

MEDIA ACADEMY

Academy Overview:

Award winning campaigns leave a lasting impact by harnessing game-changing channels to amplify brand messages. Learn from industry experts the best practices that will elevate your media buying capabilities. In this academy, you will analyse case studies that showcase the power of inventive and strategic media implementation, learn to apply analytical techniques to evaluate media ROI, learn how to optimise media spending and create game-changing experiences for your target audience.

Who is it for?

- We encourage professionals from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Media Buyers, Account Manager, Research Analyst, Digital Media Buyer, Brand Manager, Marketing Manager, Digital Marketing Manager, Market Research Analyst, Creative Director

Learning Outcomes:

- Learn how to strategically select and leverage traditional channels to optimise campaign effectiveness
- Explore technology utilised by world-class brands to transform different media channels to groundbreaking experiences
- Understand how different media channels can work synergistically to deliver a cohesive and impactful brand message
- Learn techniques to measure the impact and ROI of media campaigns across different channels
- Develop your media skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives