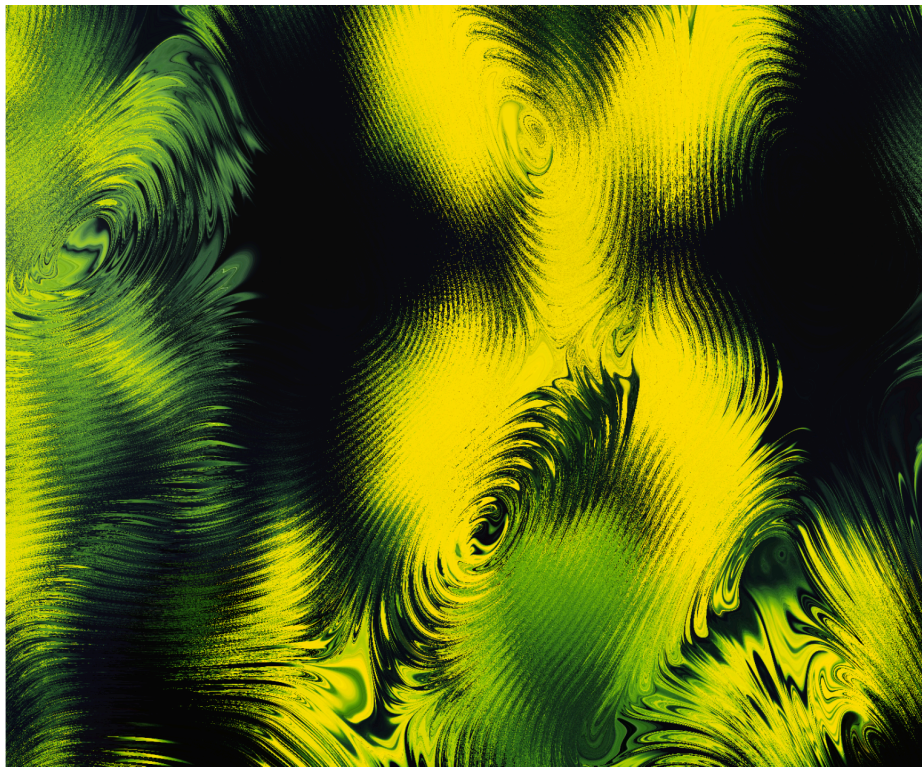




Made using <https://beta.endlesstools.io/>

Strategy School by



Sonam Lama

1. Organization chart

https://www.linkedin.com/feed/update/urn:li:activity:7091330717330112512/?updateEntityUrn=urn%3Ali%3Afs_updateV2%3A%28urn%3Ali%3Aactivity%3A7091330717330112512%2CFEED_DETAIL%2CEMPTY%2CDEFAULT%2Cfalse%29

2. Immutable laws

▶ The 22 Immutable Laws of Marketing, by Al Ries and Jack Trout - Animated...

3. Alphabet/ The who & the what

<https://www.linkedin.com/feed/update/urn:li:activity:7219291948988203008/>

4. Discussion 1 (Show & tell)

5. Favorite text/ media/



6. Recommendations (both ways)

7. Brand Guidelines Study (2-3 examples)

<https://brandingstyleguides.com/>

8. Frameworks, briefs

GET

The consumer target

WHO

The consumer problem

TO

The consumer goal

BY

The single minded message

<https://www.linkedin.com/pulse/how-use-creative-brief-gettoby-julian-cole/>

▶ Creative Brief Example: Cheetos

<https://medium.com/@baiba.matisone/origin-of-the-get-who-to-by-model-0ed51eafd65d>

https://www.are.na/alexander-morris/frameworks-nmlefttoj7g?utm_source=substack&utm_medium=email

9. Art direction/ moodboarding. Are.na. Cosmos

▶ Mastering Moodboards: Great Creative Work | Beginner to Advanced

▶ 100 Art Direction Ideas - Build Your Creative Toolkit

<https://www.cosmos.so/home>

<https://www.are.na/elizabeth-goodspeed/channels>

10. Tools of the trade

11. Strategy on a page / Burger etc

https://www.linkedin.com/posts/juliancole_10-strategy-on-a-page-examples-activity-7079052964862070784-9-NC/

