

UCAS

# WHAT IF ADIDAS DID CLEARING?

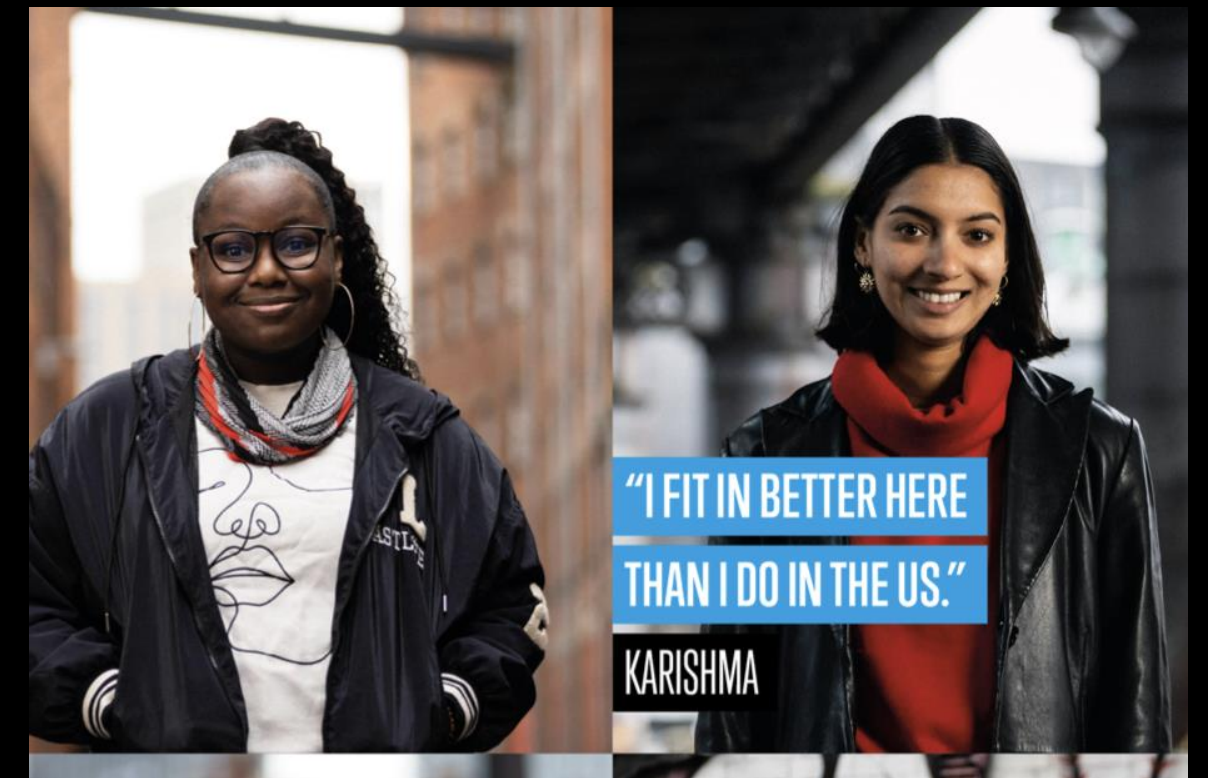
---

**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](https://SPOTIFY.COM/WRAPPED)





What would  do?

