

AUT



A FUTURE IN
**ADVERTISING
& BRAND
CREATIVITY**

WHAT IS ADVERTISING & BRAND CREATIVITY?

Successful advertising campaigns transform creative original ideas into a story that captures people's minds and hearts.

Technology has revolutionised communication and the transfer of ideas through various platforms, but it hasn't changed the need for the generation of ideas. This is where advertising creativity comes in – advertising creativity crafts the messages and delivers them through new ways of communication to implement innovative solutions for businesses.

Design, writing, and storytelling are at the heart of advertising creativity. The discipline teaches you to think laterally in order to develop effective and creative communication for brand and product campaigns. It starts with a great idea, and then progresses to looking at how to utilise various media to convey this in a powerful way.

Are you interested in the power of ideas to get information across to people? Would you like to use your strong sense of empathy and interpersonal skills to create effective communication with your audience? Do you like the idea of working with a broad range of professionals and technologies? Then a career in advertising and brand creativity could be just what you're looking for.

CATCHING CARBON'S EVEN HARDER.



MADE WITH 92% SUGARCANE.
THE BOTTLE THAT CAPTURES CARBON.
ECOSTORE.CO.NZ



Example of student work

OUTLOOK AND TRENDS

Number of advertising specialists growing

Employment in marketing and advertising is on the rise. According to Ministry of Business, Innovation & Employment (MBIE), job prospects are relatively good particularly in the online space. Demand is high for people with digital marketing skills, particularly around ecommerce – less so for general marketing skills. Advertising spend on digital continues to outspend other areas.

Strong spending in the digital space

New Zealand's spend on digital advertising and promotion continues to grow at an average rate of 10% per year. There is strong demand for people with specialist knowledge of new and emerging digital platforms, especially those who understand the functions and different writing styles that each platform requires. Source: PWC 2020-2024 Global Entertainment and Media Outlook

Mobile is the medium, not the message

Text messaging is down by 18.4% in the USA, but mobile phone usage is up by 52%. Everything has to be scalable to mobile, and digital creatives need to be aware of how millennials are using mobile in order to reach their audience. Source: Forbes magazine online

Social media wants to be the only medium

Facebook wants to become the biggest distributor of 'newspaper and magazine' stories in the world, and in the process become the only page you need to get all your news and all promotional messages. Creatives need to be nimble in their approach in order to take advantage of the possibilities and implications of this.

Beware the lowly social media job

There are some funky job titles out there (such as Social Media Monkey) but they may conceal the drudgery of producing random Facebook postings for clients who don't really know how to use social media. While this may be a way to build up low level experience in the industry, graduate job seekers really need to research the job description, company and market thoroughly, in order to avoid taking positions that have no prospect of career progression. Or you choose to earn a basic living through such a role while building up your networks and own body of work.

WORK SETTINGS

Advertising creatives find employment mainly in advertising agencies, and increasingly in organisations that require communication and promotion – business, government and non-profits. They can work in-house for a specific organisation, or work in agencies that produce campaigns for all sorts of different companies.

People work regular hours, but often work weekends and evenings to meet deadlines. They often work in offices, but may travel to visit clients.

Many organisations are switching to project-based employment, and often employ workers on a contract basis. This means professionals in this area need to be entrepreneurial and very aware of the need to build networks in order to secure the most interesting work.

CAREER ROLE EXAMPLES

Account director – discusses clients' requirements, and plans, prepares and presents advertising campaigns to sell products or services, manages relationships between creatives and business clients.

Art director – develops advertising concepts to sell a client's product or service and executes them in both traditional and digital media. Pulls together a number of people (such as photographers, illustrators, animators, film makers) to work on the production of the advertising, and give direction on how the final product should look.

Copywriter – devises ideas and develops advertising concepts to sell a client's product or service and executes them in both traditional and digital media; writes content for different mediums such as television, film, radio, magazines, newspapers, blogs, brochures, websites, social media and mobile platforms.

Digital marketing assistant – writes copy for advertising and marketing material. Assists in the design and planning of campaigns and promotions for multiple social media platforms. Posts to and monitors platforms on a daily basis.

Digital strategist – responsible for developing solutions to meet clients' brand objectives, based on consumer insight and data. Creates and oversees the execution of a plan through specific initiatives to meet the objectives of the strategy.

Media buyer/planner – negotiates, purchases and monitors advertising space and airtime on behalf of their clients. Aims to reach the highest number of people in the target audience at the lowest possible cost.