12. Ads Marathon (Pt1, Pt2, Pt3)

▶ Dreams of Dali: 360° Video

13. Discussion 2 (Favorite ads)

14. Discussion 3 (Newsletters, Articles, campaigns)

15. Content Strategy (Types of content etc)

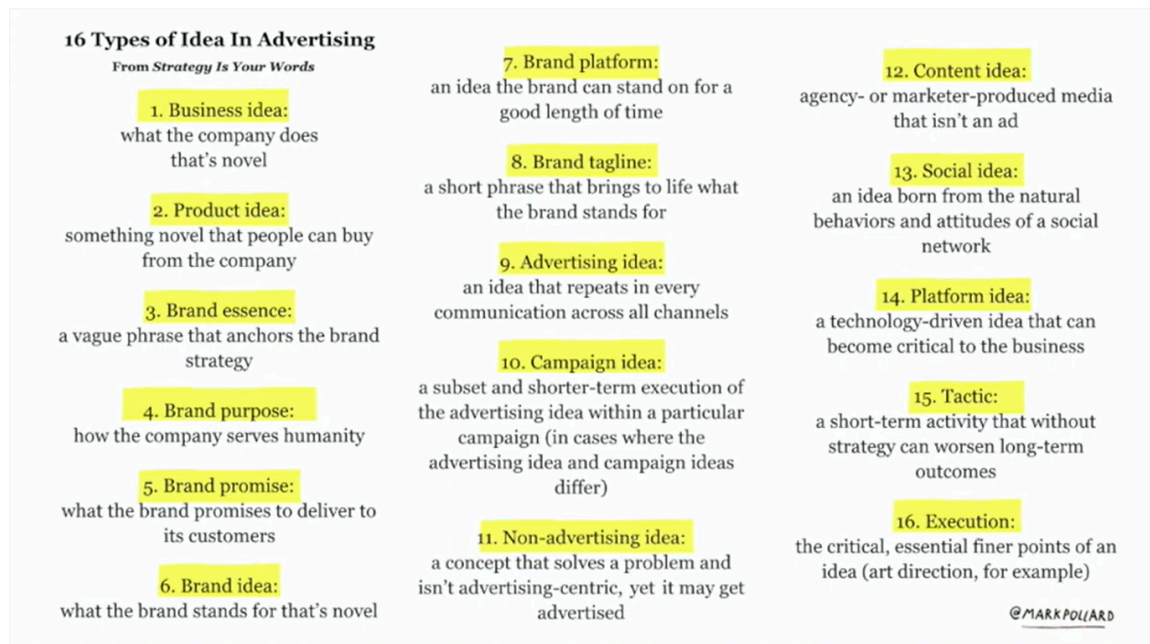
📺 Hero, Hub, Hygiene : The Only 3 Videos You Need

<https://creators.google/en-us/content-creation-guides/content-strategy-guides/how-to-create-a-content-strategy/#>

16. Discussion 4 (Strategists, Alex, Julian, Baiba)

17. 26 different types of advertising ideas

📺 The Different Types of Idea In Advertising



18. Let's play J-rpg

https://store.steampowered.com/app/632470/Disco_Elysium_The_Final_Cut/

Fire Emblem: The Sacred Stones

19. Foreign music (sub-saharan music, Tinariwen, Wednesday Campanella)

📺 Group Anmataff - Tinariwen

20. Oren John, Artistic Life - Rick Rubin

📺 Advice to young creatives

21. Recap 1

22. Foreign Films and film movements

📺 Breaking The Rules - The French New Wave

<https://www.youtube.com/watch?v=d33U1XNmB8>

23. Types of shots, cinema vocabulary, scriptwriting

<https://www.studiobinder.com/blog/ultimate-guide-to-camera-shots/>

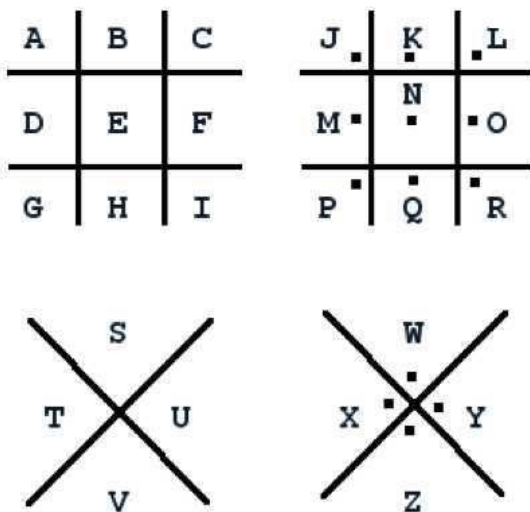
📺 The Ultimate Guide to Freeze Frames — How to Do Them Right

24. The benefits of journaling, work journaling

<https://www.youtube.com/watch?v=zTe6hngL0nA>

25. Pigpen cipher, Cryptozoids, morse code

<https://bigthink.com/the-past/16th-century-codebreaker-secret-messages-boiled-eggs/>



26. Show and Tell 2



He who dies
with the
most toys is
still dead.

