



WHAT ARE THE CREATIVE INDUSTRIES?

WHAT DO CREATIVE JOBS LOOK LIKE?

TV

Advertising

Radio

Design

Publishing

Music

Art

Film

Fashion

Video Games

Architecture

Software

Crafts

Performing Arts

WHAT IS ADVERTISING?

From the dictionary:

The act or practice of calling public attention to one's product, service, need, etc – especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.

Simply, it is anything a brand does in terms of bringing attention to itself!

THINK!

Where else can you find adverts other than TV, radio, billboards?



WHAT ADVERTISING USED TO BE

focus on features



aspirational



emphasis on words



ADVERTISING STARTED TO CHANGE



<https://www.youtube.com/watch?v=rLAvkbFugEI>

Conversation Points:

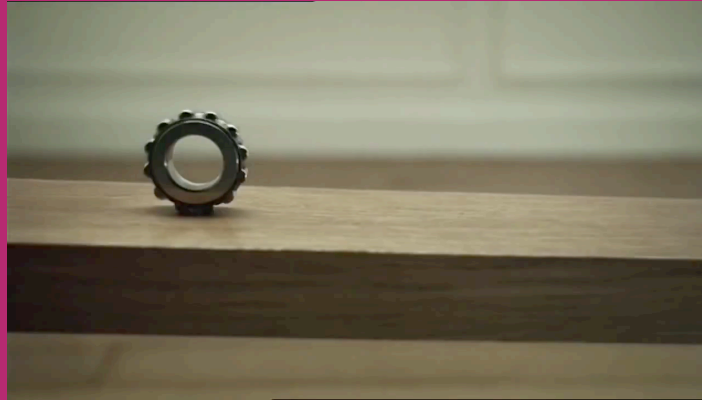
GUINNESS – SURFER (1998)

ADVERTISING AND MARKETING STARTED TO SHIFT AWAY FROM PRODUCTS AND CLOSER TO 'BRANDS'

BRANDS NEEDED TO BE NOTICED AND HAVE A VOICE, TO HAVE VALUES ATTRIBUTED TO THEM

ADVERTISING STARTED BECOMING A BIG (MOSTLY TV) VISUAL SPECTACLE THAT PEOPLE WOULD TALK ABOUT. A BIG IDEA THAT GET'S NOTICED AND STANDS OUT

ADVERTISING STARTED TO CHANGE



<https://www.youtube.com/watch?v=bl2U1p3fVRk>

Conversation Points:

Honda Accord 'The Cog' – 2003

Another example of 'brand first' as oppose to features / words / aspiration – emotion is being used

EMOTIONS, EMOTIONS, EMOTIONS



“ Just move
me, dude! ”

Dan Wieden.
Founder of Wieden+Kennedy

WHAT IS ADVERTISING NOW?

emotion **smartphones** **ad blockers** **storytelling**
data **attention spans**
technology **internet/digital**
netflix & new channels **targeting**
video on demand **a big idea**



THE INTERNET HAS CHANGED ADVERTISING

Now that the internet allows people all over the world to communicate, find out any information, create their own content, be entertained...advertising has had to mould itself into new formats and think of creative ways of making the most of the online world (and the change in people's behaviour as a result)

This means that the sorts of jobs in advertising are no longer just people who know how to make TV ads and billboards, but also people who understand the world of the internet and how to create for it.

New jobs in advertising agencies include:

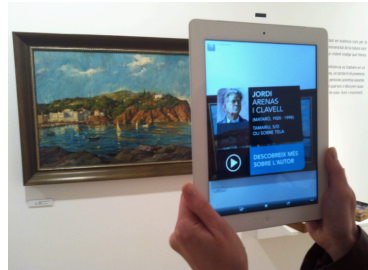
- **Creative Technologist**
- **Social Media Strategist**
- **Content creator**
- **Influencer management**
- **Front End Developer**
- **Data Scientist**

THE FUTURE OF ADVERTISING

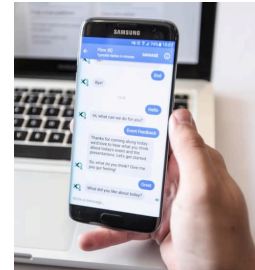
1) Advertising is moving into new territories using future technologies



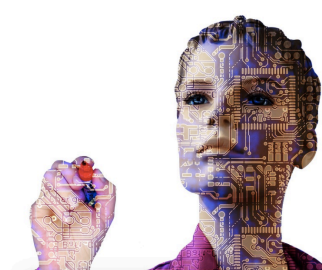
Virtual Reality



Augmented Reality

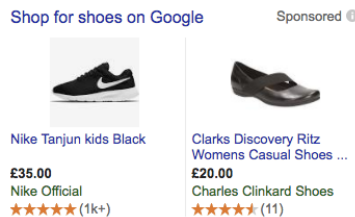


Chatbots



Artificial Intelligence

2) 'New media' means we have moved away from TV and radio



Search advertising



Social Media



Events

Last year, the UK became the first place where more money was spent on digital forms of advertising than all other forms of advertising combined (source: Radio 4)

