

# SCHOOL OF THOUGHT

2018

## THINK YOUR WAY TO CANNES

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 Manchester 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.

It's open to absolutely anyone who thinks they've got what it takes. You could be a recent grad, a creative pro or a frustrated call centre operator.

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

### KEY DATES

Application deadline  
**Monday 20 August**

Course begins  
**Monday 27 August**

Final night  
**Thursday 15 November**

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 black 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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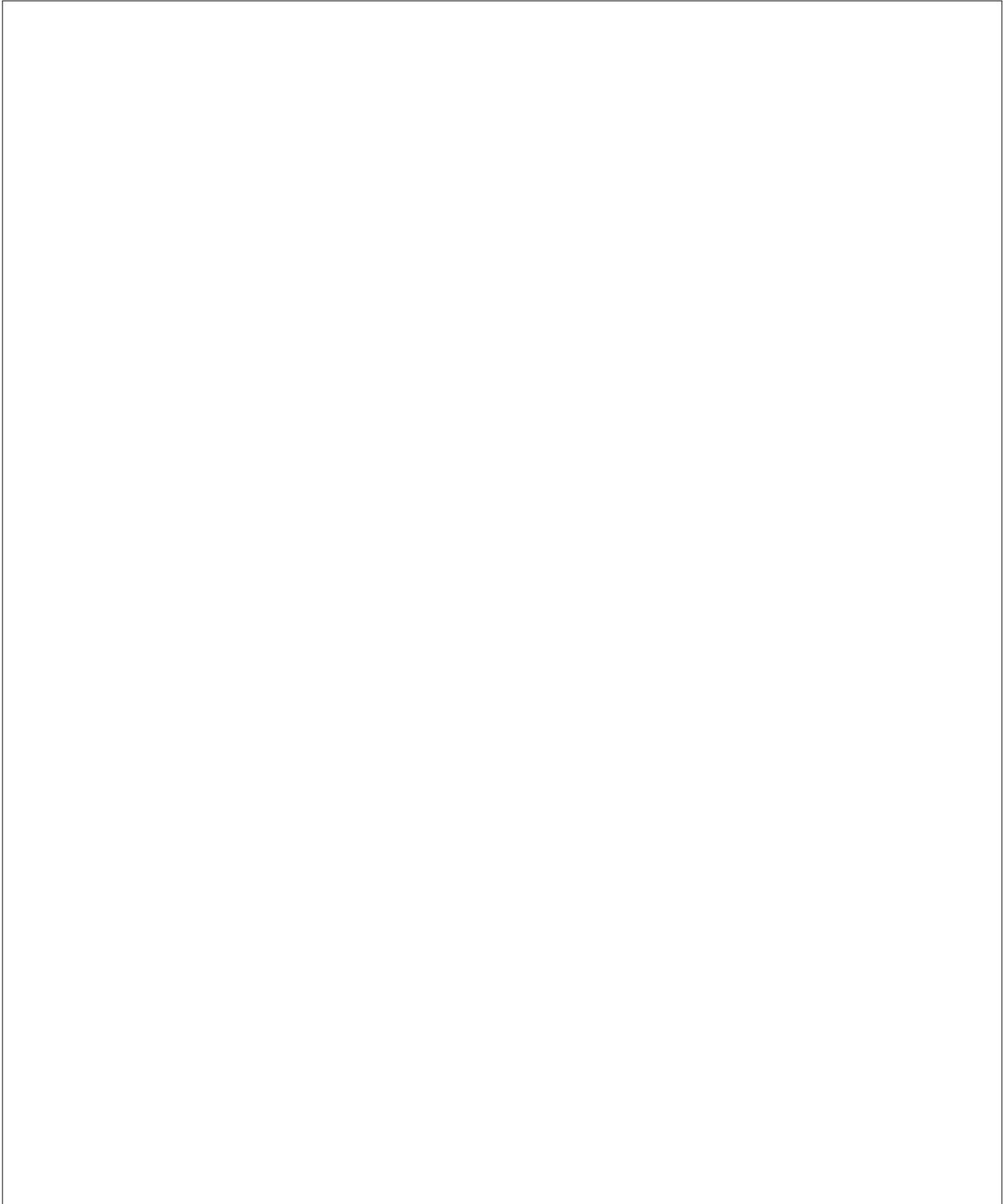
When is the last time you had a really brilliant idea? The sort of idea that you can't stop telling people about. What was it and where did it come from?

## Part two

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Create a print ad for the following product.

**BRAND:** Waterstone's  
**GOAL:** Get people to put down their devices and pick up a book  
**AUDIENCE:** There's no substitute for a real, good book



## Part three

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It's been a scorcher of a summer and people are making the most of it. Think of a product or brand that is best suited to cold weather and create a print ad for it based on the following proposition: **Winter can't come soon enough.**

