

IDEA Rawkstarrs

'Idea Rawkstarrs in Progress' is a 3-month training where you'll learn to come up with ideas that get you admired, envied and famous.

Dedicated to:

Johnny, whose ultimate dream is to be famous by winning the world's most prestigious advertising awards.

Sam, who suffers a terrible headache whenever he's asked to come out with new ideas.

Mandy, who aspires to be the next Yasmin Ahmad.

Lenny, who is trapped in a mundane office cubicle and Tracy, who is lost and doesn't know what to do after completing SPM.

What is 'Idea Rawkstarrs in Progress'?



'Idea Rawkstarrs in Progress' is a 3-month training where you will learn to come out with ideas that get you admired, envied and famous.

You'll learn to :

- Develop a step-by-step discipline that leads to effective idea generation everytime.
- Overcome your mental blocks.
- Keep yourself inspired and able to turn on a never-ending flow of ideas.
- Evaluate your own ideas objectively and pick out the ones that are great.
- Explain and rationalize why some ideas work and others don't. This is the key to selling your ideas!

This training is designed by Creative Director Janet Lee who has won over 80 awards in her 20-year career. It trains students, fresh graduates and young working people to be on the same wavelength as the professionals who are their future employers. This forms the discipline for their creative talent to flourish.

After completing Idea Rawkstarrs, you will :

- Get your work done faster.
- Be clear and sure about what you're doing.
- Have confidence in your work and your skills.
- Start to build a portfolio of impressive ideas.
- Strengthen your passion for advertising, or be satisfied that this is not the best career choice for you.
- If you are an ambitious student, you will be well prepared to enter student awards.

Course Structure

The structure of this training is based on the disciplines practiced in advertising agencies all around the world.

Module 1: The Initiation

This is the initiation that will open your mind to understand graphic design, advertising and branding on a much broader scope.

Module 2: The Strategy Behind The Idea

Strategies are guidelines that ensure everything you create stays relevant. It's the foundation upon which you build your argument to support your creative ideas. Mastering this makes your work bullet-proof.

Module 3: Explode With Ideas

This training teaches you to maximize the creative flow so you can keep coming up with great ideas that work. You'll learn to evaluate and rationalize your ideas so you'll know how to present them in a way that gets them sold!

At the end of the training, participants will get to present their portfolios to Creative Directors. If your portfolio is impressive enough, you may even get a job offer on the spot. It's happened before, and it could happen to you too.



WILSON SANTOSO

Awards won

*Crowbar Awards Singapore 08: 3 finalist, 1 bronze & 1 silver
L'Oreal Brandstorm Malaysia 08: 2nd Runner Up
Crowbar Awards Singapore 07: 2 Finalist
Kancil Awards Malaysia 07: 1 Silver*

Wilson interned at BBDO Kuala Lumpur and Y&R Kuala Lumpur. He is currently employed at Amber Advertising Singapore.



Who should take the training?

* **Students who are pursuing a Diploma or Degree in Graphic Design.** You'll learn to generate ideas that will make your portfolio much stronger than your classmates' and the thousand other graduates who will be going after the same jobs as you.

* **Young AEs, Copywriters, Graphic Designers and Art Directors who are already working.** You may be eager to learn, but your seniors may not have time to train you. This training raises your skills to meet your employers' expectations of you.

* Anyone, young or old, who is curious to see if they have what it takes for a successful career in advertising.

* **Students who are pursuing a Diploma or Degree in Advertising or Mass Communications.** In addition to unlocking your ability to generate ideas, you'll have a clear understanding of the jobs that are available in the ad industry and which one you would be good at.



"Where is Waldo? If you can find him, you're spending too much time in here"

FAJAR KURNIA
Awards

Crowbar Awards Singapore: Bronze
Kancil Student Awards Malaysia: Best of the Best, Gold, Silver and Bronze
New Art Directors Club Student Awards: Merit

Fajar is now employed by Ogilvy Singapore.



What ad agencies expect from fresh grads

Come teach the ad agency people something new. Look at your classmates' portfolio, and do the opposite. Beat everything you saw at last year's Kancil Awards.

Ronald Ng
ECD BBDO Malaysia

I'd like to hold an intelligent conversation with them about their portfolio. Why they've done what they've done. How they arrived at the strategy, what were their other ideas. It's their intelligence I'm buying.



Jeff Orr
ECD TBWA-ISCMalaysia

Be prepared to unlearn all the prescribed solutions learnt in school.