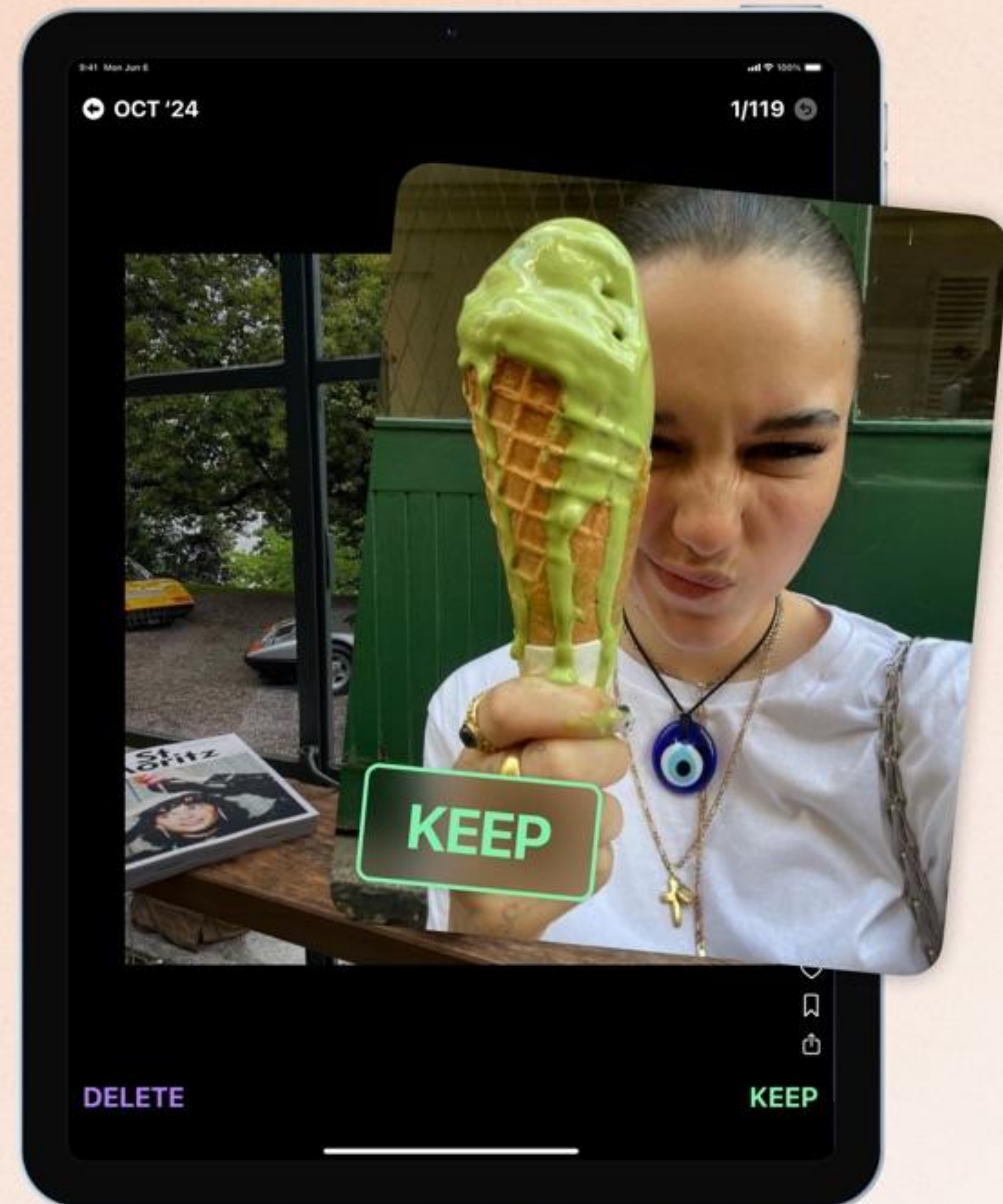