*Money is the means, not the end. We have
the tools to help you make the most of it.*


Live richly.™

www.citi.com

© 2001 Citicorp. Citi, Citi with arc design and Live richly are service marks of Citicorp.

A member of citigroup

- 27. Can we start a newsletter?
- 28. Favorite novels, writers (fiction, nonfiction)
- 29. Let's make a game

30. Mental models 1

<https://fs.blog/mental-models/>

31. Existential Philosophy & Marketing Strategy

▶ What Is Existentialism?

<https://www.linkedin.com/feed/update/urn:li:activity:7220083713831784448/>

32. Pip Decks and marketing cards

33. Mark fisher and the precariats

34. Strategy secrets - Alex Smith

35. Our surroundings, mindfulness

36. Let's put ourselves in the shoes of another

37. Persona (marketing persona)

38. Who are we? Impressions about other people who work with us - their personal brand

39. Mental models 2

<https://fs.blog/mental-models/>

40. Recap 2

41. The Super Bowl (AD HOLY GRAIL EVENT)

▶ 12 Funniest Super Bowl Commercials of All Time - Ads Compilation

▶ How The Super Bowl Became The Championship Of Advertising

42. Different award shows

<https://www.scribd.com/document/500147618/Seamless> - jay chiat award submission deck

43. The best agencies, history of agencies

▶ The History of Advertising in 60 Seconds

44. How agencies make money, new revenue models

▶ What does an Ad Agency do?

https://www.linkedin.com/posts/juliancole_how-agencies-make-money-activity-7054256748794163200-04da/

▶ Why the agency business model isn't working, with Michael Farmer

45. Musashi: military strategy genius

▶ How to Outsmart Everybody Else - Miyamoto Musashi

46. Gaming Industry, icons, Konami

- ▶ How Death Stranding Was Made and Why The Team Disliked Hideo Kojim...
- ▶ Dwarf Fortress Creator Explains its Complexity & Origins | Noclip Interview

47. Language games

48. Book, Keeping a portfolio

49. Our Ideal Stack

<https://textfx.withgoogle.com/>
<https://www.perplexity.ai/>
<https://www.bing.com/images/create?>
<https://www.waldo.fyi/app/start>
<https://www.notion.so/>
<https://readymag.com/webspecials/presentation-guide/>
<https://www.loom.com/>

Canva, Cap cut, google suite, miro, readymag

50. Letter to the future

51. Second brain

<https://zettelkasten.de/overview/>
<https://www.cheerfulegg.com/2022/09/18/building-a-second-brain-with-google-keep/>

- ▶ How to Organise your Life - Building a Second Brain

52. Painter, paintings, art movements



53. 39 takeaways, Praveen

https://www.linkedin.com/posts/praveenvaidyanathan_some-39-sticky-notes-i-dre-w-from-mark-ritsons-activity-7226714599704686593-JjOo/

54. Pareto, Sturgeon's Law

<https://fs.blog/daniel-dennett-critical-thinking/>

55. Youtube Video Essays and the vlog

▶ NETHACK: The dev team thinks of everything

56. Sales, Alex hormozi, lead gen

57. GTD, BAU, MRR, ARPU

58. Ai, new serfdom, technocrats, ghost in the machine, Loab

▶ Doomed To Be Replaced: What Will AI Replace?

▶ LOAB: The Horror of AI Art

▶ Humans Need Not Apply

59. Weirdest businesses of all time

▶ The Pet Rock Fad - As Crazy as It Sounds?

▶ We're 26 & Run A \$4 Million Slime Business For A Living (ft. OG Slimes) | ...

60. Work culture and politics

61. Archivists, mindset of archivists

<https://www.are.na/elizabeth-goodspeed/channels>

<https://www.youtube.com/watch?v=CNRo7RsNkG8>

62. Lexicography, words, symbols

63. Recap MAIN

64. Make sense of any mess

▢ How to make sense of any mess

65. Make your own SWIPE FILE

<https://www.linkedin.com/feed/update/urn:li:activity:7232729030263808002/>

<https://swiped.co/file/good-button-copy-from-crazyegg/>

▶ What a SWIPE FILE is and why you need one

66. Ads Playlists

<https://www.youtube.com/playlist?list=PLweDGdQpA0zjYjaNZoaFYJ0H7mof5Z9>
dl

67. DayDream Believers | The Lego Agency
<https://daydreambelievers.co.uk/resources/idea-process/>

68. Marketing Channel Menu, 2024
 Marketing Channel Menu, 2024

<https://www.demandcurve.com/playbooks>

<https://www.linkedin.com/pulse/understanding-creative-strategy-how-do-you-like-them-apples-baruchin-f66se/?trackingId=ag34%2FQa8sbvap2t6BAz26g%3D%3D>

