



COURSE

Inspiring Great Creative

FACULTY

Jane Maas was a creative director at Ogilvy & Mather and president of the New York agency Earle Palmer Brown. She is best known for her “I Love New York” campaign. She has published six books, including *Mad Women*, her memoir of what it was like to be an advertising woman during the era of TV’s *Mad Men*. Advertising Age named her one of the most influential women in advertising.

DESCRIPTION

This course will help you get the kind of powerful creative work that builds your sales overnight and builds your brand over time. You’ll be guided through the entire creative process, from writing the creative brief to judging creative work, giving the agency compelling feedback, and making all your communications more effective. Quite simply, this course will help you to be a better client.

WHO IS THIS COURSE FOR?

Junior, middle and senior marketing levels – anyone involved in the development of advertising

LEARNING OBJECTIVES

1. Learn how to inspire creativity and be a better client
2. Discover the elements that make any communication more effective
3. Learn how to write a creative brief
4. Learn what makes an integrated campaign successful
5. Develop your skill in judging creative work and giving compelling feedback
6. Understand why it pays to focus on big ideas

MODULES

1. Course Introduction
2. How to be a Better Client
3. Elements of Effective Communication
4. How to Write Inspiring Creative Briefs
5. Developing Successful Integrated Campaigns
6. Evaluating Creative and Giving Feedback
7. Big Ideas and How to Hatch Them
8. Course Summary
9. Assessment
10. Survey
11. Certificate of Completion

ESTIMATED LENGTH OF COMPLETION

2.0 hours

#	Module	Length	Lesson	Topics	✓
1	Course Introduction	:05M	Lesson 1: Overview of Inspiring Great Creative	<ul style="list-style-type: none"> Welcome Introduction/who is course for? About the faculty Course overview Course objectives Roadmap Review course lesson plan 	<input type="checkbox"/>
		.PDF	Course Lesson Plan	<ul style="list-style-type: none"> Course name Faculty credentials Course description/audience Course objectives Course modules/estimated length Course lesson plan 	<input type="checkbox"/>
2	How to Be a Better Client	:10M	Lesson 2: How to Be a Better Client	<ul style="list-style-type: none"> How to be a better client introduction How to inspire creativity and get your agency — whether internal or external — to do more effective work Best practices: Discuss guidelines, such as “Cultivate honesty,” “Be willing to take risks,” and “Create an environment for BIG IDEAS.” Knowledge check How to be a better client summary/closing 	<input type="checkbox"/>
3	Elements of Effective Communication	:10M	Lesson 3: Elements of Effective Communication	<ul style="list-style-type: none"> Elements of effective communication introduction What does “effective” mean <ul style="list-style-type: none"> Builds sales overnight Compels consumer emotionally and rationally Links brand to core ideas Best practices: Six elements or characteristics of effective communication Knowledge check Elements of effective communication summary/closing 	<input type="checkbox"/>
4	How to Write Inspiring Creative Briefs	:15M	Lesson 4: How to Write Inspiring Creative Briefs	<ul style="list-style-type: none"> How to write an inspiring Creative Brief introduction What is a Creative Brief? Review Creative Brief template Best Practices: 10 Rules for writing better Creative Briefs Knowledge checks How to write an inspiring Creative Brief summary/closing 	<input type="checkbox"/>

5	Developing Successful Integrated Campaigns	:05M	Lesson 5: Do You Really Need a Campaign?	<ul style="list-style-type: none"> Do you really need a campaign introduction Why campaigns are even more essential today Elements of a campaign: repetition, flexibility and longevity Knowledge check Do you really need a campaign summary/closing 	
		:15M	Lesson 6: What Makes a Campaign?	<ul style="list-style-type: none"> What makes a campaign introduction What makes a campaign: Verbal Similarity and Visual Similarity Campaign checklist Example of long-running campaign and how it evolved over time Knowledge check What makes a campaign summary/closing 	
6	Evaluating Creative and Giving Feedback	:20M	Lesson 7: Evaluating Creative	<ul style="list-style-type: none"> Evaluating creative introduction Important questions to ask yourself; <ol style="list-style-type: none"> Does it fulfill the Creative Brief? Is it effective? Review framework for evaluating creative — is it on brief, is it effective? Knowledge check Evaluating creative summary/closing 	
		:10M	Lesson 8: Giving Feedback	<ul style="list-style-type: none"> Giving feedback introduction The three directions you can give — go, no-go, ask for revisions Tips on more effective feedback techniques, how to get revisions faster/better Knowledge check Giving feedback summary/closing 	
7	Big Ideas and How to Hatch Them	:10M	Lesson 9: Big Ideas and How to Hatch Them	<ul style="list-style-type: none"> Big ideas introduction How to hatch big ideas using thought starters like “Search the world and steal the best,” “Take a TERRIBLE idea and turn it upside down,” “Pre-empt the truth.” Examples of big ideas Knowledge check Big ideas summary/closing 	

8	Course Summary	:05M	Lesson 10: Course Summary	<ul style="list-style-type: none"> • Summary of course description, learning objectives • Course reference guide, assessment and survey • Requirements to receive the certificate of completion 	<input type="checkbox"/>
		.PDF	Course Reference Guide	<ul style="list-style-type: none"> • Summary of key course learning 	<input type="checkbox"/>
		.PDF	Course Toolkit	<ul style="list-style-type: none"> • Tools, templates and best practices from course 	<input type="checkbox"/>
9	Assessment	:10M	Assessment	<ul style="list-style-type: none"> • 20 questions 	<input type="checkbox"/>
10	Survey	:05M	Survey	<ul style="list-style-type: none"> • Feedback questions 	<input type="checkbox"/>
11	Certificate of Completion	.PDF	Certificate of Completion	<ul style="list-style-type: none"> • To be awarded upon 100% course completion (all lessons), 90% assessment score and 100% completion of feedback survey 	<input type="checkbox"/>