

UCAS

WHAT IF ADIDAS DID CLEARING?

Dave Penney – UCAS Chief Communications and Marketing Officer

Jim Tudor – Director at Waterfall & Founder of Future Index

Charlotte Fenney – Agency Director at Waterfall

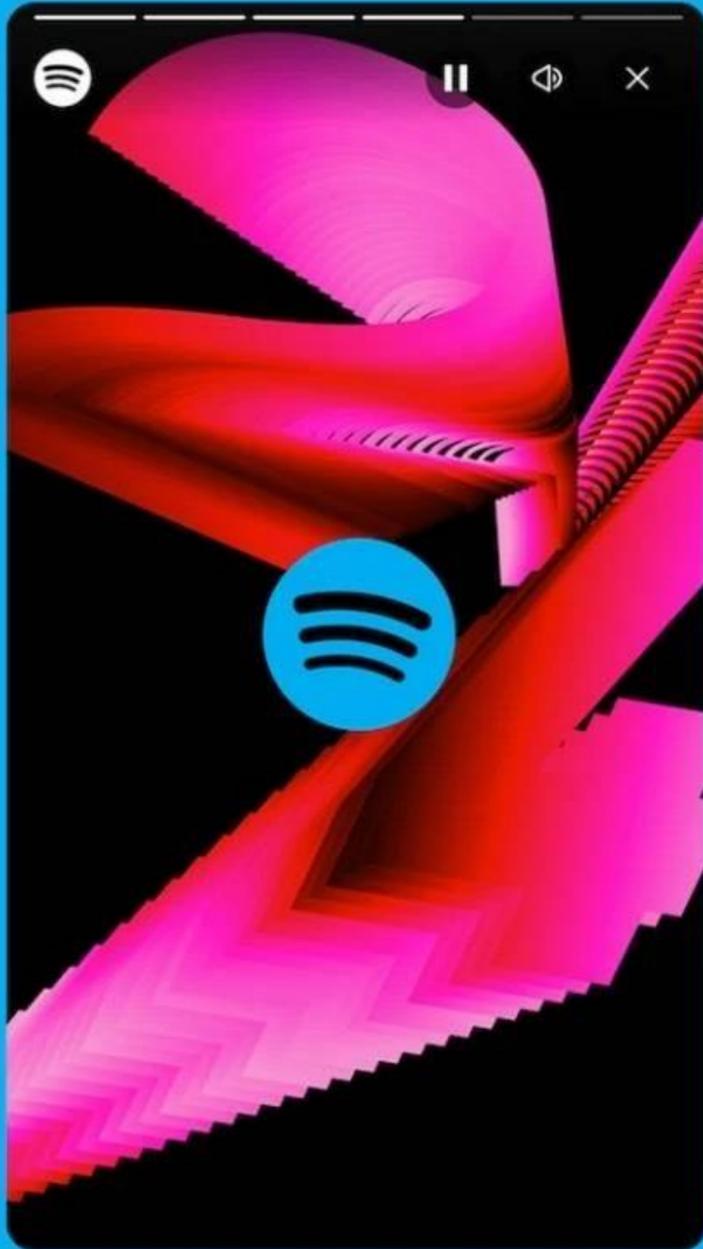


What would Adidas do? (& other inspiration)

1. Get Personal







You listened for 72,876 minutes this year

That puts you in the top 1% of listeners worldwide.

 Share this story

Your biggest day was June 4 with 183 minutes

Where do you find the time?

 Share this story

My Minutes Listened

72,876

Biggest listening day: June 4 with 995 minutes

Top 1% of listeners worldwide

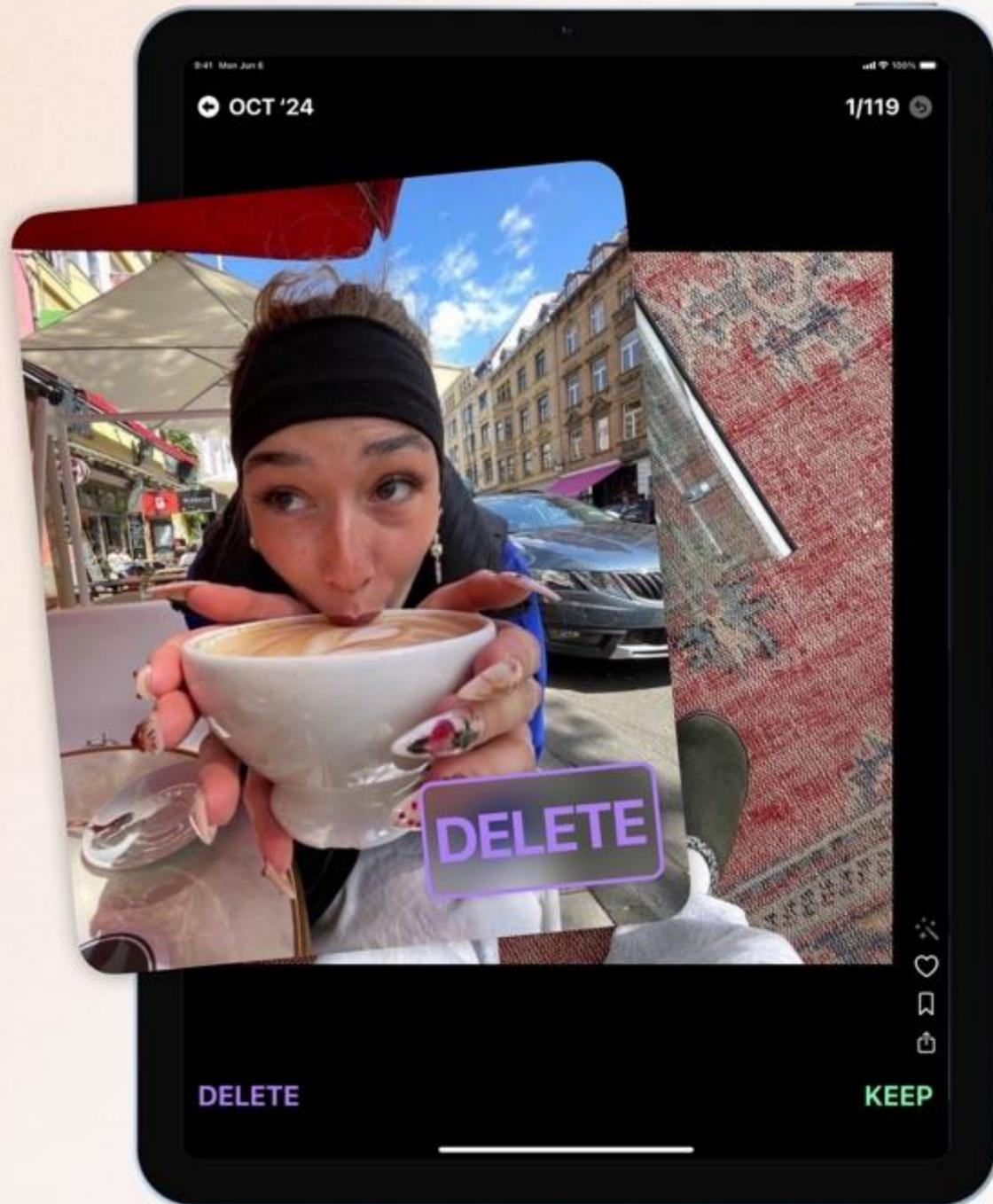
 SPOTIFY.COM/WRAPPED



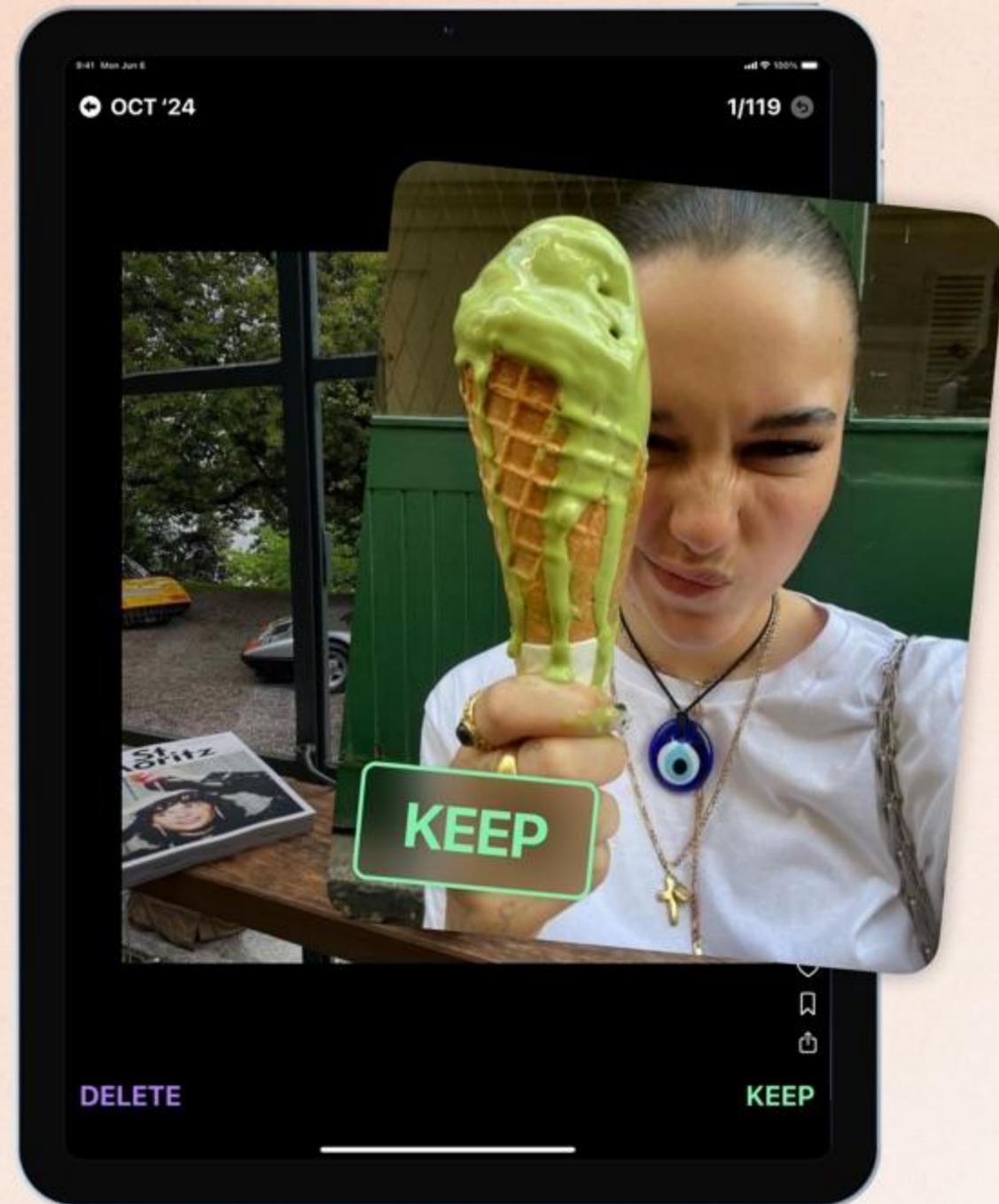
What would  do?

