

WPP NEXTGEN CREATORS

NextGen Creators is an empowering, educational series designed to lower the barriers to entry that creators of color face, increasing representation and racial equity in the creator economy. Super-charge your career by participating in NextGen Creators, a program designed by TikTok, INCA, and WPP, the largest advertising company in the world.

 June 7th

 USA

In partnership with  and 



ABOUT PROGRAM

INTRODUCING NEXTGEN CREATORS

Today's creator economy is booming with more than 50 million independent content creators around the globe. Black, Latinx, Indigenous, and other creators of color are often at a disadvantage when it comes to monetizing their content or securing mainstream brand deals, and when they do, they are paid significantly less than their white counterparts.

NextGen Creators aims to help drive change and advance racial equity in the creator economy. We invite you to take part in this structured curriculum led by WPP, INCA and TikTok, to help super-charge your careers as content creators.

HERE'S WHAT TO EXPECT

DIVE IN

Learn more about the creator marketing space from industry leaders, professionals, and brands across WPP

GET INVOLVED

... and gain hands on experience working on client briefs to understand how brands create advertising experiences

SUPER-CHARGE

...your career with badging on TikTok, boosting your visibility to brands, along with a WPP certificate of completion that you can share across your social platforms

CONNECT

Build deeper connections with WPP's global network, clients and partners, and gain access to the NextGen Leaders Alumni Community and Global Network