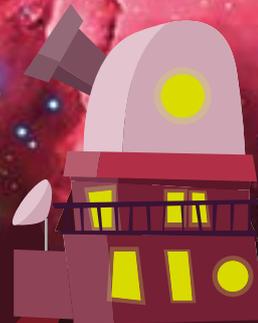




Creative Data Academy





Coming up

5

What is creative data?

6

Data in action: JWT for ING

7

What type of person works in creative data?

8

Who should apply for the Creative Data Academy?

9

Data in action: MRM for Red Cross Connection

10

The IDM's Creative Data Academy

11

5 things you will learn

12

Where will the course take me?

13

Data in action:
AMVBBDO for
Currys PC World

14

Life after the
Creative Data
Academy

15

What our creative
data graduates say

16

How to apply



What is creative data?

With over 90% of the world's data made in the last two years alone, businesses over the world highly prize the knowledge and intelligence it provides. Aided by the evolving technologies that help them collect and harness data, the advertising and marketing industries have come to recognise the huge potential offered by data and consumer data in particular.



What is creative data? Businesses build new ideas more accurately and intricately than ever before: data solves business problems and acts as a catalyst for creativity. The most successful work demonstrates star-bursting quality where creative execution is led by the use, interpretation, analysis and application of data.



Where is creative data? Everywhere, but perhaps you just don't realise it. Pop-ups on your phone as you pass a cinema reminding you about the latest releases are powered by creative data. Likewise billboards discussing weather updates - and suggesting you buy sun cream - are driven by data. Throughout this booklet you'll find case studies to review and see how data works in real world examples.



How does it impact advertising and marketing? Data is a key part of the rich mix of technology, creative and analytical thinking shaping the future of advertising and marketing. It binds everything together and creates huge advantages for businesses able to effectively use data. The internet of Things (IOT), artificial intelligence and machine learning are all data driven and are driving the industry even further.



Why does data matter? There are too many reasons to list but here's a snappy summary: the more data and information is harnessed from marketing activity - and the more you learn about your customers - the more innovative, creative and effective your business will become. Where creativity marries data, the easier it is to measure impact.



Creative data's event horizon. The future of UK business is data. That means the skills you acquire through the creative data course will help you shape that future. Think of this: with the advent of real-time marketing, advertising served to people who want it rather than tolerate it is one area creative thinking has led to. Use the Creative Data Academy as your launch pad to a dynamic career in analytical and creative thinking.



Creative data
in action

Data in action: JWT for ING

Who and what

ING needed a campaign that could marry the brand's innovative spirit to their championing of Dutch art. JWT took up the challenge of using data and technology to bring to life one of history's greatest artists.

How

Rembrandt, the great Dutch master, possesses a vast body of work. JWT created a programme to interrogate this creative output, using algorithms and facial-recognition software.

What did the work produce?

A 3D portrait, drawn out by a 3D printer. The finished work featured a man in black, dressed in 17th century clothing. The portrait featured 148 million pixels drawn from over 160,000 fragments found in the data mining of Rembrandt's oeuvre.

What type of person works in creative data?

What type of people work in data in the advertising and marketing world? Only logical thinkers with a passion for number-crunching and problem-solving? Not so. Whilst those qualities are vital, businesses value people with an aptitude for creative thinking.

Anti-perfectionists

Perfection is utopian and trying for it wastes time. Working with data means working through problems logically and decorating what you do with new ideas that keep you and your project moving through the problems you encounter.

Left brain meets right brain

This is the sweet-spot that so many businesses value, where the ability to work well with maths and stats meets innate creativity, all rolled up in an ability to talk effectively with a wider team.