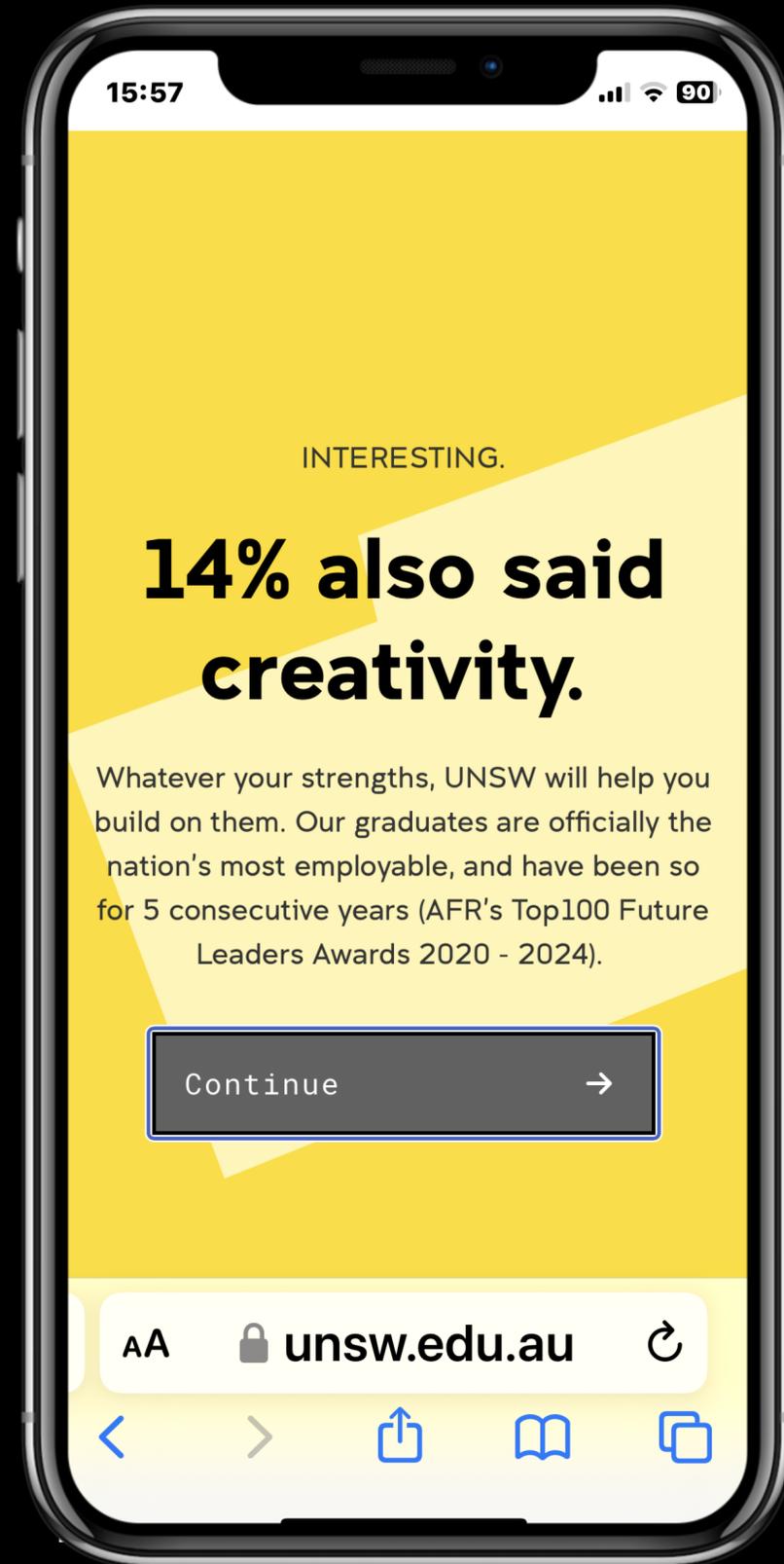
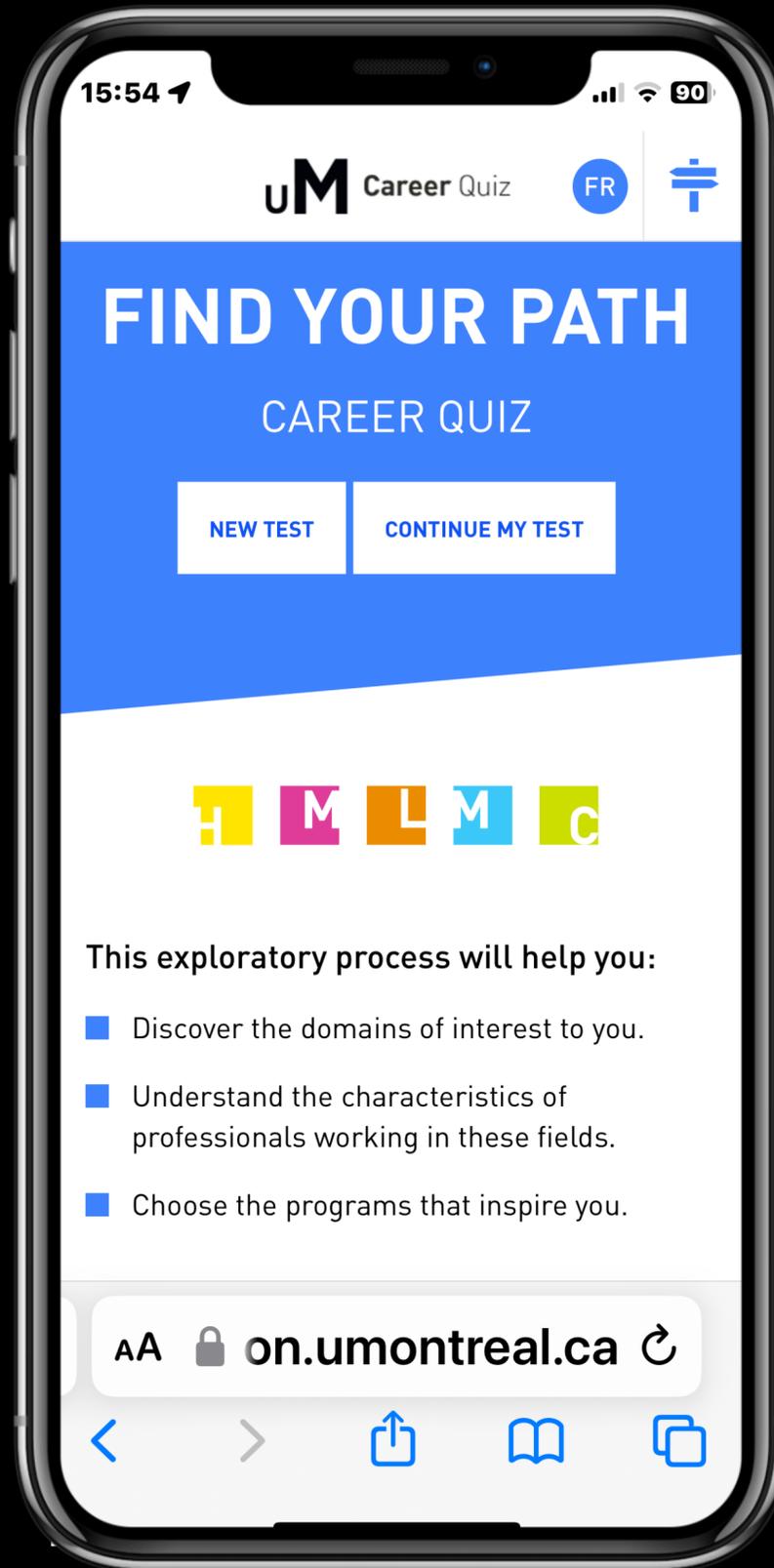
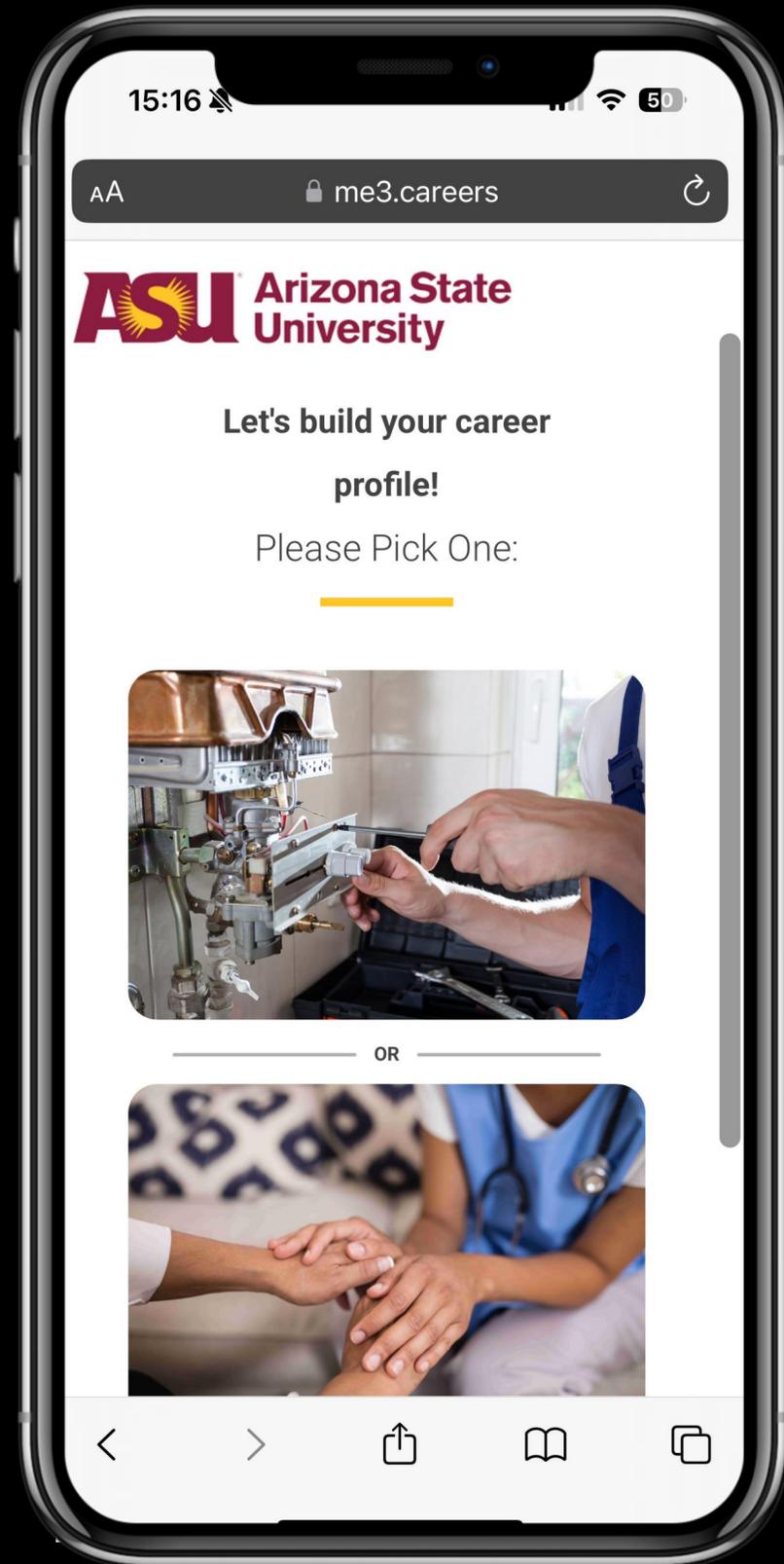