<https://calculatingempires.net/?pos=5377.77%2C14953.07%2C14.2308>

Extra”

<https://cari.institute/aesthetics>

<https://www.samuelthomasdavies.com/book-summaries/>

 The LinkedIn Expert: How To Gain 20,340 Followers in 7 Days

<https://miro.com/app/board/uXjVN1djM7w=/>

 BAD - Selling in your Idea

<https://agnionline.bu.edu/blog/the-ecology-of-attention/>

 How to consistently go viral: Nikita Bier's playbook for winning at consumer...

- this guy made NGL

<https://hyper-studios.notion.site/A-Field-Guide-For-Creative-Operations-1dac27e6cdd3485a8c5a7d35c44f0229>

4C's WORKSHEET

COMPANY RESEARCH

- WHAT ARE THE MARKETING OBJECTIVES FOR THE CAMPAIGN?
- WHAT IS THE SIZE OF THE COMPANY? HOW FAST IS IT GROWING?
- WHAT SHARE OF THE MARKET DOES THE PRODUCT HAVE?

CONSUMER RESEARCH

- WHAT CONSUMER DECIDE OR ASPIRATION COULD THIS BRAND UNIQUELY SATISFY?
- WHAT DO CONSUMERS THINK OF THE BRAND? (GOOD? BAD?)
- CURRENT MINDSET OF THE CONSUMER THAT HOLDS THEM BACK FROM PURCHASING?

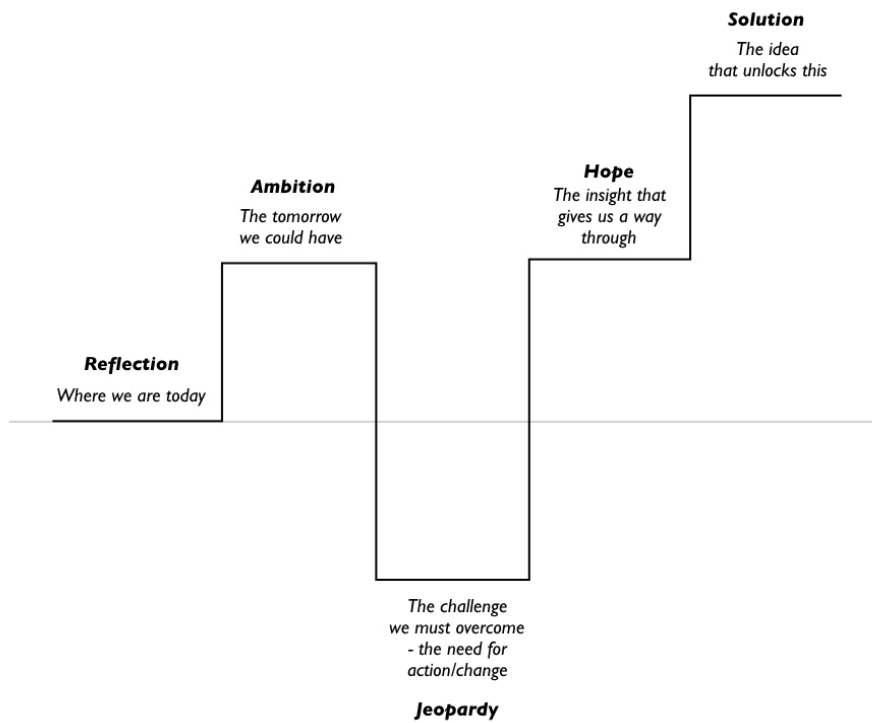
STRATEGY

CATEGORY RESEARCH

- WHAT ARE THE DYNAMICS OF THE CATEGORY?
- HOW COULD WE ZAG WHILE EVERYONE ZIGS?
- IS IT CHANGING, GROWING, SINKING?

CULTURE RESEARCH

- WHAT'S GOING ON IN CULTURE THAT THE BRAND COULD CREDIBLY CHANGE?
- WHAT, IN CULTURE, COULD THE BRAND BECOME A CREDIBLE CHAMPION OF?
- WHAT NOBLE PURPOSE COULD THIS BRAND UNIQUELY & CREDIBLY PURSUE?



Small words married to big ideas.

Strategy is revolution. And revolution will need words.



the demand and need for good strategy vastly outstrip the supply of it

“The ad agencies into which account planning was born were basically media-buying businesses, making their comfortable and predictable incomes from media commissions. Most other services, creative or strategic, were funded by commissions, and served to attract and keep the accounts.

