

Creative Thinking Tools for Building Performance Brands

Mindscapes Creative thinking tools program
for brand communication and senior marketers

A one- day Mindscapes training course

15th of March 2024
8.30am-3.00pm

Introduction.

As a team charged with driving business growth through building strong performance brands in an increasingly complex world, companies are under pressure to deliver results that must push the envelope.

Mindscapes Tools and methodology have a proven record of improving advertising and marketing communication skills and know-how. The tools have helped numerous brands and companies worldwide in creating more successful, creative, and effective marketing and communication ideas, products, 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.

More than 47 Cannes Lions including 3 Grand Prix Lions have been won by brands/ agencies that used Mindscapes creative thinking tools.

Here are some disruptive and successful award winning campaigns that were created using Mindscapes tools.

([Ol Pajeta Conservancy](#), [Kenya Love Story-KOKO](#), [Prudential Insurance](#) ,
[Mastercard](#) , [Heineken](#))

Training Goals

This training presents some of the most effective and new ways companies in the financial sector can successfully engage with consumers in the new communications reality; **including the challenges of the current shifts**, while responding to some of the fears, barriers and crucial questions marketers have:

- How effective can the new age of creative communication campaigns be?
- What kind of new tools and techniques can be used to increase effectiveness of such approaches?
- How to approach innovation challenges and create surprising new ideas for new products or services?
- How to evaluate and assess the value of creative ideas and their potential in achieving significant marketing and communication results?
- How can the agency and client be on the same page and create better creative & effective communication?

The workshop will cover 3 tools

Part 1 -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](#)

Part 2- Creativity to Invent

Developing innovate breakthrough ideas many times requires a combination of creative and inventive thinking. Exploring new uncharted terrains of thinking paths and technology utilization.

[Learn More](#)

Part 3- 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](#)

49 Cannes Lion awards, including 3 Grand Prix Lions, won by Mindscapes trained agencies and brands, using these creative thinking tools.

+200 Awards Won Globally By Agencies using Mindscapes Thinking Tools

Your Trainer

Ravid Kuperberg

Ravid is a former advertising professional with 14 years of experience in strategic planning and creative development. He has been working with numerous advertising agencies and brands around the world. He is a frequent keynote speaker and trainer at international marketing conferences and advertising festivals. Including recurring appearances at the prestigious Cannes Lions Festival, Spikes Asia and many more. He has an MBA degree and a Bachelor's degree in economics and statistics. Most important of all (for Ravid), he is an aging goalkeeper at a local amateur football club.

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