Swipe Left to Delete



Swipe Right to Keep





1. Test & flex
2. Hyper-targeting
3. Personalised content themes



2. Support



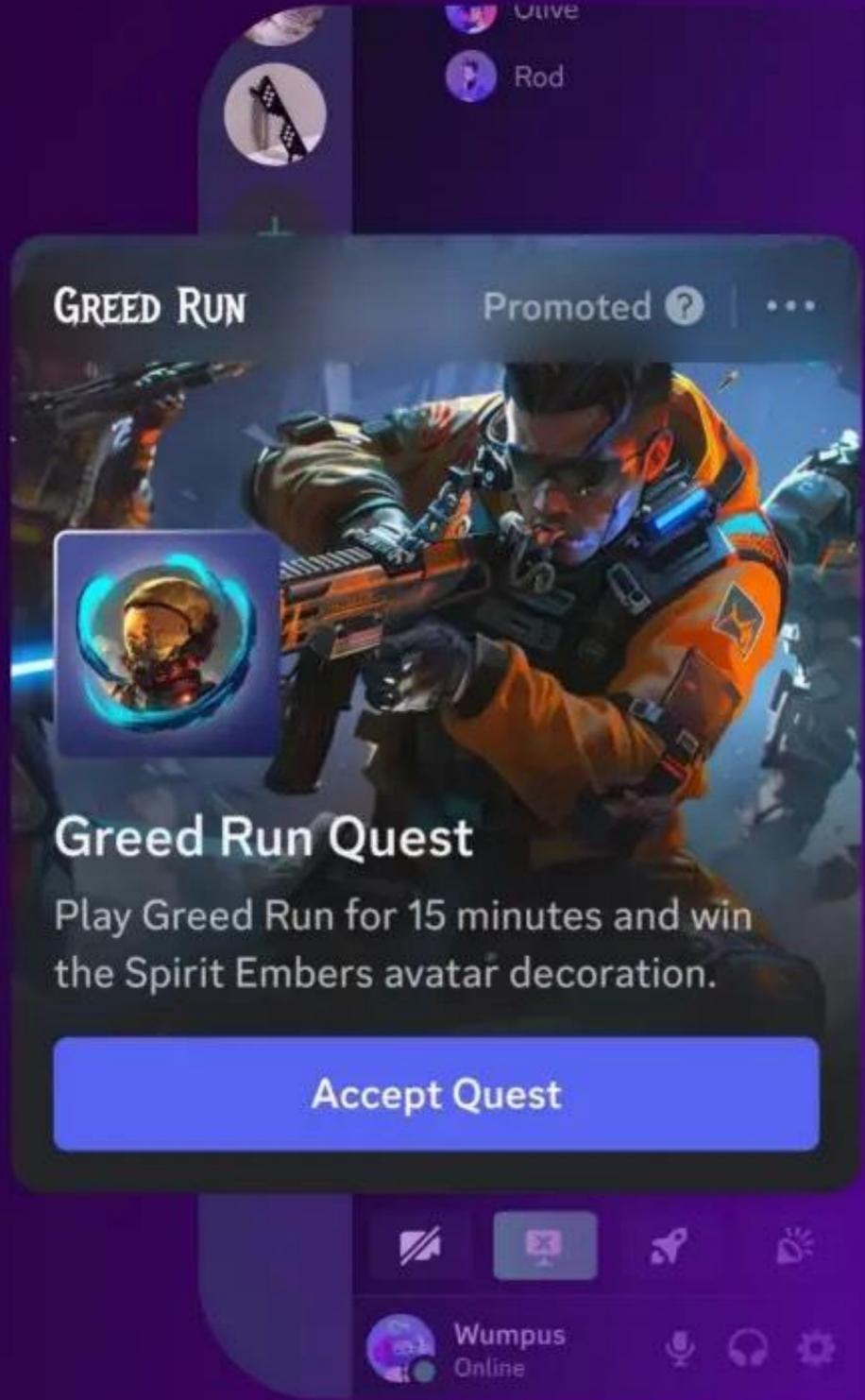


OSOS

TEAR ALONG THE DOTTED LINE TO OPEN YOUR NEW BUYS

What would **ASOS** do?



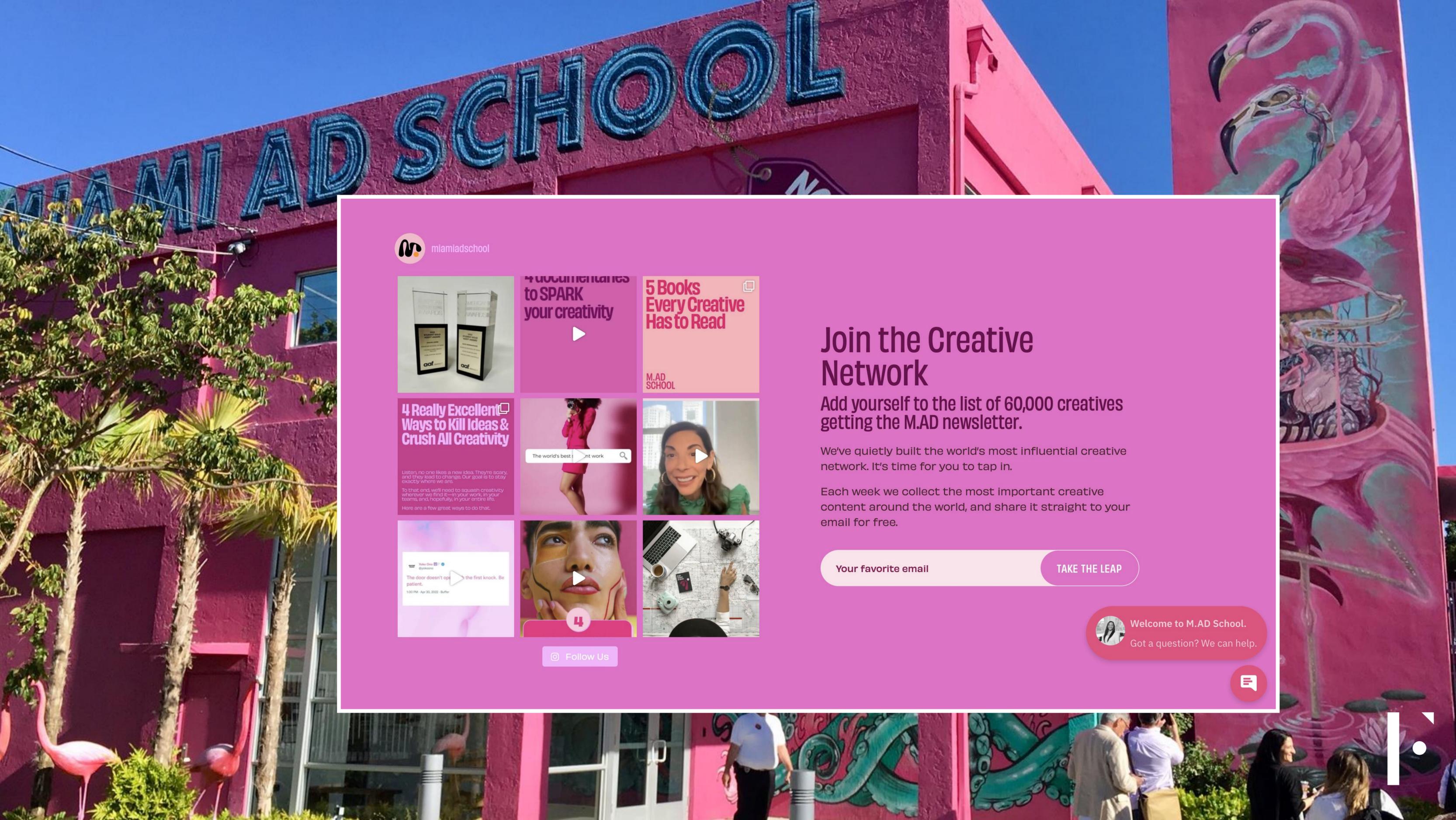


ADS THAT DON'T PLAY LIKE ADS

Quests are our new ad format designed to engage players, and get them playing your game.

