

CC4G and the Advertising Industry



Girls work out the best media to get the message out



Girls plan the publicity materials for a pop tour

Computer Clubs for Girls is an award-winning initiative from e-skills UK, supported by DfES. Its aim is to help transform the attitudes of a generation of girls, and get them interested in technology in ways that are relevant to them – one example is by giving girls an insight into the advertising industry.

Topics in the CC4G courseware which focus on the advertising industry include:

- > **Campaign Verbalise** - the girls write and record a radio ad for a good cause of their choice.
- > **Saved by the ad** - the girls choose the best mode of advertising for a good cause, taking into account their working budget.
- > **Ad sound** - girls create a soundtrack for a range of advertisements using sound effects, jingles and speech.
- > **Going public** – girls plan a band's publicity materials to promote their UK tour.

What can CC4G do for you?

- > Build links and support schools in your area - raising your company's profile
- > Influence a population of 10 to 14 year old girls – potential future employees and customers
- > Enhance staff professional development and support Corporate Social Responsibility
- > Generate interest in your industry



Girls run their own publicity campaign



Girls create a soundtrack for an advertisement

What can you do for CC4G?

Here are just a few of our examples...

- > Host or sponsor a competition for the best Challenge
- > Visit a CC4G Club to talk to the girls about 'A day in your life' in the advertising industry
- > Arrange a tour of an advertising office

What next?

Are you interested in learning more about the advertising industry topics and how you can get involved with CC4G? If so, contact the CC4G helpdesk on 0800 328 5161 and ask for the Employer Engagement Team, or email cc4ghelpdesk@e-skills.com.