

## Advertising Unlocked – Y13 Media trip



On Wednesday 13<sup>th</sup> November, UK Advertising and Media agencies opened their doors to the next generation of talent as part of a nationwide initiative “Advertising Unlocked”

As part of our ongoing commitment to providing real-world experience and career insights, we partnered with Fold7, one of London’s top advertising and digital agencies specialising in Advertising, creative ideation, branding, digital, film production and innovation.

Year 13 made their way to the creative hub of ECI where they immersed themselves in the dynamic world of advertising, giving them a unique glimpse into the creative process behind some of the industry’s most successful campaigns. Clients include Carlsberg, Capital One, Mettle, Right Move, Audible, Adidas & Thortful.

During their visit, students had the chance to network with professionals from various departments, including designers, strategists, account managers, social, ops/finance and production. They worked in teams to develop advertising concepts for a live brief, offering them a taste of the fast-paced, collaborative environment that characterises the agency’s work.

Fold7 is known for its bold, innovative campaigns, and students were inspired by the agency’s approach to creativity, problem-solving, and teamwork. The experience also provided valuable networking opportunities, with students able to ask questions and learn about the diverse career paths available in the advertising industry. Many were

surprised to discover how transferable skills from different subjects are essential in creating effective advertising strategies.

Overall, the trip was an invaluable learning experience, broadening our Y13 students' understanding of the advertising industry and offering inspiration as they consider future career options.

*The trip to Fold7 was in my opinion very inclusive and interactive. This gave us a practical insight into the advertising industry whilst keeping the work entertaining. I enjoyed the creative brief of designing an advert the most. This is because it made us think creatively whilst applying our skill sets. Overall, the trip to Fold7 was very welcoming and productive. - Anissa*

*I spoke to a creative director as I was interested in what inspired the idea behind the name "fold" and "7" and they fascinatingly told me that it is because (they think) you can only fold a paper 7 times before you physically can't anymore. They described it as the energy that it takes behind each fold is what they do. I also liked the idea that something you can think of, or disregard as conceptual idea could actually turn into something real. I admire that about it because it feels as if no one is wrong for having any idea and it could be a real possibility that may fully be executed. During the creation of the advertisement for the lemon shower gel product, it was fun to combine all our ideas into one and consider our target audience, demographics, psychographics and media platform. -Merida*

*At Fold7 we gained valuable insights into the world of creative advertising and branding. The team at Fold7 introduced themselves and gave us a look into their work and culture, which was both impressive and welcoming. They were incredibly respectful and treated us as their guests throughout the day, which made us feel valued. The highlight of the trip was the activity where we collaborated on creating a commercial concept for a shower gel brand. It was a hands-on, creative exercise that allowed us to think like advertisers and push our ideas further. Overall, the day was engaging and left us with a much clearer understanding of the power of creativity and collaboration in the industry. - Omar*