



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 Guy.

He is our Creative Director, with experience in design, dev, film and music.

Typical Training Content

Studies have shown that up to 70% of the performance of a campaign can come from the creative, whilst only 30% comes from the targeting and media buy. This session introduces attendees to the principles of producing creative to drive performance, across all channels, and the concept of rigorous, insightful creative testing.

- ▲ The Experience Landscape
 - ▲ Understand and describe experience creative, and it's importance in the top-of-the-funnel activity.
- ▲ Performance Creative Overview
 - ▲ Understand and describe performance creative, and it's importance in the bottom-of-the-funnel activity.
- ▲ Channel Approach
 - ▲ Understand the need for different creative approaches to different channels, to drive performance.
- ▲ Format Approach
 - ▲ Understand the need for different creative approaches to different formats across different channels, to drive performance.
- ▲ Learning and Optimisation
 - ▲ Trainees can explain the importance of creative testing to drive creative performance.
- ▲ Delivery Framework
 - ▲ Trainees can describe the need for templating creative to drive performance creative practices.

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.

