

FUTURE CREATIVE LEADERS ACADEMY.

The Time is Now!

FUTURE
CREATIVE
LEADERS
ACADEMY

Pitcher Festival of Creativity

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What we already know.

Introduction

The Future Creative Leaders Academy (FCLA) is a youth initiative under the umbrella of the Pitcher Festival of Creativity with over 6 years legacy of excellence. The FCLA offers a comprehensive educational experience tailored for Marketing and Advertising students enrolled in Tertiary institutions whilst simultaneously celebrating lecturers for their teaching efforts.

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Pitcher Festival of Creativity



Vision

Our vision is to empower diverse, imaginative individuals to become fearless leaders in creativity and innovation, shaping a brighter future for our world.



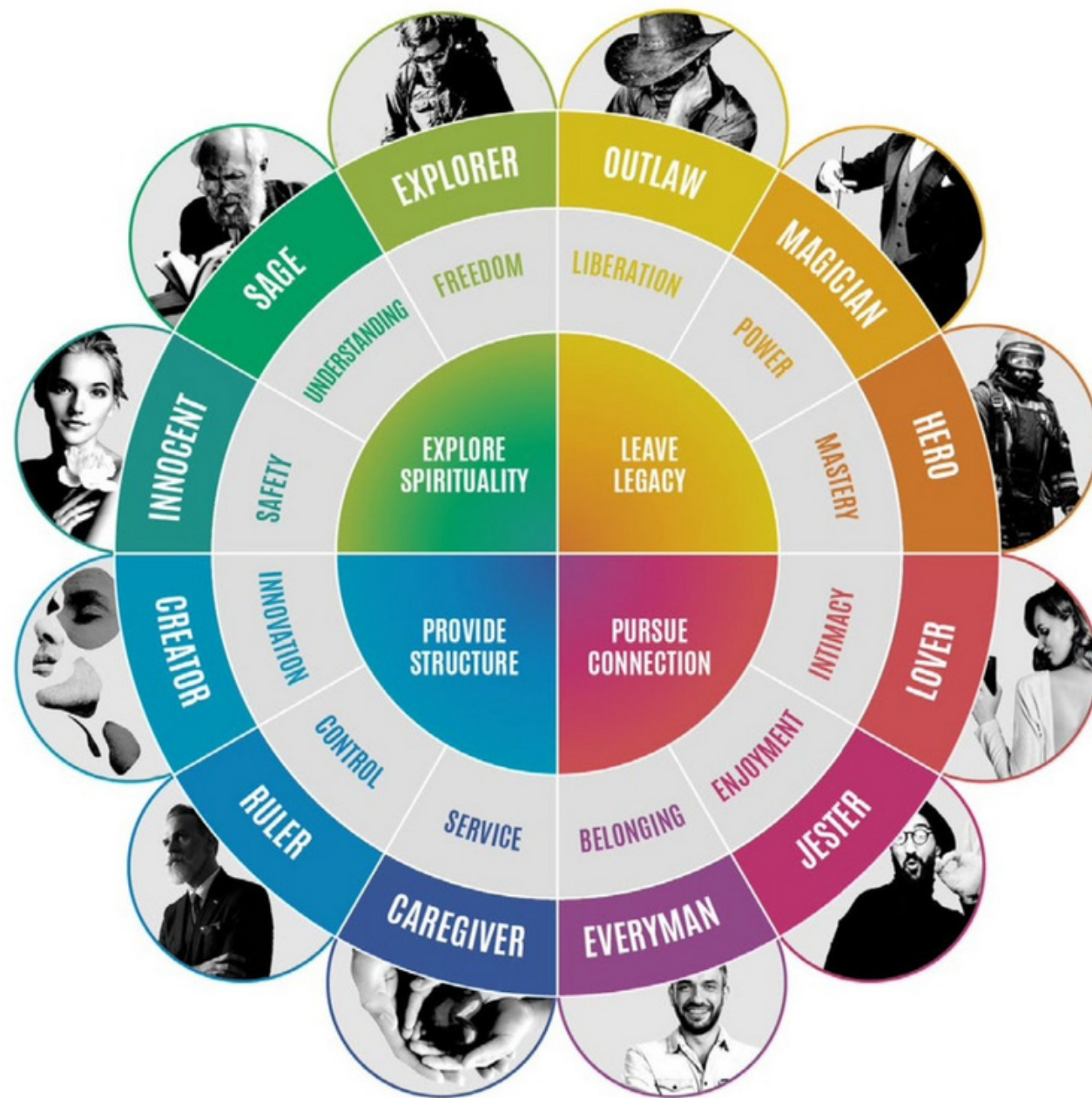
Mission

To continuously serve as a platform to recognize and honor individuals who exhibit exceptional promise in various fields such as advertising, marketing, and communications.

