

SPARKS

The Agency newsletter

issue 2
winter 2019

WHERE DO GREAT IDEAS COME FROM?

Research :

20 examples of relatable PR
20 what can go wrong in SmartHome
5-10 Trends
5-10 New behavioural insights

SOFT SKILLS FOR A COMPETITIVE EDGE

Plan 0
BIZ : Mike is an acting PM
delete "to" in objective slide
secondary target

THE DIGITAL NATIVE REVOLUTION

change strategy to get message to public through media outlets about the dangers of smart homes

expand target platform

Creative Media

ABOUT THE AGENCY

The Agency is an innovative experiential learning initiative operating within the McKeil School of Business at Mohawk College. Under supervision, students from media, design, and marketing and communications programs work collaboratively on projects from the community. The Agency partners with not-for-profit organizations, entrepreneurial start-ups and corporations throughout the GTHA. Selected projects are integrated into the curriculum.

PROGRAMS INVOLVED

- Advertising and Marketing Communications Mgmt
- Animation 3D
- Business Analysis
- Business - Marketing
- Broadcasting - Radio
- Broadcasting - Television and Communications Media
- Creative Photography - Still and Motion
- Computer Systems Technology - Software Development
- Graphic Design
- Journalism
- Public Relations



Creative people are curious, flexible, persistent and independent with a tremendous spirit of adventure and love of play.



Henri Matisse, artist

You have to be willing to ask questions that almost no one else would ask.

Samantha Bee,
TV personality



WHERE DO GREAT IDEAS COME FROM?

From dreams? Close observation? Experimentation?

There are many ways that people engage in developing creative solutions across a wide variety of disciplines. While there is no one way to unleash your creativity, there is a common thread that runs through all discussions about the subject and that is: don't be afraid to make mistakes.

Today, the ability to apply creative thinking to seemingly difficult challenges has greater currency than ever before. The desire to explore new approaches, to go beyond the expected, is driving change at an unprecedented pace. Creative explorers are catalysts for change and a valued resource for employers and society as a whole. Without the capacity to harness imaginative problem solving in a very

competitive marketplace the prospects for innovation and progress are significantly diminished.

So, what can you do? Exercise your creative muscles. Don't be afraid to dream big, imagine wildly and explore fearlessly. Go beyond the commonplace—you've got lots to discover and much to offer.

We've sprinkled a few observations about creativity in this issue of Sparks. Whatever program you're in, they can hopefully provide some inspiration when you're confronted with a need for new solutions.

Joseph Duda
Manager,
The Agency



Julie Sweet, CEO of
Accenture North America



SOFT SKILLS FOR A COMPETITIVE EDGE

At Mohawk College, we pride ourselves on teaching relevant industry skills to help students thrive in industry. But technical skills are only part of the formula for success.

Building “soft skills” such as communication, team work, critical thinking and time-management, as well as gaining real-world experience, are also important parts of the equation. The Agency provides an opportunity to bring all of these critical pieces together.

When students work on Agency projects, they work with real organizations to help solve a problem related to their field of study. This is accomplished by learning to work as part of a team within their discipline and sometimes with teams from other disciplines. Students must first determine what the true problem is through research and analysis. They need to use creative thinking to come up with viable solutions for their clients and execute approved strategies. Communication is critical to the workflow process and students quickly learn the value of good communication: written and verbal; internal

and external. They also learn to set and manage their own deadlines based on client needs and proper industry procedures.

In upper-level courses that incorporate Agency clients into the curriculum, faculty act more like advisors than teachers. Students will have learned most of the technical skills and will be challenged to put those skills to the test. They are expected to figure out how to overcome barriers through critical thinking and use faculty as a sounding board for their solutions. This independence helps students be more resourceful and self-sufficient when they enter the workforce.

A final key benefit for students is that the client work they do provides valuable industry experience before they leave school. This impresses future employers and provides Mohawk graduates a competitive edge when starting their careers.