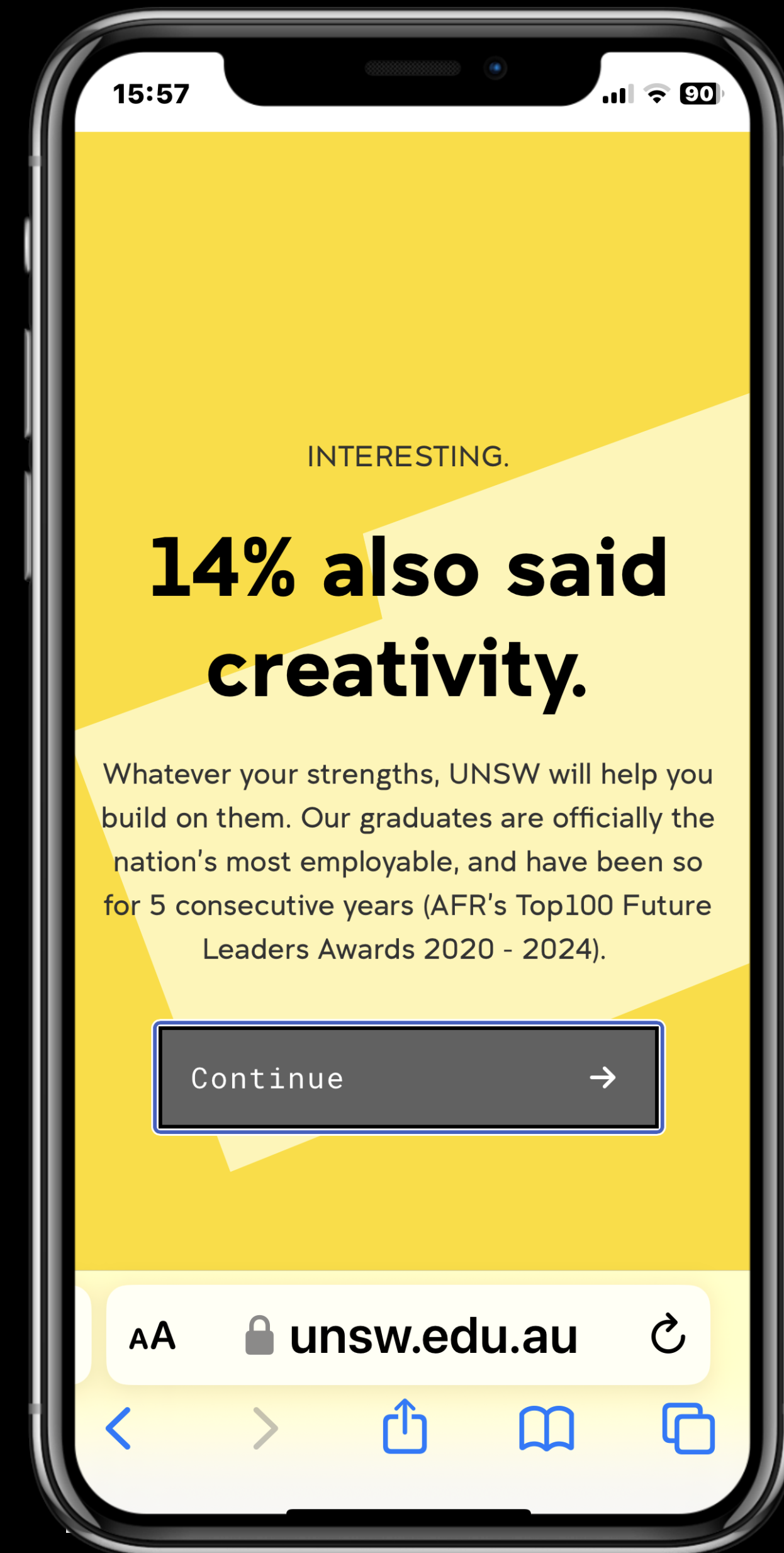
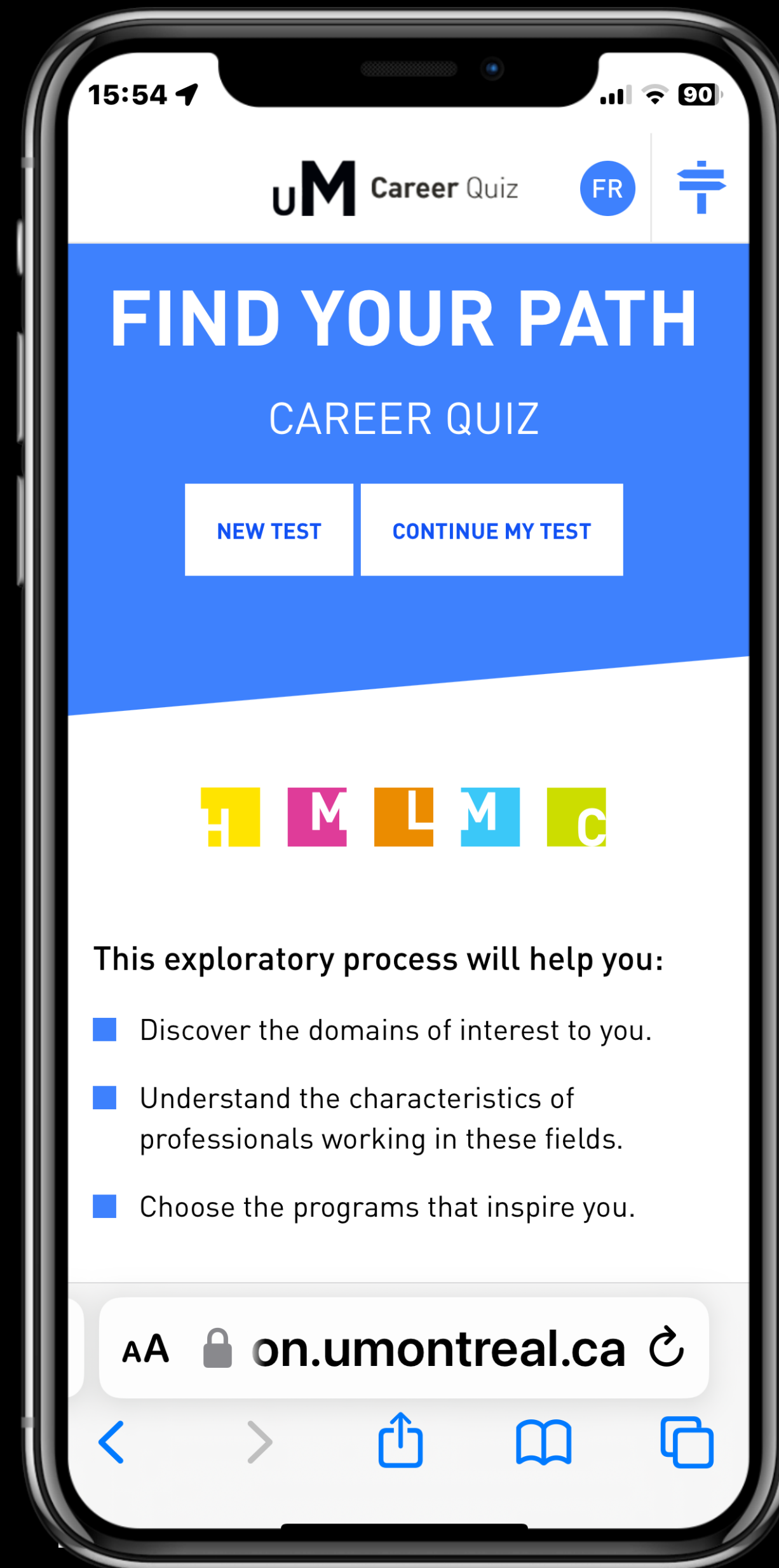
