



MarketableCreativity™

The Future Face of **ADVERTISING** **NEEDS CONTINUITY.**

ENGAGE EARLY AND REMAIN INVOLVED

Marketable Creativity will carry out its mission with efforts that begin in middle school, continue throughout high school and college, and extend into the post-graduate early career years.

MARKETABLE CREATIVITY FLAGSHIP PROGRAMS

CREATIVITY ON BLAST SYMPOSIA AND HIGH SCHOOL CLUBS

An exciting week-long introduction to Advertising, Marketing, Technology and Design for small groups of 10-15 students lead by industry professionals.

Students bitten by the bug and desiring more will be able to join an extracurricular Creativity on Blast club in partnership with their local MC chapter. Clubs will host guest speakers, participate in challenges, field trips, and other activities to help fuel a passion for Advertising, Marketing, Technology and Design.

CREATIVITY COMPASS SCHOOL TOUR

This first-of-its-kind traveling exhibit will visit select schools across the country to generate excitement, awareness, and interest in Advertising and Marketing and other creative career fields. The dynamically interactive exhibit will allow students to navigate industry milestones, view historic and recent campaigns, see behind-the-scenes video, be introduced to various agency roles and functions, ask questions of industry professionals at their agencies in real time, and more. Industry professionals will be on hand to conduct Q&A sessions.

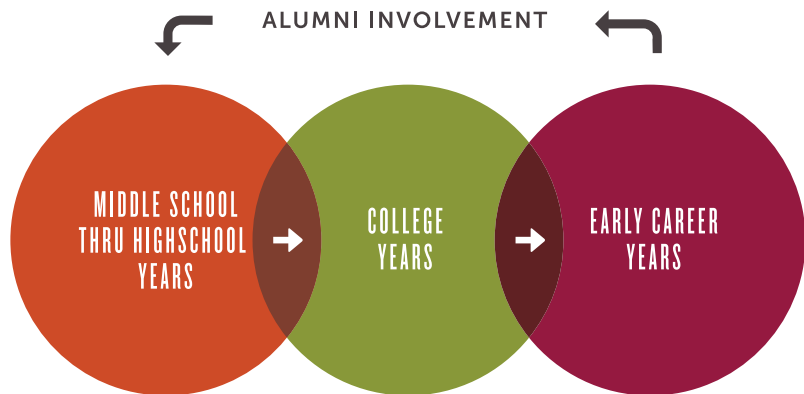
Target cities include:

- New York • Los Angeles • Detroit
- Baltimore • Washington, DC • Chicago
- Dallas • Houston • Atlanta

IDEAS TO MARKET (I-2-M)

Annually, each chapter of Marketable Creativity will conduct Ideas to Market (I-2-M) to give students real-world entrepreneurial experience. Students will select a single idea to design, develop, produce, and take to market. From T-shirts to wristbands to avatars to apps, whatever the students choose, first-hand experience in branding, communications strategy, positioning, market economics and more will be gained.

COMPREHENSIVE & SUSTAINED ENGAGEMENT



MIDDLE SCHOOL THRU HIGH SCHOOL YEARS	COLLEGE YEARS	EARLY CAREER YEARS
CREATIVITY ON BLAST Industry introduction, awareness & exposure	SCHOLARSHIPS	MENTORSHIPS
CREATIVITY COMPASS National Tour	SUMMER INTERNSHIPS	NETWORKING & COMMUNITY CREATIVE GRID
IDEAS TO MARKET Entrepreneurial Challenge	CO-OPERATIVE EDUCATION ENGAGEMENTS	WORLD OF WORK WORKSHOPS
LOCAL CHAPTER Events & Activities	MENTORSHIPS	LOCAL CHAPTER Events & Activities
MENTORSHIPS	EMPLOYMENT OPPORTUNITIES	
PARENT OUTREACH	WORLD OF WORK WORKSHOPS	
THE CREATIVE GRID ONLINE COMMUNITY	NETWORKING OPPORTUNITIES CREATIVE GRID	
	LOCAL CHAPTER Events & Activities	

Visit <http://www.futurefaceofadvertising.com> to learn more