THE FUTURE OF ADVERTISING

3) Consumers are always changing



They are more skeptical about advertising



They are more empowered

4) Campaigns are much more 'integrated'

One big idea, across several 'channels' – not just a TV ad alone

EXAMPLES OF INTEGRATED, EMOTIONAL CAMPAIGNS



<https://www.youtube.com/watch?v=k5776HPNeHA>

Conversation Points:

Clever gamification of the book release. Getting people really involved with the content and the stunt.

Interesting way of turning something so 'un-digital' like a book into something so in tune with digital natives.

**WHAT DID YOU THINK OF
THIS CAMPAIGN?**



EXAMPLES OF INTEGRATED, EMOTIONAL CAMPAIGNS



<https://www.youtube.com/watch?v=jijLIDKnHy4>

Conversation Points:

Clever but simple way of hijacking social media / logos / branding. Good way of cutting through the noise and so inexpensive.

**WHAT DID YOU THINK OF
THIS CAMPAIGN?**



SO WHAT SKILLS DO YOU NEED?

To work as a creative, there are some craft skills which are highly sought after:

- **Graphic Design**
- **Typography**
- **Illustration**
- **Photography**
- **Web Development**
- **Digital Design**
- **Animation**
- **Film**
- **Copywriting**

But, in this new fast-paced, changing world of advertising, great craft is not enough alone...

SO WHAT SKILLS DO YOU NEED?

It is important to have 'breadth' skills which can be used across many different types of work and projects, such as:

IDEATION

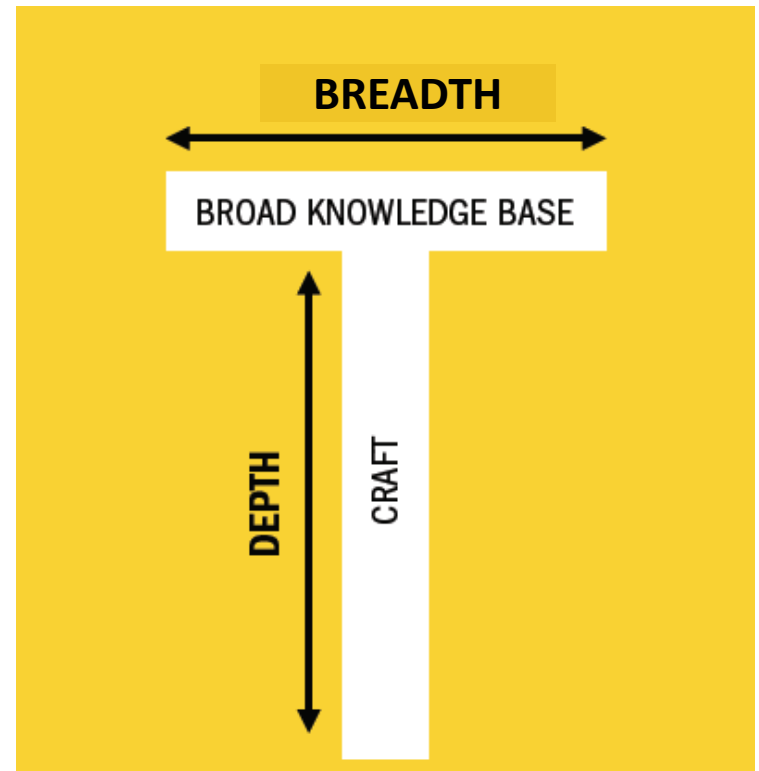
- Able to 'think outside the box'
- Able to communicate ideas

STORYTELLING

- Able to tell a relevant narrative
- Able to focus on idea over execution

PROTOTYPING

- Able to get stuck in
- Able to demonstrate / visualise ideas quickly



THE CREATIVE MINDSET

Working in the creative industries also requires a particular mindset to allow for big ideas to be produced

CURIOSITY

- Always learning new things
- Interested in how people & things work
- Interested in what's new in the world

RESILIENCE

- Can take criticism
- Happy to ask for support
- Comfortable attacking difficult problems

BRAVERY

- Branching out from the traditional
- Standing up for ideas / beliefs
- Not to be mistaken for ego!

COLLABORATIVE

- Have ideas bigger than your skillset
- Able to let go of ideas
- Never works in a vacuum

THINK ABOUT YOUR SKILLS.

WHAT ARE YOU GOOD AT? 
WHAT COULD YOU IMPROVE?

THANK YOU

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CREDITS

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