



# #ShoutOuttoHelpOut COMPETITION 2023

**DEADLINE: SATURDAY 1ST APRIL 2023**

ShoutOutToHelpOut is here to help the creative, design and advertising graduates get their work seen by industry titans, recruiters and agencies long after the degree show has been dismantled.

## BRIEF

Design a campaign for social and as an A3 poster (PDF format) to promote the site to graduates and reasons to sign-up (for free). To be emailed to schools and universities and shared online to print out and stick on their walls. Once you are ready to **enter**, **upload** your work to and **complete** the [Google Form](#).

The campaign needs to:

- **It's free to joins**
- **direct grads to complete the online form**
- **encourage schools to promote our initiative**
- **explain the benefits**
- **it's free: no admission fee**
- **open to all: no judging panel**
- **no selection**
- **62,930+ stand out from the creative arts graduates<sup>1</sup>**

## FORMAT

Social: 1080 x 1080 and 1080 x 1920

PDF: A3 print-ready (150dpi minimum), 2colour max

## ASSETS

[Download our logos and colour palettes are available here.](#)

## STATISTICS

3K unique visitors (to <https://shoutouttohelpout.org/>)

3.5K posted to followers

27K Impressions (social alone)

938 Engagements (social)

25+ got jobs

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<sup>1</sup> Source:

<https://standout-cv.com/uk-graduate-statistics#:~:text=Sources-,Key%20UK%20Graduate%20Statistics,2020%20to%20527%2C070%20in%202021.>



## **COPY**

The following two pages are examples; suggested copy to include. Re-write it, write your own, as long as you include the key points we want to communicate.

The poster can be as simple as you like, but it needs to include the URL, and the reasons to get involved to get your ShoutOutToHelpOut.

This is a call to arms to get involved and get a ShoutOutToHelpOut.



Longform copy poster

<SOTHO logo>

# Get your work seen by industry legends

(and maybe some nosey nobody's too)

1. Complete our online form with your portfolio link and details to [www.shoutouttohelpout.org/shout-out/](http://www.shoutouttohelpout.org/shout-out/)
2. And by the power of Greyskull\* your work will be seen by our 1000s of ad, design & recruiter contacts across our social media channels ready to give you:
  - a. Book review
  - b. Advice
  - c. Placements
  - d. Maybe even your first job
3. It's free, so do it.

\*Awesome 90s cult cartoon ref. But dramatises the fact that we've been around a bit and have industry kudos to help you get your work in front of the people that matter.

## Search #ShoutOuttoHelpOut

social icons + links:

Twitter: [@abigshoutoutfor](https://twitter.com/abigshoutoutfor)

Instagram: [@shoutout2helpout](https://www.instagram.com/shoutout2helpout)

Linkedin: [shoutouttohelpout](http://shoutouttohelpout)



Shorter copy (just a smaller font really)

**<SOTHO logo>**

# Get a portfolio shout out

Want your work to get seen by industry legends? Arrange a book review? Get some advice? Maybe a.... job? It happened last year, and the year before that and it can happen for the ad & design grads of 2022 (you).

Complete the only form and we'll rant, rave and push your work out to our 1000s of industry contacts across social media.

It's free, it's no hassle, and it's a no brainer.

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Linkedin: [shoutouttohelpout](https://www.linkedin.com/company/shoutouttohelpout)