

**Gradinita - Alternative School for Creative Thinking**  
**Section: Creative PR**  
**Client: Cannes Lions Bureau in Romania**

## **Aim of the brief:**

Designing an effective strategy in spreading the news about the uniqueness of the school only in the environments where the best students and young creatives are.  
Proposed channels - internet (blogs), outdoor & indoor events

## **The client:**

Cannes Lions Bureau in Romania aims to inform the local elite within the marketing and advertising community about the worldwide evolution of the industry that only the educational context of the Lions can offer. The number of Romanian delegates increased from 2 to 80 from the beginning of the program till nowadays.

Also, the role of Cannes Lions Bureau in Romania is to raise the standards of the work within the marketing and communication industry, by presenting the international case studies of success, to those companies willing to find out more about the global dynamics in their field of expertise.

4 years ago, under the umbrella of Cannes Lions Bureau in Romania, The Alternative School for Creative thinking was launched. The goal of the school? To increase the level of education and performance in the market, especially for the juniors.

The school is growing fast, with a level of expertise higher every year and a level of exigency unequalled by any other system on the market.

In 2008 the slogan of the school is „Great ideas pay off greatly”.  
With several sections dedicated to creativity in media, design, strategy, branding, print/ outdoor/ film, cyber and pr, the school pays its respects to the generosity of ideas, regardless of the medium.

## **Background (Why do we want to communicate?)**

The Cannes Lions is pleading for excellence, innovation and ethics in the marketing and communication industry, all over the world. Reverent to the values of Cannes Lions International Advertising Festival, the local representative office works in the spirit of the same standards. Is that easy? Not at all. Why? Because the local advertising industry is not yet an established market, where the most valuable people and their works are on the front cover of the magazines.

Often, the most vocal people get the attention for themselves or their projects while the relevant information is passing through the ears of the targeted public. This is why, on many occasions, the messages transmitted through the press are distorted or missing their initial relevance.

The school, the first of its kind on the market, offered a lot of inspiration to other structures, loving the idea of being associated with tutoring and educational activities. For a non exigent, up to date and analytical youngster, confusion could easily settle in.

In the mind of our target (the best students and young creatives), the school has to be the number one choice in terms of alternative education, due to the incomparable offer: harsh selection, exigent teachers, training in real time, with real feedback and relevant information that can help the apprentices improve their work from one week to another. They have a generous choice of disciplines where they can learn and bring to life the culture of efficient ideas.

Finally - the prizes are a huge motivation for the contestants to leave behind the unpleasant time of effort and hard work, of criticism and public comments and to fight to the end, being part of the Romanian Cannes young lions team.

Also, they have to understand that once selected, the perspective of becoming part of the future elite community is not a dream anymore.

(in 2008 a group of 80 youngsters were selected out of more than 500 applications&solved briefs, fighting to be part of the 15forcannes, young creatives print, young creatives cyber and baby lions groups)

The school wants to select only the best young people, with a true potential to analyze, assimilate and apply all the information they can receive during the training process, in order to boost their inner talent.

This is why the information has to be there, in their lives, breathing the same air with their environment and limiting the press intervention&distortion of the facts (the omission of the facts is also an indirect and sometimes quite effective distortion).

The Alternative School for Creative Thinking is a treasured project abroad, receiving international recognition.

### **What is the key insight ?**

The Alternative School for Creative Thinking is the number one choice for those dedicated to evolution with the aim of being the best in their field, not only in their country, but at the international level. Due to its teaching and training mechanics and to its prizes, representing the presence of the best students to the Cannes Lions Advertising Festival, The Alternative School for Creative Thinking has no competition on the local market.

### **What is the key message?**

Be a winner at the Alternative School for Creative Thinking - the best context in learning and training - and you will become a part of the authentic elites within the marketing and communication industry.

### **Target audience:**

Primary target: talented young people, with potential and will to learn from the best and eager to be on the next level - Cannes Lions event&competitions.

(remember - we want to speak only to the best, not to everyone. So you should be careful in finding a way to get through the majority and go straight to the top level people). We need only those.

Secondary target - companies understanding the level of the school and selecting their employees within the best students of the School.

### **Tone of voice:**

At a first glance - self ironical, intelligent, funny&tonic&euphoric, but the final taste should also let you feel the seriousness behind.

### **Mandatory inclusions:**

Do not dismiss in any way the Cannes Lions event and everything connected to it. Do not ill speak about other forms of education, we are proud to be the leader of the category and flattered of being followed and privately respected.

Do not complain about the resistance of some press people, find creative solutions to promote the school, its programs and its values effectively, skipping if necessary the press intervention and also skipping "the majority". We do not speak at the level of mass market, so if the message arrives there, it is by accident. If the mass market finds out about the event it is a simple tangential consequence, never an objective.

Do not make proposals that imply huge resources, they will not be reasonable. The school is developing thanks to voluntary teachers, visionary companies and generous media partners that offer us the context in order to communicate our goals.

More info about the school?

[Www.canneslions.ro](http://www.canneslions.ro)

[www.gradinita.wordpress.com](http://www.gradinita.wordpress.com)

[www.15forcannes.wordpress.com](http://www.15forcannes.wordpress.com)

or you can ask more at [gradinita@canneslions.ro](mailto:gradinita@canneslions.ro)