

Get creative to solve engineering's image problem



There are seven campaign concept designs on the following pages. Which do you think would be the most effective? To vote for your favourite go to

bit.ly/eandt-rebranding

We know we have a shortage of engineers and we know that if more women went into engineering it would be a big step towards solving the problem. Many reasons are put forward for why girls don't see themselves as engineers – from gender-specific toys to lack of female role models and, unfortunately, old-fashioned sexism – but a core problem seems to be the image. Engineers are portrayed as greasy, spanner-wielding, hard-hat-wearing burly men rather than as creative, intelligent, well-paid professionals who work in challenging and exciting fields from the Internet of Things to synthetic biology. With this in mind, we asked some of the UK's leading creative agencies how they would market the sector so that it would appeal to women. The following pages provide examples of their diverse 're-branding' ideas to achieve this goal.

By **Lucy Fisher**

“GET A JOB AS A CHIEF ENGINEER OF SAVING CHILDREN'S LIVES”

Aparna Bangur (left), creative business director, The Specialist Works (TSW):

“I think women are more attracted by the element of social good [in engineering]. With our campaigns, we think in terms of ‘how’, ‘what’ and ‘why’ a brand is doing something. The ‘why’ sets you apart. It is so important. So we wanted to show the products of engineering in our campaign – these are products which change lives.”

Verity Wheatley (right), designer, The Specialist Works (TSW):

“This [ad] is about the emotional impact of what you can achieve. At first glance it may look like a charity ad, but we also played around with the idea of precise engineering or scientific drawings.

“I went to Leeds University. A housemate there was doing engineering. I never met another woman on his course. My boyfriend is a software engineer at a fairly large company. There is not one female software engineer there and only one has ever applied.”