[Get In Touch](#)

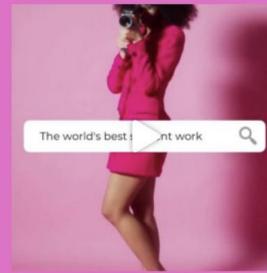




4 Documentaries to SPARK your creativity

5 Books Every Creative Has to Read

4 Really Excellent Ways to Kill Ideas & Crush All Creativity



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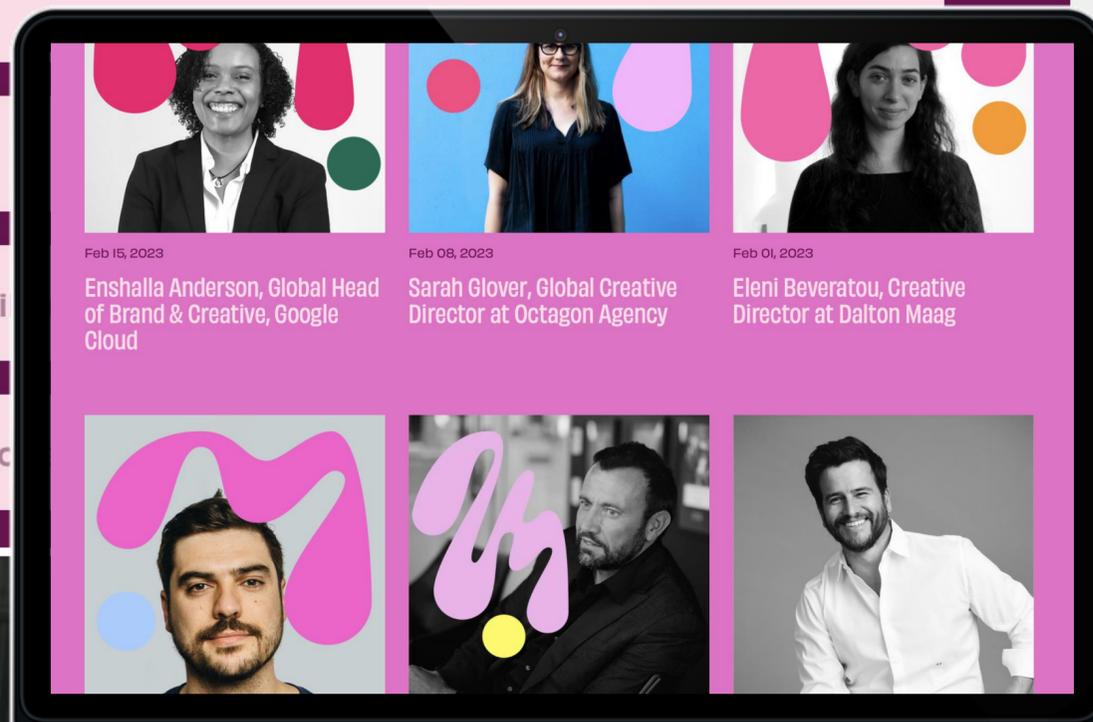
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Live on Zoom. Wednesdays at 4pm.
Sign up below for weekly invites.

First Name *

Last Name *

Your favorite email

Your preferred phone

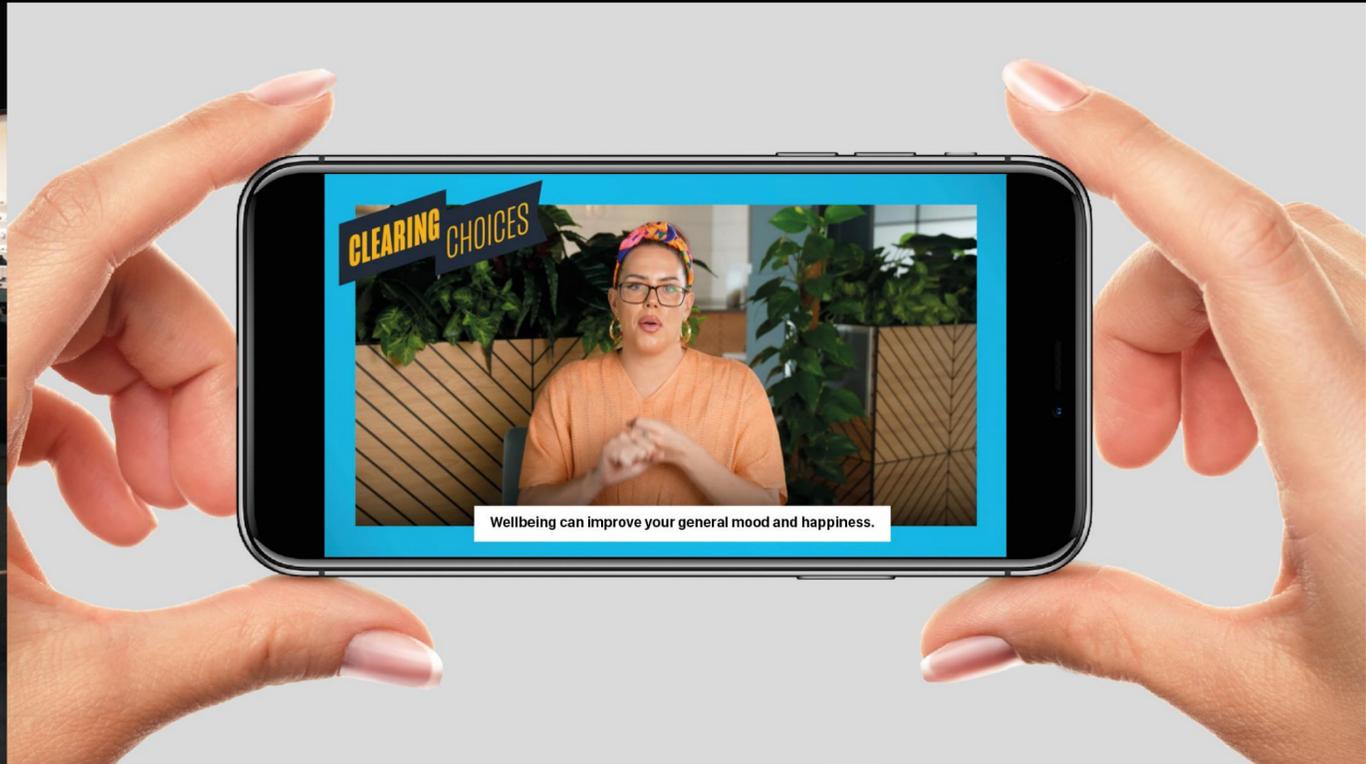
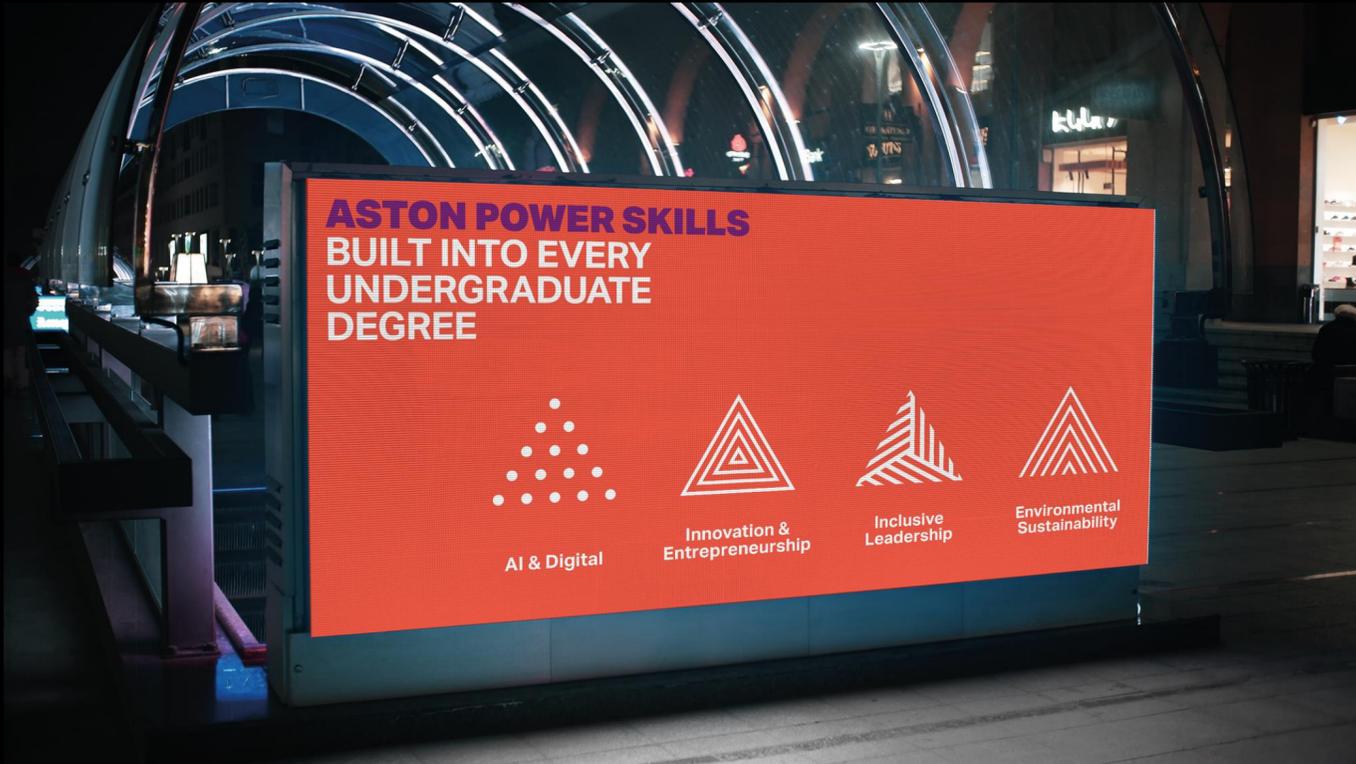


