

# ADVERTISING CREATIVITY

**IE University**

Professor: **EDUARDO GIMÉNEZ ROJO**

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Degree course: THIRD

Semester: 2<sup>o</sup>

Category: COMPULSORY

Number of credits: 6.0

Language: English

## PREREQUISITES

### SUBJECT DESCRIPTION

This course will promote students creativity through practical exercises that will allow them to learn and put in practice the mechanisms used in advertising agencies.

We will inhabit the spirit of The Factory - a creative space created by Andy Warhol, an iconic artist and publicist of the 20th century, where artists from all fields of expression came together to create with total freedom.

### OBJECTIVES AND SKILLS

In this course, students will learn how a creative department of an advertising agency works. They will learn how a brief is created, received, analyzed and how the idea process is kicked off, while testing various brainstorming and idea generation techniques. Students will learn how out of the box advertising is conceived, proposed, produced, published, and even presented in a pop-up event.

Creative departments in agencies can have many shapes and styles, but the service always implies talent, thinking, hard work, team effort, stress management, establishment of client trust, great strategy, and brilliant ideas. Throughout the course, students will develop their idea generation skills, creative proposal abilities, pitching capacities, and experience how an agency 's day-to- day feels like.

### THE LEARNING OBJECTIVES

Stay wild, little bird, and let's have a good time while learning and making, are the two main objectives of this course. And the responsibility to achieve them falls on both the professors, and the students.

We will learn how to apply creativity to the 360° of a marketing process: from imagining the product, to pitching a campaign to sell it, to creating an event to share the creative works.

Both of your teachers believe creativity has the power to change the world and make it a better place for everyone, so you, our students, will learn through tools and tricks how to boost creativity in bold and useful ways.

## METHODOLOGY

We will understand what advertising is like today, as advertising is no longer just the last ad of the year, or the TV or radio spot products pay a premium price to place at The Super Bowl or World Cup games. Today campaigns have to be conceived with a 360° approach to both Linear and No-Linear Media because, as you have learned in other courses, consumers are mobile and have control over their time and the platforms in which they consume content.

To achieve all this, the course is divided in three main Blocks and, in groups, students will create a series of creative outputs to advertise a product or a service.

The main Blocks are:

- THE CLIENT BLOCK: students will become “the client” by creating a brief.
- THE AGENCY BLOCK: students will take on different roles by becoming either the “creative agency”, and receive one aleatory brief from their classmates to create a campaign. Students will develop and then pitch their proposal for the campaign.
- THE PRODUCTION COMPANY BLOCK: students will become the production company and generate the final artworks for the campaign and a pop-up event.

The final campaign materials will consist of:

1. Audiovisual spot: in 2 formats: 10 seconds max monochannel video + 1 projectable version.
2. Campaign graphics + a banner for one social media network
3. One “Out of the box marketing” piece.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	24.0 %	36 hours
Discussions	4.0 %	6 hours
Exercises	24.0 %	36 hours
Group work	24.0 %	36 hours
Other individual studying	24.0 %	36 hours
TOTAL	100.0 %	150 hours

## PROGRAM

### SESSION 1 (LIVE IN-PERSON)

SESSION ON COURSE INTRODUCTION + BRIEFINGS.

Introduction to the course and one of your teachers.

How an agency works, the process of creativity in marketing. The brief.

- Students are divided into working groups.

BLOCK 1: The Client

Briefing: preparation of a briefing

GOOD BRIEF VS BAD BRIEF – FIGARI’S: THE 4 MAIN PRINCIPLES OF A BRIEF

ASSIGNMENT: bring a brief to work on it in our next session.

### SESSION 2 (LIVE IN-PERSON)

## SESSION ON COURSE INTRODUCTION + BRIEFINGS.

Introduction to the course and one of your teachers.

How an agency works, the process of creativity in marketing. The brief.

- Students are divided into working groups.

### BLOCK 1: The Client

Briefing: preparation of a briefing

GOOD BRIEF VS BAD BRIEF – FIGARI'S: THE 4 MAIN PRINCIPLES OF A BRIEF

ASSIGNMENT: bring a brief to work on it in our next session.

## **SESSION 3 (LIVE IN-PERSON)**

SESSION ON BRIEFINGS.

Introduction to your other professor.

In class briefs' presentations.

## **SESSION 4 (ASYNCHRONOUS)**

SESSION ON BRIEFINGS.

Share on Blackboard your final briefs to get your teacher's green light.

Deadline is at 10:00 AM.

## **SESSION 5 (LIVE IN-PERSON)**

SESSION ON CREATIVE PROCESSES.

BLOCK 2: THE CREATIVE AGENCY.

Creative processes: brainstorming, and other tools.

The creation of concept, slogan and the spirit of the campaign.

We learn and reflect on the agency's structure: creative director, copy, brainstorming, script, graphic references, the story, the pitch, etc...

Let's spice up your Graphic proposal. We apply creative processes to devise a proposal for the Graphics.

