



The University of Georgia

ADPR 5992 Special Topics Advertising and Campaign Analysis

Cannes Lions Festival Study Abroad Program 3 week Summer Short Session 1

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Introduction

The Cannes Lions website (www.canneslions.com) defines the festival thusly:

“The Cannes Lions International Advertising Festival is the world's only truly global meeting place for professionals in the communications industry who want to keep ahead of the curve. During seven days in June, thousands of delegates from 90 countries gather in Cannes to listen to speakers such as Sir Martin Sorrell, Bob Greenberg, Kofi Annan, Steve Ballmer, Biz Stone, Maurice Lévy, Bob Geldof, Mark Tutssel, Tham Khai Meng and hundreds of others, whilst around 250 jury members judge over 22,000 pieces of the most creative advertising from across the world. All the entries are available to view for delegates in exhibitions, kiosks and in screenings...

The networking and learning opportunity of the year, Cannes Lions is the must-attend event for any creative professional wishing to stay ahead with the innovations in their field.”

Course Description & Purpose

Commercial production techniques are changing dramatically, given the digital revolution and the economic downturn. Creators of television, radio and web commercials find themselves redefining what a commercial is and how to produce them. New narrative and aesthetic structures, commercial lengths and placements, and concepts of branding, among other variables, are questioning and in some cases replacing traditional advertising strategies. This revolution is taking place internationally, with much of the most innovative work occurring outside of the United States. In this course, students will study, critique and produce commercials in and for the digital age, based upon what they see and learn at the Cannes Lions Festival.

- To learn about new production techniques and platforms for advertising products in all media;
- To critique production and marketing techniques;
- To explore how new production and distribution techniques influence, direct, enhance, limit, expand and subvert advertising content;
- To create an advertising campaign for a particular product using ideas discovered at the Festival and to present that campaign to the class;

- To critique and analyze the role of advertising in contemporary society;
- To write with insight about the Festival and your role in it.

During the first week of the three-week program, students will participate in seminars and workshops on commercial production techniques. The second week of the program is the festival itself. Students will attend the Festival seminars, workshops, lectures, screenings, and awards ceremonies. They will critique what they see and hear. And during the final week of the program, students, working in small groups, will write and produce digital commercials.

Assignments

During the festival students will critique at least one of those events each day of the festival. For the term project, students will write and produce a commercial campaign, based on what they have learned during the festival. Each small group will present its project to the entire class.

Daily Critiques: Go to BLOGSPOT and set up a blog for yourself for this course. Put your last name in the name of the blog/url. You will post all your writings for this course on your blog. Send your url to the Cannes Lions Study Abroad Program listserv, so other students can access and comment on your blog. Please comment on each other's blogs.

At the end of each Festival day, post a short critique of each session and meeting you attended that day – total: one double-spaced page in length. Evaluate events critically, paying particular attention to useful ideas that you might employ in your work. Give more space to the sessions/meetings that you found most provocative. This critique is due at the end of each festival day.

Production Critique: During the course of the festival, view three commercials. Describe, analyze and critique the effectiveness of these commercials. Hypothesize on the production techniques used to produce these commercials. Propose ways to improve the commercials. If applicable, describe and critique how new production techniques contribute to or detract from the effectiveness of these spots. Each of these three papers should be no more than one page in length. Post to your blog, one each day beginning on Thursday of the Festival. (Note: You can view commercials at your leisure in the Lumiere Theater in the Palais.)

Campaign Assignment: In your group – these will be assigned during the first few days of class – create an advertising campaign in conjunction with your group members for a specific product. We will assign each group a particular product. Your group will present your campaign to the class on the final class day of the program. Faculty and others will judge these campaigns, and we will declare winners and award prizes.

Experiential Paper: Write a 500-word experiential paper on a particular event in your life during the period of this program. Write in the first person. Tell us about some specific thing that happened to you. Employ all your writing skills. This narrative can take any form you desire – short story, journalism piece, poem, screenplay, etc. The best of these papers will be read out loud on the final day of the program.

Attendance

Attendance is mandatory. Students are expected to participate in class discussions.

Grading

The final grade is based on the aggregate grades of assignments, participation in festival workshops and events, and participation during class discussion.

Daily Festival Critiques	15%
Commercial Critiques (3 total)	15%
Participation	10%
Experiential Paper	10%
<u>Group Project and Participation</u>	<u>50%</u>
	100%

Final grades are determined on the following percentage scale. Please note: Final grades are rounded to the nearest tenth of a percent. Because we round up throughout the term, there is no “rounding” of final point totals.

A = 90-100, B = 80-89.9, C = 70-79.9, D = 60-69.9, F = 59.9 and below.

Schedule

Week 1. Introduction to global advertising concepts, global advertising work, assignments discussed, and preparation for attending the Cannes Lions Festival: Five 2-morning sessions (12.5 contact hours).

Week 2. Cannes-Lions Festival. We will meet for each morning during the festival. The balance of the time will be spent attending seminars, workshops, key-note addresses, awards ceremonies, and reviewing entries: Seven morning sessions (13+ contact hours).

Week 3. In-class discussion of the festival and global advertising strategy. Students present final reports: Five morning sessions (12.5 contact hours)

Note: Unless otherwise noted, class is held every day except weekends and during the festival.

Student Conduct and Honesty

All academic work must meet the standards contained in “A Culture of Honesty,” UGA’s policy on academic honesty. Each student is responsible to inform him/herself about those standards before performing any academic work. Any form of academic dishonesty is unacceptable. University policies regarding academic honesty will be strictly enforced.

Americans with Disabilities Statement

If you have a disability or condition that compromises your ability to complete the requirements of this course, you must notify me within one week of receiving this syllabus. I will make reasonable efforts to assist you. You are encouraged to contact the Disability Resource Center:

Director: Karen Kalivoda, Location: Clark Howell Hall, Phone: 542-8719 or 542-8778 (TTY)

Diversity Statement

It is my intention to respect all types of students and viewpoints. I expect you to extend the same courtesy to me and your classmates.

Note

This syllabus is not a contract and may be changed at any time for any reason by the faculty member. In other words, please note that this syllabus is a general plan for the course. Deviations to the class by the instructor may be necessary.