

CREATIVE ^{Re-}BOOT CAMP

THE PROBLEM

**IN-HOUSE CREATIVE TEAMS
HAVE SEEN THEIR
WORKLOAD BALLOON
10X IN RECENT YEARS**



ARE YOU SETTING THEM UP TO SUCCEED?

In the age of digital marketing, rapid product launches, and doing more with less, creatives are clearly over-worked. In-house clients want unique and compelling content that cuts through the clutter, is memorable, within brand standards, and they want it next week.

As the demands come faster, and keep growing in volume, the light at the end of the tunnel moves farther away.

Yikes! It's enough to burn anyone out.

How can managers set up their creative teams to handle this challenge?

**"The average creative team
has fewer than 10 members and supports
50 or more stakeholders."**

THE MYTH: CREATIVITY CAN'T BE LEARNED

First, let's dispel the old industry canard that creativity gets discovered, not cultivated. Prospective hires either "get it" or they don't. In our experience, spanning 25+ years at leading agencies and having worked on hundreds of creative campaigns, this view is more industry myth than reality.

Yes, individual personalities obviously play a big role (for better or worse). But creative success depends more on factors we can actually control – for team members, developing the creative "tool box" that leads to big ideas and the ability to recognize them is key. This applies to an in-house creative and marketing department as much as it does to the creative and marketing teams on the agency's side.

“CREATIVITY IS NOT A TALENT. IT IS A WAY OF OPERATING.” – JOHN CLEESE

THE SOLUTION

10 CREATIVE CONSTRUCTS

TO HELP IN-HOUSE
TEAMS PRODUCE AGENCY
QUALITY WORK



The Creative Re-Boot Camp gives attendees proven conceptual tools and the space to try them out.

This one-day intensive workshop starts with 10 conceptual constructs that we've seen applied successfully across a wide variety of industries and brand personalities. Each construct provides a different "lens" to make brainstorming more prolific and the results more varied and memorable.

Attendees practice applying the constructs to case studies, and then to their own creative challenges. They learn frameworks for quickly evaluating creative ideas and surfacing the best ones to expand upon and integrate into their brand.



Generate Ideas



Evaluate



Integrate

ATTENDEES WALK AWAY WITH:

- 10 creative constructs
- Applications to their own current creative challenges
- A framework for evaluating candidate ideas
- Best practices for getting buy-in from brand stakeholders

The constructs and frameworks taught in the Re-Boot Camp have been used to develop numerous award-winning campaigns



*"So genius," raves Adweek critic Barbara Lippert.
"The best advertising ever."*

*"If you find yourself talkin' with Lincoln and a beaver,
the last thing you need is more pills... ..okay? Cut
back on the dosage!"*

– Jay Leno, Tonight Show

Interactive Award Winner – Applied Arts Media

WHO SHOULD ATTEND?

- Designers
- Brand Management
- Product Marketing
- Marketing Directors
- CMOs

PROGRAM CONTENT

Breakfast	8:00 – 9:00
Program Overview & introductions	9:00 – 9:30
How creative campaigns drive business results	9:30 – 10:00
Break	10:00-10:15
Application of creative constructs 1-5	10:15 – 12:00
Lunch	12:00 – 1:00
Application of creative constructs 6-10	1 – 2:45
Break	2:45-3:00
Identifying the best constructs from brainstorming exercise	3:00 – 3:45
Barriers to creative campaigns and how to overcome them	3:45 – 4:15
Wrap-up	4:15-4:30

ABOUT THE INSTRUCTOR

Noel Ritter has worked in advertising for 30 years and is an award winning creative director, art director, and writer. His work has been highlighted in Ad Week, Ad Age, and Brand Week. In addition, his creative effort and process has been featured on NPR's This American Life. And among others, his work has been recognized by: The One Show, The Kelley Awards, the Caples, Print (magazine), and in MOMA.

Noel has taught at VCU's Brand Center and continues to teach as an adjunct faculty member in the Robertson School of Media & Culture.

While mining ways to bring meaningful and entertaining campaigns to life, he found a way to organize and share his creative process – the same one that delivered Abraham Lincoln and a Beaver as dream characters for the sleep aid, Rozerem, as well as the iconic GEICO Cavemen spots. The creative constructs Noel used on these campaigns are simple, repeatable, and can breathe life into a range of products and services.

ABOUT KOTLER MARKETING GROUP

Kotler Marketing Group applies a unique blend of marketing theory and industry experience to help our clients overcome challenges and achieve their goals. Our philosophy draws from the work of Dr. Philip Kotler, the world's leading strategic marketer. Kotler Marketing has served leading Fortune 1000 companies in industries ranging from consumer products to healthcare to industrial. Visit us on the web at www.kotlermarketing.com.

See more of Noel's work at noelritter.com

FEES

Registration fees are \$1,350 per person. Continental breakfast and lunch are included in all registrations. Payment must be made in the form of a wire transfer or credit card and must be received on or before the registration deadline.

Group discounts

Discounts are available for groups of three or more. Enter discount code "Group" to receive \$150 off each registration.

Cancellations – Should you be unable to attend for any reason after registering, please inform Kotler Marketing Group within ten (10) business days of the program date, and you will receive a credit voucher for the full amount, or a full refund less a \$495.00 non-refundable deposit.

On-site delivery

If you prefer that we come to you and conduct the program for your whole team, contact Tony Kotler to get a quote at tkotler@kotlermarketing.com.