VESTERGARD

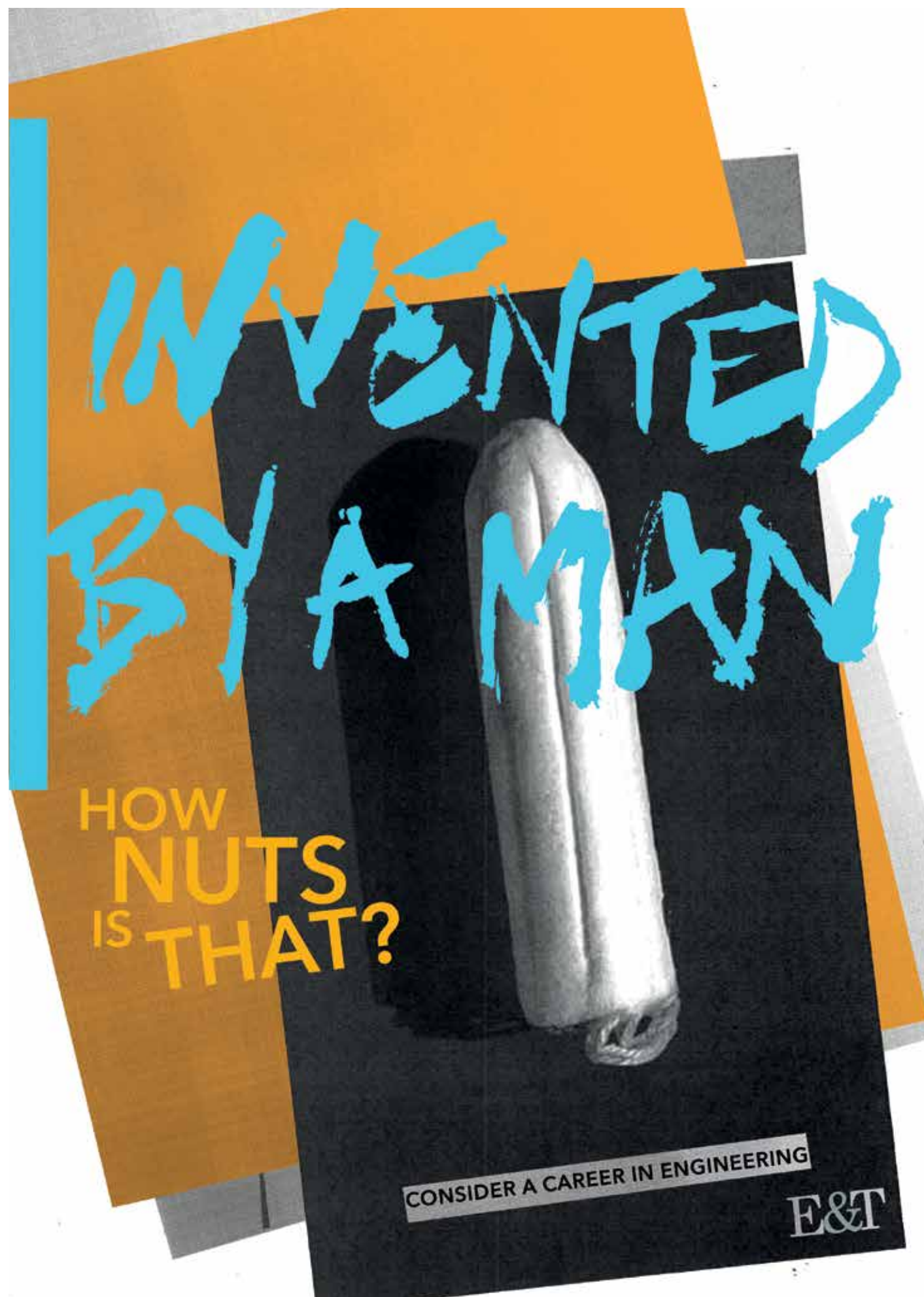
GET A JOB AS A CHIEF ENGINEER OF SAVING CHILDREN'S LIVES

Engineer the world you want to live in.

Engineering saves lives every single day. The engineers who designed **Lifesraw** believed that getting clean water should never be an issue. Through their skills, innovation and work, they have changed the world and created a future for thousands of children.

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Explore a career in engineering at
www.eandt.theiet.org



“INVENTED BY A MAN”

Anne-Sophie Guerin and Jen Ross, creatives, Brothers and Sisters

“We discovered that there are so many different job titles in engineering. It was fascinating for both of us.

“The fact that a guy invented the tampon is bizarre and ridiculous. With this ad, we wanted to create something girls can relate to but also that’s arresting for men.

“We went against normal forms of ‘teen’ advertising. We wanted something with a bit of attitude and which would spark conversation. We wanted to make it appealing to a younger audience, something bold and angry.

“The words ‘invented by a man’ were actually created by dipping a tampon in paint and writing with it. We chose blue paint that pops out – not stereotypical pink, as you’ll find with most tampon ads, which is a bit sickening sometimes.

“It looks more like a piece of editorial than an ad. We want to make teens want to read into it a bit more. It’s not your standard clean-cut advert. Teens are bombarded [with advertising messages] already. We tried to make something a bit visually interesting. It has a ‘Snapchat’ feel to it and plays on the culture of Snapchat. With Snapchat you can take a picture, write on it, change the font, scribble with your finger... it’s like your own behind-the-scenes scribble factory. It’s a very expressive communication, so this ad has a raw, scrappy kind of look, too. It’s not a typical ad. It’s more free, more expressive.

“Teenagers are very aware of advertising but at the same time they ignore it. You have to be very honest. That’s why we wanted to do something disruptive.”



“100% - 91%”

Elin Jarlstrom and Fiona Tabastot, creatives, Leo Burnett

Fiona Tabastot: “We work as creatives for big corporates like McDonald’s, P&G and Kellogg’s. As a female team we loved the idea of this campaign. We did some research into why there are so few women in engineering and found that many don’t do A-level maths. Maths is a tool in the industry. And the low percentage of women in engineering is the headline problem. It’s such a big problem.”

Elin Jarlstrom: “We like the simplicity of the print ad. Two of these formats are also there to target women directly – in dressing rooms, and in bathrooms or toilets.

