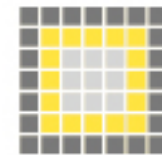


# EXPERIMENTAL CAMPAIGNS CLASS

An Innovative Approach to the Ad School



**Tribal DDB**

EMILY EMERICK KATIE SADLER MARILYN SPITZ

## CLASS DESCRIPTION

JOUR 4403: Advertising Campaigns

Discusses advanced copy and layout

Emphasizes planning integrated advertising campaigns for national and regional audiences

Prerequisites., JOUR 3463 or 3503. Restricted to ADVT and MKTG majors with a minimum of 85 hours



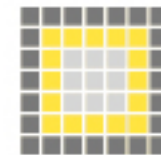
## WHAT WORKS

Provides a “real-life” experience in the classroom

Utilizes skills students have learned throughout the advertising program

Student-run class

Creating work for an *actual* client



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## WHAT DOES NOT

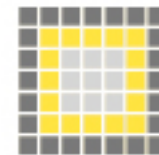
Disorganization

Uneven distribution of creatives and strategists

Limited resources

Not all students take it seriously

Work is not always used by the client



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# TRIBAL DDB - THE BEGINNING

A property of The Omnicom Group

Founded in 2000 when DDB integrated its interactive and digital properties into the Tribal brand



# SERVICES

Branding ■ Business to Business ■ Handhelds/CE/Palm ■ Retail Marketing ■ SMS Campaigns

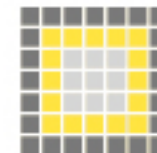
CD-ROM ■ Corporate Web Sites ■ Interactive Games ■ Tutorials/Demos/Tours

Kiosks/Touch Screens ■ Digital Strategy ■ Marketing Web Sites ■ Usability & Interface Design

DVD/Video Editing ■ eCRM ■ Media Interaction Design ■ Usability Analysis

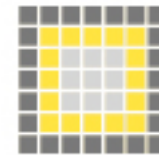
Email ■ Flash Animation ■ Micro Sites ■ Mobile Marketing ■ Online Advertising

Gaming ■ Graphic Design ■ Promotion Web Sites ■ Promotion



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# THE NETWORK



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## TRIBAL DDB - HIGHLIGHTS

Highly-connected global network - specialty offices

First digital agency to be named Ad Age's Global Agency of the Year 2008

2007: 31 new business wins, 72 major awards

Tribal Hamburg was awarded Deutsche Telecom's entire account in 2007





## TRIBAL DDB - APPROACH

“In the business of communication, the idea is king. Yet no idea can move or excite unless it is fresh and created from an understanding of human nature. This is our business.

It allows us to interpret our client’s needs, identify innovative, human solutions and crystallize them into IDEAS.

But that’s only half the story. For us, an idea is worthless unless it produces RESULTS.

IDEAS are our means, but not our end. Before we declare it successful, an idea must allow us to apply our full creativity to the fulfillment of a goal. Our client’s goal.

This forms the crux of the Tribal approach human application of creative excellence in the singular pursuit of RESULTS for CLIENTS.

RESULTS: THE BOTTOM LINE.”



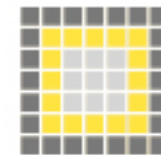
# TRIBAL'S IDEALS

Be a Truly Connective Network

Promote Innovation and Exploration

Adaptation and Brand Insight

Be Good at Things Outside of Your Specialty



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## INTEGRATING TRIBAL DDB

Required journals based on Tribal DDB's practices and culture

Outsourcing and networking technology/programming and art stuff

Collaborating with Technology, Arts, and Media Program Capstone class

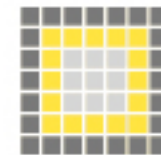
- Studio Art/Art History students

- And other relevant majors

Reviews from the other Campaigns classes

- Evaluate and suggest improvements

- What are the others doing differently or the same



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## THE PLAN

Structured, tentative Syllabus

ex: First Week- meet client, introduce Tribal DDB and journal assignments

Professor acts as manager

Chooses client

Equal split of creative and strategic

Application process for positions is required

Status meetings at the beginning of class

Manager tracks minutes and sends them to class weekly



## CULTURE

Casual, like a “real office”

The class will develop a manifesto that the class will follow and evolve throughout the semester

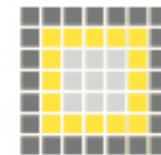
Creative games engaged students,

Fun days with interactive activities

Agency speakers

Live and video

Open communication between creatives and strategists



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## AVAILABLE RESOURCES

Students with bright ideas and “training” from the past three years

Teachers and people with experience in the advertising field

Students on campus in other majors

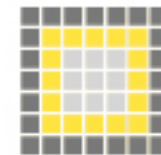
University of Colorado Alumni

Books and literature

Raw technology in Atlas building and in Blur Lab

Past years’ experience with the class

Crispin Porter + Bogusky, TDA, and other local advertising organizations



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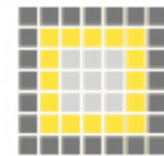
## NEEDED RESOURCES

Time

Money

Technological experience and skills

Cooperation from students and clients



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