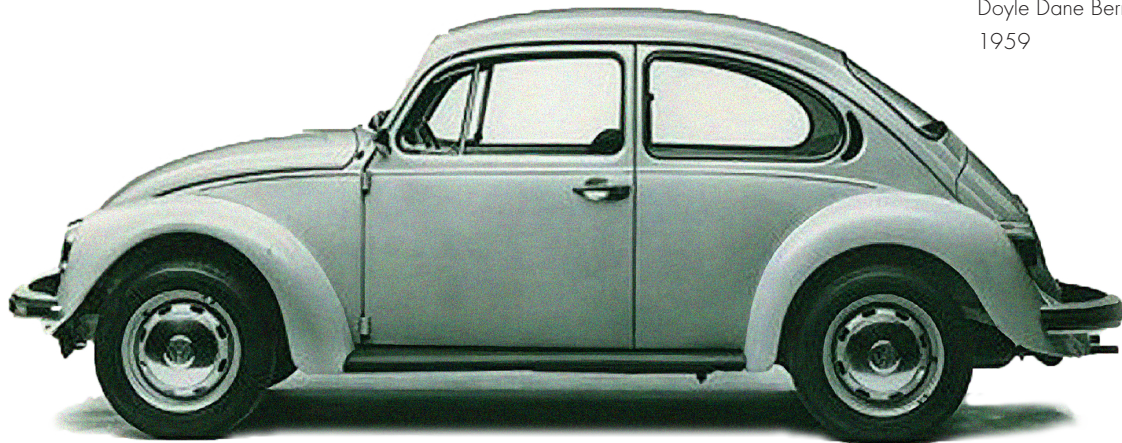


**Professor:** Alan Lidji alidji@smu.edu 214.215.0496

**Office hours:** Anytime by phone or text. Video chat or in-person by appointment



Adapted from the VW  
ad campaign created by  
Doyle Dane Bernbach,  
1959

# Lemon.

## **Course overview**

This class is a freeze-dried advertising sprint. It's an eleven-day, team-based, total immersion class that reconstitutes into a real world advertising agency laboratory when energy, rigor, and creativity are added.

This is a capstone class that culminates in an advertising PlanBook that, if done well, could get you considered for an entry level position at any "A list" ad agency in the country.

The course components include situational analysis, problems and opportunities, marketing strategy and objectives, primary and secondary research, critical thinking on positioning and media planning. Most important, the course ends in the creation of a persuasive "Clio" winning advertising campaign and how to present it like a seasoned professional.

The class is a personal strength finder and a personal weakness beater. For some, it will be a transcendent experience.

**“The most powerful element in advertising is the truth.”**

**Bill Bernbach**

*Founder of Doyle Dane Bernbach*

### **You will learn...**

1. How to know an idea when you see it.
2. How to work in a team even if you don't like your team members shoes.
3. How to gather relevant information that leads to actionable insight and when to ignore the rest.
4. How to identify bullshit and when to call it out.
5. How to uncover and leverage the truth.
6. How to make a compelling presentation that anyone would love.
7. How to work in a constant state of wonder.

### **Course Expectations**

1. Never miss class or be late. Ever.
2. Do not plan anything but this class for the eleven days that you are enrolled. Nothing, except light meals and some sleep. Carry a paper notebook and writing device everywhere you go.
3. There will be assignments due the next day in class.
4. If your assignment is not complete when it is due, don't come to class. Then prepare for hell to pay from your team members because the consequences will affect your team's grade.
5. Laziness stinks up the place. If your team members don't call you out you should expect that I will.

### **Grading policy**

You will be graded as a group and as an individual. Grades are earned and not given just for simply doing what is asked of you. A's are for exceptional work that could have been done in any agency arena, anywhere on the planet. You may ask how can we be expected to do that type of work as students? Here's why. Because students are doing it in the best ad schools in the country today. While it is, without a doubt, subjective most students in a class like this know an A when they see it. B's are better than average but never better than just good. Consider C's as either "phoned-in" or worse. You pick the adjective.

**"I hate rules."**

**David Ogilvy**

*Founder of Ogilvy &  
Mather*

Don't plagiarize. You know why.

