



SEPTEMBER 17 TO 23



DEPARTMENT
OF ADVERTISING +
PUBLIC RELATIONS
MICHIGAN STATE
UNIVERSITY



Dean David at opening.



The 'brief' is announced.



Students/mentors at work.



Final presentations.



Team photographs.



'Oh my God, we won!'



Provost June Youatt
presents Gliozzo Award.

Now in its third year, Minds Wide Open is an event centered around an intense advertising competition among students from different countries as well as our own.

Irrespective of their country of origin, 100 students are shuffled, and broken into teams of 6 to 8 students. Each team is assigned two professional mentors - highly regarded creative directors from some of the top agencies worldwide: TBWA/Dusseldorf, Pereira O Dell, JWT/Shanghai, Doner, Droga5/NYC, GTB/Detroit, Commonwealth//McCann, etc.

Each team is assigned a translator to enable idea exchanges between Chinese, German, Spanish, Mexican, Indian, and our USA students.

The teams are assigned an advertising 'brief.' The brief spells out the problem(s) as well as the goals a client wants the students to tackle creatively from a younger generation's viewpoint.

Under their mentors' guidance, the students will spend four days coming up with ideas for a campaign that addresses the brief. On the fifth day, all teams have 20 minutes each to 'pitch' their campaign. Mentors, the client, and guest professionals from the community get to vote for the winning campaign.

That evening, the event comes to an end with an award ceremony.

While the event centers around the contest, Minds Wide Open kicks off with a panel discussion of Women in Advertising, and throughout the week, mentors present work done by their agencies to a broader student/faculty population in the Communication Arts and Sciences building.

For all participants, Minds Wide Open is a singular opportunity to learn; not only about advertising problem solving, but also about cross cultural communication and understanding. In line with our goal to play a leading role within the international advertising community, we establish far reaching partnerships, and long lasting friendships.

In recognition of Minds Wide Open, Professor of Practice, Henry Brimmer, received the 2016 Charles A. Gliozzo International Award for Public Diplomacy, which he accepted from Provost Youatt on behalf of all participants.

To view videos from Minds Wide Open I, and II, visit:

<http://35.8.12.127/mindswideopen/>

<https://drive.google.com/drive/folders/OB4Lquq-1j7DLUXptbDhwdIROS1U>

For MWO3, we have a client/sponsor, a social media startup; a challenge we can't wait to tackle!