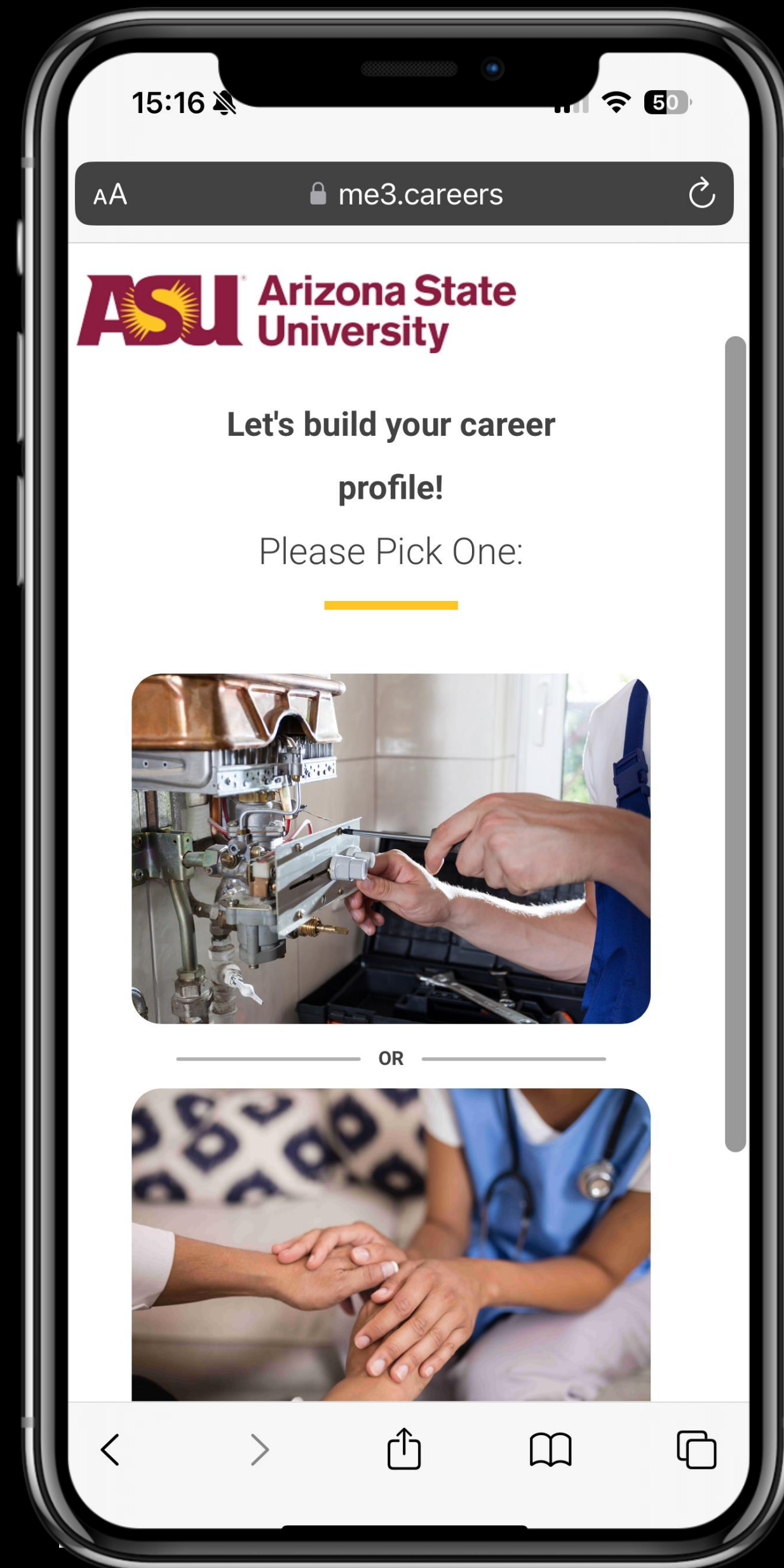
## Swipe Left to Delete



