

Mindscapes Masterclasses at GoaFest 2017

Masterclass on Media Creativity- April 7th, 11 AM

Boost your Creativity in Media

Creativity thinking tools for developing interactive & integrated media ideas

Smart and effective media and social media plans can be much more than a rational and cost-effective media plan and media buy.

Creative media ideas use existing media platforms in different and often unusual and surprising ways. Sometimes effective media ideas invent altogether new media platforms, just for the sake of a given task.

An analysis of the most creative and effective media and social media campaigns reveals that, in spite of the great variety of media used, the variety of technologies, and the uniqueness and the originality of each campaign idea, there are yet some recurring thinking patterns behind these ideas.

This Masterclass is designed to familiarize media professionals with these innovative thinking patterns, and supply them with practical thinking tools to enhance their creative potential and inspire them to create more creative and effective media ideas, campaigns and media solutions.

Mindscapes methodology and tools have a proven record of assisting media agencies and clients in creating new breakthrough creative and effective campaigns.

Takeout for participants:

- Join this session to learn practical ways and tools for inspiring and leading your media/social /digital media teams in the ideation process of new concepts and ideas.
- Create a structured process for stimulating new ideas, enabling creators to direct their minds and imagination in new and specific directions, which prove to be highly fertile with new creative opportunities.

The format of the masterclass:

A presentation of case studies of top award winning media /social/digital idea, and the practical thinking tools embedded in these ideas; followed by a workout session: participants are tasked to apply the newly learned tools on a media creative challenge. The style is interactive and dynamic.

Masterclass on Innovation- April 8th, 11 AM

Tools for Cracking the Codes of Innovation

Creativity boosting tools

It is commonly agreed that outstanding creative ideas are those that break the rules and manifest an original thinking or innovative creative approach.

By analyzing the world's award winning top creative ideas, Mindscapes has uncovered a recurring series of thinking patterns that embed these ideas, patterns that paradoxically help one to outsmart the existing common molds and originate surprising ideas.

This masterclass presents the creative thinking patterns behind the most creative and innovative ideas and campaigns, and supplies structured thinking tools for creating original and innovative new ideas and campaigns.

Participants will acquire practical tools to lead teams in the process of ideation and creation of new concepts and new campaigns. Through work on a real brief, they will also expand their own creative scope and learn new ways to approach creative challenges.

Takeout for participants:

- Join this session to learn practical ways and tools for inspiring and leading your creative teams in the ideation process of new concepts and ideas.
- Create a structured process for stimulating new ideas, enabling creators to direct their minds and imagination in new and specific directions, which prove to be highly fertile with new creative opportunities.

The masterclass format:

A of presentation of case studies of top award winning idea, and the practical thinking tools embedded in these ideas; followed by workout session: participants are tasked to apply the newly learned tools on a creative challenge.

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About



Yonathan Dominitz, founder of Mindscapes. A trainer and a leader of creativity and innovation boosting projects for ad agencies and companies.

More than 25 Cannes lions, including three Grand Prix, were given to works made by Mindscapes trained agencies, using Mindscapes creative tools.

Yonathan has personally conducted projects in numerous companies and leading global advertising agencies across the US and North America throughout Europe to Japan, China and Asia Pacific. He is a frequently invited to run creativity workshops and is a keynote speaker at the Cannes Lions festival, Eurobest, Spikes Asia and more.

Mindscapes is active in more than 40 markets worldwide (North and Latin America, Europe, Asia Pacific.). Among Mindscapes clients are: BBDO, McCann Erickson, Leo Burnett, DDB, Lowe worldwide, Cheil WW, Google, Coca Cola, Mondelez, Pepsico, Carlsberg, Nestle, Vodafone, Swedbank, Eurobank and Telenor.

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