

Multicultural Student Programs Sample Entry

Organization/Agency Name

The One Club

Program Name

One Club Creative Boot Camp

Executive Summary

This program is a diversity initiative designed to expose creative students from multicultural backgrounds who were not aware of advertising and design as a viable career option. Providing the students with real-world briefs from big-name brands like Hewlett Packard, Pepto Bismol and Magnum Ice Cream, they work with creatives from top agencies including BBDO, McCann, Publicis, Deutsch, Draft FCB, Goodby Silverstein & Partners and Saatchi & Saatchi to come up with real-world solutions which they then pitch to a team of Executive Creative Directors and clients.

Between July 1, 2010 and June 30, 2011, two Creative Boot Camp sessions were completed with the historically black colleges in Atlanta--Morehouse, Clark and Spelman-- and the City University of New York school system, including Brooklyn College, CCNY and Hunter College. Each session cost approximately \$20,000 to execute. This amount was covered by The One Club and agency partners; sponsors dedicated to helping diversify the industry. These 4-day hands on working sessions proved to be invaluable to students who had creative talents, but were not sure how to apply their talents in a viable career.

The One Club Creative Boot Camp has worked with approximately 230 students in the past eighteen months. The Boot Camp has already yielded amazing results, with 80% of the participants deciding to pursue a career in advertising after completing the program and several moving on to participate in summer-long programs, agency internships and even finding full-time employment at major companies like Y&R, Global Hue and Comedy Central.

Situation Analysis

Advertising is a multi-billion dollar industry critical to the economy, providing employment for thousands of multi-talented people every year. In the past, people of color have been disproportionately underrepresented in the industry. Part of the issue is a lack of awareness of advertising as a viable career option providing opportunities for people with creative skills.

Students with creative aptitudes and interests have been discouraged from their development by families not seeing economic viability in the skills of writing or art direction. Even students with an interest in business, and marketing in particular, are often unfamiliar with the structure within the advertising industry; specifically the function of art and copy in the creative departments. Faculty often lack hands-on experience in the field, especially in those schools that attract high numbers of under-represented populations. Given the unique characteristics of the work and how it is done (teamwork, brainstorming, out-of-the-box thinking) there is rarely opportunity to experience the nature of such work in an academic setting that is not tied directly to the industry. Further these students do not have a large network of people in the advertising industry to rely on who look like them.

Program Objectives

The One Club Creative Boot Camp is a diversity initiative with the goal of introducing creative students from multicultural backgrounds who were not aware of advertising and design as a viable career option. The purpose is to introduce them to the art of concepting and building a campaign for a real client from the ground up. In January of 2010, we successfully completed our first Boot Camp in New York City with 60 participating students. The following November, we took the program to the historically black colleges in Atlanta where 80 students from the Morehouse, Clark and Spelman campuses completed the program. We then brought it back to New York City in January of 2011, celebrating the one-year anniversary by hosting a session for 90 City University of New York students.

In November of 2010, we hosted a boot camp session in Atlanta, Georgia working with students attending the local historically black colleges. Sponsored by Publicis New York, students were challenged with helping the staid, old-fashioned brand, Pepto Bismol, renew their identity and move beyond the iconic jingle that they had been using for decades. Students rose to the challenge, and presented impressive campaigns. They worked with mentors in Atlanta from local agencies and

portfolio schools like Brunner Works, Fitzgerald & Co., BBDO, JWT and The Creative Circus. This session was unique because we were able to get the cooperation of all three of the major HBCU's at once and access their students in a way that had never been done before, working together on their home turf. With the support of the faculty and the entire Marketing Department at Morehouse, our program was the first of its kind to be brought to the students there, and we were able to draw a large part of the creative community onto campus to support the students, thus creating a line of communication between the HBCU students and the creative community that never existed before. Several of the participating students have since moved on to summer internships in advertising agencies.

