

Creating the Future

On Wednesday 16th May 75 year 8 students took part in a “Brief in a Day” project delivered by the Ideas Foundation. They were set the challenge to rework an existing concept aimed at adults based on lifestyle choices and wellbeing to make it suit 13 – 16 year olds.

The day was an invaluable opportunity to work directly with industry specialists. Students were introduced to advertising by mentors from the Ideas Foundation, the advertising agency Grey and by visitors from Festival Bridge.

The students set up “agencies” and allocated roles such as Planner, Accountant manager and Creative. They developed logos, slogans, a brand identity, concepts for advertising their brand on various platforms and a variety of merchandise to support their campaign.

All the students worked hard throughout the day, developing a wide range of thoughtful and exciting ideas. At the end of the day they presented their ideas to the other agencies and the judging panel - 3 advertising agency staff from Ideas Foundation and Grey, London, Peter Thornton (Festival Bridge), Paul Roberts (NEACO) and Naomi D'Cunha (Education Manager for Festival Bridge in Cambridge and Peterborough). They were given a strict 3 minute time slot and faced questions from the panel too – quite daunting!

All students were praised by the visitors for their approach to the day and their excellent behaviour. Several groups were highly commended for their team work, creative ideas, problem solving and presentation skills but there could only be one winner. The members of the winning agency were Katie Barnett, Ellie Blackall, Tyler Steel and Lissie Holland – Congratulations!

