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DEFINING THE FCLA BRAND PERSONALITY



To help describe the brand identity and define the communication strategy for the FCLA, the Jungian Archetype model will be adopted.

The factors, Motivation and appeal are important because they are what will resonate with the target audience. It explains why should they engage, patronize, and advocate for the FCLA brand.

What archetype best fits the FCLA?

BELONGING

“All for one and one for all”

Understanding the everyman archetype

The Everyman provides a good identity for the FCLA brand, whose use helps people belong or feel that they belong. Whose function is something used commonly in everyday life, with pricing that is moderate to low.

Brand Voice

- Friendly
- Humble
- Authentic

Brand Drive

- Connection
- Equality
- Inclusion

Brand Strategy

- Align with basic values.
- Create a welcoming community.

THE EVERYMAN



Brands with the same archetype



JUMIA



Nigerian Universities

Market Research Analysis



147

Private
Universities.



63

State
Universities.



52

Federal
Universities.



262

Nigerian
Universities.

Source: National Board of
Technical Education, 2024

Nigerian Polytechnics

Market Research Analysis



84

Private
Polytechnics.



54

State
Polytechnics.



41

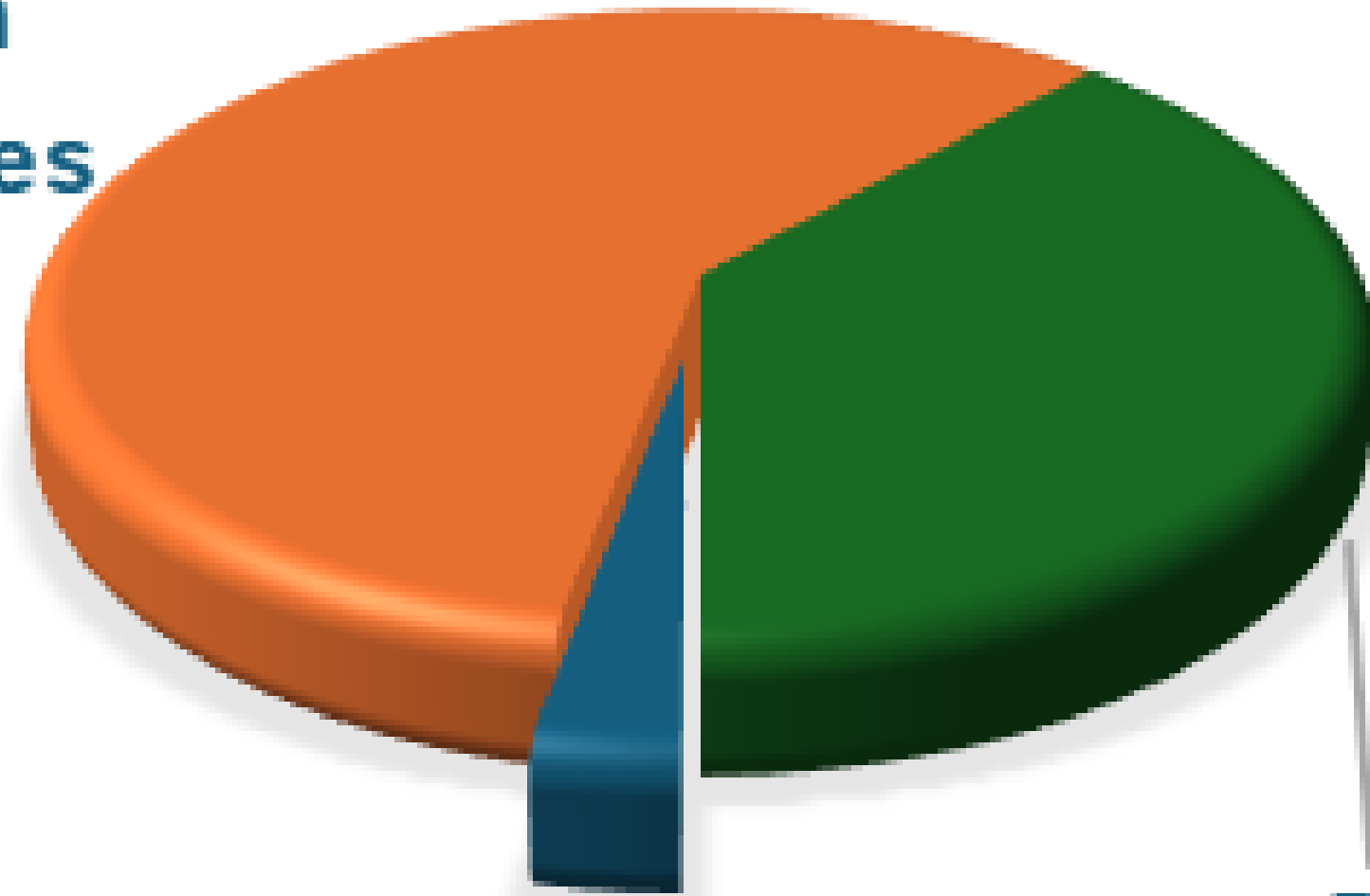
Federal
Polytechnics.