“We played around a little bit with the fact of only 9 per cent of engineers being female. My partner and I are junior still and we had a big passion – it might sound corny – to make the world a better place through advertising. Some can be cynical about big brands. But we were keen to get involved in a project like this, around solving a problem that can make a change in the world. Yes, in advertising, we sell things. But this kind of work gives you energy. Advertising has a lot of power. We are selling things in advertising, yes, but I think there is an opportunity too. If we can influence people to do something good it can make a change.

“So, we played around with that 9 per cent stat. What does it mean? How does it make you feel? It’s an easy sum, but this is the biggest problem in engineering. This is the twist in its tail; that’s the friction. And while there’s obviously more to engineering than maths, it’s a big part of it.”



100%
- 91%

THIS IS THE BIGGEST PROBLEM
IN ENGINEERING TODAY.
CAN YOU HELP US SOLVE IT?

Currently only 9% of the UK's engineering and technology workforce are female.
If you're a woman interested in design, artificial intelligence, alternative energy sources or finding solutions to challenging problems, in everything from Synthetic biology to the Internet, visit <http://www.eandtmagazine.com/> for more information.

E&T Leo Burnett

PULLING
DOLLY
TO BITS.

IT'S AS FAR AS
SOME YOUNG
ENGINEERS
EVER GET.

Whether you're a girl or a boy, the world is a fascinating place when you're young.

You're not content to just play with your toys, you want to look inside them and see how they work. You want to pull them apart and put them back together again. And maybe improve them along the way.

This natural curiosity can drive any of us on to great things and highly paid careers, so why is it that just 9% of the UK's engineering workforce are women?

Why do women think that it's not for them, when they could be designing the next driverless car or discovering a cure for Alzheimer's disease?

There are over 40 different types of engineering degree in this country, so why should we let the boys have all the fun?

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← “PULLING DOLLY TO BITS”

Sean Kinmont, founding partner and creative director, 23red:
“We had a fear we might be highlighting a stereotype by using a doll, but what’s immediately obvious on Googling ‘Engineering’ is that it’s all men in hard hats with a tie that come up [on the search results]. It’s amazing.”
“The easy thing would be just to show the bias. But we are trying to motivate younger women, to get back to what engineering really is. And we are trying to get back to that point when biases aren’t so ingrained, in childhood. It’s about when you’re younger and biases don’t get in the way. It’s meant to be aspirational.”
“I haven’t done research on this, but I think young girls are just as prone to pulling things apart, to curiosity, as boys. So we thought we’d use a distinctly girly toy, something which is in itself a stereotype. And then it’s about tearing apart that stereotype. We considered whether we were reinforcing it but that’s a reality, that only 9 per cent of engineers are female. That’s quite a complex challenge.”
“This ad is about showing engineering as curiosity. It’s not enough just to highlight the bias or the myth. You have to provide some positive reinforcement and be motivational.”



“MEN ENGINEERED THE TITANIC”

Joanna Legg, senior copywriter, LIDA:
“I started off doing some research. And I found that Stephanie Kwolek invented Kevlar, a material used in bullet-proof vests. And another woman engineer, Maria Beasley, invented the life raft.”
“Men and women have a different approach and I wanted to create something that would prompt people to think about the benefits of diversity. We were aiming for something simple and thought-provoking.”
“Diversity is such a hot topic. Here in my industry, creatives are only 20 per cent female. So it’s a massive problem in advertising too.”
“But this is not just an issue about men and women. All sorts of diversity can only be a good thing. Research has shown that diverse workforces do better work, are more productive and make more money.”



MEN ENGINEERED THE TITANIC



A WOMAN ENGINEERED THE LIFE RAFT

Diversity takes us to better places
Search #9PercentIsNotEnough

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Engineering isn't just about nails

If you thought engineering is all hard hats and power plants, think again. It plays a fundamental role in helping everyone enjoy a fulfilled life, from food and cosmetics to the Internet of Things and global issues such as climate change.

