

SCHOOL
OF
THOUGHT

2019
APPLICATION PACK

SUPPORTED BY



THINK YOUR WAY TO CANNES

School Of Thought is back for it's fourth year.
And we think it's going to be the most competitive year yet.

It's an intensive 10 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
Friday 20 September

Course begins
Monday 30 September

Final night
Thursday 5 December

HOW TO APPLY

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**

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

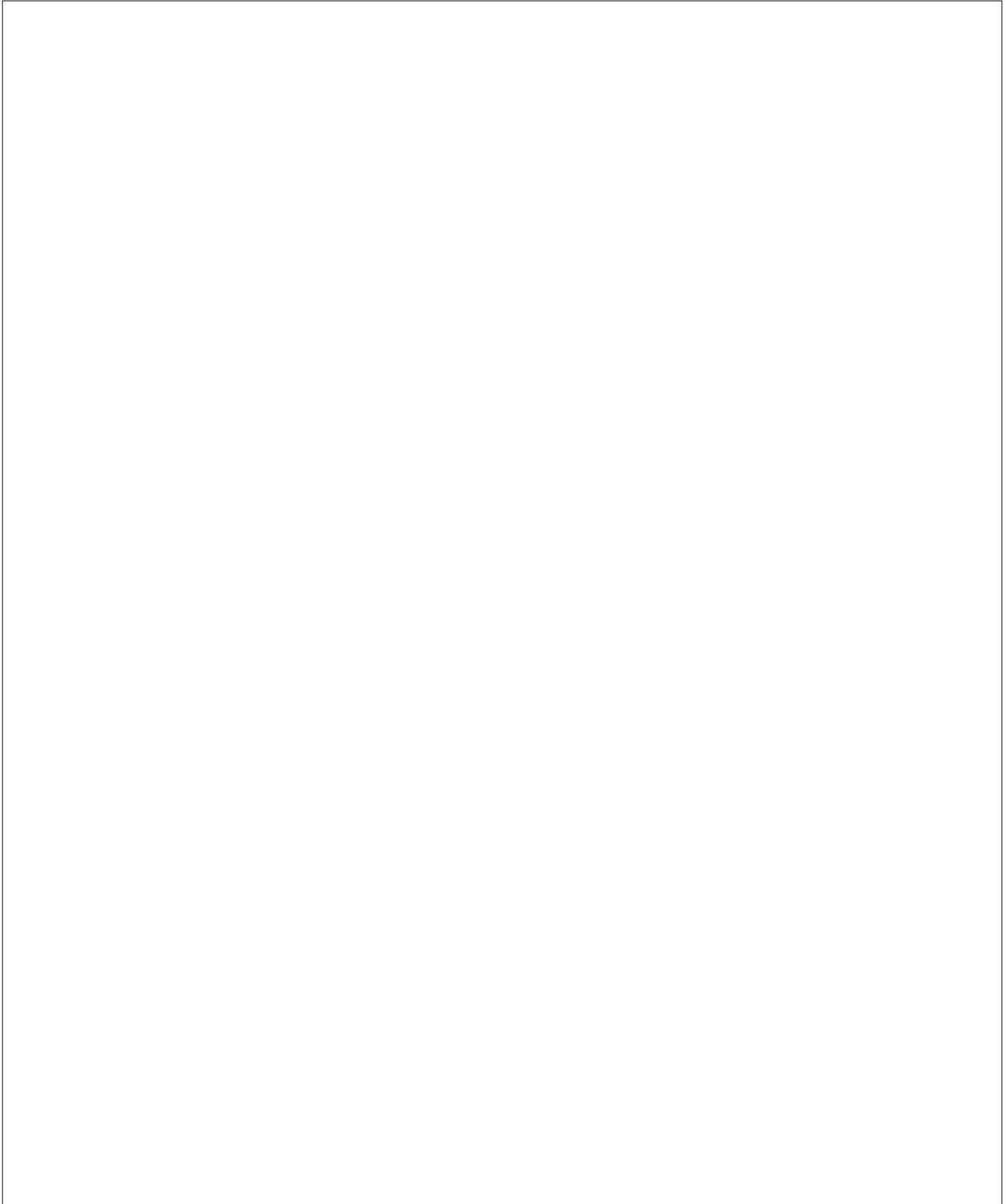
PART ONE

What do you think makes a good ad?