## **SESSION 6 (LIVE IN-PERSON)**

SESSION ON CREATIVE PROCESSES.

BLOCK 2: THE CREATIVE AGENCY.

Creative processes: brainstorming, and other tools.

The creation of concept, slogan and the spirit of the campaign.

We learn and reflect on the agency's structure: creative director, copy, brainstorming, script, graphic references, the story, the pitch, etc...

Let's spice up your Graphic proposal. We apply creative processes to devise a proposal for the Graphics.

## **SESSION 7 (LIVE IN-PERSON)**

SESSION ON PITCHING AND GRAPHIC PROPOSALS.

1 session to review your graphic proposal.

1 Pitch session: how to make a pitch and what it is for.

ASSIGNMENT: Apply creative process to devise a CREATIVITY 2.0 proposal, create a banner.

## **SESSION 8 (LIVE IN-PERSON)**

SESSION ON PITCHING AND GRAPHIC PROPOSALS.

1 session to review your graphic proposal.

1 Pitch session: how to make a pitch and what it is for.

ASSIGNMENT: Apply creative process to devise a CREATIVITY 2.0 proposal, create a banner.

## **SESSION 9 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

Students will learn how to apply creative process exercises to create a Video proposal and all the basics about "Shooting dynamics".

ASSIGNMENT: to create 2 video pieces. Further instructions will be given to the students.

For this, take into consideration to apply what you have already learned in your Video and Graphic Design course.

## **SESSION 10 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

Students will learn how to apply creative process exercises to create a Video proposal and all the basics about "Shooting dynamics".

ASSIGNMENT: to create 2 video pieces. Further instructions will be given to the students.

For this, take into consideration to apply what you have already learned in your Video and Graphic Design course.

## **SESSION 11 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

Review of students' shooting proposals.

ASSIGNMENT: Submit corrected, redrafted version.

## **SESSION 12 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

Review of students' shooting proposals.

ASSIGNMENT: Submit corrected, redrafted version.

## **SESSION 13 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

In class watching session of video materials.

## **SESSION 14 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

In class watching session of video materials.

### **SESSION 15 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

Review of final videos.

### **SESSION 16 (LIVE IN-PERSON)**

SESSION ON VIDEO PRODUCTION.

Review of final videos.

### **SESSION 17 (LIVE IN-PERSON)**

SESSION ON OUT OF THE BOX ADVERTISING.

Conference at the Auditorium + Reflection session on students' possible application of out of the box advertising strategies.

### **SESSION 18 (LIVE IN-PERSON)**

SESSION ON OUT OF THE BOX ADVERTISING.

Conference at the Auditorium + Reflection session on students' possible application of out of the box advertising strategies.

### **SESSION 19 (LIVE IN-PERSON)**

SESSION ON OUT OF THE BOX ADVERTISING.

Revision of students' Out of the box advertising proposal.

### **SESSION 20 (LIVE IN-PERSON)**

SESSION ON OUT OF THE BOX ADVERTISING.

Revision of students' Out of the box advertising proposal.

### **SESSION 21 (LIVE IN-PERSON)**

SESSION ON SETTING UP AND IMAGINING AN EVENT.

Apply creative processes to generate "The event": WHERE EVERYTHING IS ARTICULATED, AND IT ALL MAKES SENSE.

ASSIGNMENT: generate a creative product around the theme of the exhibition we will visit. Further instructions to be provided.

### **SESSION 22 (LIVE IN-PERSON)**

SESSION ON SETTING UP AND IMAGINING AN EVENT.

Apply creative processes to generate "The event": WHERE EVERYTHING IS ARTICULATED, AND IT ALL MAKES SENSE.

ASSIGNMENT: generate a creative product around the theme of the exhibition we will visit. Further instructions to be provided.

### **SESSION 23 (LIVE IN-PERSON)**

SESSION ON INSPIRATION FOR CREATIVITY.

ATTENTION: THIS SESSION WILL BE HELD AT THE SOLO COLLECTION HEADQUARTERS IN MADRID.

Address: Plaza de la Independencia, 5. Downtown Madrid.

### **SESSION 24 (LIVE IN-PERSON)**

SESSION ON INSPIRATION FOR CREATIVITY.

ATTENTION: THIS SESSION WILL BE HELD AT THE SOLO COLLECTION HEADQUARTERS IN MADRID.

Address: Plaza de la Independencia, 5. Downtown Madrid.

### **SESSION 25 (LIVE IN-PERSON)**

SESSION ON PITCHING.

PHASE 3: AGENCY AND CLIENT

Pitch OF THE EVENT.

The client would decide to accept, or not this pitch.

The two professors evaluate and give comments to all the works.

This is a graded exercise.

ASSIGNMENT: REDRAFT, and aim for perfection.

### **SESSION 26 (LIVE IN-PERSON)**

SESSION ON PITCHING.

PHASE 3: AGENCY AND CLIENT

Pitch OF THE EVENT.