Connecters

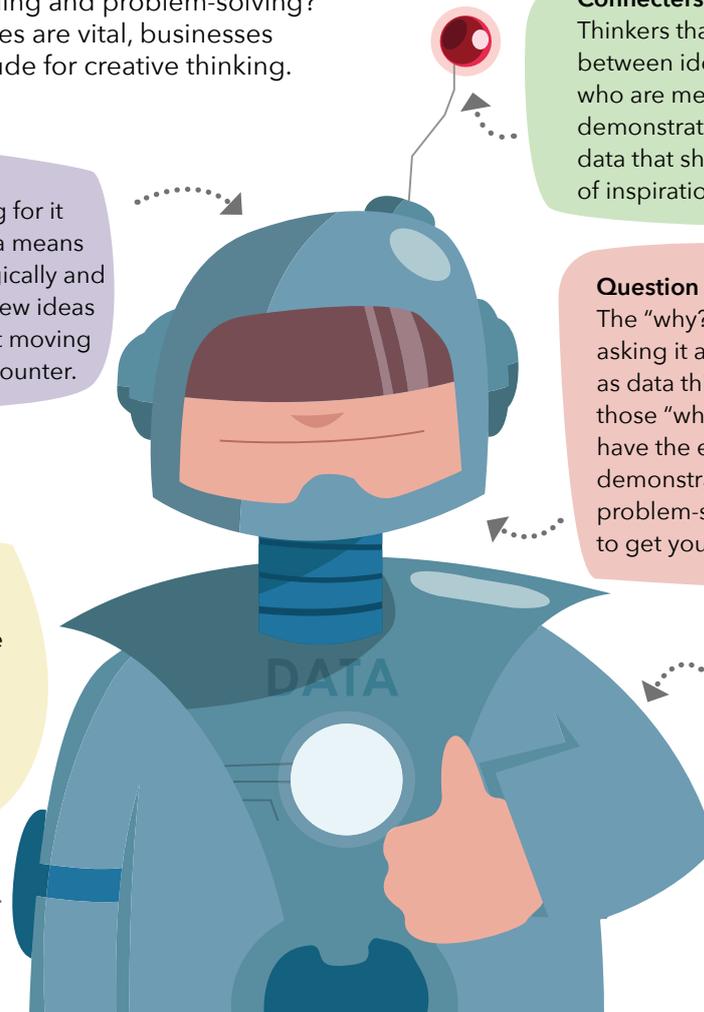
Thinkers that oscillate their approach between ideas and knowledge. People who are mentally agile and able to demonstrate an approach to working with data that shows off more than a dash of inspiration.

Question askers

The "why?" question: creatives love asking it and so do people who identify as data thinkers. To truly ask and solve those "why?" questions effectively, you'll have the expertise and technical skills to demonstrate your outcomes - and the problem-solving, out-of-the-box thinking to get you there.

Beauty in numbers

In a sea full of data, the key is to refine information into something usable. Remember that Da Vinci and Michelangelo were fiends for creativity and for complexity. It wasn't just blind inspiration for them, it was analytical intuition.