In the 1950s, agencies had developed market research and strategic services among these added extras but, by the 1960s, advertisers were building their own marketing and research departments. This left the agencies with the choice of either abandoning these functions, or refocusing them.

Stephen King at JWT and Stanley Pollitt at PWP (later BMP) both took the view that the tools of research and strategy should be central to the ad agency's offering. Therefore these resources needed to become more central to the ad development process, and more focused on the goal of making marketing communications more effective.”

Be More Specific

"Work keys jangling like sleigh bells,
the Court officers march into the chambers like a
two-by-two wagonless team of crew-cut Clydesdales
harnessed together by a love of God and country"

Sometimes good details are better jokes than jokes

Stick the Landing

Every funny line or joke should end
with the funniest word in the sentence

Don't write what you can't shoot

Don't rely on improv actors to fix the jokes in a comedy script

Come to the set with at least one thing
that you know will work, then try to beat it

Learn to write to a budget

You know what's not expensive? Great writing (and
if you want a hug from your producer) in one location

You have time for one thing to happen in 15 seconds. No more

Read your stuff out loud

Some things that look good on
the page are clumsy to say

Set up expectations.

Then bash them against the rocks

When it comes to any form of creative writing,
everyone wants to be wrong about the ending.
Surprise is what makes it fun

Write manifestos like you're talking to one person

Write clean scripts

The best writers in advertising have a 60/40 blank page
to words ratio in their scripts (it might even be 70/30)

Good (dumb) names sell work

Sticky name makes your project fun to say
and easy to remember around the halls of
your client's offices, which is a quarter of the battle

Don't sling filmmaking jargon

We all like to make fun of dorky annoying business jargon,
but I have bad news: creative jargon is equally annoying

Write out your montages/vignettes

A giant rabbit grabs a woman working from
her home office late at night. A rabbit grabs a
student studying in a library.. Dozens of rabbits
pull other people from their cars. The people
get thrown into their respective rabbit holes

Push past the familiar

Always strive to add something fresh
or unexpected if it feels familiar

Sometimes a good headline can be the whole idea

The best headlines are a concise expression
of an insight about the product (or people who
use it), phrased in an interesting way

Write things that aren't advertising

Write anything: scripts, prose, blog posts, lyrics,
children's stories, poetry, tweets, scenes, random
dialogue, things you find dumb and funny walking
down the street. It will make you better at your job

Read more

What's the point?

At Mischief, we have a two-step creative process:

1. What are we trying to say?
 2. What's the most provocative way to say it?
- Ideally, strategy gets you 90% of the way there

Learn to present your work

Dumb setup, straight delivery

[100 Questions](#)



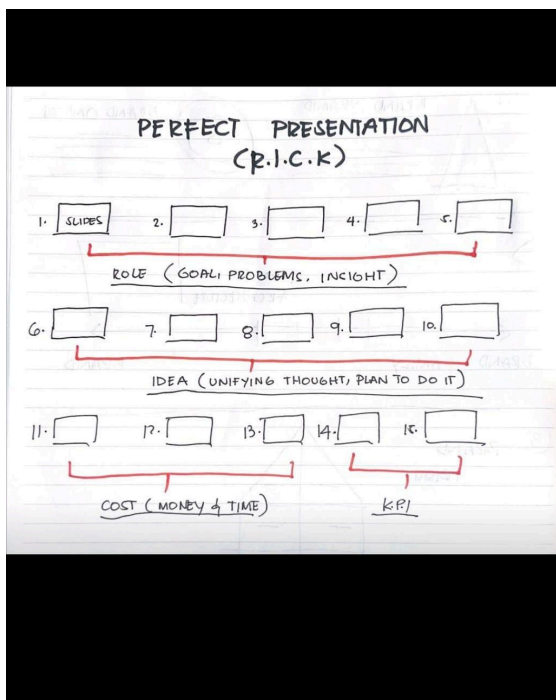
pep talks; it's the way I wind myself up. Every morning I get up, look in the mirror and say: 'George, you're going to war.'

