



FCLA:

Unlock your creative potential
(Presentation & Campaign Ideas)

- *Detailed Explorational*

FUTURE
CREATIVE
LEADERS
ACADEMY

Pitcher Festival of Creativity

Spark a Revolution

Dear FCLA,

Remember that spark you felt as a student, burning with ideas and just waiting to change the world? In many cases classrooms often snuff that spark out, leaving you with dry textbooks and a yearning for something more. But what if classrooms became creative boot-camps, and students transformed into marketing pro's? That's the vision behind the Future Creative Leaders Academy (FCLA). It seems impossible but imagine fostering a generation of marketing revolutionaries who craft award-winning campaigns that matter, not just sell. Imagine igniting a movement that rewrites the rules of the industry. That's the power of FCLA. We're not offering cookie-cutter graduates, we equip students with the tools and confidence to become bold, innovative leaders. Ditch the textbooks! FCLA brings in industry veterans – the battle-tested warriors who shaped the advertising landscape – to share their secrets and spark a creative fire. This proposal outlines a comprehensive strategy to reach universities and unlock a new wave of creative talent. We'll captivate students with engaging presentations and alumni success stories, we will empower faculty with resources to produce creative students.

And we'll build a dynamic online hub to showcase student work and industry trends, keeping the creative fire burning bright. The future of marketing is in the hands of these young ones, by partnering with FCLA, you can empower universities to nurture the next generation of leaders and shape the future of the industry.

Let's spark a revolution together.

Sincerely,
Babafemi





A Creative Explosion- *An Overview*

In the world of advertising and marketing, a hidden gem awaited discovery. Nestled within the prestigious Pitcher Festival of Creativity, FCLA served as a training ground for the next generation of creative heroes. Imagine a place where university students brimming with potential could be whisked away from the ordinary and immersed in a world of dazzling ideas to produce groundbreaking campaigns under the watchful eye of industry veterans, these hopeful professionals wouldn't just learn – they'd experience. They'd dive headfirst into the world of advertising, their minds ignited by workshops, competitions, and guest speakers who'd share the secrets of their success



Unlock Your Creative Potential *Our Mission*

We're creative recruiters, on a mission to awaken the creative warrior within.

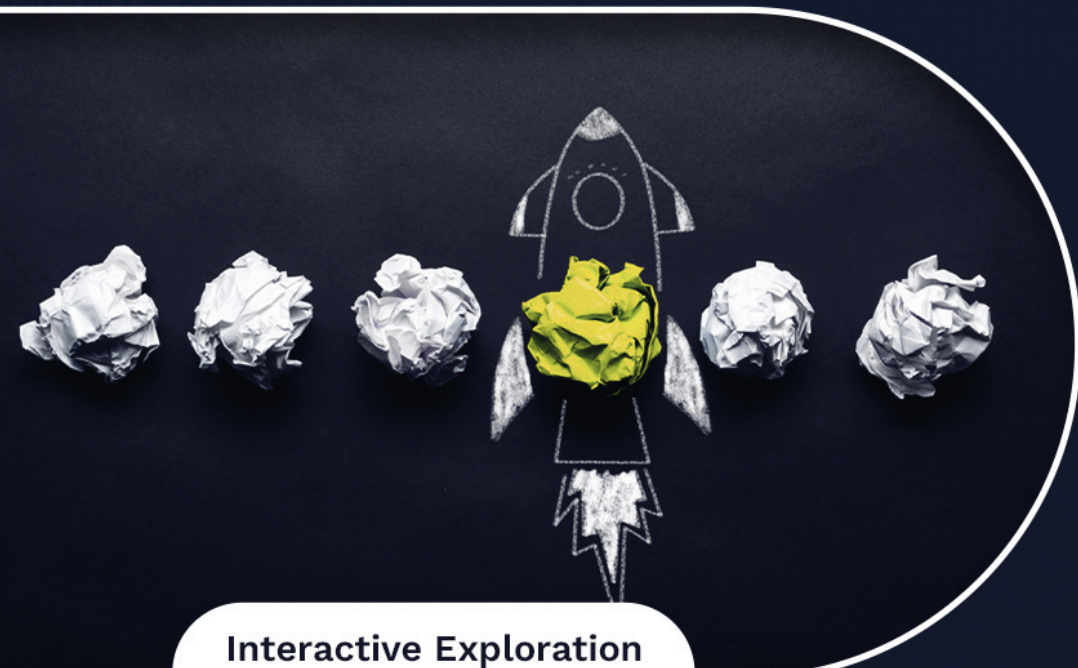
Think creative boot-camp, not snooze-fest seminars. Roll up your sleeves and dive headfirst into collaborative problem-solving with your fellow creatives. We're talking hands-on experience, not theory. Here, groundbreaking ideas are the trophies you'll collect, pushing the boundaries of the possible.

The Ripple Effect

The impact of FCLA is like a pebble dropped into a still pond. The ripples spread far and wide, leaving a lasting impression.