## Swipe Right to Keep









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









## 2. Support









**What would aSOS do?**



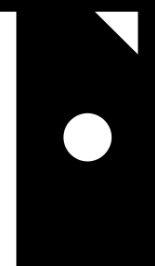




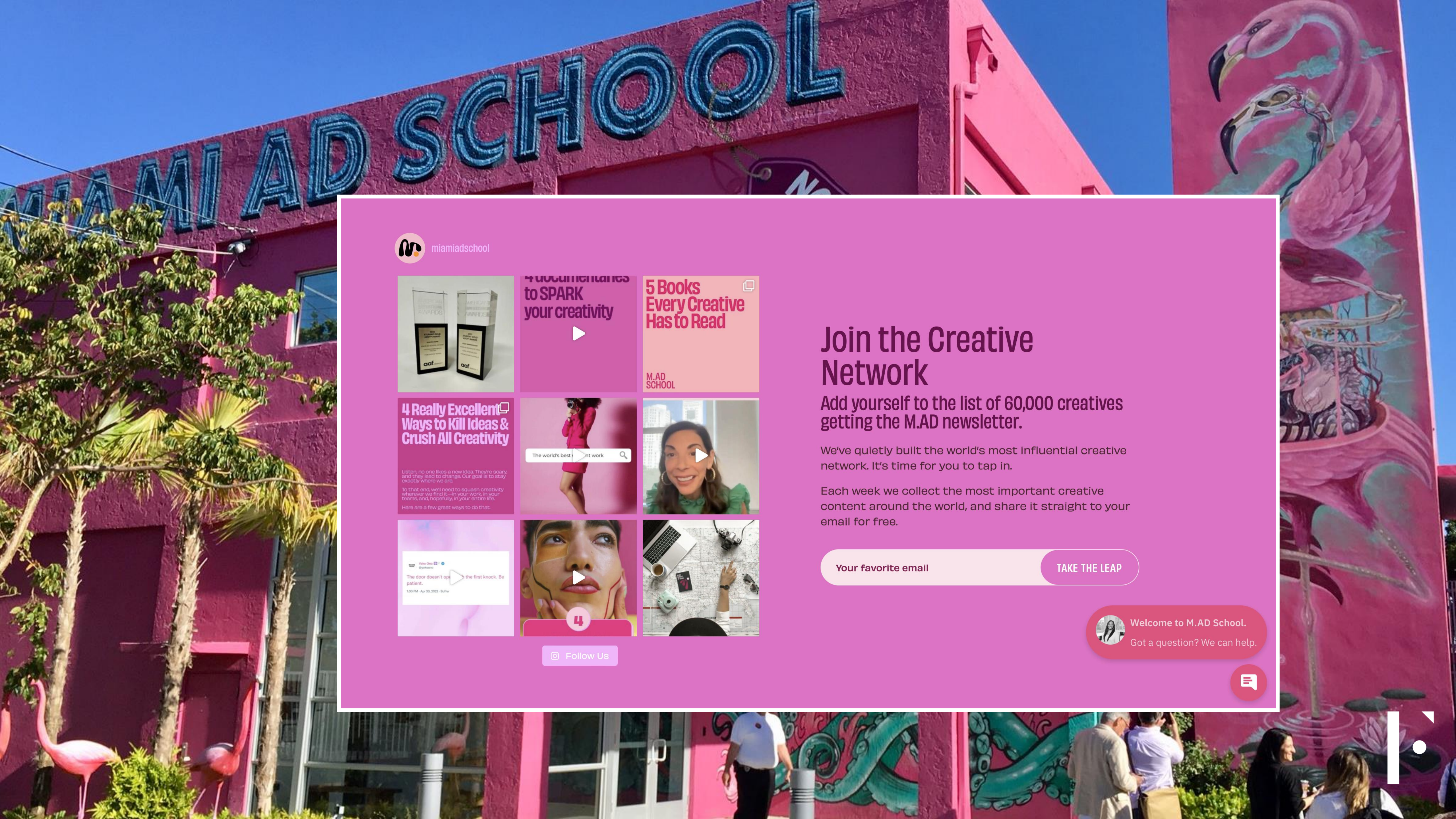
# ADS THAT DON'T PLAY LIKE ADS

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

Get In Touch







miamiadschool



4 Documentaries  
to SPARK  
your creativity

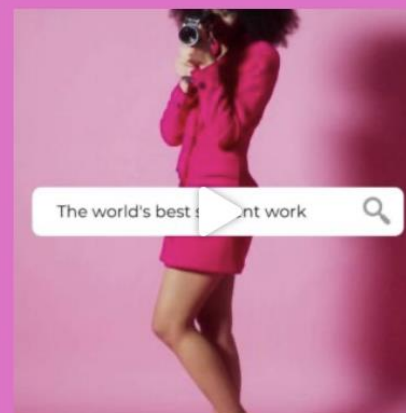


5 Books  
Every Creative  
Has to Read

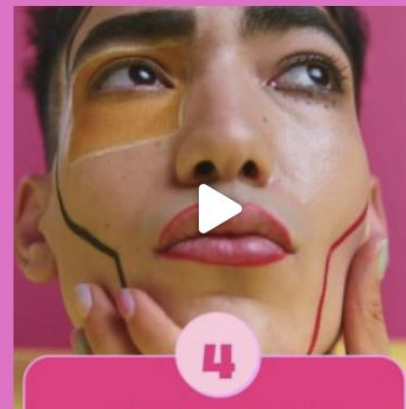
M.A.D  
SCHOOL

4 Really Excellent  
Ways to Kill Ideas &  
Crush All Creativity

Listen, no one likes a new idea. They're scary,  
and they lead to change. Our goal is to stay  
exactly where we are.  
To that end, we'll need to squash creativity  
whenever we find it—in your work, in your  
teams, and, hopefully, in your entire life.  
Here are a few great ways to do that.



The world's best creative work



4



Follow Us

## Join the Creative Network

Add yourself to the list of 60,000 creatives  
getting the M.AD newsletter.

We've quietly built the world's most influential creative  
network. It's time for you to tap in.

Each week we collect the most important creative  
content around the world, and share it straight to your  
email for free.

Your favorite email

TAKE THE LEAP



Welcome to M.AD School.

Got a question? We can help.





# M.AD Insider Series

World-leading creative experts every week.  
Live on Zoom. Wednesdays at 4pm.  
Sign up below for weekly invites.