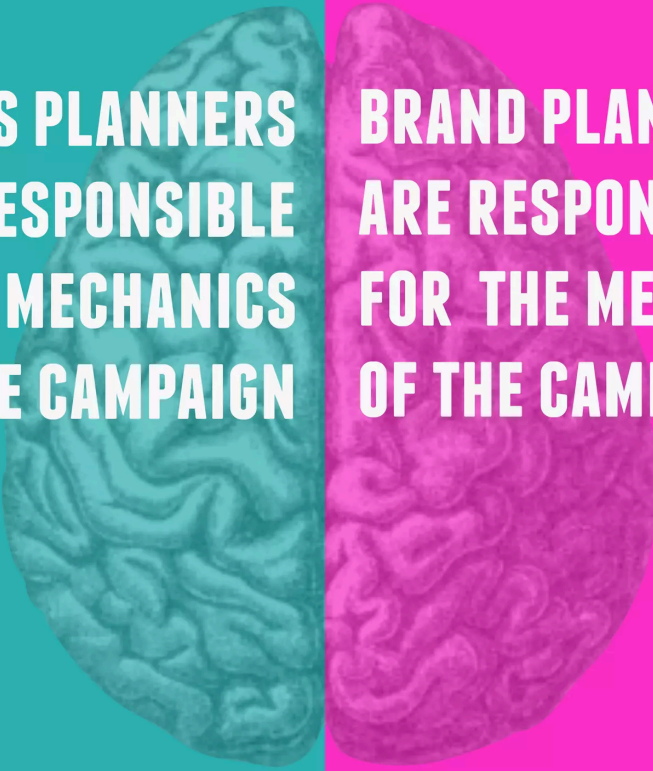
"To do good advertising, you've got to be a killer because you're fighting mediocre people all the time—and that's not easy. If an art director isn't a fighter

SCHUG
SKHUG
ZHUG
ZHOUG



[illegible]





**COMMS PLANNERS
ARE RESPONSIBLE
FOR THE MECHANICS
OF THE CAMPAIGN**

**BRAND PLANNERS
ARE RESPONSIBLE
FOR THE MESSAGE
OF THE CAMPAIGN**

HOW DO WE
ENSURE THAT
IT NO LONGER
DEPENDS ON
CREATIVES
TO CREATE A
CULTURALLY
RELEVANT
STORY?

EVERY BRAND CAN TELL A BIGGER STORY

Twitter is more than a social micro-blogging service

The Economist is more than information

The iPhone is more than a phone

Dove is more than soap

These brands stand for facets of our culture:
modernity, wisdom, creativity, natural beauty

NETFLIX

CAME ALONG AND NOW, WAITING, IS DEAD

1. Deep brand engagement is not a mass-market occurrence, but an occupation of the few.
2. Heavy, time-intensive brand experiences have little in common with the way people want to use brands.
3. Simply assuming that people want to engage with brands is a recipe for failure.

Not everything

meaningful is

measurable,

and not

everything

measurable is

meaningful

Planning is like rolling a joint.



... there are many ways to do it.

No. 2ism. The Avis Manifesto.



We are in the rent a car business,
playing second fiddle to a giant.

Above all, we've had to learn how
to stay alive.

In the struggle, we've also learned
the basic difference between the
No. 1's and No. 2's of the world.

The No. 1 attitude is: "Don't do the wrong thing.
Don't make mistakes and you'll be O.K."

The No. 2 attitude is: "Do the right thing. Look for
new ways. Try harder."

No. 2ism is the Avis doctrine. And it works.

The Avis customer rents a clean, new Plymouth, with
wipers wiping, ashtrays empty, gas tank full, from an
Avis girl with smile firmly in place.

And Avis itself has come out of the red into the black.

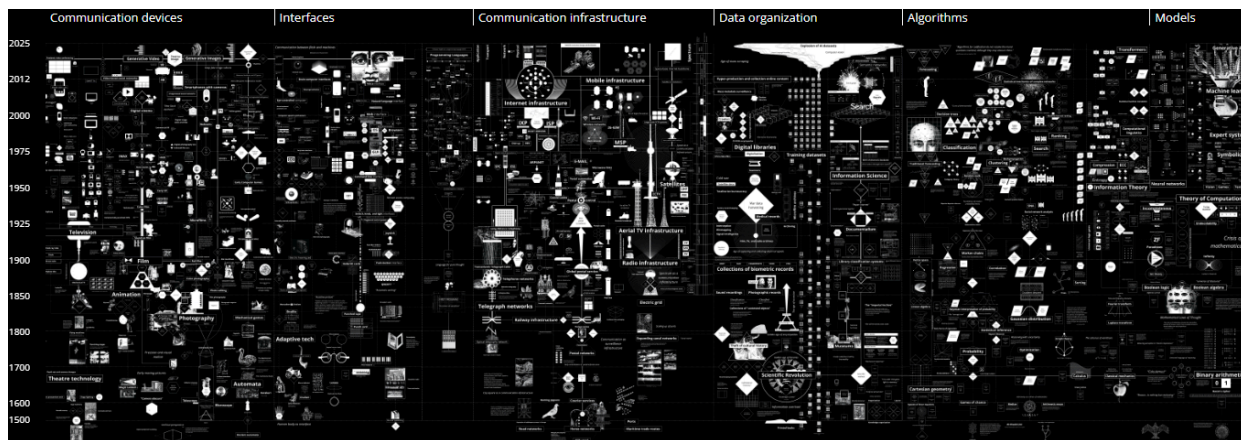
Avis didn't invent No. 2ism. Anyone is free to use it.