The client would decide to accept, or not this pitch.

The two professors evaluate and give comments to all the works.

This is a graded exercise.

ASSIGNMENT: REDRAFT, and aim for perfection.

### **SESSION 27 (LIVE IN-PERSON)**

SESSION ON PITCHING AND PRODUCTION OF AN EVENT.

PRESENT THE REDRAFT.

Production of an event: students will make a checklist of what needs to be taken into account to set up and produce an event.

ATTENTION: FINAL ASSIGNMENT: both 3rd year classes/groups meet to organize and to produce a joint event collaborating also on how to announce it with the materials produced along the semester.

## **SESSION 28 (LIVE IN-PERSON)**

SESSION ON PITCHING AND PRODUCTION OF AN EVENT.

PRESENT THE REDRAFT.

Production of an event: students will make a checklist of what needs to be taken into account to set up and produce an event.

ATTENTION: FINAL ASSIGNMENT: both 3rd year classes/groups meet to organize and to produce a joint event collaborating also on how to announce it with the materials produced along the semester.

## **SESSION 29 (LIVE IN-PERSON)**

THE EVENT'S SET UP.

ATTENTION: both 3rd year classes/groups join forces to create the event.

## **SESSION 30 (LIVE IN-PERSON)**

THE EVENT'S SET UP.

ATTENTION: both 3rd year classes/groups join forces to create the event.

## **EVALUATION CRITERIA**

### **GRADING & MAIN ASSIGNMENTS:**

#### **MID TERM GRADES:**

Individual: students will review a series of videos and create a 1 minute video pitch. Further instructions and rubrics will be provided by professors in due time.

Group grade will be based on two exercises: The video + The graphics.

#### **FINAL GRADES:**

Individual: students will receive a fictitious call for a job position, and will have to do a 1 minute video pitching stating why they should be hired explaining to "the company" the roles, and abilities they developed throughout this course. Further instructions and rubrics will be provided by professors in due time.

Group grade will be based on two exercises: Out of the box marketing piece + The event execution.

<b>Criteria</b>	<b>Percentage</b>	<b>Comments</b>
Individual Presentation	15 %	
Individual Pitch for a job	15 %	
All the Group's Pitches	20 %	
Video and graphics	20 %	
Out of the box and the event execution	10 %	
Class Participation	10 %	
Out of the box and the event execution	10 %	

## PROFESSOR BIO

Professor: **EDUARDO GIMÉNEZ ROJO**

E-mail: [egimenezr@faculty.ie.edu](mailto:egimenezr@faculty.ie.edu)

Screenwriter, director and producer. He has been dedicated to cinema and advertising for more than 25 years. He has a degree in Information Sciences (Advertising) from the Complutense University of Madrid, and a member of the Spanish Film Academy since 1997. He has written and directed the film *La luna en botella*, as well as several short films with which he has won numerous awards. international and has been nominated for a Goya.

As an advertising director, he has shot for the best Spanish agencies (Publicis, Leo Burnett, J.Walter Thomson, Saatchi & Saatchi) and for clients such as Mitsubishi, Play Station, Procter & Gamble, or Antena 3 TV. Currently, he works in the Film Qualification Commission at the Ministry of Culture, and directs the final projects for the Master of Script at two prestigious international universities.

Demo Reel: [https://www.youtube.com/watch?v=bk7MKn\\_SWkw](https://www.youtube.com/watch?v=bk7MKn_SWkw)

Professor: **LAILA HOTAIT SALAS**

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Hello, I am a Spanish-Lebanese filmmaker, scriptwriter and Creative Director of Campaigns who has lived in Mexico for several years. I am a Fulbright scholar (San Francisco State University), with a Ph.D. in Media Studies (University Carlos 3 of Madrid) and an expert in Audiovisual Development and content creation. I have published a book, and several articles mostly on Arab cinema. Some of my clients are, or have been, Amnesty International Mexico, Canica Toy Lab and Johnson Controls. I have worked as Head of development and Scriptwriter consultant, and have spoken about art and cinema production at UNESCO headquarters in Mexico, N.Y.U. Abu Dhabi, and many other private and public Universities and institutions.

As a filmmaker, I started my career directing and writing Tv short documentaries for Al-Jazeera Children TV then, I produced my audiovisual work thanks to the support of the Sundance Documentary Fund Program, the Arab Fund for Arts and Culture, Screen Institute Beirut and the Doha Film Institute among other institutions. My art work has received the Generaciones Art Award, the Laguna Prize Artist in Gallery and has been shown at international venues such as the Centre Pompidou, the Kunst-im-Tunnel Museum Düsseldorf, the Arsenale di Venezia, and several art galleries in Mexico, Lebanon, Singapur and the United States. Today, I co-run a development company called FICCIONA where we work on commissioned, and in-house film projects.

[www.lailahotait.com](http://www.lailahotait.com)

## OTHER INFORMATION