

SCHOOL  
OF  
THOUGHT

LEEDS

2025

APPLICATION  
PACK

S P O N S O R E D   B Y

Propaganda.<sup>™</sup> Brand Strategy.

# THINK YOUR WAY TO CANNES

School Of Thought returns to Leeds in 2025 for the 6th time. Some of the city's best agencies are taking part so it is an amazing opportunity for hungry creatives.

It's 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 attend a briefing with a different agency via Teams, hear a talk and leave with your brief. On Thursday you visit the agency 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, an experienced creative pro or a frustrated call centre operator.

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

To apply, simply answer the Application Brief in this pack by the deadline of  
**Sunday 20th April**

## KEY DATES

Application deadline  
**Sunday 20th April**

Programme begins  
**Monday 28th April**

Wrap Party  
**Thursday 24th July**

# HOW TO APPLY

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There are four questions in this application. You can only use black pen and paper. We're not interested in your drawing or design skills - 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 **phil@schoolofthought.co.uk**
2. Uploading it at **schoolofthought.co.uk/Leeds2025**

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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Why are you applying for School of Thought? (50 Words or Less)

## PART TWO

Describe a recent advertisement that you feel missed the mark, and why?

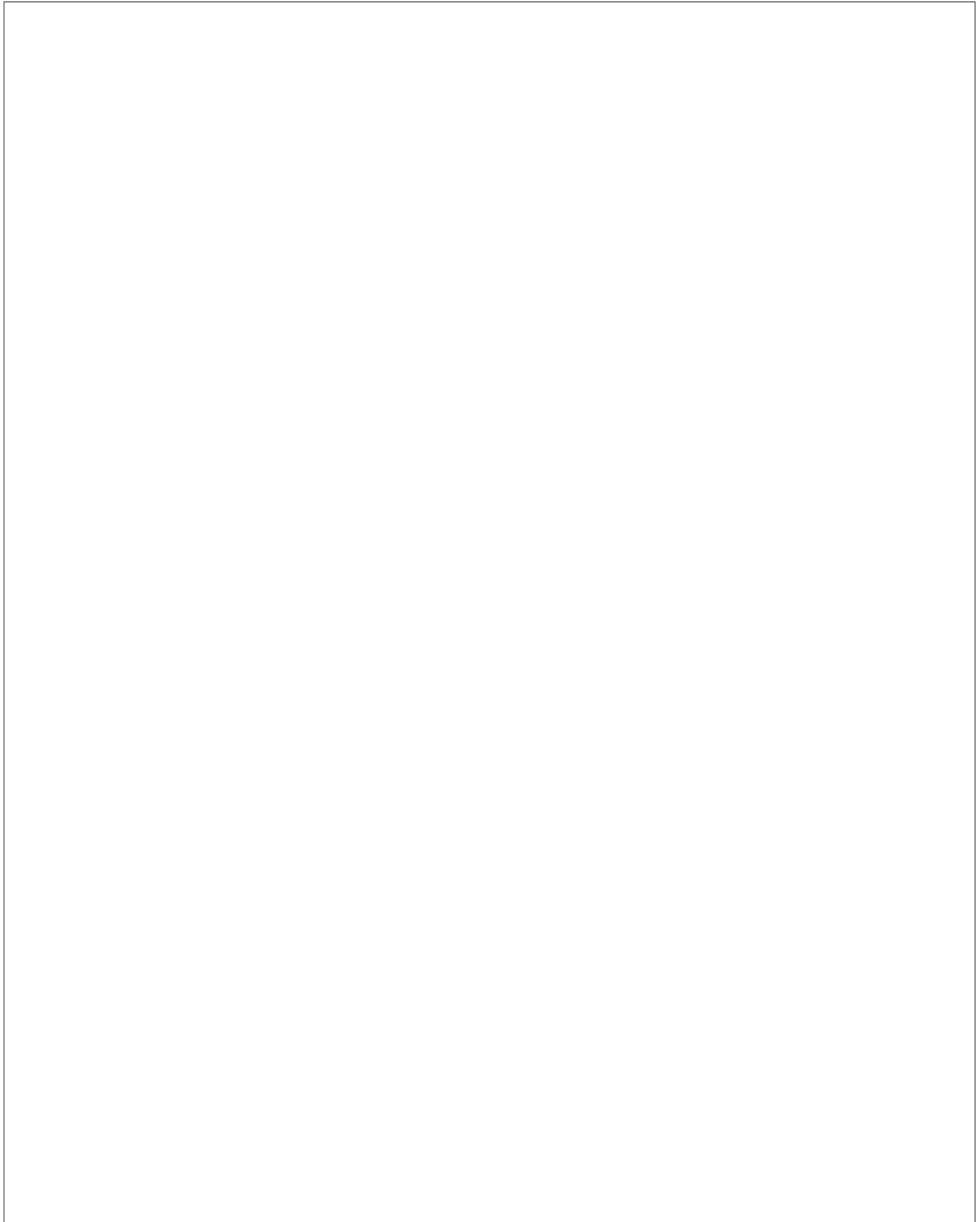
## PART THREE

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Dove has been challenging traditional beauty standards in its ads for years.

Create a print ad that presents a fresh take on 'Real Beauty'.

(You don't need to draw well, you just need to be able to draw an idea enough for someone to understand it.)

A large, empty rectangular box with a thin black border, intended for a student to draw a print advertisement. The box occupies the majority of the page below the instructions.