If your ambition is to improve the quality of life for all, find out more at eandt.theiet.org

E&T ENGINEERING AND TECHNOLOGY



“ENGINEERING ISN'T JUST ABOUT NAILS”

Seb Hill, executive creative director, BBD Perfect Storm:

“Engineering has an image problem; [people tend to think] that it's all hard hats and spanners. But [in doing this project] I learned that engineering involves lots of stuff I didn't know about. And if I didn't know that, I am fairly sure someone far younger than me wouldn't. It's really quite surprising.

“We tried not to be patronising. These things shouldn't feel specific to one gender. It's about challenging perceptions as a whole. That's why we broadened [the campaign] out beyond nail polish. Engineering and technology is a way to make the world better. It's all about challenging perceptions and elevating it to a higher purpose.

“We are fortunate in that all our clients have a purpose beyond products or service. Advertising needs to speak to the DNA or the heart of a brand. You need to help brands rediscover their authentic purpose. More than technology, purpose is a true disruptor.

“People are more sceptical and cynical of brands now. This campaign is all about the world around you and looking beyond the surface of products.

“We thought of using augmented reality too, because younger age groups are on social media to be entertained and some things make it more interactive. A lot of perception-busting work is also about trying to get someone to relate to something on their own terms.”



Example#6a



How can YOU solve global warming?

Engineering isn't just about nuts and bolts. It's about solving the real world problems that affect us all, from food and cosmetics to addressing global issues such as climate change and child obesity. If your ambition is to make the world a better place, find out more at eandt.theiet.org

E&T ENGINEERING AND TECHNOLOGY

Example#6b



E&T ENGINEERING AND TECHNOLOGY

How can YOU solve child obesity?

Engineering isn't just about nuts and bolts. It's about solving the real world problems that affect us all, from food and cosmetics to addressing global issues such as child obesity and climate change. If your ambition is to make the world a better place, find out more at eandt.theiet.org

A large rocket is shown launching against a dark blue sky. The rocket is white with orange and yellow accents. A cutaway view of the capsule is visible, showing the interior. The text "IF YOU DON'T SHAPE THE FUTURE, A MAN WILL." is overlaid on the left side of the image.

IF YOU DON'T
SHAPE THE FUTURE,
A MAN WILL.

Half the planet's population is female. So why do so few enter the profession that's shaping it?

Engineering needs more women.

That's the only way we can build a future that suits everyone.

From the paper bag and Kevlar, to liquid paper, the solar house, Scotchguard and computers, women have already contributed an extraordinary amount in a profession still dominated by men.

It's time we addressed the balance.

Forget the outdated stereotyping (you won't find 'the seat left up'). There are 40 different kinds of engineering degrees, all crying out for a woman's touch.

Follow in the footsteps of pioneers like Google's Diane Green and Peggy Johnson at Microsoft.

Because the engineers of today will shape the world of tomorrow. Whether it's AI and driverless cars or alternative energy sources and synthetic biology.

So what shape do you want it?

For more information on engineering careers and courses, visit www.eandtmagazine.com.

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"IF YOU DON'T SHAPE THE FUTURE, A MAN WILL"

Jo Tanner, founder and executive creative director, DUKE:

"I worked on this with Mark Howard. I'm the copywriter. Mark does the pictures. We did the concepts together.

"I have 12- and 15-year-old girls. I can see these posters or ads on a school board. The controversial element may not be a bad thing. There would be some sniggering. But at least it would get talked about.

"These concepts aim to stir debate, with the idea being that if you don't get into [engineering], men will shape your future. The images serve to illustrate this – one is phallic and the other shows a woman using a urinal.

"We are getting the message across in a heavy-handed way but I think the best advertising is polarising. You get people talking about it. It makes the point. Myth-busting is what we specialise in. We want to do work which polarises opinion. Both concepts play on the same theme: If you don't shape the future, a man will."



Example#7a



DO YOU WANT A FUTURE SHAPED BY MEN?

Half the planet's population is female. So why do so few enter the profession that's shaping it? Engineering needs more women.

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