179

Nigerian
Polytechnics.

**Other
Nigerian
Universities
58%**



**Nigerian
Polytechnics
38%**

**FCLA
Participating
Universities
3%**



MARKET INSIGHT

So what's the issue?

Problem

The FCLA has continuously been devoted to scouting and training young Advertising and Marketing professionals in Nigeria.

However, over the past 6 years, only 3% of Nigerian Universities have participated in the competition whilst students in polytechnics are completely left out.

The likely reason for having only 3% of recurring Universities in Nigeria participate, could be attributed to low awareness which could stem from low funding.



OUR



To increase awareness of FCLA among students and faculty members in universities offering advertising and marketing communication courses.

OBJECTIVES



To Foster a 60% increase in awareness amongst Advertising and communications majors (students) and their lecturers.



To gain funding from potential sponsors.



To foster International awareness of the FCLA via collaborations.

Audience insight – Third year comm. Students



Amara

Age Range 18-25

Occupation Full-time Student.

Goals To secure a full-time position in a reputable marketing firm within six months of graduation.

Challenges Limited industry experience compared to seasoned professionals..

Touchpoints Institutional Visits, social media, career fair, outdoor , Summer programs, Branded PR Packages.



Bola

Age Range 18 -25

Occupation Full-Time student & Part-Time media intern.

Goals Developing a strong portfolio showcasing diverse marketing campaigns across platforms.

Challenges Establishing a personal brand and standing out in a competitive job market.

Touchpoints Internship opportunities, Institutional Visits, social media, career fair, outdoor , Summer programs, Branded PR Packages.

Audience insight – Marketing and Advertising Lecturers



Dr. Steven

Age 27 – 60

Occupation Full time or visiting Lecturers in Marketing and Advertising at Universities or Polytechnics.

Goals To Inspire and educate students to become proficient marketing professionals with a deep understanding of advertising principles and strategies.

Challenges Balancing work demands with personal life; feeling disconnected from Keeping course content relevant and engaging in a rapidly evolving industry.

Touchpoints Alumni networks, Industry events, social media, In-personal communication via referrals, PR-Packages.



Prof. Eyitemi

Age 35 – 60

Occupation Full time Lecturers in Marketing and Advertising at Universities or Polytechnics.

Goals To Foster industry-academia collaboration through guest lectures, workshops, and consultancy projects to ensure students receive practical insights and real-world exposure.

Challenges Encouraging critical thinking and creativity while maintaining academic rigor in assessment.

Touchpoints Alumni networks, Industry events, social media, In-personal communication via referrals, PR-Packages.

Secondary Audience insight – Potential Sponsors



Mrs. Bankole

Age Range 35 – 60

Occupation Top Executives at communications related Industries.

Income 10 – 50 Million Yearly.

Goals Balancing work demands with personal life; feeling disconnected from colleagues.

Touchpoints News platforms, online forums, professional and Industry related gatherings, Emails, family commitments.