Confidently striding into agencies and production houses. They're the ones crafting award-winning campaigns that make you laugh, cry, and think differently. They're the architects of the future of advertising, shaping the brands and messages that resonate with the world.





Interactive Exploration
Program highlight

FCLA isn't your ordinary marketing program. Here, we don't just teach; we ignite. Imagine being whisked away from the ordinary, from dusty textbooks and lectures that drone on. Welcome to the FCLA Maverick Forge, a sizzling cauldron where creativity boils over and ideas transform into reality.

Here's where the magic happens:

Workshops That Spark:

Forget dry theory! Our workshops are interactive battlegrounds where you'll brainstorm alongside industry veterans, wrestle with real-world challenges, and emerge with the tools to conquer any marketing obstacle.

Competitions That Thrill:

Feeling competitive? FCLA throws down the gauntlet with adrenaline-pumping contests. Imagine pitching your jaw-dropping ideas to industry giants, the thrill of victory electrifying your veins. These competitions aren't just about winning; they're about pushing your limits and discovering your true creative power.

Mentorship That Empowers:

Need guidance on your journey? We pair you with industry veterans - the seasoned warriors who've crafted iconic campaigns and shaped the marketing landscape. They'll become your personal Yoda, sharing battle-tested secrets and fueling your creative fire.



■ A Creative Hall of Fame



The FCLA Gallery:

Where Creativity Takes Center Stage

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Unlock Hidden Talent: *Partner with FCLA*

The FCLA Manifesto: A captivating guide that unveils the program's magic, its ability to transform students into marketing revolutionaries.

The Maverick Checklist: A secret decoder ring to identify the mavericks among your students. Is it the one who challenges assumptions with audacious ideas? The one who tackles problems with a fearless approach? The checklist empowers you to recognize these hidden talents.

The Nomination Toolkit: Streamlined templates make it a breeze to nominate your most deserving students. Send them off on their FCLA journey with a simple click.

Creative and Strategic Plan:

Goal: Empower current FCLA participants and attract high-caliber advertising & marketing communication students through targeted communication strategies.



FCLA Alumni Hall of Fame: Where Dreams Take Flight

Welcome to the FCLA Alumni Hall of Fame, a vibrant space where creativity explodes and dreams take flight. Here, we celebrate the incredible journeys of our graduates through their testimonials – the creatives who dared to challenge the status quo and reshape the marketing landscape.



Meet Nalu, the Award-Winning Creative Director. Her story isn't one of textbooks and lectures. It's a tale of a fiery spirit mentored by industry titans, where FCLA became her launchpad. See the glint in her eye as she describes the award-winning campaign that ignited her career, a testament to the power unleashed within her walls.

Then there's Valerie, the Global Marketing Strategist. She wasn't always the mastermind crafting captivating campaigns. She was lost, churning out forgettable ads. But FCLA rekindled her spark. Witness the transformation in her eyes as she talks about the electrifying workshops, the adrenaline-pumping competitions, and the invaluable guidance from seasoned veterans. FCLA wasn't just about skills; it was about embracing the maverick within.



These are just a few of the faces that make up the FCLA legacy. They're the dreamers, the doers, the ones who refused to be ordinary. Could your face be next? Join the FCLA revolution and unlock the creative potential within. The future of marketing is hungry for your creativity.
Are you ready to answer the call?



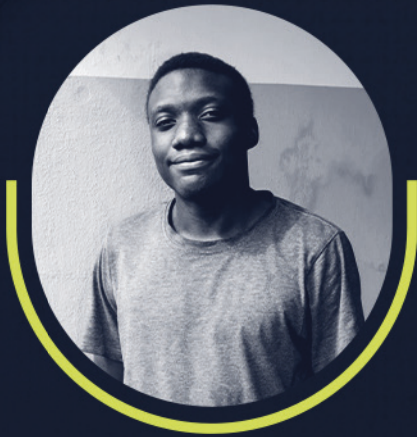


Target Audience:

Primary: Third-year Advertising & Marketing Communication Students

Secondary: Faculty in Advertising & Marketing Communication Departments

Wider Industry Stakeholders: Sponsors & Employers



Persona 1

Name: Mr. Gabriel Akintoye
Age: 18

Occupation:
Third-year Advertising & Marketing Communication Student

Background:
Ambitious student with internships seeking practical experience to enhance his career prospects in advertising. Seeks to differentiate himself and values creativity and innovation.



Persona 2

Name: Miss. Titilayo
Age: 22

Occupation:
Recent Graduate in Advertising & Marketing Communication

Background:
Fresh graduate aiming to kick-start her career in advertising, prioritizing impactful work and maintaining work-life balance. Inspired by female leaders in the industry.