First Name \*

Last Name \*

Your favorite email

Your preferred phone



Feb 15, 2023

Enshalla Anderson, Global Head of Brand & Creative, Google Cloud



Feb 08, 2023

Sarah Glover, Global Creative Director at Octagon Agency



Feb 01, 2023

Eleni Beveratou, Creative Director at Dalton Maag



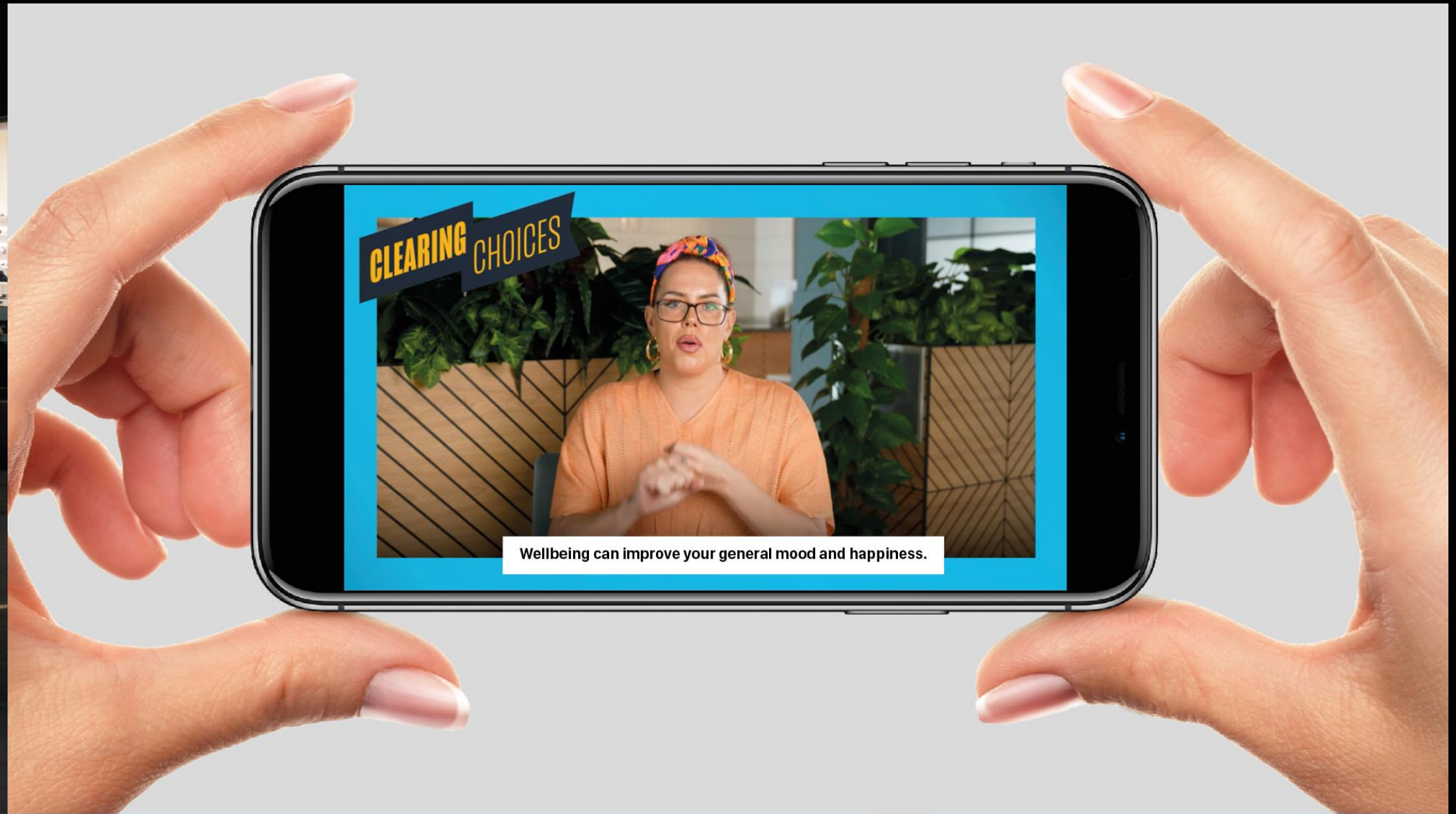
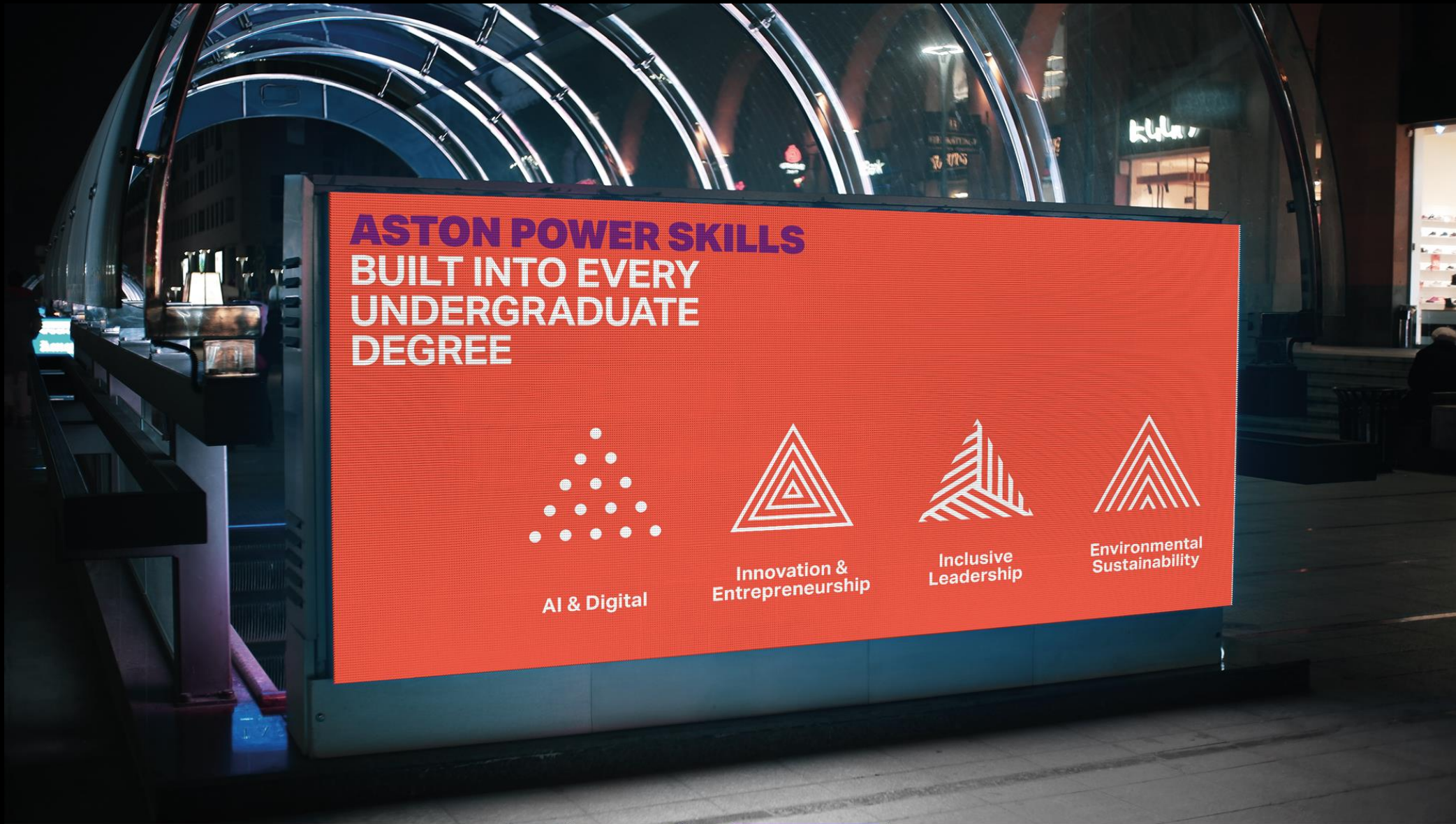
David Butler, Chief Growth Officer - Kids II