Mr. Remi

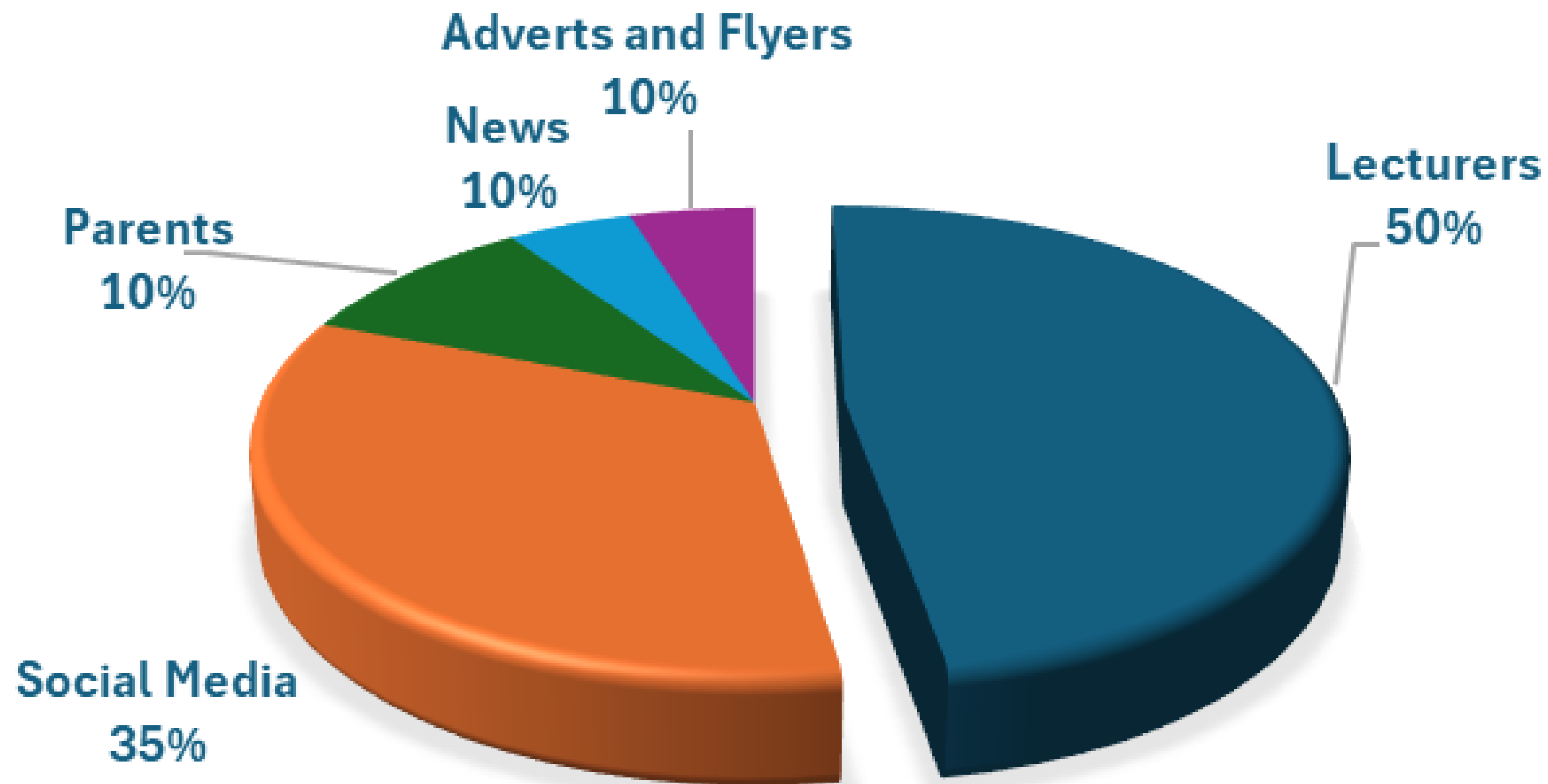
Age Range 40 – 65

Occupation Financial Investors and Philanthropists.