PART TWO

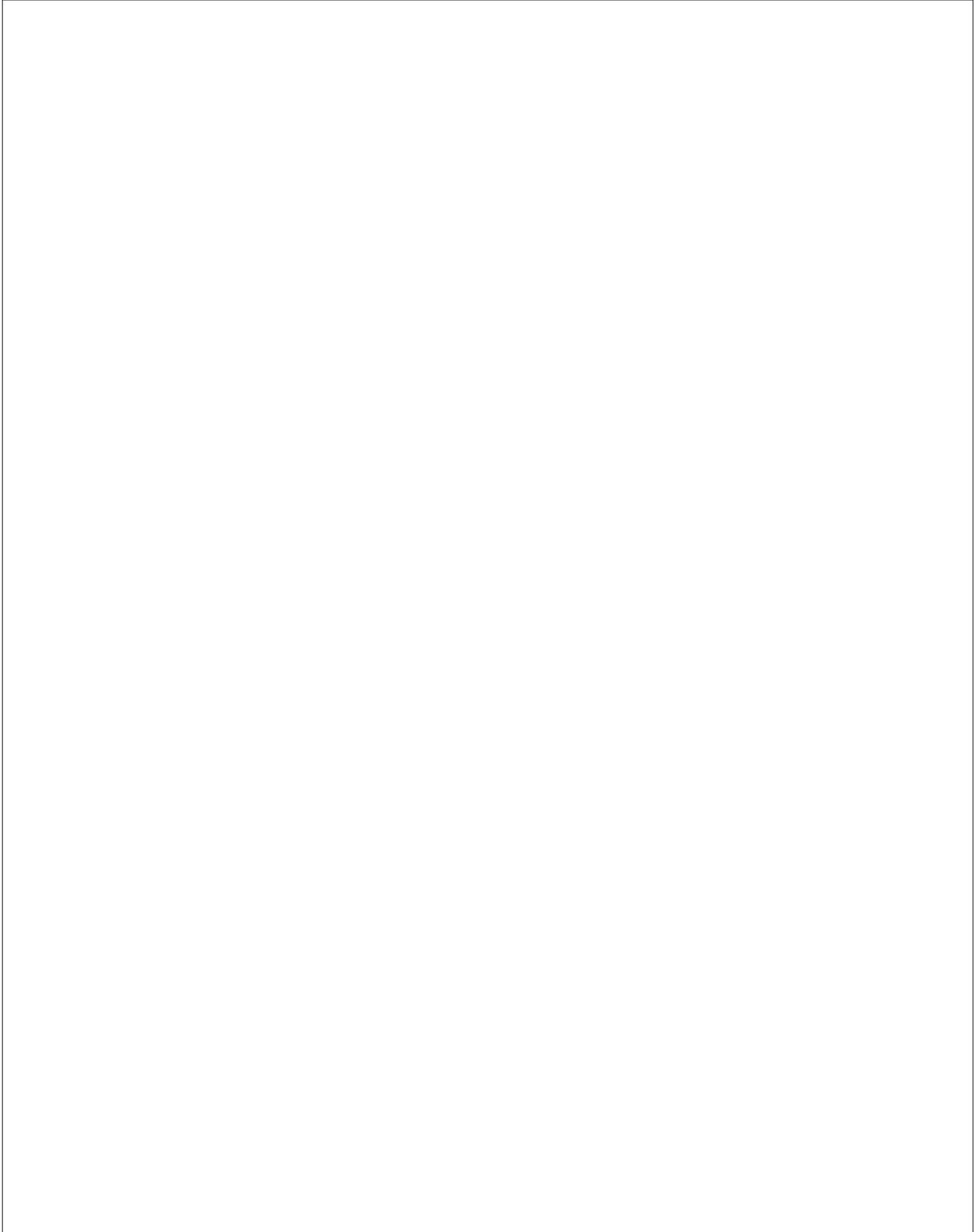
Create a print ad for the following product.

BRAND: The Impossible Burger
GOAL: Get committed carnivores to try a plant based burger
PROPOSITION: A meaty burger made from plants



PART THREE

The 1959 VW Beetle “Think Small” print ad is one of the most famous advertisements in history. Now, 60 years later, VW will no longer make the Beetle. Create a print ad to commemorate the end of this famous car.



FAQs

How much does it cost?

If accepted, the **course cost is £150**. It actually costs a lot more than that to run School Of Thought but our wonderful sponsor Creative Resource helps keep the cost low for you.

When does the course run?

Every **Monday and Thursday** from **6.30pm to 9pm** from 30th September until 5th December. Each week will be hosted at a different leading agency in and around Manchester.

What makes a good application?

Smart, clear, original thinking. The biggest tip we can offer is to keep it simple. So simple your mum would get it. In fact, pitching your ideas to your mum, grandma, partner or dentist for their opinion would be a good start!

What if I can't draw?

You don't need to. Your application will be assessed on your ideas, not polished layouts. It can look like absolute rubbish, as long it gets your idea across.

Who can apply for School Of Thought?

Absolutely anyone. We tend to see a lot of applications from copywriters, designers and art directors, but we get all sorts of people. School of Thought Alumni include illustrators, filmmakers, account managers, social media managers and more.

I have applied for School Of Thought before but I didn't get in.

Can I apply again?

Yes! Please do.

When will I find out if I have been accepted?

We will email you on Monday 23rd September. If you are accepted you will need to confirm your place by Tuesday 24th September, otherwise it will be offered to somebody else.

How is the final winner chosen?

Each week you will be given a brief to crack. At the end of the programme you will submit your idea from each week to be judged. The winner will be the person whose ideas most impress a panel of industry judges.