

## Unlocking Creativity: Sixth Form Media Students explore the Advertising Industry



On Wednesday 12th November, advertising and media agencies across the UK opened their doors for **Advertising Unlocked**, a nationwide initiative giving young people an inside look at the industry. Our Sixth Form Media students visited **Fold7**, one of London's leading creative and digital agencies, specialising in Advertising, creative ideation, branding, digital, film production and innovation and known for its work with brands such as Carlsberg, Capital One, Audible, Adidas and Rightmove.

Students immersed themselves in the agency's creative environment, meeting professionals from design, strategy, accounts, social, production and operations. They worked in teams on a live brief, analysing a brand challenge, researching an audience and developing campaign concepts before pitching their ideas to Fold7 staff. This hands-on task gave them a real sense of the creativity, teamwork and fast-paced thinking needed in advertising.

The visit offered invaluable industry insight, showcased the wide range of career paths available, and highlighted how skills from across the curriculum feed into successful campaigns. It was an inspiring and eye-opening experience that broadened students' understanding of the advertising world and sparked new ideas for their future careers.

*“The day was really interactive; we explored the different roles and pitched our ideas for an advertising campaign” Macie*

*“It was really interesting to explore the different career paths in the Advertising industry and how there is something for everyone” Niamh*

*“I enjoyed pitching ideas for the shower gel advert. It was a very creative task and make us think outside the box – a fun and inspiring day” Mollie*

*“I loved the experience, and it really helped me with what I want to do in the future”  
Emmy*