■ Communication Strategy



Student Powerhouse: Building Buzz and Empowering Peers

FCLA Student Ambassador Program (1 month):

- Recruit and train current FCLA participants as student ambassadors.
- Equip them with the "FCLA Unlock your Creative Potential Toolkit":

"FCLA: Unlock your Creative Potential " presentation deck:

- Tailored for engaging student presentations, highlighting FCLA's benefits and alumni success stories to encourage them to participate in the Future Creative Leaders Academy.

Customizable social media templates:

- Promote FCLA events, student achievements, and the #FCLAUnlockyourCreativePotential".

Training on presentation skills and audience engagement:


- Ensure ambassadors deliver impactful and interactive presentations.
- Empower ambassadors to present at:
 - Advertising & Marketing Communication classes
 - Student clubs focused on marketing and creativity
 - High-traffic campus events (career fairs, student organization events)

#FCLAUnlockyourCreativePotential(ongoing):

- Launch a social media campaign using #FCLAUnlockyourCreativePotential.
- Encourage students to showcase their creativity through short videos, visuals, or social media posts around specific marketing or advertising concepts (e.g., creating a viral ad campaign for a social cause).
- Partner with student influencers or past FCLA participants to judge entries and generate excitement.
- Promote winning entries on FCLA social media channels, potentially offering prizes like scholarships or mentorship opportunities.



■ Communication Strategy



FUTURE CREATIVE LEADERS ACADEMY
Pitcher Festival of Creativity

Don't Follow Trends
Start Them


FCLA Unlocks your inner creative potential.

Unlock Your Creative Potential: **Join the Future Creative Leaders Academy!**

Enroll Now!

■ Registration Opens: **October 7, 2024.**

■ Pre-Festival Program: **March 20-21, 2025.**



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Your Ideas deserve to be seen
FCLA Makes Them Shine.

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Social Media Flyers
Online Communication Materials





■ Communication Strategy



Faculty Focus:

Building Partnerships and Supporting Educators

Faculty Outreach Program (2 months):

- Partner with faculty members who teach advertising & marketing communication courses.
- **Offer faculty:** Exclusive access to FCLA resources like guest speaker sessions featuring industry

The "FacultyUnlockYourCreativePotentialKit":

- Information on FCLA benefits and application process.
- Nomination criteria for recommending standout students to the FCLA program.
- Templates for integrating FCLA concepts into their curriculum (e.g., case studies, project ideas).

Organize faculty workshops (1 month):

- Focus on integrating FCLA concepts like creative problem-solving and leadership into their curriculum.
- Provide resources to assess students' creative potential for FCLA nomination.
- Offer incentives for participation, such as continuing education credits.

Conduct personalized outreach meetings (ongoing)

- Meet with key faculty members to discuss FCLA in detail and address their specific needs and concerns.



■ Communication Strategy



Interactive Hub:

A Modern Destination for Aspiring Creatives

Revamped Landing Page (2 months):

- Develop a user-friendly and visually appealing Landing page.

Ensure clear information about the FCLA program, including:

- Benefits and unique aspects of the program (e.g., mentorship opportunities, industry exposure).
- Application process and eligibility criteria.
- Success stories of FCLA alumni (videos, testimonials).

Integrate an interactive "FCLA Hall of Fame" experience:

- Feature alumni interviews discussing their careers and the impact of FCLA.
- Showcase industry professional insights on future trends and skills needed for success.
- Include a dynamic section highlighting student work and achievements.

Timeline:

- Develop Toolkits & Train Ambassadors (1 month)
- Launch Social Media Campaign & Faculty Outreach (ongoing)
- Faculty Workshops (1 month)
- Student Presentations (semester duration)
- Monitor & Evaluate Results (ongoing) igniting creative fire.





Metrics & Evaluation:

Define Key Metrics: Identify specific metrics that align with the campaign's objectives and goals, such as:

- Number of registrations for the Future Creative Leaders Academy (FCLA)
- Engagement metrics on social media platforms (likes, shares, comments)
- Landing page traffic and conversions (number of visitors, click-through rates on call-to-action buttons)
- Feedback from participants (surveys, focus groups, testimonials)
- Track website traffic, social media engagement (#FCLAunlockyourcreativepotentialChallenge entries, likes, shares), and student/faculty attendance at presentations.

Set Baseline Metrics:

Establish baseline measurements before launching the campaign to provide a point of comparison for assessing its impact which involve gathering data on current registration rates, social media engagement levels, website traffic, and participant satisfaction.

Track Metrics Continuously:

Monitor the identified metrics throughout the duration of the campaign to gauge its progress and effectiveness.

Analyze Results:

Regularly analyze the collected data to assess the campaign's performance and identify areas of strength and improvement

Adjust Strategies if Necessary:

Based on the analysis of the data, make adjustments to the campaign strategies and tactics as needed to optimize performance and maximize impact.

Evaluate Overall Impact:

At the conclusion of the campaign, conduct a comprehensive evaluation of its overall impact by synthesizing the collected data and feedback. Assess whether the campaign successfully met its objectives and goals, and identify key learnings and insights for future initiatives. Track the number of applications received after the campaign compared to