RANGE OF SKILLS

- Strong critical enquiry and problem solving ability
- Knowledgeable about advertising concepts, theories and practices and market research
- Ability to work collaboratively
- Excellent communication skills (written and oral)
- Sound cross-cultural understanding
- Very competent in research skills and analysing and interpreting information
- Highly skilled in the use of relevant information technology and social media
- Excellent planning and organising skills
- A thorough understanding of the products or services they are writing about
- Up-to-date knowledge of current trends and issues, in the advertising and marketing industries
- Able to write, edit and deploy copy in platform-appropriate styles
- Knowledge of advertising and promotional methods, and how to target specific audiences
- Able to generate new marketing and advertising ideas, and opportunities for clients
- Design skills

PERSONAL QUALITIES

- Vivid, creative imagination
- Boundary breaker, a trend spotter
- Inquisitive and cheeky

SALARY GUIDE

Pay for advertising specialists varies, depending on experience and the size of the agency they work for.

| | Salary (per year) |
|--|--|
| Account manager (graduate position) | \$45,000-\$55,000 |
| Account director (5-8 years' experience) | \$100,000-\$110,000 |
| Planner/buyer | Junior \$45,000-\$50,000 Intermediate \$55,000-\$80,000 |
| Planner | \$65,000-\$85,000 |
| Strategic planner | \$90,000-\$100,000 |
| Copywriter | \$60,000-\$80,000 |

Source – Michael Page Recruitment Salary and employment forecast, Marsden Inch AdMedia Survey

Salary range is indicative of the New Zealand job market at the time of publication and should only be seen as a guideline.

THE AUT APPROACH

AUT is the only New Zealand university teaching advertising and brand creativity at degree level. Guest speakers include client companies and leading advertising agencies such as TVNZ, Spark, MediaWorks, Saatchi & Saatchi, DDB, Colenso BBDO, FCB New Zealand and Film Construction.

Students work in a campus media centre collaborating with classmates on live briefs, and writing and designing real ads for real products and clients. Clients and agencies brief students directly at AUT or at their premises. Student work is often published in the media. Many students are offered work experience in a leading advertising agency.

Recent companies collaborating with students include Colenso BBDO, News Works, FCB, Young & Shand, NZME, Fairfax Media, STA Travel, Sunergise Solar Energy.

FURTHER STUDY OPTIONS

Postgraduate options in advertising and brand creativity include the postgraduate certificate and diploma programmes, along with master's and PhD programmes in communication.

Research specialisations include: brand communication in an age of information overload, creative writing and nurturing creativity.



MICHAEL TOMICH

Junior Art Director, Track

Bachelor of Communication Studies in Advertising Creativity*

"I initially started studying journalism at AUT, but by the time I got to second year I found I was really interested in the creative aspect of advertising. I loved bringing concepts to life through design and creativity.

After graduating I got some freelancing work through one of my lecturers, and then secured an internship with TRACK, which evolved into a permanent job. As a junior art director I work with a partner on various aspects of marketing collateral, from colour and typography to concept-based design for advertising campaigns. My job is to ensure that the look and feel are clean and consistent with the message. I use Adobe Creative Suite, Photoshop and InDesign particularly, but really it's all about collaboration and bouncing ideas around until they stick.

Coming up with ideas is the best part of the job. They could be for anything from a 15 second commercial to leaflets for direct mail campaigns. It's a challenge to come up with fresh ideas each day but that is also what makes it exciting. And it's really satisfying when you get it right.

Looking forward I'd like to work as a creative somewhere glamorous overseas - London or New York - big city lights and what not. I'd need more experience before making the jump but it's a goalpost for the future anyhow."

EMPLOYER COMMENT

"In the advertising industry, an art director creates visual concepts in response to our clients' briefs, and often works collaboratively with a copywriter. This work covers all media, from press and print advertising to TV and digital.

Michael, like all creatives, needs to be a natural visual thinker, ready to expand on his skills and learn from senior creatives in order to flourish. The job demands the confidence to creatively assert ideas and the passion to sell ideas to 'suits' and clients. As Michael can attest, the job is very 'hands-on' and often busy, but hugely rewarding."

Jeff Harris

Creative Director, TRACK

USEFUL WEBSITES

Commercial Communications Council

www.commscouncil.nz/agencies

Association of NZ Advertisers Inc (ANZA)

www.anza.co.nz

New Zealand Marketing Association

www.marketing.org.nz

DINZ (Design Institute of New Zealand)

www.designersinstitute.nz

Internet Advertising Bureau (iab)

www.iab.org.nz

FURTHER INFORMATION

For the most up-to-date information on studying advertising and brand creativity, and the Bachelor of Communication Studies, visit

www.aut.ac.nz/ad-creativity

FUTURE STUDENTS

Contact the Future Student Advisory team for more information: www.aut.ac.nz/enquire

futurestudents@aut.ac.nz


 @AUTFutureStudents

CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more information:

0800 AUT UNI (0800 288 864)

www.aut.ac.nz/enquire | studenthub@aut.ac.nz

 @AUTEmployabilityandCareers

EMPLOYABILITY & CAREERS

For other Future Career Sheets visit:

www.aut.ac.nz/careersheets


For employability and career support, AUT students can book an appointment through

<https://elab.aut.ac.nz/>


CITY CAMPUS


55 Wellesley Street East, Auckland Central

CONNECT WITH US NOW

 @autuni

 @AUTuni

 AUTUniversity

 @autuni

The information contained in this career sheet is correct at time of printing, September 2020.