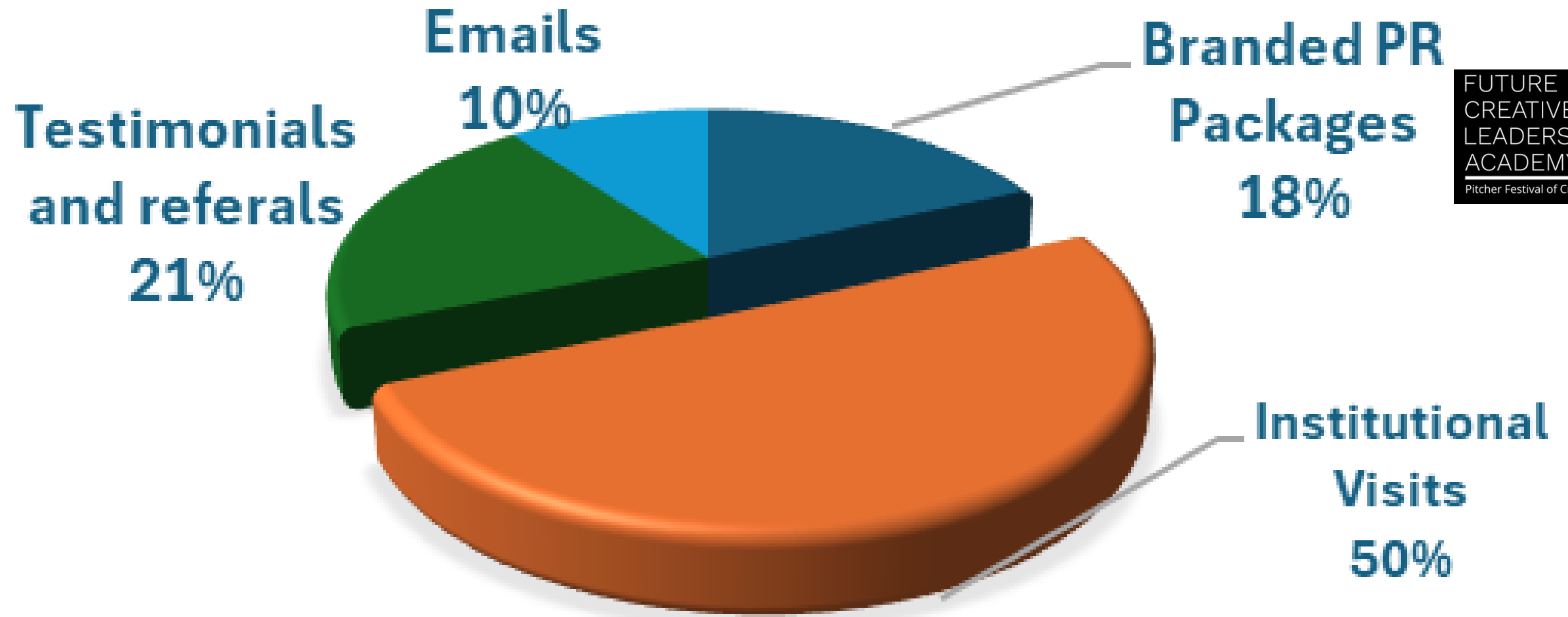
Income 5 – 20 Million Yearly.

Goals Align corporate social responsibility efforts with initiatives that support education and skill development in marketing and advertising.

Touchpoints News platforms, online forums, professional and Industry related gatherings, Email, family commitments.



- *Half of the student respondents indicated that their lecturers at their respective tertiary Institutions are their most trusted source of Information on competitions.*
- **Hence, there is need to establish a mutual understanding between the FCLA and respective communications lecturers to ensure that there is proper understanding of the mission of the FCLA. This can be done via Institutional visits, sending emails and distributing PR Packages.**



- Majority of the respondents stated that Institutional Visits from organisers is the most preferred medium for gaining information and updates on Competitions. Followed closely by Testimonials from previous competition participants highlighting the benefits.
- **Thus, The FCLA should conduct routine institutional visits to the 400 Tertiary institution who do not currently participate. Also, documented testimonial videos of previous winners for their Target Audience most used social media platforms.**

How we intend to achieve...



Awareness

Engagement

Sustenance

Strategy

Understand Brand Goals

A multifaceted and hybrid campaign approach encompassing sponsored social media content, targeted event sponsorships, testimonials and snowball marketing.

Awareness

Create high level awareness and enlightenment for FCLA amongst various Universities and Polytechnics in Nigeria.

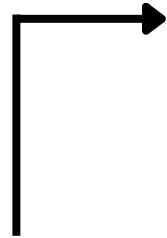
I Know about the FCLA.



Engagement

Constant Interaction with TA, whilst creating exciting experiences around the FCLA for students, lecturers and potential stakeholders.

I join the FCLA Competiton



Sustenance

Using a reward system to foster continuity for the FCLA brand messages.

My school constantly participates in the FCLA

Campaign Theme/ Big Idea

"You have Unending Wells of Creativity within you - Unlock it with FCLA"

Idea: This campaign aims to inspire marketing and Advertising students and lecturers to recognize the endless well of creativity within. Through success stories, workshops, and events, FCLA promotes thinking outside the box, problem-solving, and authentic expression.

By embracing FCLA's philosophy embedded in the campaign, individuals can tap into their creative reservoirs, fostering innovation and shaping a brighter future. Join us in unlocking boundless creativity and making a difference with FCLA.