Everything is subject to change in this syllabus. I will notify you when a change occurs.

Please don't lobby me for a grade changes.

### **Religious observance**

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

### **Excused absences for university extracurricular activities**

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

### **Accommodations for students with disabilities**

Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit <http://www.smu.edu/alec/dass.asp> to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.

**“You make  
the matzo,  
I’ll make the  
ads!”**

**George Lois**

*Co-founder of Papert,  
Koenig & Lois*

## **Grading breakdown**

### **Class participation**

There will be at least three in-class assignments designed to exhibit your participation skills. Combined with my observations of your engagement it will represent 5% of your final grade.

### **Exam**

There will be one exam consisting of multiple choice and fill in the blank questions taken from readings and lectures. It will represent 20% of your final grade.

### **Checkpoints**

There will be 3 checkpoints designed to assess you and your group’s periodic progress on the PlanBook. Checkpoints will represent 15% of your final grade.

### **PlanBooks**

The PlanBook is worth 30% of your final grade. Make it count.

### **Presentation**

The presentation of your PlanBook is worth 20% of your final grade.

### **Peer evaluation**

These are anonymous and confidential evaluations of your team members. Please be constructive but frank in your evaluations. This evaluation is worth 10% of your final grade.

<b>A</b> = 94-100	<b>A-</b> = 90-93	<b>B+</b> = 87-89	<b>B</b> = 84-86	<b>B-</b> = 80-83
<b>C+</b> = 77-79	<b>C</b> = 74-76	<b>C-</b> = 73-70	<b>D+</b> = 67-69	<b>D</b> = 64-66
<b>D-</b> = 60-63	<b>F</b> = >59			

## **Lecture topics**

What is an idea?

How to communicate ideas quickly.

What is bullshit?

The Stand-Up comic's role in advertising creative

Traditional vs. Disruptive marketing case studies

Guerilla advertising

The story of the creative revolution in advertising

History of the Clios and Clio reels

Ad superstar biographies

How to get a job.

# **Advertising Campaigns Day by Day**

## **Part One: Discovery**

### **Day 1**

Review of syllabus, individual skills assessment, team construction and naming, and division of labor. Identification of potential clients and rationales in lightning round discussion format. Lock down clients and teams. What is a PlanBook?

### **Day 2**

Becoming an expert in your product and the category. We will look at Disruptive products impact on traditional markets (Harrys and Gillette, Lucchese and Tecovas, etc.) Understanding target audiences/Affinity groups/SM influencers/Demographics. Determination of known or perceived marketing problems of selected clients. Map and conduct research for competitive analysis and to determine marketing opportunities for selected clients vis-a-vis audience understandings. Review and discuss the days work with all teams.

### **Day 3**

Present research. Sort, and valuate data. Identify insights. Reassess assumptions. Course correct if necessary. Discuss position statements. In class exercise: Deconstruct current national ads to determine market positions. Write imagined position statements based on deconstruction exercise. Discuss outcomes. Checkpoint one due today.

## **Part Two: Design**

### **Day 4**

Refine position statements for clients. Discuss creative strategy. Deconstruct creative strategies from key advertisers during the Creative Revolution of the 60's. Gather, edit and catalog data collected for the PlanBook. Start making assumptions from the data collected.

**“Here’s the  
idea. Now go  
get me some  
research to  
back it up.”**

**Morris Hite**

*Founder of Tracy Locke  
Advertising*

### **Day 5**

Reaching the target audience. Examination of media opportunities for clients. Discuss guerrilla media. Roll-out strategies, timing and budgets. Begin data compilation.

### **Day 6**

Finalize client media plan. Troubleshoot problems and work to date. Creative exercise in problem solving. Checkpoint two due today.

## **Part Three: Development**

### **Day 7**

Concept development and critique.

### **Day 8**

Continue concepting. Lock down ideas. Begin to visualize campaign. Checkpoint three due today.

### **Day 9**

Construction of PlanBook

### **Day 10**

Finesse PlanBook. Rehearse presentations

### **Day 11**

Final Presentations.

# **Think big.**