David Butler, Chief Growth Officer - Kids II



1. Make it real
2. We care
3. Support the supporters
4. Reassure through added value





3. Positivity





**YOU CAN'T WIN.
SO WIN.**

"Winning starts in your mind before it ever shows up on the clock. If you aren't locked in, if you don't believe in you first, nobody else will. Bet on yourself every time."

Sha'Carri Richardson



**YOU CAN'T WIN.
SO WIN.**

"Women's sport isn't the future, it's right now. We're seeing it in packed arenas, in TV ratings, in the way people are showing up for the game like never before. Commanding attention isn't about being the loudest in the room. It's about making sure that when you step up, everyone takes notice."

Sabrina Ionescu



**YOU CAN'T WIN.
SO WIN.**

"At Nike, we make sure the athlete is at the center of everything we do, from product creation to storytelling. We are at our best when we are representing the voice of the athlete, and their voice becomes our voice. This brand anthem, featuring elite Nike athletes, is a perfect example of how we can inspire everyone to win, whatever that means for them."

Nicole Graham
Chief Marketing Officer, NIKE, Inc.





o
n

SOFT WINS







What would **adidas** do?



A young woman with a warm smile is the central focus, wearing a white lab coat and a grey hairnet. She is positioned in a laboratory or industrial setting, with large stainless steel tanks and complex machinery in the background. One of the tanks has the letters 'APS' printed on it. The lighting is warm and focused on the woman, creating a professional yet approachable atmosphere.

MY SMALL STEP TO

Feeding the World

P
PURDUE
UNIVERSITY
Food Science



**KEEP
CHASING
THE
NEXT
BEST
YOU**



LOOK
AT ME
NOW



1. Creative spark
2. Reinforce 'why you'





Aston University
BIRMINGHAM UK

UNIVERSITY WILL **NEVER** BE THE SAME AGAIN

A transformational student experience for a fast-changing world



4. Belonging





Anywhere | Any week | Add guests

Airbnb your home



Rooms



Farms



Amazing pools



Top of the world



Play



Amazing views



Countryside



OMG!



Beach



Cabins



Lakefront



Filters

Display total price | Includes all fees, before taxes



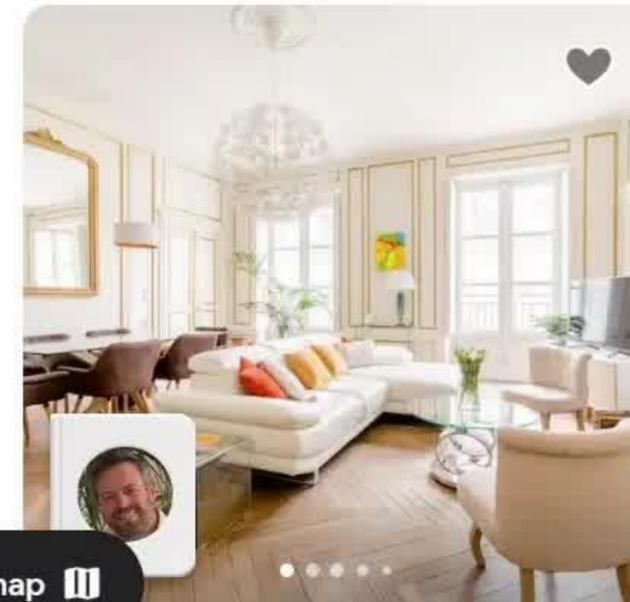
Valencia, Spain
Stay with Sagrario · Coach

★ 4.87



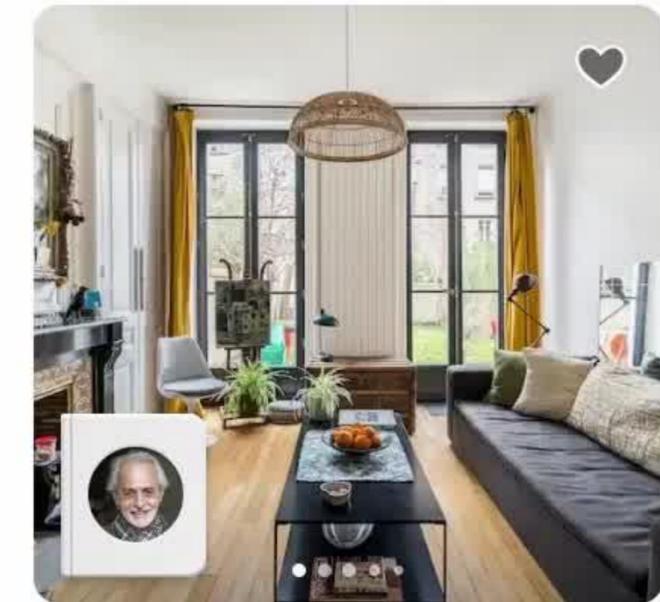
Torino, Italy
Stay with Carmela · Hosting for 7 years