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









# 3. Positivity





A full-body photograph of Sha'Carri Richardson standing against a plain, light-colored background. She is wearing a bright red, long-sleeved Nike jumpsuit. She has long, dark hair and is looking directly at the camera with a slight smile. Her hands are raised near her face, with fingers spread. She has visible tattoos on her forearms and thighs. A white Nike swoosh logo is positioned in the bottom left corner of the panel.

**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

A photograph of Sabrina Ionescu in a crouching pose. She is wearing a white tank top and tan cargo pants. She is looking towards the camera. A red Nike basketball is on the floor in front of her. A white Nike swoosh logo is in the bottom left corner.

**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

A photograph of Nicole Graham standing on a small white pedestal. She is wearing a white Nike jacket and dark pants. She has her arms raised in a celebratory gesture. A white Nike swoosh logo is in the bottom left corner.

**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.





on

SOFT **WINS**









What would  adidas<sup>®</sup> do?





A young woman with dark hair, wearing a white lab coat and a grey hairnet, is smiling at the camera. She is standing in front of large industrial stainless steel tanks. The tank directly behind her has the letters 'APS' printed on it. The background is filled with various pipes, valves, and mechanical components of a food processing plant. The lighting is warm and focused on the woman.

**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'

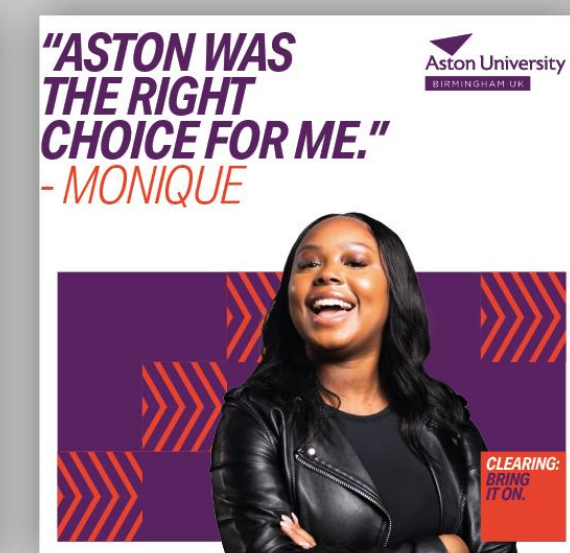






# UNIVERSITY WILL **NEVER** BE THE SAME AGAIN

A transformational student experience for a fast-changing world





# 4. Belonging





















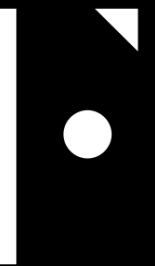
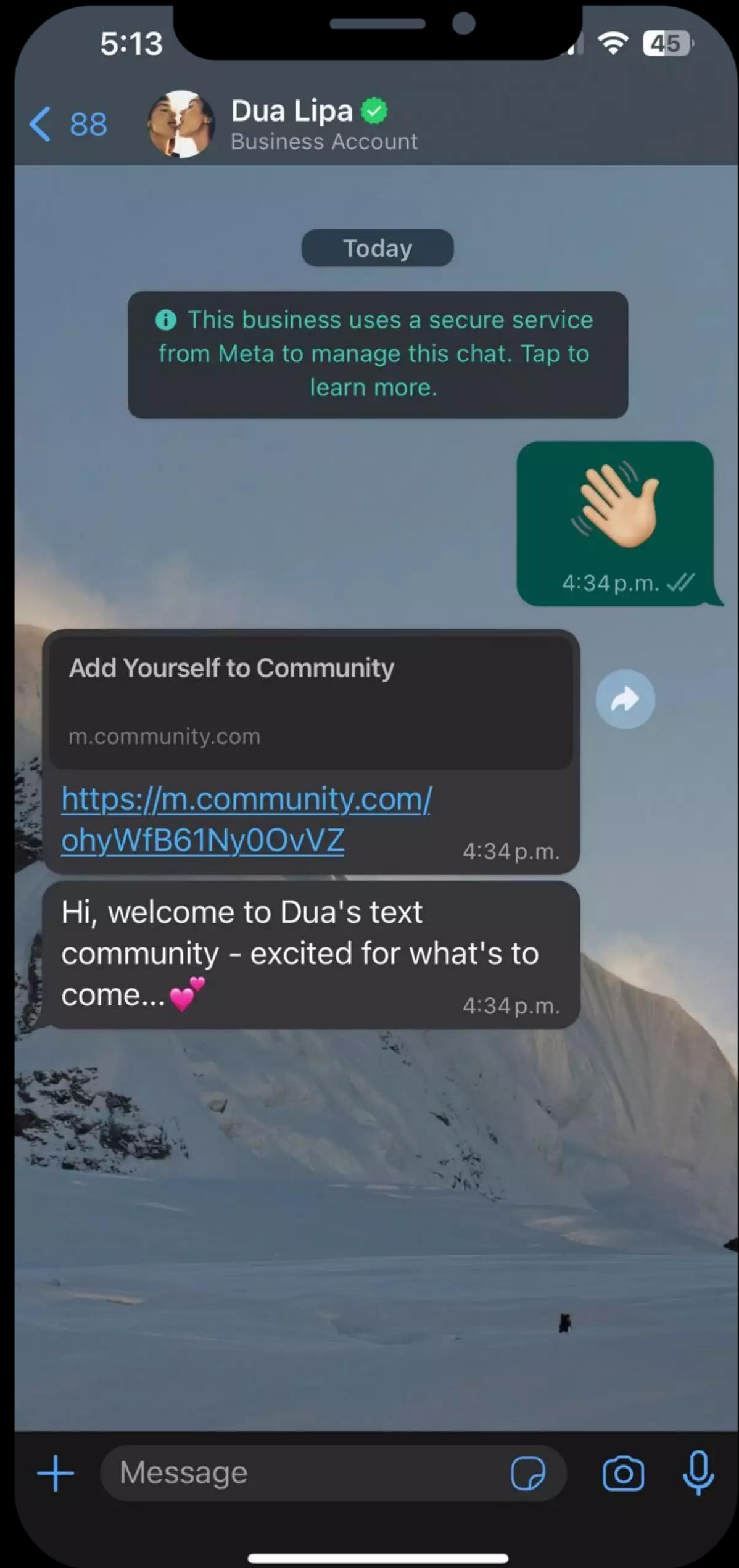
**What would**