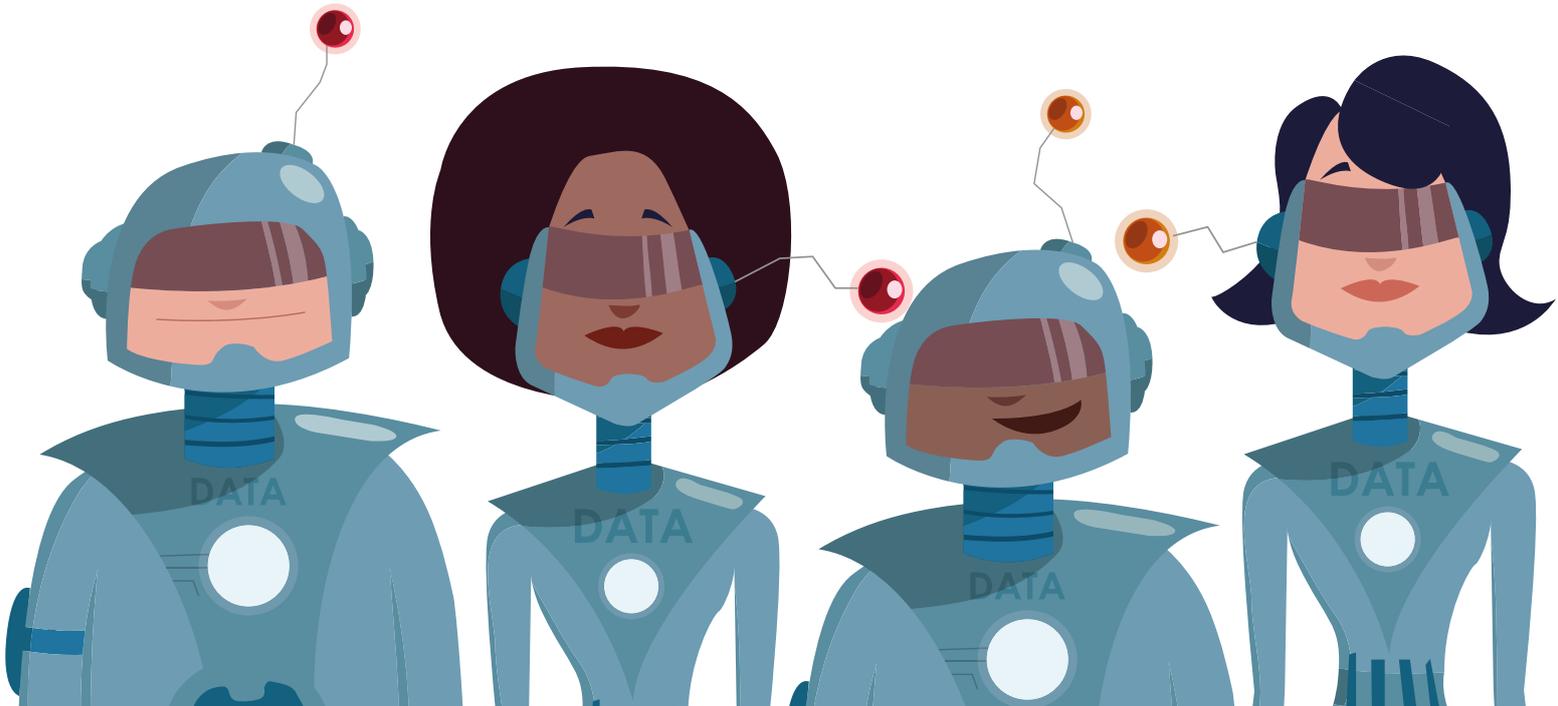


Who should apply for the Creative Data Academy?

Agencies, brands and businesses value people with the skill sets emboldened by studying on the creative data programme.

So how can you get a place with us?

We're looking for students tackling courses in business studies, mathematical science, engineering, computer science, psychology, economics, social science, IT, statistics or subject areas that sail close to those winds. Don't worry if you've not done a course that is explicitly focused on those areas. If you're studying something that throws numbers and analytics at you in some shape or form, then we'd love to hear your story too.





Creative data
in action

Data in action: MRM for Red Cross Connection

Who and what

The Singaporean Red Cross sought to grow the number of blood donations amongst Singapore's younger population and to increase the number of blood matches in their database.

How

Working with MRM McCann, the Red Cross Connection campaign looked to exploit strong social networks amongst young Singaporeans. Users downloaded an app that sent alerts advising of which blood groups required donations, and told the user where to find the nearest donation centre. The app synced to the user's Facebook account, thus spreading the word amongst their network as well. The work also integrated traditional media, on-ground events, PR, digital and film.

What did the work produce?

The work totally exceeded all targets, encouraging over 120,000 new blood donations as donor recruitment surged, social impressions multiplied and the awards flooded in. In total, the Red Cross Connection campaign earned over 40 global awards in digital, mobile, social, healthcare, innovation and media.

