

# F LADECK

**BY ABAH BONIFACE**

An academy that has produced and will continue to shape the future of advertising.



# THE BRIEF

**The Future Creative Leaders Academy (FCLA) is part of the Pitcher Festival of Creativity and offers an immersive learning experience for students in advertising and marketing communications. The objective is to boost awareness of FCLA within relevant university departments by empowering current participants to devise a communication strategy that encourages student participation.**



# FUTURE CREATIVE LEADERS ACADEMY

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## Pitcher Festival of Creativity

### BRAND OVERVIEW

**FCLA fosters creativity, drives innovation in advertising, and empowers students to become the next generation of leaders.**

### MISSION

**Provide a platform for students to develop their creative potential and cultivate a culture of innovation within the advertising industry.**

**Prepare students for successful careers as advertising leaders**

### IMPACT

- **Individual student**
- **Impact Industry**
- **Impact Global Impact**

# WHY FCLA?

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- **Gateway to the professional world of advertising.**
- **Opportunity to represent Nigeria in France.**
- **A chance for both school and students to win big.**
- **Networking.**
- **A pathway to gain insights into the advertising industry.**
- **A means for participants to understand their role in the industry and how they fit in.**
- **A live session to learn from industry experts.**

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# BIG IDEA

## THE G\_P

The Gap hinges on our universal human desire to find answers to life's big questions. This campaign targets university students in their final year, a time filled with uncertainty about their future careers. This phase of their lives is filled with so many “How’s”. “How can I build my advertising career?” “How can I become a copywriter?” “How will...” FCLA, positions itself as the GAP that fills their potential and provides the answers they seek from exposing them to the look and feel of the industry to equipping them with needed knowledge.

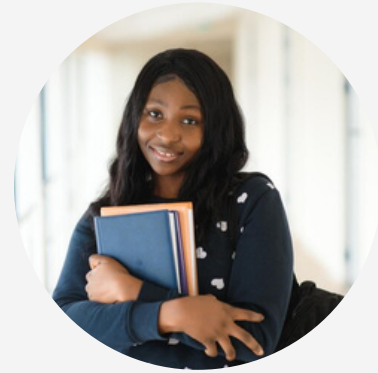
# RESEARCH



**In Nigeria, despite 68 universities offering communication studies, only around 19% actively participate in a specific communication competition, suggesting a potential gap between academic programs and practical application.**



## PRIMARY TARGET AUDIENCE



**MARY**  
Final year student

Here is Mary. She is a final-year student of Communication and Language Arts. Mary is a Gen Z aged 22. She is passionate about marketing and advertising. Due to her fervour for advertising, Mary is an avid social media user, following her favourite brands and keeping an eye out for the latest pop culture trends. Mary hopes to become an advertising legend like her idol, Feyi Olubodun. However, despite her graphics design skills, she doesn't know how to get started.

## SECONDARY TARGET AUDIENCE



**Adegbite**  
Lecturer

Faculty like Professor Jones can help prepare stars like Sarah by encouraging participation in FCLA. FCLA is the missing piece, transforming Sarah's academic knowledge into the industry-ready skills employers seek.



**Lee**  
CEO/Founder

Top advertising manager Mr. Lee searches for the next marketing prodigy. He considers FCLA as the missing piece for him to get the big advertising talent. He gets to see passionate advertising students showcase their creativity. He is ready to be a shareholder so long as he finds the talents he needs.

# TESTIMONIALS



“

**This has been a real learning curve for me. I am eternally grateful for all the lessons learnt and skills acquired during these sessions. It all opened my mind to new perspectives of creativity and helped me become a better version of myself. Thank you FCLA ! " -**

**Marie Therese Oke**

**I want to appreciate the organizers of the FCLA, Mr. Nnamdi Ndu, and every resource person that made this program memorable for us." -**

**Ayobami Olajide**

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## INSIGHT

Here's a rewrite of the insight replacing "bridge" with "the gap" and reconstructing the sentence: Leveraging graduating students' inherent curiosity about their careers, this campaign positions FCLA as the answer to the gap they face. FCLA fills this gap by providing real-world advertising experience that answers their burning questions ("How do I...?").

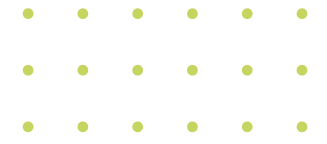
## PROBLEM

Nigerian universities offer a wealth of communication programs, yet a low competition participation rate (19% out of 68 universities) suggests a gap between academics and practical advertising skills. This disconnect leaves graduates unprepared, hindering their job prospects and potentially creating a skills gap within the advertising industry.



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# TACTICS

## **SOCIAL MEDIA INVASION**

Reach the right audience, on the right platform, with the right message. We propose a multi-platform social media campaign tailored to different audiences. For students, we'll create engaging visuals for Instagram to grab their attention. On Twitter, we'll keep them updated with concise, digestible content. Finally, for stakeholders on LinkedIn, we'll craft in-depth pieces using industry language to showcase your brand's expertise. This targeted strategy ensures maximum reach and engagement with each audience segment.

\_\_\_ WRITING

**THERE'S MORE  
TO WRITING  
THAN  
SCRIBBLING  
STORIES**

**FILL THE GAP AT**

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ART \_\_\_\_\_

THERE'S MORE  
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## Podcasts and YouTube video

We will also create ads for podcasts targeted at students on their favourite podcasts in their institutions. Also, YouTube videos for students passionate about advertising.



YOUNG, CREATIVE  
----- NEEDED.

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DIGITAL -----

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**THANK YOU FCLA FOR  
THIS OPPRTUNITY**

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