

# Press Release

Creativity training based on the bestseller “Creative Advertising”:

## Apply the thought strategies of top advertising & design creatives in your own work

For the first time ever, Mario Pricken, author of bestseller “Creative Advertising”, is teaching the thought strategies of the creative elite in a new two-day training course aimed at advertising, marketing and design professionals. The training is based on his book “Creative Advertising”, which has caused an international sensation and whose German language edition was reprinted three times in the first ten months following publication.

As a result of his systematic analysis of thousands of award-winning campaigns, which has allowed Pricken to unravel for the first time ever the structures and thought strategies used by top creatives to develop high-quality ideas, his new creativity techniques offer agency professionals the opportunity to familiarise themselves with the thought strategies of leading advertising pros from top international agencies such as Saatchi and Saatchi, Loe Burnett, Bartle Bogle Hegarty and Mother Ltd. How do the training course participants benefit? Pricken provides them with tools that allow them to selectively expand the range of creative strategies they can bring to their day-to-day work, enabling them to arrive at the “big idea” faster.

Alongside a total of 26 thought strategies used by top creatives, the training course also introduces participants to the fifteen rules that make up the “DreamTeam” method in order to demonstrate in a closely practice-related way how top creative achievement can be possible in a team. The training is complemented by a number of classic creativity techniques designed to bring about a higher output of ideas in a relatively short time.

As many of Pricken’s methods have been developed in direct collaboration with agency teams, their immediate relevance to the real world of advertising always ensures that they meet with a high degree of enthusiasm on the part of the training course participants.

All the creativity techniques are taught and learned in-house on the basis of real briefings. The group splits into small teams in order to internalise the individual methods carefully and intensively, bringing to this process a high level of emotional commitment. Each team then presents the results of its simulated creative meeting to the others in a plenary session. A training manual and checklists serve as additional aids to facilitate the transfer of these newly acquired skills to daily agency practice.

In-house training courses can be booked direct on Mario Pricken's website:  
[www.idea-engineering.com](http://www.idea-engineering.com)

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### **Information on trainer & author Mario Pricken**

Since 1998, Mario Pricken has been one of the most sought-after creativity trainers in the German-speaking world, having previously had 10 years of experience as a creative director. As a result of his international bestseller "Creative Advertising" and regular publications in specialist journals, his new methods for creative teams are steadily growing in prominence.

### **Contact details:**

- **Direct contact with author and trainer Mario Pricken**  
Mobile phone: +43 / 676 / 305 34 94  
E-mail: [office@mariopricken.com](mailto:office@mariopricken.com)
- **For further information on the book "Creative Advertising"**  
Bomi Odufunade at Thames & Hudson in London:  
E-mail: [b.odufunade@thameshudson.co.uk](mailto:b.odufunade@thameshudson.co.uk)
- **General online information on the book and training courses**  
[www.mariopricken.com](http://www.mariopricken.com)