The IDM's Creative Data Academy

The location:

3 day residential academies will run in the following locations in 2018: Birmingham (26 - 28 March), London (4 - 6 April) & Edinburgh (26 - 28 June).

We're also holding 1 day labs at locations across the UK in Spring 2018: London, Southampton, Bristol, Cardiff, Manchester, Leeds, Newcastle, Glasgow.

The course:

This year's programme will enable 200 aspiring data marketers the opportunity to explore what Creative Data has to offer. You'll be studying alongside a mix of people from a range of backgrounds and experiences, but all with the same passion to demystify data!

Run by data experts from across various industries, you'll be taken through how data is used in business. Through group exercises and case studies you gain a thorough grounding in the applications and methods of creative data.

Grow your understanding of how businesses use data by applying your learnings to real-life marketing briefs. See exactly how your skills can impact projects that demand the insights of data specialists. You'll also spend time seeing data in action by visiting agencies and discovering the different job types out there.



5 things you will learn

Your journey through creative data will leave you with a whole host of knowledge, experience and new skills.

1. **Find new innovative ways of using data.** You'll learn how data and insight are intrinsic to the world's largest and most successful marketing campaigns.

2. **Discover the huge variety of roles** that will open up to you once you graduate. The IDM's creative data course helps students move into marketing roles in financial services and legal businesses, positions in analysis and insight in the creative industries and a whole host of other disciplines. You'll find a world of employment opens up to you.

3. **Learn how to impress potential employers** with your newly-acquired data skills. Because the course operates at the cutting edge of how businesses use data, you'll leave with the latest knowledge that will put you ahead of current thinking. That insight will make you a hot property when it comes to taking the next step in your career.

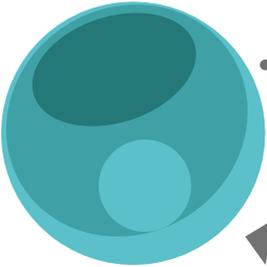
4. **Take away the experience of working on a real life marketing brief.** This will help you stand out amongst the crowd when it comes to chasing that perfect job. Employers always value genuine exposure to live work.

5. **Build up your connections.** You'll meet great people on the IDM creative data course - they could become future colleagues as you take your first career steps. You'll also meet and work with data experts already well on the road in their professional lives. You will be able to turn to them for advice about how to progress in your own career and build up your contacts working in industry at the same time.

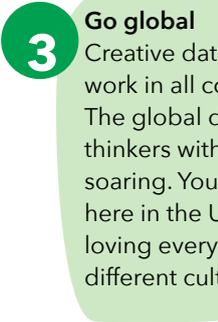
6. **This is Academy life.** Click for a look at the student experience at the Creative Data Academy <https://vimeo.com/165882528>



Where will the course take me?



1 Pick your role
Think of the course as your first steps towards a life more digital. Your multidisciplinary data skills could see you become a data scientist. As new tech continues to innovate in advertising and marketing, perhaps you will knit data and lucid thinking together as a planner or bring colour to research, analysis and conceptual execution.



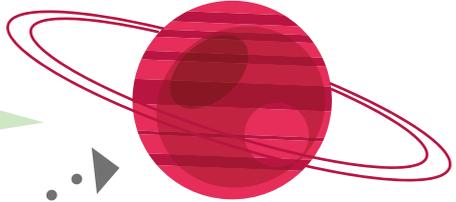
3 Go global
Creative data graduates can find work in all corners of the planet. The global demand for creative thinkers with analytic powers is soaring. You could find a home here in the UK or find yourself loving every minute of a life in a different culture – and climate.



4 Make contacts and prosper
The course puts you with the next generation of data experts. Your common ground with fellow students and our data experts sees you learn, work and forge bonds that will help you drive your career in data onwards and upwards.