Y O U H A V E

UNENDING

WELLS OF CREATIVITY

within you

Unlock it with **FCLA**



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Registration opens
October 7, 2024

Y O U H A V E


UNENDING

WELLS OF CREATIVITY

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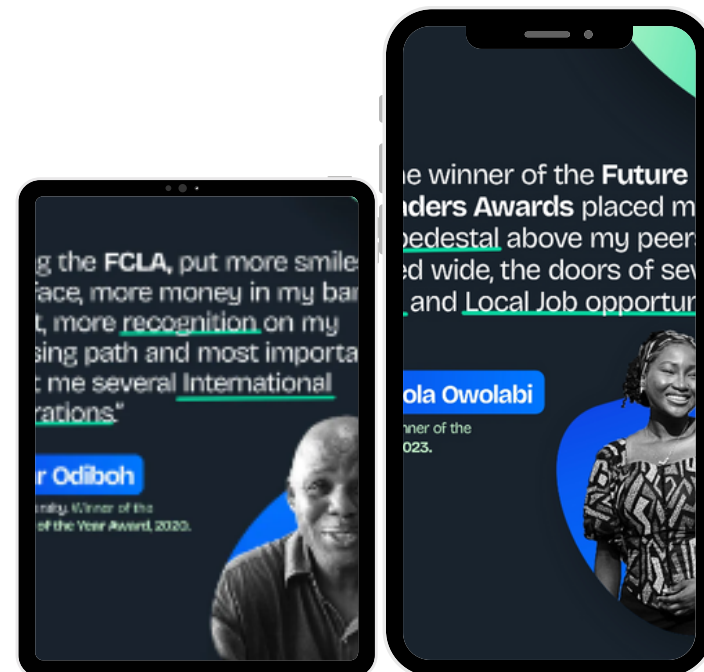
STRATEGIC APPROACH

Execution Strategy - Awareness Stage

Begins 3 Months to the competition to prevent adaptation - **July till September**



Sponsored & Targeted Social Media Posts/Reels for Students and Lecturers. On their preferred platforms



Testimonials from Previous Winners



Institutional Visits by leveraging on important speaking events at schools.

Execution Strategy - Awareness Stage



Prepare an Advertising Industry relevance report to present the industry as viable for sponsors to invest in and share via email marketing.



PR Packages and sponsorship kits for Lecturers (opinion leaders) and potential sponsors.

Creatives - A sponsored Testimonial Carousel

Dear **Communications Lecturer**,
You also deserve global recognition
for your labour of Love.

Swipe to know how!

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"Winning the **FCLA**, put more smiles
on my face, more money in my bank
account, more recognition on my
advertising path and most importantly
brought me several International
collaborations."

Dr. Oscar Odiboh

Covenant University. Winner of the
FCLA Lecturer of the Year Award, 2020.



Registration starts
October 7th, 2024.



Call Us:
+234 909 330 8747

Send an email:
info@pitcherfestival.com

Dear **Future Marketer**,
You also stand a chance to
land International Jobs ahead
of graduation.

Swipe to know how!

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LEADERS

"Emerging the winner of the **Future**
Creative Leaders Awards placed me on
a very high pedestal above my peers.
It also opened wide, the doors of several
International and Local Job opportunities."

Mary Kanyinsola Owolabi

Covenant University. Winner of the
FCLA Student Award, 2023.



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Dear **Future Marketer**,
You also could learn from
global Advertising experts.

Swipe to know how!

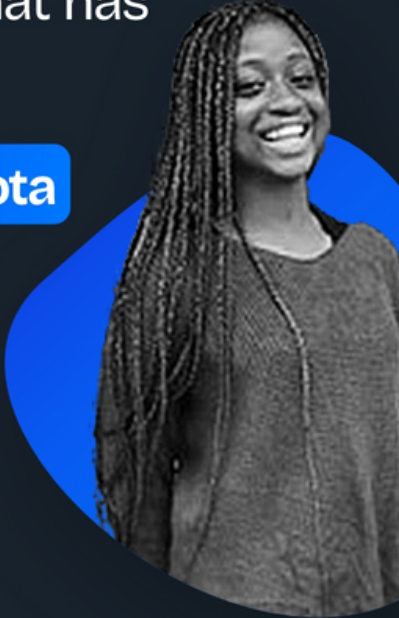
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"The greatest highlight of my **FCLA**
experience was not winning the
competition but getting to learn from
diverse advertising giants. It was such
an insightful lesson that has
transformed me."

Ireayooluwanitemi Olota

Pan-Atlantic University. Winner of the
FCLA Student Award, 2023.



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Dear **Communications Lecturer**,
You can also be recognised as part
of the Top 10 Marketing Academia
in Nigeria.

Swipe to know how!

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"I am deeply honoured to have been
recognized as one of the Top 10 female
Academia in Nigeria. The platform has
equally facilitated local and international
collaborations for me.
All thanks to the **FCLA** platform."

Dr. Kehinde Oyesomi

Covenant University. Winner of the
FCLA Lecturer of the Year Award, 2023.

