



BAKU CREATIVE BOOTCAMP

MIAMI AD SCHOOL

MARCH 14, 2013

Event organizer

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MIAMI AD SCHOOL

Ron and Pippa Seichrist wanted to create the school they wish they had gone to. So, in 1993 they founded Miami Ad School. They wanted Miami Ad School to be the bridge between young people wanting a job in advertising and having that job. For agencies they wanted the school to prepare students so well they would be instant profit centers for the agencies that hired them.

To accomplish this Ron and Pippa partnered with the industry to co-create a very practical training program that is as real-world as possible. All instructors are working professionals teaching the same methods they practice at their agencies every day. Students collaborate in creative/strategy teams often working on live briefs given by agencies or brands like Starbucks, Wendy's, Ford and UNICEF.

Miami Ad School isn't a single school in a building in Miami. It's a global network with eleven additional locations in: New York, Minneapolis, San Francisco, Mexico City, Buenos Aires, Sao Paulo, Madrid, Hamburg, Berlin, Istanbul and Mumbai. The classroom has even been extended into agencies with a program called Greenhouse where students spend their days taking classes, developing their portfolios and working on projects. Agencies all over the world have a Miami Ad School classroom inside them including: Digitas, Cutwater and Razorfish in San Francisco; 360i, Saatchi & Saatchi, Draftfcb, LBi, JWT and PIC in New York, Furia in Buenos Aires; AKQA in London; Alma and Sapient in Miami; G2 in Hamburg; McCann and El Laboratorio in Madrid; Campbell Mithun in Minneapolis; Digitas in Chicago; Ogilvy in Paris; Le Bureau in Stockholm; Bureau Pindakaas in Amsterdam and DMG in Beijing. Students can study and intern in up to five different locations with each student creating their own educational journey. For example a student could start in San Francisco then choose to spend their next four quarters in London, Sydney, Buenos Aires and New York. The options are endless.

Students graduate with a portfolio, experience and a global perspective. They also have an extensive network of industry contacts which is very handy when they start to interview. You can find Miami Ad School graduates working at the most interesting places from start-ups to global networks and everything in between from R/GA to Twitter to Wieden + Kennedy to What If!





WHAT IS MIAMI AD SCHOOL PRO?

The most popular request we get? Short workshops and training for working advertising professionals.

We've responded with Miami Ad School PRO.

PRO is short format seminars, affordably priced, in a range of topics covering the latest trends in advertising, digital, mobile and social media. Our industry experts host seminars spanning account planning, creative direction, design, art direction, copywriting, interaction design, strategy, technology and PR. Whether you're a seasoned agency veteran looking to stay competitive, a client-side marketer inspired to innovate, a department lead in need of a team training program, or a freelancer looking to practice new skills, we invite you to learn more.

www.miamiadschool.com

PRO IS FOR YOUR BUSY LIFE

The goal of PRO is to provide training and tips that you can apply at work the next day. Do you need a social media course to help step up your brand's online presence? Are you a little timid in your presentation skills- take an improv class. Are you a copywriter that needs training in SEO or writing content for the web? PRO is courses in the hottest topics to help you build on your current expertise or even learn something new.



How To Find An Idea PART I // Brand Idea

Brainstorming techniques will be explored in the session. Participants will learn how to harness their brain and put it to use as one amazingly sharp, abundant idea-creating tool. They'll learn new ways to tap into the section of your brain that may have been asleep or taking a break for some time now.

Ice Breaking Exercise

Brainstorm techniques:

- Conquering the Beginner's Mind
- Be Alert - Finding the inspiration
- Seeing the world around you
- Combining Symbols
- Visualising

Product Creation

Each participant will come up with (at least) one original product/service idea by using techniques they learned during the session. Each participant will present their ideas. Product/service ideas will be voted in the class. 3-4 ideas will be picked.

BREAK

Creative Brief and Briefing

During this session, participants will be separated into teams and each team will act like the marketing communication team of the chosen "product/service innovation"

BRIEF

What is a brief? Why is it so important? Do's and Don'ts. Brief formats. Objective - Setting the objective right - In class examples. Participant can/will come up with actual cases.

Issue - Six steps of understanding the issue.

- (1) What's the diagnosis?
- (2) What's the competition up to?
- (3) Who are we talking to?
- (4) How healthy is the brand?
- (5) What's going on out there?

Insight - Consumer and Insight

Insights. What is an insight? How do I find one? How does Culture, Category,

Consumer and Core help in discovering insights?

Challenge - Be creative and daring!

Organizing Idea / Unique Selling Point / Selling Idea / THE IDEA

BRIEFING

What is strategy? Brand strategy vs. creative strategy vs. communication (Media) strategy? Why is it important to understand strategy? Objectives vs. Process. Is strategy an objective or a process? Strategy vs. Execution. Why is it important to think strategically before jumping ahead to execution? How does communication strategy affect creative strategy?

How to inspire the agency?

Team Briefings: Teams get together to write a brief for their product/brand

BREAK

How to Find an Idea PART II // Advertising Idea

During this session, teams will start to act like a creative agency. By the beginning of the session, teams will brief their agencies.

Kickstart technique of concepting advertising problems

- Mix and Match

- Using International Campaigns as examples

- Comparative Juxtaposition

- Repetition and Accumulation

- Exaggerations

- Paradoxes and Optical Illusions

- Provocation and Shock Tactics

- Playing with the time

- A change in perspective

- Spoofs and Parodies

- Come and Play

How to Find an Idea PART III // Execution Idea

During this session, participants will be exposed to different media.

They'll learn how to integrate all media--old and new, offline and online, what's coming down to line--into the real conduit of the branded message. They will explore applications of the next technology blockbusters: touch screen, voice and face recognition, telepresence.

Judging the Work

Working in a Team - Ground Rules

Brief check, debrief, judging creativity, judging effectiveness

BREAK

Putting it all together

Team presentations.

Teams will work on their briefs, build creative campaigns and present their work.

TERMS and CONDITIONS

Time Schedule:

09:00 Introduction

09:15 - 11:00 How To Find an Idea Part I

11:00 - 11:20 Product Creation

11:20 - 12:00 Product Presentations

12:00 - 13:00 Lunch Break

13:00 - 14:15 Brief and Briefing

14:15 - 14:30 Team exercise

14:30 - 15:00 Team Presentation

15:00 - 15:15 Break

15:15 - 16:45 How To Find an Idea Part II

16:45 - 17:30 How To Find an Idea Part III

17:30 - 17:40 Break

17:40 - 18:10 Team Work

18:10 - 18:40 Team Presentations

18:40 - 19:00 Q&A