2 Choose an industry
Graduating in creative data opens up a whole universe of opportunities. We've seen graduates land roles at leading brands in sectors such as healthcare, banking and, of course, marketing. Graduates find work providing the insight behind some of the best creative work in the advertising and marketing industries, whilst others return for further academic study or take roles as trainers.





Creative data
in action

Data in action: AMVBBDO for Currys PC World

Who and what

As part of their Christmas “Spare the act” campaign, Currys teamed with AMVBBDO to produce a highly personalised, data-led campaign packed full of hints to help shoppers settle on that perfect Christmas gift.

How

Customers were encouraged to use an online entry form on the Currys PC World website to add in their personalised hints and select a location. The chosen hints were then displayed on sites close to those locations for the hinters, their families and their friends to see

What did the work produce?

Over 2,000 bespoke hints across 6 weeks, featured on 500 sites nationwide. The roll out encompassed static, digital and ambient out of home sites, and also used live poster technology, radio ads and social media work.

Life after the Creative Data Academy



**Hasmita Vejanand,
Creative Data Academy
2014**

Social Advertising Planner,
OMD UK

Study background

After achieving a degree in economics, I felt my passion lay elsewhere.

The Creative Data Academy showed how the media and advertising industries aren't just creative, there are analytical roles out there too.

Life after the IDM

I work on the biddable paid social team at OMD UK. I monitor promoted ads on Facebook, Twitter, Instagram and Pinterest for clients such as Disney and Channel 4.

My role includes developing and implementing strategies, reporting on campaign performance and presenting results.

Advice for the next Creative Data generation

Gain exposure to the industry by interning, and always stay up-to-date with the latest industry developments - useful when you get to interviews!



**Katie Spencer,
Creative Data Academy
2014**

Media and Insight Client
Lead, dunnhumby

Study background

At university I studied Psychology because I'm fascinated by research on human behaviour. But I'm

also creative and wanted a career in an industry that combined the two.

Life after the IDM

I work for dunnhumby as a Media and Insight Client Lead, creating plans to help brands grow. I use data - both behavioural and qualitative - to answer key business questions and build media activation plans across brand campaigns.

My time at the Academy showed how data applies to everything in the marketing industry. It also gave me key contacts that kept me motivated and I met great people.

Advice for the next Creative Data generation

Gain experience during university via internships and work experience. I spent time writing emails to companies that I found via Marketing Week, IPA and Brand Republic asking to work or shadow their brand strategy department over the summer period.

What our creative data graduates say

"I never knew the relevance of data until this course, now I see it as a massive opportunity

– *Camilla Hayselden-Ashby, studying Philosophy and Economics at the James Albert, Newcastle Business School, MSc Business with Marketing Management*

"The Creative Data Academy has proven a useful insight into data-driven marketing. Having an overview of the use of data in the marketing industry was eye-opening. Applying this knowledge on a live marketing brief was fun and challenging. The course also gave me the opportunity to understand more about the big data era we live in and being able to ask industry leaders about current issues was an invaluable experience"

– *Siobhan Longuisne, Durham University, Economics*

"If you understand numbers and want to get into the world of business and marketing, this is the course for you"

– *Timothy Avni, Durham University, Natural Sciences (BSc)*

"The CDA has been a brilliant course which has given me a huge insight into the data industry and has provided several great opportunities to work on real case studies. I have also found that coming to the end of my degree I was unsure as to which career path to follow, but taking part in the CDA has allowed me to experience different job roles within the data industry and I now know exactly which career path I want to take"

– *Edward Wilson, Bangor University, Accounting and Finance*

How to apply

The cost to attend any one of the 3-day Creative Data Academies is £300. Apply for one of the academies [here](#)

The 1 day Creative Data Laboratories are free to attend. Apply for one of the laboratories [here](#)

Closing date for applications: 31 January 2018

Please get in touch with any questions via: employability@theidm.com

Who we are

DMA Talent is a division of the DMA Group. Our mission is to secure a pipeline of talented people for the data and marketing industry from all backgrounds and experiences.