★ 4.87



Nantes, France
Stay with Golwen

★ 4.96



Lyon, France
Stay with Edouard · Coach trainer

★ 5.0

Show map





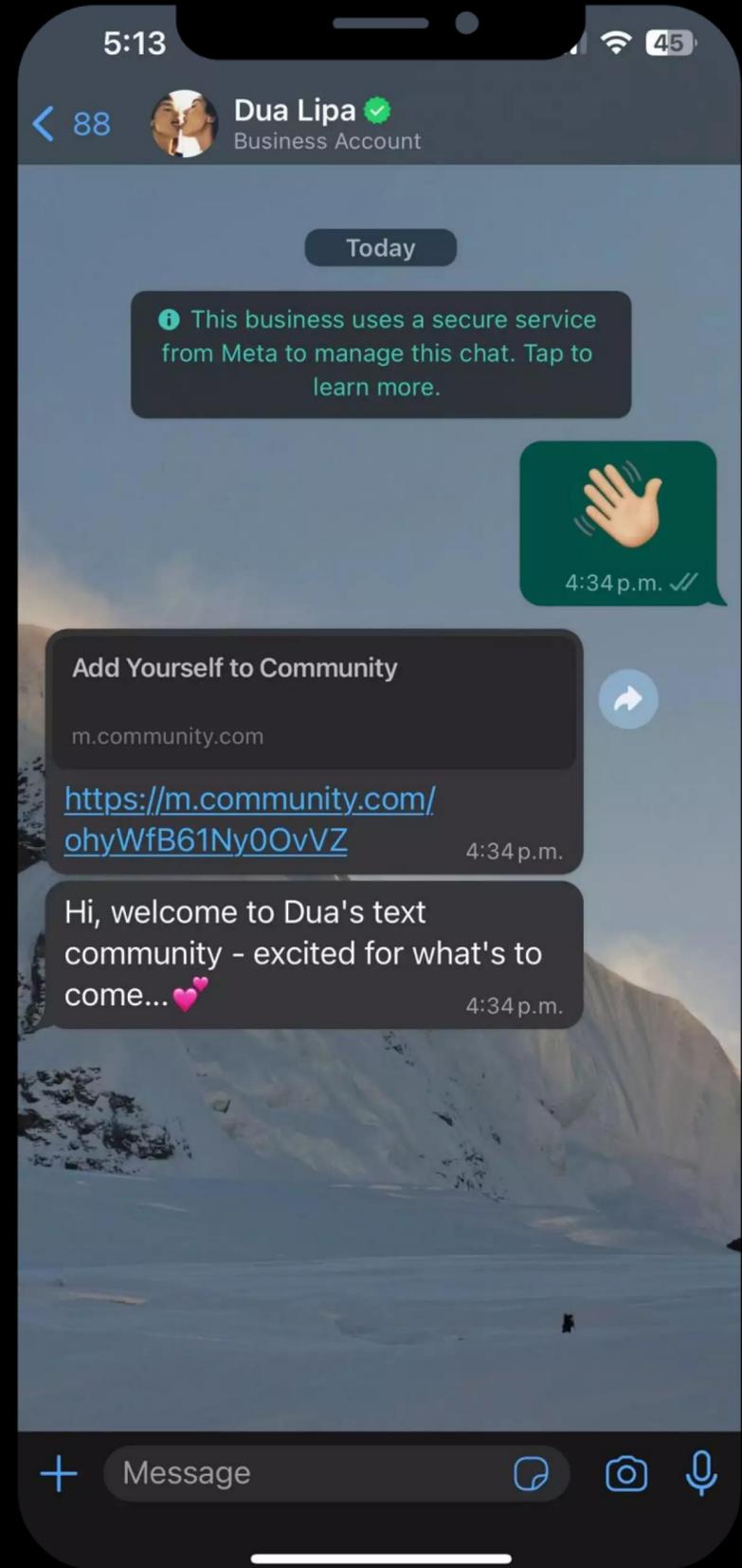


What would



do?





MEET NYU

Your insider guide to life as an NYU undergraduate student



10 Things To Do After Being Admitted to NYU

Exploring the New York Public Library System

Learn about the perks of a library card from the New York Public Library system, including access to experiences and events around the city!

- CITY LIFE
- STUDENT VOICES

NYU's Core Curriculum: Not Just Gen-Eds

NYU's core curriculum flexibility allows students to fulfill their graduation requirements enrolling in dynamic courses that interest them.

- ADMITTED STUDENTS
- CURRENT STUDENTS
- FACULTY
- MAJORS & PROGRAMS

Community Service at NYU Here We Go!

From volunteering for on-campus service days to supporting initiatives abroad, here are some





Public Playlist

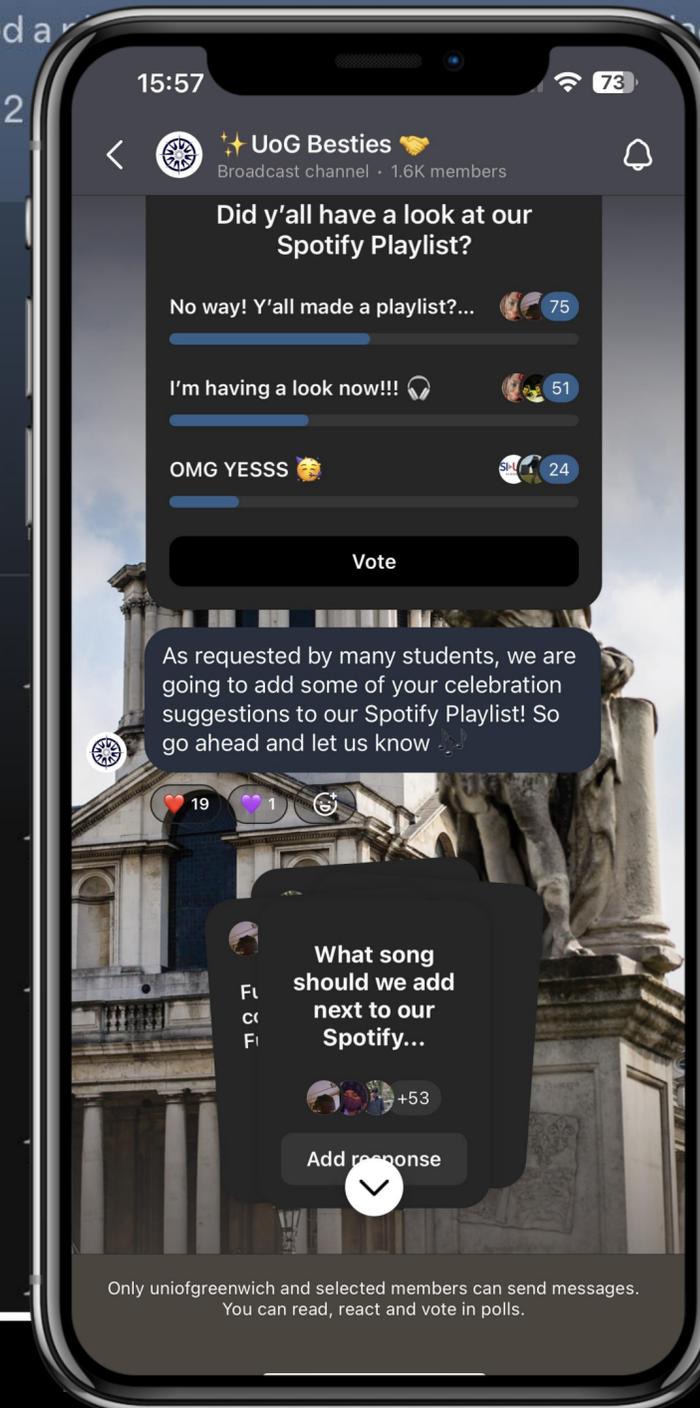
I got in to Greenwich! 🎉

Congratulations, you did it! The staff here has curated a playlist for you to listen to while you wait for your acceptance at...

