

# Structured Creative Thinking Tools for Crafting Effective Brand Ideas

How to structure effective creative thinking in today's hectic marketing communications reality: a Mindscapes creative thinking program for brand communications professionals and senior marketers

[A one- day Mindscapes training course](#)

[20<sup>th</sup> September 2023](#)  
[8.30am-5.00pm](#)

## **Introduction:**

As the ones in charge of driving business growth through effective brand communications and powerful storytelling, on multiple platforms, in an increasingly complex world, brands and agencies today constantly need to optimize the way their talents think in order to optimize their ability to deliver results.

## **Overview:**

Imagine there was a method which could make sense out of creative thinking in today's hectic, multi-platform, communications reality.

A method which understands the logic behind the magic of creativity and which has led to celebrated marketing communications ideas.

Which suggests an effective way of thinking about creative ideas and has proven itself over and over again for agencies and brands all over the world.

Which helps thinkers optimize the way they think and maximize their efficiency.

Which examines the most valuable and advanced technology at our disposal – our mind.

What if such a method actually exists...?

This course will suggest such a method. It will explore structured creative thinking tools developed by decoding recurring thinking patterns embedded in award winning ideas. It will demonstrate how to use such tools to structure the way you think in a more efficient and effective manner.

Join this 1-day session to boost your creative thinking skills and learn how to craft amazing effective creative ideas based on a practical, fertile, thinking method.

### The training will explore 5 key aspects in current marketing communications:

- How to use interactive platforms to cross the border between the on-line and off-line worlds, thus creating innovative usage of digital tools and platforms in people's every-day life.
- How to overcome cognitive barriers and mental walls to reach breakthrough marketing communications ideas. Using resources, components, variables and audiences of a brand and its products/services in a specific disruptive manner which reflects a brand idea/message.
- How to move beyond storytelling into the realms of “storysharing” and “storyteching” which deliver engaging content and tangible value relevant to the brand narrative/values.
- How to move beyond storytelling and prove a point in a captivating creative manner. Resulting in captivating branded content.
- How to utilize the “Creativity of the Crowd” and people's desire for attention/recognition/significance to co-create stimulating brand experiences which will be appreciated and which can generate unpaid earned media exposure.

### The take-home value for participants:

- Gaining new insights into thinking patterns behind the most creative campaigns in the field of marketing communications from recent years.
- Learning a new thinking process which inspires and fosters creativity. A process based on thinking patterns which have proven to be fertile and efficient.
- Acquiring practical tools to lead teams in the process of ideation and creation of creative concepts and innovative ideas.
- Attaining valuable knowledge about creative development, helping generate a better working relationship between client and agencies.
- Learning a structured process for presenting and assessing creative ideas, demonstrating the logic which explains how such ideas were formed and what effective thinking pattern they represent.

### The workshop will cover 3 creative thinking prisms:

#### **Creativity to Discover**

*The majority of the most creative and effective award-winning campaigns are based on game-changing insights. Yet, uncovering a truly powerful insight is one of the hardest tasks in marketing and advertising. [Learn More](#)*

#### **Creativity to Invent**

*Developing innovative breakthrough ideas many times requires a combination of creative and inventive thinking. Exploring new uncharted terrains of thinking paths and technology utilization. [Learn More](#)*

#### **Creativity to Deliver**

*In a famous quote, based on research conducted at Berkeley University, comedian John Cleese from Monty Python once said: “Creativity is a... way of operating”. So how do you operate your mind and apply your creative thinking skills in the optimal way for delivering better creative ideas? [Learn More](#)*

Mindscapes thinking tools and methodology have helped numerous brands and agencies worldwide in creating more successful, creative, and effective marketing communications ideas and campaigns.

By stretching your thinking and creative capabilities, you might surprise yourself with the results you will get if you start seeking solutions and ideas differently, using these tools.

*Mindscapes offers structured creative thinking trainings for agencies and brands in 35 markets worldwide (North and Latin America, Europe, Asia Pacific, Middle East and Africa).*

*49 Cannes Lions, including 3 Grand Prix Lions, were won by Mindscapes trained clients, using their structured creative thinking tools.*

Click [here](#) to see some of the award-winning campaigns that were created using Mindscapes thinking tools.

Click [here](#) to read what participants from the brand side and the agency side have to say about value of a Mindscapes training.

## Meet Your Trainer Ravid Kuperberg



Ravid is a partner and trainer at Mindscapes, working with numerous creative agencies and brands around the world.

He is a former advertising professional with 14 years of experience in strategic planning and creative development roles.

He is a frequent keynote speaker and moderator at international marketing conferences and advertising festivals. Including multiple appearances at the prestigious Cannes Lions festival.