No. 2's of the world, arise!

© 1981 AVIS RENT A CAR SYSTEM, INC.

ART IS A JOB. YOU SHOW UP. YOU SHUT UP. YOU PUT UP. THEN, YOU GET SOME REST AND DO IT ALL AGAIN. LEONARD COHEN HAD A HELL OF A LINE. I WAS ALWAYS WORKING STEADY BUT I NEVER CALLED IT ART. I LOVE ART. I LOVE BOTH THE WORD AND WHAT THE WORD STANDS FOR. WHAT I DON'T LOVE IS HOW FOLKS TREAT IT. ART IS NO DIFFERENT THAN A CABINET THAT NEEDS BUILDING, A FLOOR THAT NEEDS LAYING, A WALL THAT NEEDS PAINTING OR A TOILET THAT NEEDS SCRUBBING. IT'S A JOB. A DAMN GOOD JOB. BUT, A JOB NONETHELESS. IF YOU CAN SEE YOUR ART AS A JOB THAT NEEDS TO BE DONE AND IF YOU CAN TAKE THIS RESPONSIBILITY SERIOUSLY, YOU CAN BUILD A VOCATION FOR YOURSELF THAT YOU YOURSELF RESPECT. FUCK THE ACCOLADES. FUCK THE APPLAUSE. FUCK THE AUDIENCE. NONE OF THAT SHIT MATTERS. I KNOW YOU THINK IT MATTERS BECAUSE A LOT OF DAYS I THINK IT MATTERS TOO. BUT, NO AMOUNT OF EXTERNAL VALIDATION WILL EVER RIVAL THAT FEELING-- THAT HALLOWED FEELING--OF HAVING SACRIFICED A PART OF YOUR LIFE CREATING SOMETHING THAT PREVIOUSLY DIDN'T EXIST. IT'S LIKE SITTING BESIDE GOD IN A PAIR OF SHITTY LAWN CHAIRS, SHARING A SMOKE, REACHING IN THE CHEAP PLASTIC COOLER WEDGED BETWEEN YOU, ADMIRING THE HOME YOU JUST BUILT. ART IS THE BEST JOB YOU WILL EVER HAVE. YOU JUST HAVE TO TREAT IT AS SUCH.

Carl Sagan



1
An empty room

2
Something
camouflaged

3
Someone in
motion

4
A monument

5
Timeless
beauty

6
Today's lunch

25 PHOTOGRAPHS

25 Things to Photograph is a public project anyone can participate in, photographer or not. Using your smartphone camera, interpret and make one picture of each item listed here.

Submit your 25 pictures by October 25th for your photographs to be exhibited at Pioneer Works (Brooklyn, NY), alongside everyone else's interpretations. All submitted photographs will be exhibited online.

[Submit your pictures here](#)