 University of Greenwich • 38 saves • 36 songs, 2



#	Title	Album
1	 I Gotta Feeling Video • Black Eyed Peas	THE E.N.D. (THE ENERGY NEV...
2	 Celebration Video • Kool & The Gang	Celebrate!
3	 Happy - From "Despicable Me 2" Video • Pharrell Williams	G I R L
4	 CAN'T STOP THE FEELING! (fro... Video • Justin Timberlake	TROLLS (Original Motion Pict...
5	 Move Your Feet	D-D-Don't Don't Stop the Beat



Only uniofgreenwich and selected members can send messages. You can read, react and vote in polls.



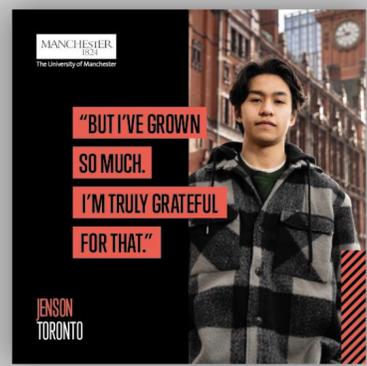
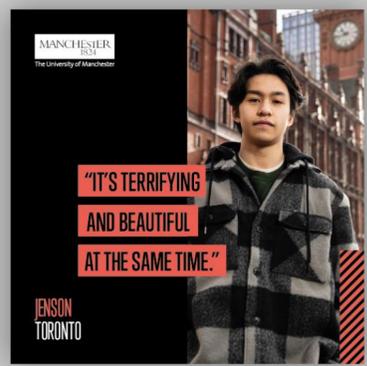
1. Go early
2. Make deeper connections
3. Prioritise authenticity





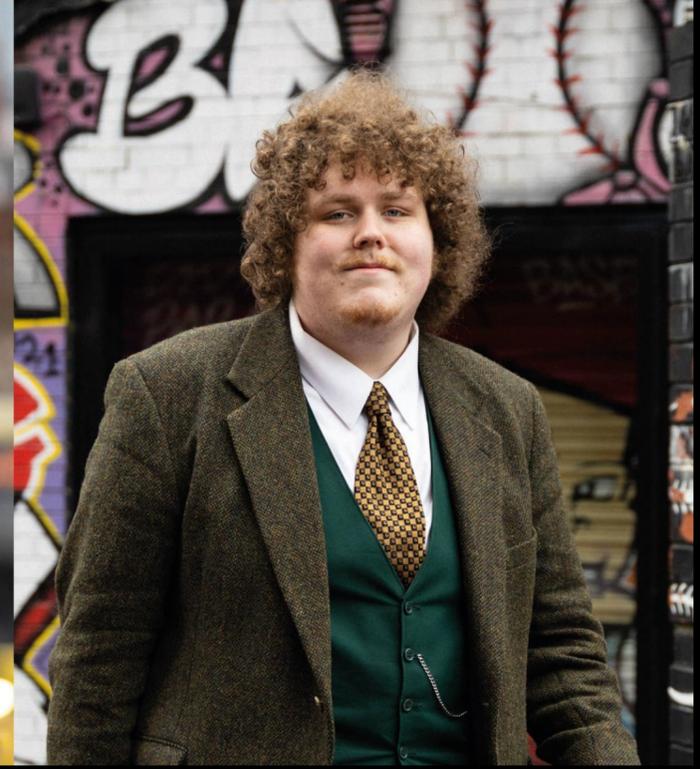
"I FIT IN BETTER HERE THAN I DO IN THE US."

KARISHMA



"IT'S ANOTHER COUNTRY, NOT A DIFFERENT PLANET."

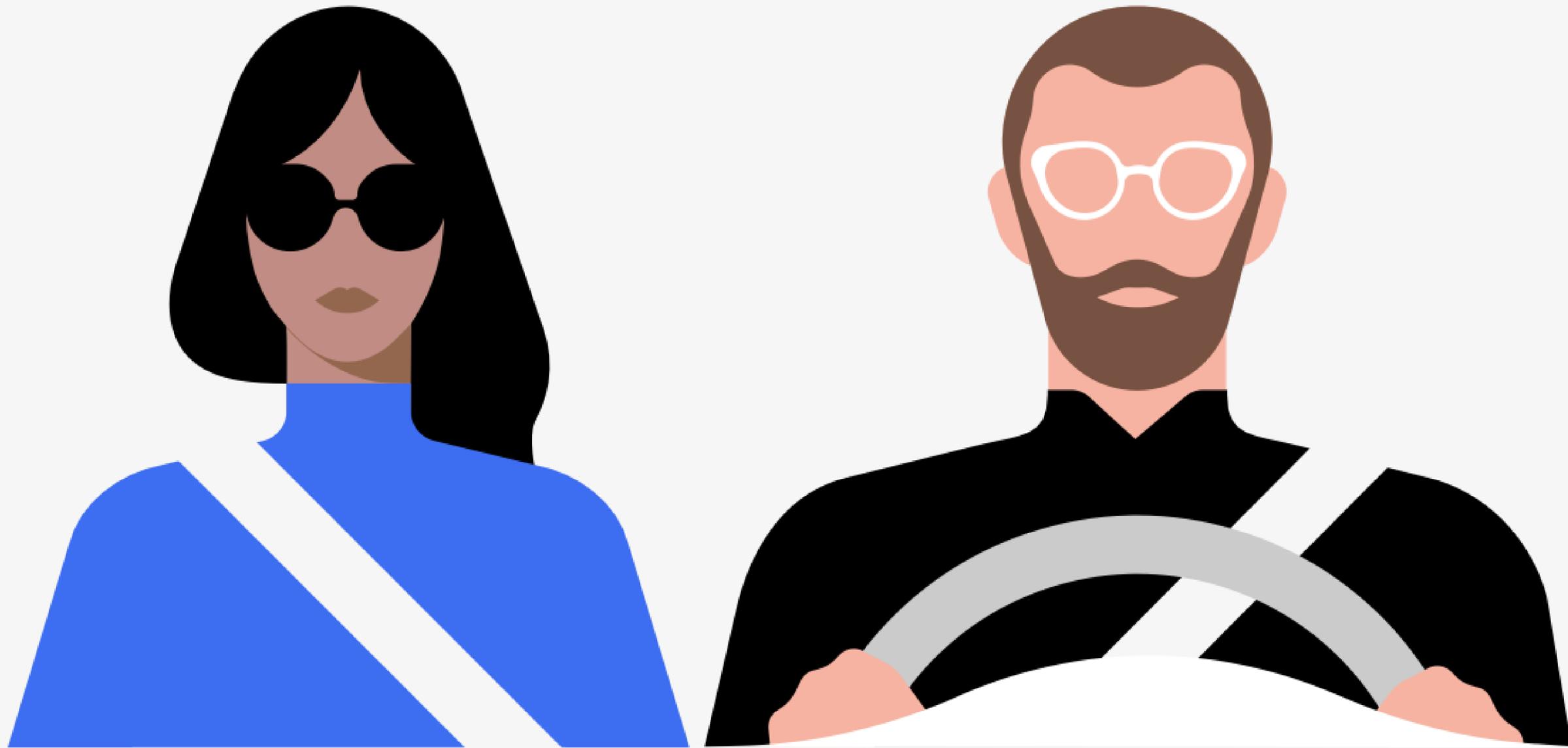
KATIANA



5. Easy



Uber



What would **Uber** do?





1. Think omnichannel
2. Respond to consumption trends
3. Bitesize