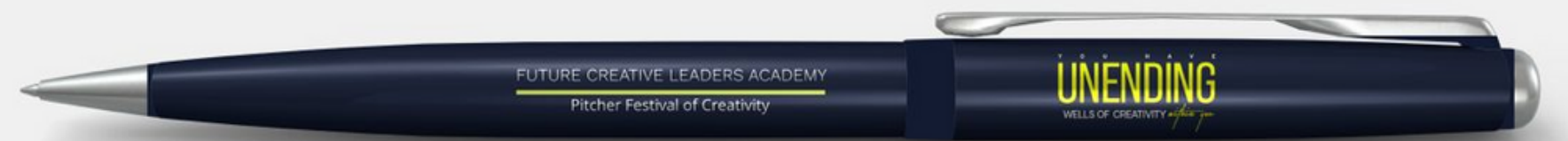


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Send an email:
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PR Package/sponsorship kit to hand out to students & lecturers during School Visits.



An FCLA Stand at a Marketing event to attract sponsors.

Execution Strategy – Engagement Stage

Begins A Month to the competition to ensure FCLA remains top of Mind – September till end of events.



FCLA publicity stands at Marketing and Advertising events with FCLA representatives pitching to potential investors at attendance.



Create a Group Forum for Lecturers to receive timely Information towards the competition and to push out publicity materials.



Brand Billboards within Universities and Polytechnics and their surrounding environs.

Y O U H A V E

UNENDING

WELLS OF

within you

CREATIVITY



Unlock it
with **FCLA**



Registration opens
October 7, 2024.

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LEADERS
ACADEMY
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BILLBOARD COPY

Y O U H A V E

UNENDING

WELLS OF

within you

CREATIVITY



Unlock it
with **FCLA**



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October 7, 2024.

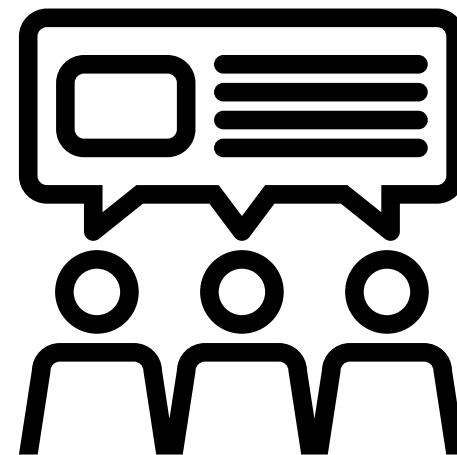
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Execution Strategy – Sustenance Stage

Begins After competition registration has taken place – **September till the ext event.**



Continuously Repurpose Content from the Award event to constantly keep FCLA top of mind.



Continuously Gather feedback from key Audience and evaluate and utilize them.



Seek out mutually beneficial partnerships that align with FCLA's mission and values.

Sustainability via SDG's



04

Quality Education

08

Decent Work and Economic growth

09

Industry, Innovation and Infrastructure

Recommendations



Internship opportunities for students with FCLA sponsors.



The FCLA should strive towards International Collaborations with other global Marketing and Advertising organizations such as IAA and AMA for more beneficial to participants.

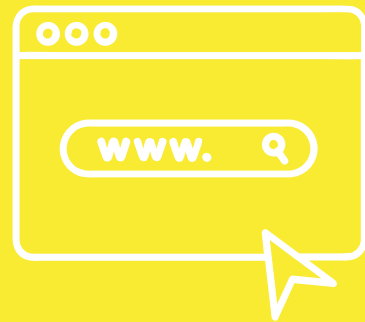


Winners of the FCLA Competition will be crowned the face of FCLA i.e MR/MRS FCLA for a year. These winners will then partake in other school outreach to share their experience as Mr/Mrs. FCLA.



Re-Introduce cash prizes for winners to motivate more participants to join the competition.

Media Channels



Website



Social Media



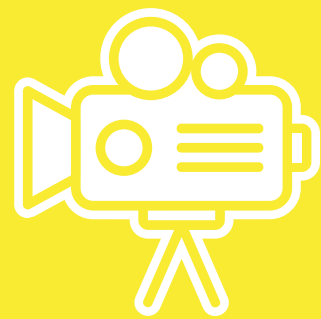
Events



Press



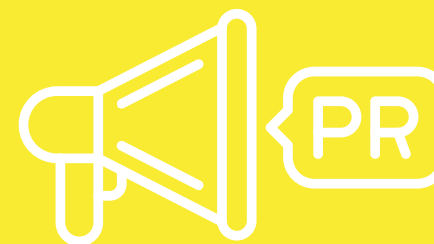
Radio



TV



eMail



E-PR



Office
Space

Campaign KPIs

1

REACH

How many people come across the FCLA?