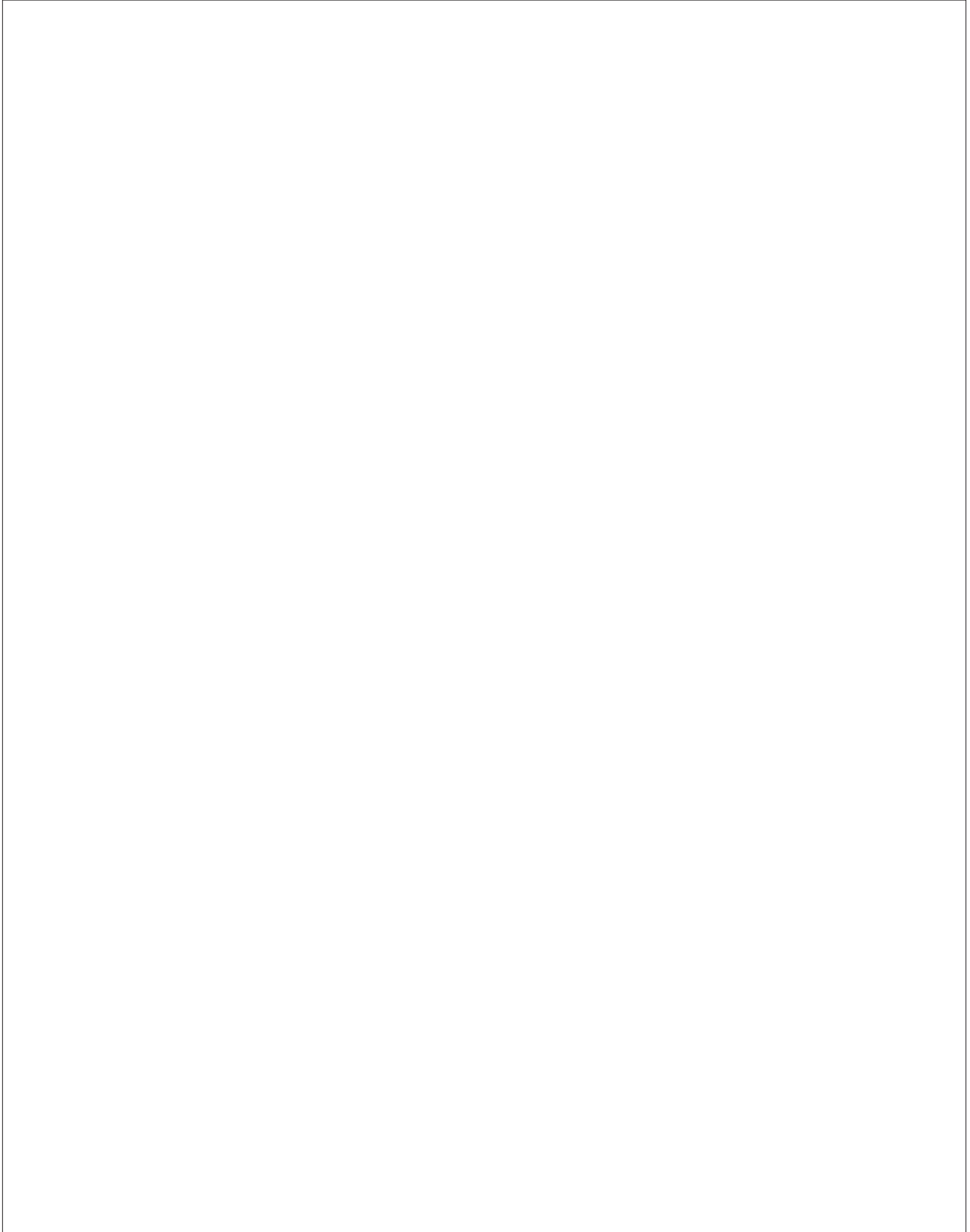
## PART FOUR

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Burger King has been trolling McDonalds through its advertising for years

Create your own version (or if you prefer flip it and give us a McDonalds ad trolling Burger King!)

(You don't need to draw well, you just need to be able to draw an idea enough for someone to understand it.)

A large, empty rectangular box with a thin black border, intended for a drawing or sketch. It occupies the majority of the page below the instructions.

# FAQs

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## How much does it cost?

If accepted, the **course cost is £200**. It actually costs a lot more than that to run School Of Thought but our wonderful headline sponsor, **Propaganda**, help keep the cost low for you.

## I don't currently work in the industry or i'm currently out of work, is there any financial support available?

Thanks to the generosity of our host agencies, an initiative led by **IMA**, enables fully funded places for people not currently working in the industry. Please inform us when applying.

## When does the programme run?

Every Monday and Thursday evening. Monday from 6.30pm to 7.30pm. Thursday from 6.30pm to 8.30pm. Each week will be hosted at a different leading agency in and around Leeds - Monday will take place on Teams, Thursday you'll visit agencies in person. There are 2 agencies outside of Leeds this year, we'll be visiting them in the later weeks and we make sure everyone gets there with car sharing, etc.

## What if I can't draw?

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

## Who is School Of Thought for?

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, content creators, social media managers, planners, strategists, account handlers. Take a look at the alumni page on the website.

## I'm already working in the industry, is School of Thought for me?

Yes. 90% of our previous participants were already in the industry when they participated in School of Thought. If you're in the industry and want to accelerate and develop your skillset, School of Thought is for you.

## 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!

## Do I have to be based in the North?

No, you could be based anywhere as long as you can get to Leeds for most Thursday evening sessions.

## I might not be available every week / have a holiday booked?

Everyone misses some Monday & Thursday sessions but its strongly advised you attend as many sessions as possible to get the most out of the programme. If you miss Monday you'll be provided with the agency presentation / brief as usual. If you miss Thursday you can submit a pre-recorded video of your idea or present at a future Thursday.

## When will I find out if I have been accepted?

We will email you on Monday 21st April, please look out for our email - we email everyone to inform them of the outcome of their application

## 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.

## Any more questions?

[phil@schoolofthought.co.uk](mailto:phil@schoolofthought.co.uk)

SCHOOL OF THOUGHT