**do?**









# MEETNYU

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 to celebrate your achievement 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





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







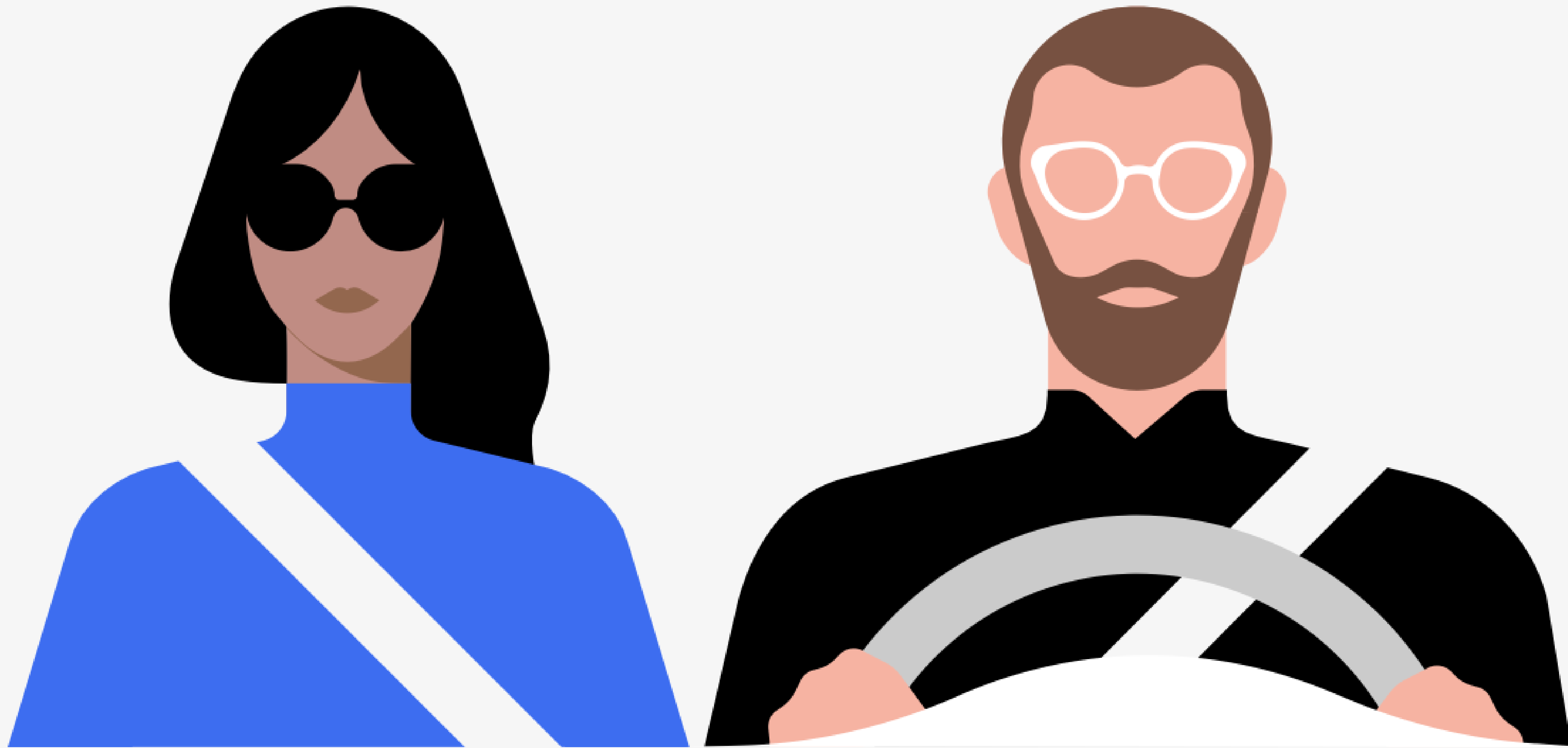


## 5. Easy





# Uber





What would Uber do?









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





