



CREATIVE BRIEF

DRAFT

Client: AICPA

Project: The Accounting Pilot and Bridge Project

Date: Nov. 1, 2017

Project Lead: Lindsay Gamble

Who else has a “say?”: Andy Hopson (account management), Bob Norberg (Strategy and Research), Jim Harrison (Creative), James Shivone (Client Approvals)

WHY ARE WE COMMUNICATING?

More than 50 percent of CPAs in practice will retire in the next 10 years. During this same period, the number of high school students will decrease, creating competition among all professions for a declining supply of talent. Currently high school accounting classes are designed to prepare students for jobs after high school and not for college level accounting courses. Consequently, most high school accounting classes focus on remedial concepts. Not surprisingly, there is a perception among high school students that accounting consists of boring and repetitive tasks, discouraging many from pursuing an accounting degree when they enter college.

The College Board of Advanced Placement Curriculum has access to the largest number of high quality students in the U.S. There is a strong correlation between students who take technical AP classes (math and sciences) and their subsequent enrollment in similar courses in college. That said, accounting is not currently included in the AP curriculum.

To address this situation, earlier this year AICPA (The American Institute of CPAs), acquired the Accounting Pilot and Bridge Project (APBP), a program that trains high school educators to teach a higher level accounting curriculum. One of the primary goals of the program is to increase the industry’s reach among both instructors and students.

While AICPA has a strong social media presence among professionals, it is less effective reaching high school age students.



PURPOSE/POSITIONING

The Bureau of Labor Statistics predicts employment of accountants and auditors will grow by 11 percent by 2024, creating greater demand at a time when the number of high school graduates will decline. AICPA desires to maintain a healthy pipeline of college accounting majors to meet this increasing demand.

BRAND PURPOSE/POSITIONING

To generate interest in accounting as a profession at an early age.

WHAT'S THE SINGULAR OBJECTIVE?

The assignment is twofold. First, gain insights about the attitudes of high school students about accounting as a profession. Second, utilizing the insights from this research establish a social media strategy that effectively reaches this target.

WHO ARE WE TALKING TO?

High school age students, age 14 to 18.

WHAT DO WE WANT THEM TO DO?

Take the APBP high school courses and pursue a college degree in accounting.

WHAT ARE THE TALKING POINTS?

An accounting degree provides a pathway to an exciting, challenging and rewarding career.

WHAT ARE THE DELIVERABLES?

The Agency will develop a social media strategy based on insights obtained through primary and secondary research.

TIMING

December 1, 2017

VOICE / PERSONALITY



The authentic voice of Gen Z, professional, yet accessible.

MANDATORIES

All creative must strictly adhere to AICPA's brand standards.

REFERENCES

[Accounting Pilot and Bridge Project's website](#)

[AICPA's current social media presence](#)

[AICPA's website](#)

[AICPA's Start Here, Go Places website](#)

[Press Release "AICPA and State CPA Societies Partner to Enhance High School Accounting Education"](#)

[Press Release "AICPA Acquires High School Accounting Curriculum Training Program"](#)