7
A person
asleep

8
An omen

9
A loud sound

10
An embrace

11
A kitchen still
life

FAQ

12
Something left
behind by
someone else

13
Something
handwritten

14
Something
futuristic

15
Something
persuasive

16
A portrait of
someone who
loves you

17
Things in a pile

18
Things in a line

19
Gravity

20
Stardom

Colophon

21
A red car

22
A cloud that
looks like
something else

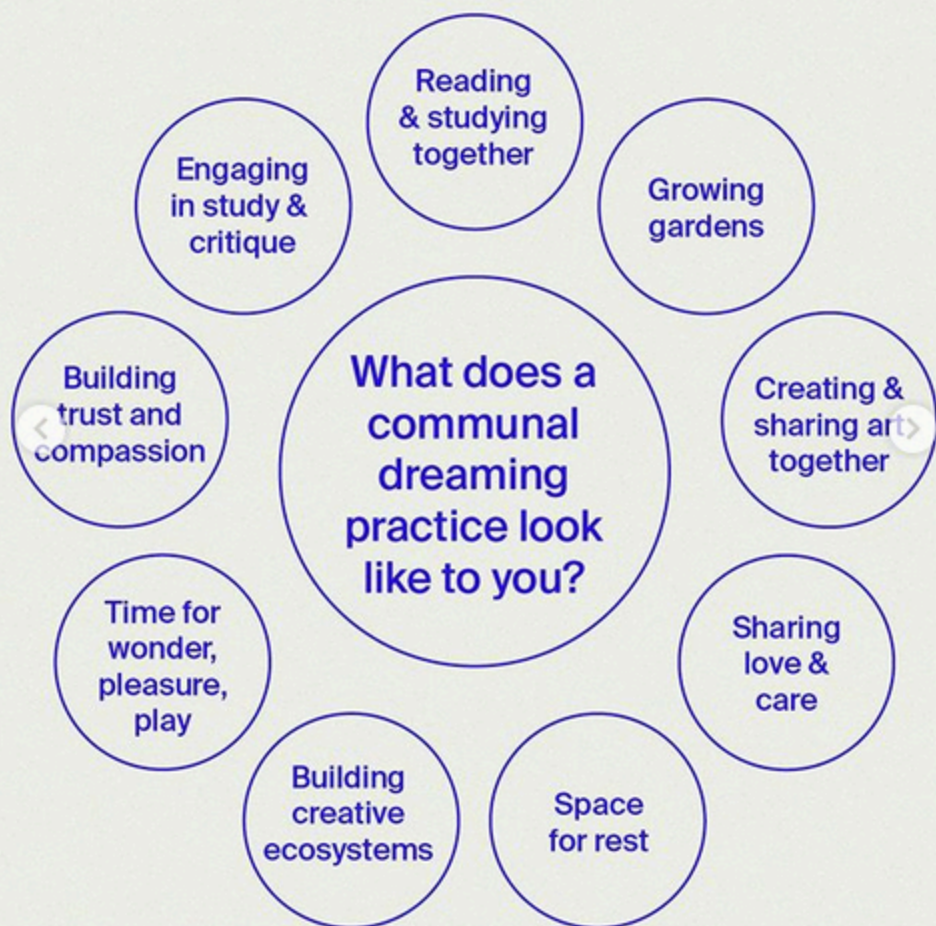
Interconnected
love



Supporting
communal care



Co-learning,
sharing, building.



@annika.izora



PERSONIFICATION

Give human traits to non-human things.

**ALLUSION**

Mention a well-known person, place, concept, or event.

**HYPERBOLE**

Exaggerate to make a point.

**PARADOX**

A statement that contradicts itself but is actually true.

**CHIASMUS**

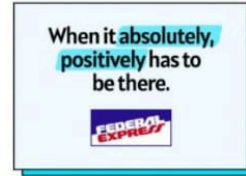
Reversing the order of words in two parallel phrases.

**ASYNDETON**

Skip conjunctions (like "and," or "but") in a list.

**PLEONASM**

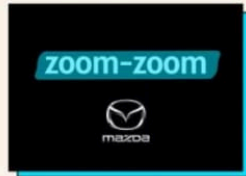
Use more words than necessary to explain the benefit.

**ALLITERATION**

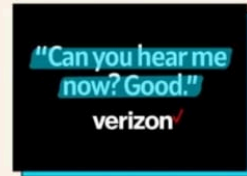
Start two or more words with the same sound.

**ONOMATOPOEIA**

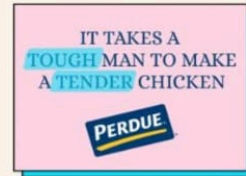
Find words that sound like the product or its benefit.

**DIALOGUE**

Use a sentence the customer would say in a real conversation.

**ANTITHESIS**

Put two opposite words or ideas in the same sentence.

**OXYMORON**

Combine contradictory terms.

**PARAPROSDOKIAN**

Twist a familiar sentence.

**ANAPHORA**

Start different sentences with the same word.

**PUN**

Ask your dad. Or any dad.

**RHETORICAL QUESTION**

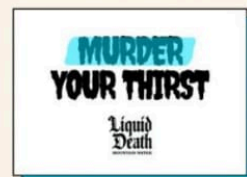
Ask something not to get an answer, but to emphasize a point.

**SIMILE**

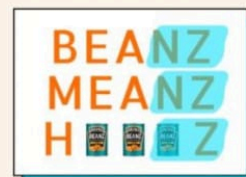
Explain the product using "like" or "as."

**METAPHOR**

Describe the product by comparing it to something unrelated.

**RHYME**

Use words that have the same or similar ending sounds.

**PARALLELISM**

Structure parts of a sentence to mirror each other.

**EPISTROPHE**

End sentences with the same word.

**CLIMAX**

Ideas presented from least to most important/surprising.

**UNDERSTATEMENT**

Express an idea as less important than it actually is.

**IMPERATIVE**

Give instructions or commands.

