students from less advantaged communities across the UK.

By connecting less resourced schools and colleges with leading organisations and brands, IF delivers hands-on experiences that inspire young people to unlock their creative potential. Through engaging workshops and programmes led by industry professionals, students explore new creative outlets such as media, photography, drama, art and design, creative writing. With expert guidance and access to cutting-edge resources, they are equipped to gain the skills and confidence to thrive.

In 2024 we were the proud winners of the Creative Floor Talent Fund. Here's what we have done with our funding so far.







## FROM BRIEF TO PITCH - IN JUST ONE DAY

In November 2024, 28 students from BSix Sixth Form College joined us at Teesside University East London Campus at Here East, where they were challenged to create healthcare communications campaigns focusing on Afro textured hair discrimination, for Pantene Power of Hair.

The day formed part of a series of activities run by Ideas Foundation, where other students also tackled the same topic using different creative mediums such as photography, poetry and games design. Power of Hair is an educational programme created by The Ideas Foundation, in partnership with Pantene. The programme was designed to tackle issues of Afro textured hair discrimination and promote hair confidence while equipping students with essential skills such as teamwork, self-expression, and critical thinking, fostering an environment of inclusion and understanding.

Creative industry professionals from agency frog and Ideas Foundation facilitators led the in-person workshop, where students were challenged to respond to a 'live' creative brief. Students worked in groups to create powerful creative concepts, which they turned into a finished pitch under the guidance of industry professionals – all in a single day.

They learned as they worked and developed an understanding of creative careers such copywriting, creative, art direction, account management and strategy.



“ The workshop was really helpful as it helped me develop teamwork and communication skills and I was able to be really creative with my team. ”

Student, BSix Sixth Form College

CREATE A CAMPAIGN TO RAISE AWARENESS OF AFRO TEXTURED HAIR DISCRIMINATION, FOCUSED ON CELEBRATING DIVERSITY AND IDENTITY AND PROMOTING CONFIDENCE.



The campaign included a concept for an advert or OOH advertising and an idea for an experiential event.

Students took part in activities such as 'how to come up with a big idea', 'how to storyboard' and 'how to pitch' as well as being guided in target audience research. Our expert facilitator guided them through the activities whilst mentors from frog helped to inspire them and motivate them.

The combination of a 'live' brief with a set deadline and the expectation of high standards served as a thrilling creative challenge. It clearly motivated the young participants to explore their potential through collaboration, risk-taking and the freedom to express themselves without fear of judgment.

At the end of the day students were given the opportunity to showcase their creativity in front of a panel of judges from frog. The pitch session was the culmination of a day of intense creativity and collaboration.

They took it in turn to take centre stage and pitch their campaign concepts to a panel of industry professionals, articulating their ideas with confidence and passion. The students showcased their storyboards, advertising concepts, and experiential event ideas, demonstrating a clear understanding of the brief and their target audience.

The experience of delivering a professional-level pitch helped to build their public speaking skills and resilience, while the constructive feedback from mentors further honed their ideas. This opportunity to present in a real-world context left the students feeling accomplished and inspired, instilling a sense of pride in their creative potential and providing invaluable insights into professional creative processes.



“ We were thrilled to host the Ideas Foundation at our Teesside University London campus. 70 local students from BSix College in Hackney took part in creative workshops looking at “The Power of Hair” as a theme. It was incredible to see the enthusiasm, ideas and presentations the young people produced, and the facilitators were brilliant and inspiring. We look forward to working with the Ideas Foundation again in the future. ”

Kathryn Elliott, Teesside University, East London Campus



## THE PITCH

At the end of the day students were given the opportunity to showcase their creativity in front of a panel of judges from frog. They took it in turn to take centre stage and pitch their campaigns in front of the group.



“ It was interesting and impactful. I enjoyed speaking to the judges. ”

Student, BSix Sixth Form College

“ I enjoyed coming out of my comfort zone, working together and embracing my fear of public speaking. ”

Student, BSix Sixth Form College

## THE IMPACT

“It’s who you meet” research by Dr Antony Mann, Director of Research and Policy, Education and Employers Taskforce, has demonstrated the value of employer encounters in improving the life chances of young people.

By addressing the critical issue of Afro-textured hair discrimination through healthcare communications campaigns, students not only gained insights into this important topic but also developed essential skills such as teamwork, critical thinking, and creative problem-solving.

Working with industry professionals from agency frog and the Ideas Foundation, they experienced the dynamic and fast-paced nature of the creative industries. The immersive, hands-on approach boosted their confidence, provided valuable career inspiration, and showcased the power of creativity in addressing societal issues. Students left feeling empowered to make a meaningful impact while exploring pathways to future creative careers.

## NEXT STEPS

In February 2025 we will be running a photography workshop at QMUL with photographers Eliska Sky and Adam Pensotti. Working with post graduate students and creatives, year 10 students will photograph images that will be used in health awareness campaigns. Students will be briefed by Dr Tina Chowdhury from Queen Mary University of London about pollution and its effects from women’s health and babies in the womb before unleashing their creativity to document this impactful subject.



“ The workshop was creative, inclusive and allowed everyone to express new ideas and build on them through staff feedback. ”

Student, BSix Sixth Form College