

# SCHOOL OF THOUGHT

2017 INDUSTRY PROGRAMME

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## FEELING CREATIVE?

School Of Thought is an intensive 12 week training programme for those who want to flex their creative muscles by learning how to develop and pitch big ideas.

**Every Monday evening** you will visit a different agency, hear a talk and leave with a brief. You **return on Thursday** to pitch your ideas.

In the end there will be one winner who will win a trip to Cannes Lions, a life changing prize worth thousands of pounds.

Designer? Copywriter? Art director? Account handler?  
It's open to absolutely anyone who thinks they've got what it takes.

There are only 12 places available and only the best make the cut.

### KEY DATES

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Application deadline  
**Monday 11 September**

Course begins  
**Monday 18 September**

Final night  
**Thursday 7 December**

MADE POSSIBLE THANKS TO:



A course fee of £150 is payable if you are accepted into the programme.  
More information available at [schoolofthought.co.uk](http://schoolofthought.co.uk)

## How to apply

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There are three questions in this application. You can only use pen and paper. We're not interested in your drawing skills, design or copywriting ability - just your thinking.

Complete each question along with the details below, scan or photograph your application and send it to us by either:

1. Emailing it to **david@schoolofthought.co.uk**
2. Uploading it at **schoolofthought.co.uk**
3. Posting it to School Of Thought, 45A, Saint Petersgate, Stockport SK1 1DH

NAME

PHONE

EMAIL

DO YOU CURRENTLY WORK IN THE CREATIVE INDUSTRY?

YES

NO

IS THIS YOUR FIRST TIME APPLYING FOR SCHOOL OF THOUGHT?

YES

NO

DO YOU KNOW ANYONE WHO HAS DONE SCHOOL OF THOUGHT?

YES

NO

## Part one

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The search for “the big idea” is what drives almost every creative. It’s almost become a cliché. But what does it mean? In your own words, tell us what you think a “big idea” is.

## Part two

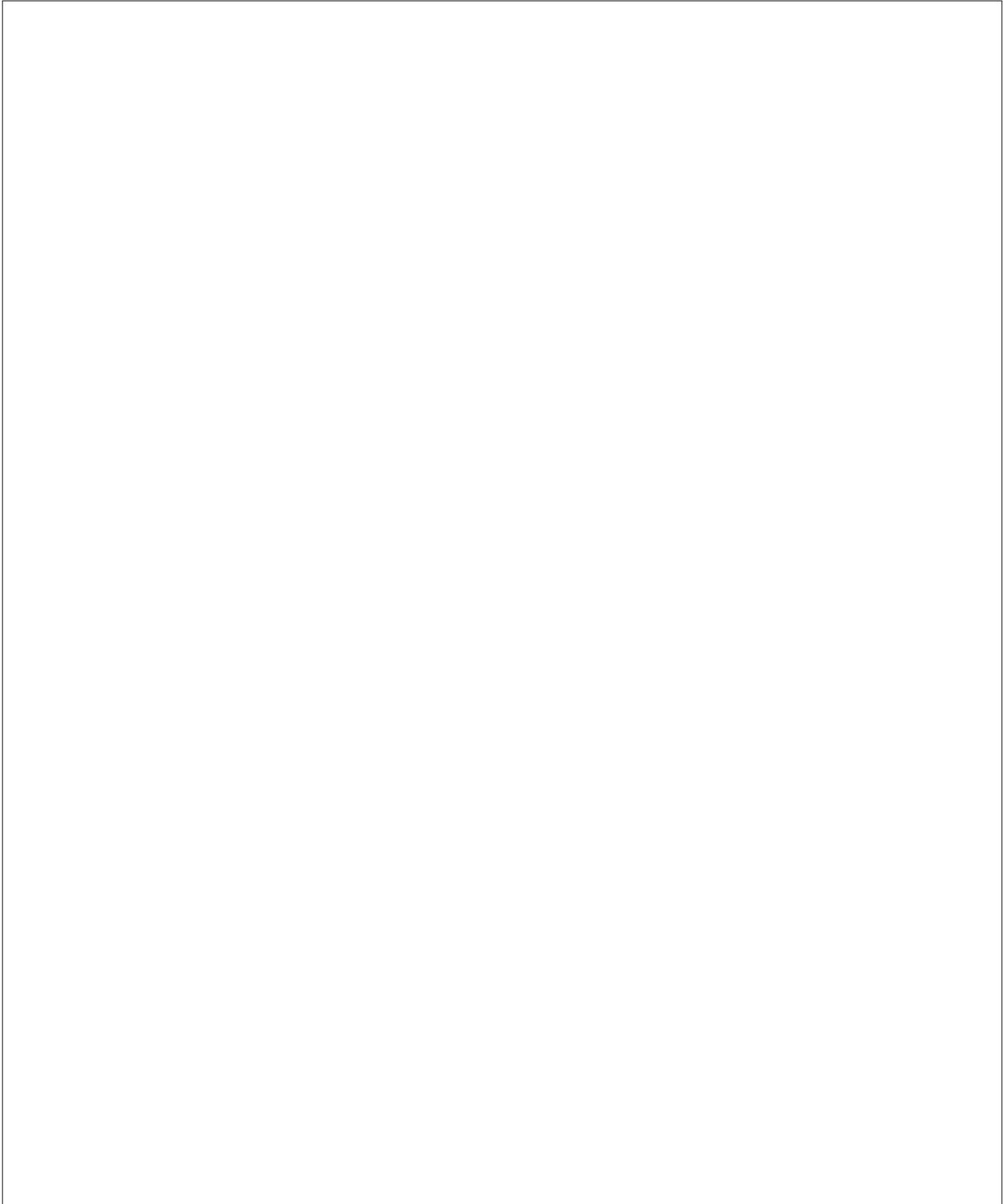
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Create a print ad for the following product.

**PRODUCT:** Nivea Sun Spray

**PROPOSITION:** The quickest protection from the sun

**AUDIENCE:** Sun seeking holidaymakers



## Part three

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What's your favourite TV ad of this year?

Now create a print ad for it.