2

ENGAGEMENT

How often do new and recurring tertiary institutions engage in FCLA competitions?

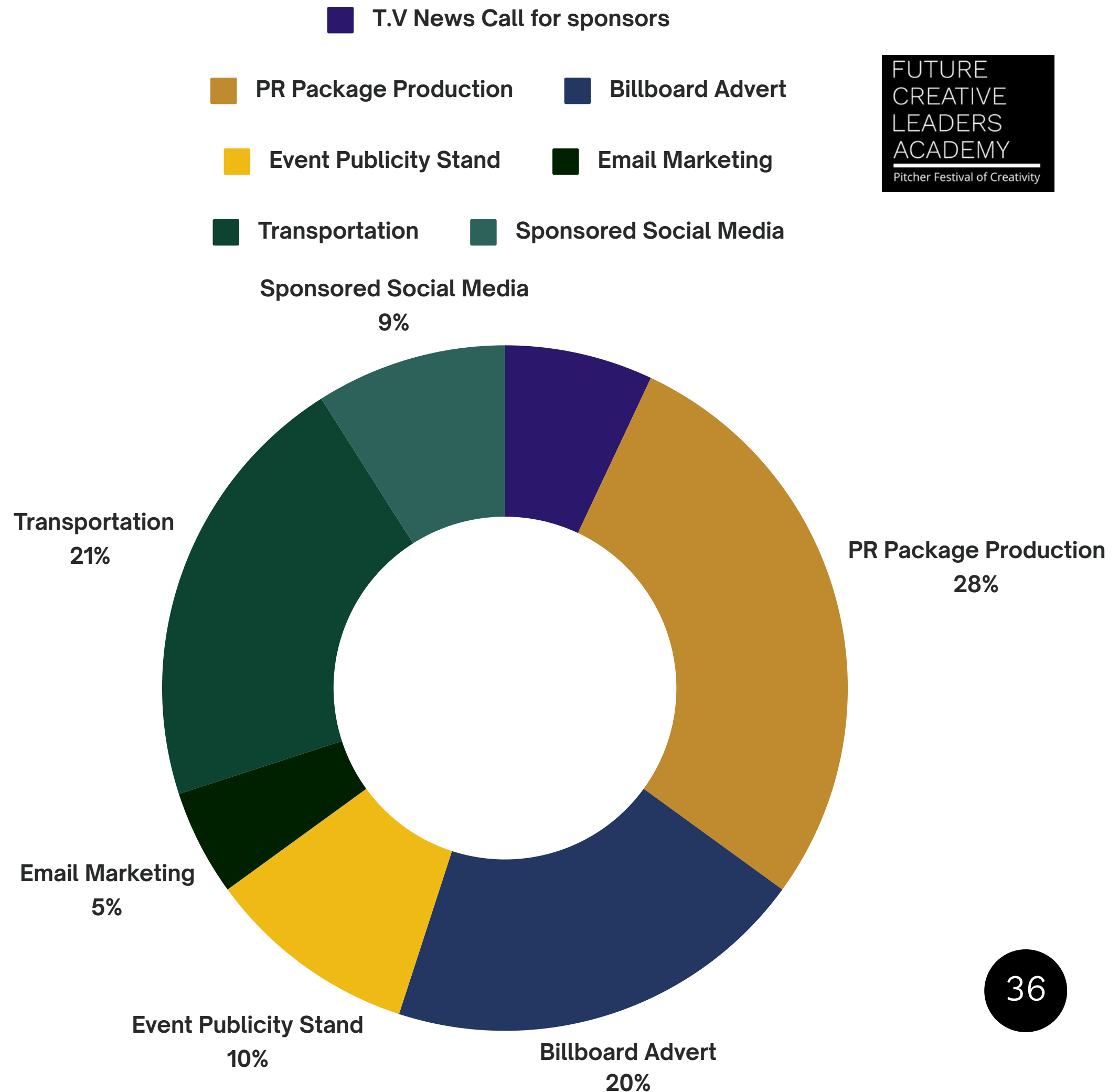
3

CONVERSIONS

How many people participate & advocate for the FCLA?

Budget Deliverables

- ✔ Sponsored Social Media Posts
- ✔ Television Broadcast Call for sponsors
- ✔ PR Package Production
- ✔ Billboard Advert Production
- ✔ Event Sponsorship Stands
- ✔ Target Email Marketing





"We can't wait to
work with you on
this campaign!"

**THANK YOU FOR
VIEWING!**
