



THE
BIG
IDEA

| L R D



HI, I'M ADIE

Nice to meet you.



I'm an Account Director at LRD - The Big Idea.

Been in the communications industry for five years.

Responsible for maintaining client relationships, managing projects from start to finish as well as being the middleman between our creative studio and clients.

ADVERTISING & MARKETING STRATEGY

CONTENT MARKETING

MEDIA PLANNING & BUYING

BRAND DISCOVERY, DEVELOPMENT & DESIGN

TV

WEBSITE DESIGN & DEVELOPMENT

SOCIAL MEDIA

EVENTS & EXPERIENTIAL

DIGITAL & EMAIL MARKETING

COMMUNITY ENGAGEMENT & SPONSORSHIPS

PRESS

PUBLICATION DESIGN

REPORTS & ACCOUNTS

DIRECT MARKETING

RESEARCH/INSIGHT

RADIO

SO, WHO ARE LRD?

We're a full-service independent creative advertising agency that loves the challenge of solving business problems.

We believe good ideas work across all media.

We work with clients to inspire their customers to purchase their products, use their services, or to simply let them know they exist.

SOME OF OUR CLIENTS INCLUDE





**THE
BIG THINK**
**LIVING THE
DEADLINE**

WHAT IS --- THE BIG THINK?

A rare opportunity for students, Year 12 and above, to get a glimpse of agency life. 'Live the deadline' and immerse yourself in the world of marketing and advertising for 22 hours

An alternative to work experience, we'll take you through the whole process from brief to pitch and give you hands on experience of what it is like working in an ad agency



HOW DOES --- IT WORK?

‘Live’ brief from a client

Given 22 hours to work in teams to produce a pitch presentation

Industry masterclasses to keep you on track

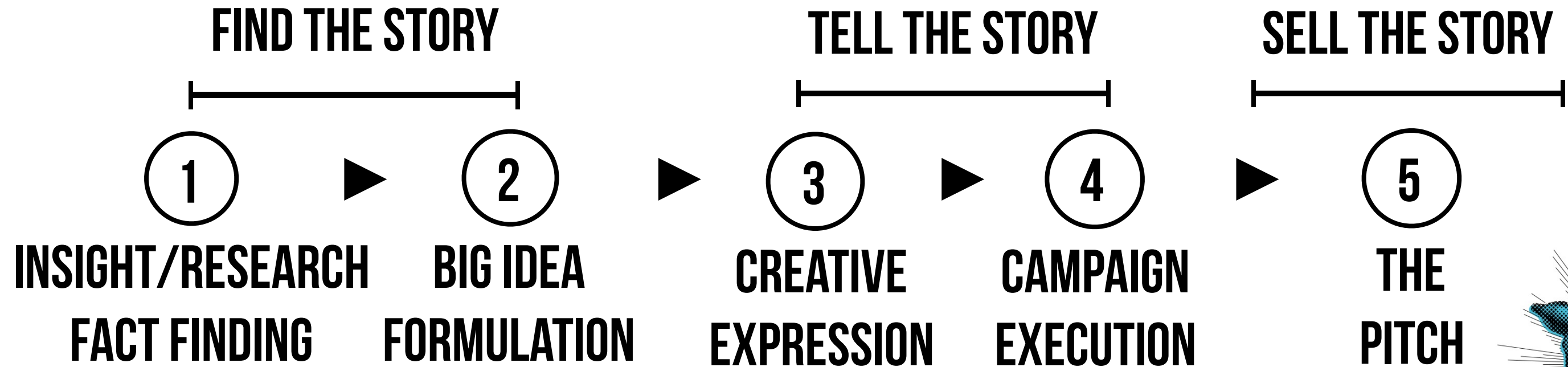
Staff mentors, so you can question them about everything

The most convincing marketing campaign wins!



THE BIG IDEAS PROCESS

We take you through our big ideas process,
talk you through what makes a big idea and what you do when you know you've got one



WHY SHOULD --- YOU APPLY?

Would you like a career in advertising/marketing/
communications?

Are you interested in solving business problems?

Do you have an eye for design or enjoy thinking creatively?

Are you curious and want to learn more about this industry?

If you answered YES to any of the above questions,
The Big Think could be for you.



WHAT IF --- I CAN'T DRAW?

Advertising isn't just for creatives, we need planners, negotiators, coders, writers, researchers, presenters - agencies need them all!

If you have a willingness to learn, a can-do attitude and an interest in the advertising industry, we want to hear from you!



WHAT --- WILL I GAIN?

Tips on uni.

How to break into the industry.

Memories.

CV-worthy experience.

And perhaps your very own Big Think trophy...



WHEN AND WHERE --- IS IT?



**DIGITAL
GREENHOUSE**
GUERNSEY

Thursday 26 Oct. 4.30pm - 9pm

Friday 27 Oct. 10am - 5.30pm



WHAT KIND OF JOBS --- ARE THERE?

In advertising, there are various roles available:

Account Management/ Client service

Strategic planning

Media Planning and Buying

Creative

Creative services and Production

User Experience (UX)

Social Media Strategist

Web Developer/Coder

More information is available on the IPA website:

http://www.ipa.co.uk/page/Who-does-what-Job-roles-in-a-nutshell#.Wb5_otOGNp8



WHAT HAVE PREVIOUS BIG THINKERS SAID?



**"A great way
to understand the process
of creating a marketing campaign"**

Ewan

**"It showed me what the industry
involved... a taster of what
my future could be"**

Monica



**"As well as being insightful,
I also found it very fun and exciting"**

Stephen



SOUNDS GREAT!

HOW DO I APPLY?

Visit our website: LRD-thebigidea.com and click on The Big Think

Take the LRD Thinker Test

Tell us a bit about yourself

APPLY NOW

Applications close noon 9th October.
(You'll know if you're in by 12th October)





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