

# Advertising Agency



## All about me:

I went to St Cuthbert's High School in Leith, then to Glasgow University to study History and Politics followed by an MA in Marketing at Strathclyde University.

I wanted to combine these interests by working in advertising on projects such as government campaigns for public health.

I worked at Milward Brown in brand strategy, and then worked for Barclays, followed by E-on, the Scottish Government and currently at the **Leith Agency**.

<https://leith.co.uk/>

I actually applied to the Leith Agency when I came out of university, and they didn't give me an interview, so it proves that perseverance pays off in the end.

## The Leith Agency:

At the Leith Agency, I have worked on campaigns for Irn Bru and the Bank of Scotland. We make TV, radio, cinema and online advertisements. In fact now, 50% of our work is for online advertising.

## What we do:

We solve problems with ideas. Our clients come to us with a problem - they may need to change the public view on a health topic, they may have a brand new business or they may have a new product to launch. Irn Bru hired us to promote their new (nearly) sugar-free version of their drink,. The First Great Western Train company wanted us to help them re-engage with passengers after terrible flooding caused long-lasting damage to some of their lines (part of the railway network fell into the sea).

## Campaigns:

### First Great Western

"Be a Great Westerner" - "Breath-Taking... Train Waiting"

This TV advert aimed to attract people back to the South West. The script was really effective. It was written by Chris in the agency who is very good at writing.

### Organ Donation Register

"Everybody can save a Life"

This is a sensitive topic. We wanted to encourage more people to sign up to the register to donate their organs, (as sometimes families don't always know their relatives wishes). We also wanted to break the myth that if you were older that your organs wouldn't be useful.

At the end you see Gordon who had a heart transplant when he was a teenager.

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## Lung Cancer

“Lung Cancer isn’t what it used to be”

At one point, Lung Cancer was the biggest cause of death in the UK, however in recent years, if you have an early diagnosis, you are now much more likely to survive lung cancer. We wanted to convey this message to the public on behalf of the NHS to save more lives. We were lucky enough to work with Sir Alex Ferguson. His parents had sadly died of lung cancer so we asked him to convey our core message “Don’t get scared, get checked”.

This was a life-saving campaign.

## 2014 Commonwealth Games in Glasgow:

There had not been much interest in ticket sales, perhaps because people planned to watch the games on television and the Delhi Games hadn’t been perceived to be well-organised.

Our job was to build excitement around the games, so we asked Chris Hoy to meet Danny MacAskill. They had never met before, and we filmed their first meeting. You can see the whole film online.

## Irn-Bru:

Irn-Bru beats sales of Coca-Cola in Scotland, it is the only national drink to do this in the world! We were asked to create a campaign that continued this trend. So we went with the concept of Likeable Maverick - sometimes cheeky, sometimes edgy but always positive.

We ran this campaign with the Granny on her scooter in 2000, and this is a more recent campaign - an animation of a screw unscrewing itself to dislodge the shelf so it can land in some Irn-Bru with the strapline, “Get some iron in you”.

## Types of Jobs in Advertising:

There is a huge range of jobs.

<b>Lateral</b>	<b>Linear</b>
Creative	Analytical
Intuitive	Logical
Visual	Verbal
Imaginative	Sequential
Artistic	Mathematical
Abstract	Factual

## Which one are you?

It is worth trying the Diagonal Thinking Self-Assessment Tool to find out.

[www.diagonalthinking.co.uk](http://www.diagonalthinking.co.uk)

This is an online tool designed to aid recruitment into the advertising and communication industries

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## How to get into Advertising?

### **Advertising Unlocked: An industry-wide open Day for schools & colleges across the UK**

This year, on **Friday 27 September 2019**, Advertising agencies across Scotland will open their doors to “fresh young talent”. This programme wants to increase diversity and to give pupils and students a glimpse into what goes on in an Advertising agency.

#### **Some good places to find out more:**

Careers in Advertising

<https://ipa.co.uk/knowledge/careers-in-advertising>

Information on the Industry

<https://www.adassoc.org.uk/>

Best Blog

<http://davetrott.co.uk/>

Ads of the World

<https://www.adsoftheworld.com/>

## **Questions?**

### **What is the biggest company you have worked with?**

The biggest companies have been the banks - first Barclays, and more recently, the Royal Bank of Scotland

### **How long does it take from the idea until it appears on TV?**

It usually takes about 2 to 3 months. The minimum time it could take would be about 6 weeks, but sometimes, we have 6 to 12 months to work on a project depending on how much money is spent on it. I am never bored, I am always busy.

### **What was it like meeting Alex Ferguson?**

It was great, he is very charismatic and very tall! He told us lots of stories about his time at Manchester United, and who his favourite footballer was. Meeting Chris Hoy was also exciting - I got to hold his bike, it was incredibly light!

### **Do you get to travel?**

Yes, we have clients in London, Brussels and Copenhagen, so we travel quite often.

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