



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is Nicole.
She is our Creative Solutions Lead, and resident DCO expert, who started our Creative team 4 years ago.

Typical Training Content

Covering in-depth the approaches and rules that should be applied to display creative.

- ▲ **Recap on Performance Creative**
 - ▲ Trainees are confident explaining the concept and providing an overview of performance creative principles.
- ▲ **Principles for Display**
 - ▲ Trainees have an understanding of the basic rules of performance creative for display format design and copy.
- ▲ **Audience / Targeting Approach for Display**
 - ▲ Trainees are confident in explaining the importance of an audience-centric approach; how design/copy can adapt to audiences, and the importance of creative testing.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