Janice Warren
*Professor, Advertising &
Marketing Communications
Management Program*



THE DIGITAL NATIVE REVOLUTION

How a new generation of students can transform your marketing and communications strategy.

Place. Price. Product. Promotion.

The marketing mix (or 4Ps) is the foundational theory behind many marketing plans. Get those four aspects right, and you have a winning strategy to grow your business. But what does the 21st century digital landscape mean for this 1960's theory?

It means we need to know that the best time to send e-blasts is between 4pm and 8pm.

It means we need to embrace content marketing, which costs 62% less than traditional marketing and generates about three times as many leads.

It means that when you post an infographic on social media, it will be three times more likely to be "liked" and "shared" than any other type of content.

It means that customers who have abandoned their online shopping cart, are 2.4 times more likely to complete a purchase if they receive several follow up emails.

Rethinking marketing in a digital world requires an understanding of how consumers interact with technology to make decisions about what products they buy and what experiences they want to have. It requires being

in touch with a generation of consumers that were born digital, that grew up with technology, that use it in every aspect of their lives.

That's what makes The Agency experience so special for its clients. The teams of Mohawk students are composed almost entirely of digital natives. Digital natives is a term used to refer to the generations that have grown up exposed and using technology since they were born. Research shows that they represent almost a quarter of the total market and have more spending power than any other generation. They are multi-platform, multi-device consumers who are hyper-connected to their network and to the global world.

In the last few years, clients of The Agency have been asking for more digital. More social media strategies. More online marketing plans. More visual content that can be shared and liked. And Mohawk students are ready to take on the challenges of the digital future.

Andrea Johnson
*Project Manager, Centre
for Student Enterprise
& Business Solutions*



WHAT WE'VE DONE



The client

Kellogg's is a world leader in packaged breakfast cereals. They also produce convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavoured snacks and frozen waffles.



The ask

The company was seeking new social media content and strategies to promote a variety of their products.

Programs involved

- Advertising and Marketing Communications Management

The solution

Two teams of Advertising and Marketing Communications Management students developed creative social media concepts designed to support the marketing strategies of some of Kellogg's leading brands.

Creativity is a wild mind and a disciplined eye.

Dorothy Parker, poet



We've done a lot, but here are just two samples from our collection of 2017–18 student work.

The client

Habitat for Humanity Canada brings communities together to help families through affordable home ownership. With the help of volunteers, local Habitats in every province and territory help build and rehabilitate safe, decent and affordable homes.

The ask

Habitat for Humanity Hamilton had a need for communications support in order to attract volunteers, help its fundraising efforts and to build awareness about the organization and what it does.

Program involved

- Public Relations
- Advertising and Marketing
- Communications Management

The solution

A student team from Public Relations developed a comprehensive communications strategy that included a communications audit, special events and communications plan. Advertising and Marketing Communications Management students created ads to promote the client's fundraising efforts.



Curiosity about life in all of its aspects, I think, is still the secret of great creative people.



Leo Burnett, founder of Leo Burnett Worldwide

Congratulations!



Agency students in Advertising & Marketing Communications Management brought home awards from the 2018 ADCC and Applied Arts student competitions.

The winners:

Danielle DiTomaso, Maddie George, Michael Kalte, Cullen McDougall, Kira Mcneill, Samantha Melo, Chenice Piercy, Cheryl Post, Brennen Robinson, Talia Rosseel, Hussein Rumaithi, Jordan Speare, Jacob Valk, and Brian Vitug.



Know an organization that would benefit from dynamic marketing and communications strategies developed by our talented students?

Get them on our list for the next call for applications starting March 18, 2019.

Contact Joseph Duda, Manager of The Agency:
joe.duda@mohawkcollege.ca

If you get stuck, get away from your desk. Take a walk, take a bath, go to sleep, make a pie, draw, listen to music, meditate, exercise; whatever you do, don't just stick there scowling at the problem.

Hilary Mantel, writer



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