SCHOOL OF THOUGHT

LEEDS 2022

APPLICATION PACK

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LEEDS

THINK YOUR WAY TO CANNES

School Of Thought returns to Leeds in 2022 for the 3rd time. Some of the city's best agencies are taking part so it is promosing to be a 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 Leeds agency via Zoom, 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 extended deadline of
Friday 22nd April

KEY DATES

Application deadline
DEADLINE EXTENDED
Friday 22nd April

Course begins
Monday 25th April

Final night
Thursday 28th July

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 **phil@schoolofthought.co.uk**
2. Uploading it at **schoolofthought.co.uk/leeds-2022**

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

Tell us about an ad you loved in your childhood and why?

PART TWO

Create a print ad for the following product.

BRAND: Dollar Shave Club
PROBLEM: Shaving is a necessity, not a luxury. No one wants to pay too much for the basics.
PROPOSITION: The cheapest way to shave

PART THREE

“Should have gone to Specsavers” is one of the most enduring advertising ideas in the last twenty years. The campaign has had dozens or even hundreds of executions. Here’s your opportunity to come up with your own.

FAQs

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 sponsor McCann Leeds helps keep the cost low for you.

When does the course run?
Every **Monday and 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 Zoom, Thursday you'll visit agencies in person.

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, planners, 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 18th April. If you are accepted you will need to confirm your place by Tuesday 19th April 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.

Any more questions?
phil@schoolofthought.co.uk