

# Creative Advertising



Hours: 24

## Course Outline

- Intro to Advertising
- Branding and Advertising
- Target Audience
- Above The Line - designed to reach masses through media such as TV, radio and press
- Below the Line - all the remaining means to advertise without the use of media, such as supermarkets and leaflets, etc.
- Creative Message and Concepts in Advertising
- Outdoor Advertising
- Social Media and Advertising
- Campaigns in Advertising
- Rules of witty thinking
- Exercises on unlocking the wit- Testing the students
- Storytelling and how it is applied in advertising
- Testing the students in understanding storytelling
- Research tools – Bringing examples
- The importance of a creative brief and how to write and read it

## Key Advantages

- **Talking about different mediums available for advertising**
- **Understanding the use of advertising and marketing communication tools to develop successful marketing strategies**
- **Gain Knowledge about the rules of witty thinking, why some advertisings are strong and why are not.**
- **Learn more about creative briefs and how to structure them.**

## Potential Follow-up Courses:

- Advertising Design
- Social Media Campaigns