In January of 2011, we brought the boot camp back to New York City, working with the City College of New York, Brooklyn College, Hunter College, Kingsborough Community College and York College, all apart of the CUNY school system. Publicis New York returned to serve as a co-sponsor along side Deutsch New York and together they provided the students with two real-world briefs to work on. Students were challenged with either rebranding the iconic Pepto Bismol (a Publicis client) or helping to launch top European ice cream brand Magnum here in the USA (a Deutsch client). Mentors came from top NYC agencies including BBDO, Global Hue, Saatchi & Saatchi, Deutsch, Publicis, McCann and Dentsu to support the students and walk them through the creative process. It was another success as we surpassed capacity by accepting 90 participants. Students from this session also moved on to land spots in summer internships at major agencies.

Together, we believe we can help change the face of advertising by introducing a more diverse group of creatives to careers in our industry.

Strategy & Execution

The One Club identified the opportunity to engage students in public universities and historically Black and Hispanic serving institutions in a simulation of creative work to show them what it would feel like to apply their creative abilities in an actual campaign building process using an actual product and client brief. The use of mentors during the process would provide exposure to practitioners and where possible, those representing the same diversity as the students themselves. The simulation would also allow for learning the vocabulary and strategies employed in the field.

The One Club Creative Boot Camp is an intensive 4-day process that literally takes students through the

entire creative process from understanding the brief to presenting to a client. Agency sponsors provide students with real-world briefs — briefs currently being worked on by their own creative teams — and coach them through the process of brainstorming, concepting, developing and pitching their campaigns to a large audience made up of creatives, client reps and a their peers. Creatives from the sponsoring agency are joined by creatives from other supporting agencies, and they all work together with the common goal of mentoring and educating these students, and helping to diversify the industry by introducing a new generation of fresh talent to the world of advertising. This is a program that has been created *for* future advertising and design creatives and is run *by* creatives currently working in the industry.

Beyond introducing these students to the creative side of the industry, the beauty of this program is it's short time-line. While other programs ask students to dedicate anywhere from 2 weeks to an entire summer to learning about advertising, this program is a quick immersion with the goal of introducing them to the field and then funneling them into these other long term programs, if they find at the end of the process that they are truly interested. Through the One Club Creative Boot Camp, we have filled a much needed gap by placing ourselves at the beginning of the pipeline that can get these students into the industry if they so choose, while also affording them the luxury of deciding that this may not be the profession for them in a short 4-day period. The students do not have the concern about losing weeks and months of their time.

Supporting Collateral

Agency and program logos are attached

Program promo video

Accomplishments & Conclusions

80 students participated in the Creative Boot Camp's fall session, which was held on November 11 - 14, 2010, in Atlanta, GA. Local universities including, Morehouse College, Clark- Atlanta University, Spelman College participated and contributed to the program.

Building on the success of the fall session in Atlanta, The One Club along with local universities including York College, Hunter College, Brooklyn College, City College of New York and Kingsborough Community College, hosted the next Creative Boot Camp New York City. 90 students participated in

the winter session of the Creative Boot Camp which was held January 11 - 14, 2010

Results:

Only 15% of the participating students were aware of/interested in pursuing a career in advertising BEFORE the Creative Boot Camp. AFTER the Creative Boot Camp, 80% of the participating students were aware of/interested in pursuing a career in advertising.

**Surveys were taken before and after each session to gather this information

Where they are now:

- Chanie Kaminker, Brooklyn College- Intern @ Global Hue / Marketing Intern @ Comedy Central
- Danny Pacheo, CCNY- Global Assistant Account Executive @ Y&R
- Chavonne Hodges, CCNY- Education Assistant @ The One Club
- Carol Tavaréz, CCNY- Intern @ Y&R
- Jovel Phillips, Morehouse College- 2011 MAIP Summer Intern
- Salwa Sayed, CCNY- 2011 MAIP Summer Intern
- Janneisy Vid, Brooklyn College- 2011 MAIP Summer Intern
- Vinson Muhammed, Morehouse College- 2011 Marcus Graham Project Summer Boot Camp