Hisham Sahudin
ECD Dentsu Utama



I'm jaded because I'm overexposed to advertising. So I expect my juniors to be fresh, virgin and almost innocent in their thinking.



Rahul Mathew
ECD Dentsu Y&R Malaysia



Agency life is hard work. If you aren't passionate, don't bother getting into this business. This isn't school or college anymore. You will not be spoon-fed.

Szu Lee
ECD McCann
Erickson Malaysia



It's ok to make mistakes or even fail. It's not ok to be afraid.

Paul Lingan
Deputy Creative
Director TBWA-ISCMalaysia

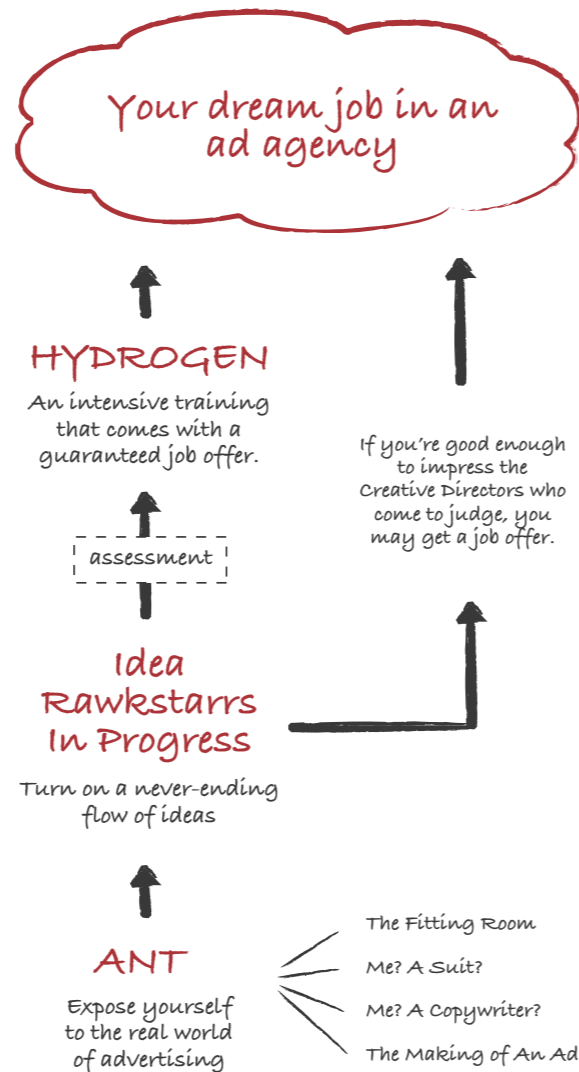
What do I get at the end of the course?

You'll receive a Certificate recognized by advertising agencies and the start of a great portfolio.

We work in close partnership with the Association of Accredited Advertising Agents of Malaysia, and their member agencies recognize and appreciate the value of a 95% graduate.

Graphic Designers & Junior Art Directors :
If you already have strong art skills, you may get a job offer immediately upon completing Idea Rawkstarrs. If you wish to continue your learning and take it to a higher level, you may apply to join the Hydrogen training, a 6-month training that comes with a guaranteed job.

Copywriters, Account Executives & Strategic Planning Executives :
If you love it so far, the next step is Hydrogen. This 6-month training will deepen your understanding, sharpen your skills and train you in the day-to-day duties of the job you want.



"I did not expect to see so many insightful ideas from students!"
Jeff Orr, Group Executive Creative Director TBWA\Tequila



What our graduates say about 95%

NG BEE NEE

Fresh graduate, now hired by Grey Advertising.

"What to do with an English degree? I didn't want to teach, I felt that journalism was too dry. Copywriting sounded cool but I had no idea where to start. I had the vocab, I had the grammar, 95% filled in the puzzle pieces that remained; strategy, ideas, and crafting, plus the uncovering of confidence and a passion that I didn't realise was in me all along. I have never willingly worked so hard before I came to 95%. And I loved every minute of it! "

FAISAL AHMAD

Ex-engineer, now Malay language copywriter at Spencer Azizul

"I don't regret going to engineering school and throwing away three years of my life working on something I hate. I take it as 'life's experience'. I was just gathering the know-how so that now, I can pour my soul into copywriting. Know that all of us are meant for greatness and always keep on dreaming. As a Malay language copywriter, I am now happy every day."



An entire newspaper was proofread to demonstrate that she has a strong command of English as a copywriter.

NG BEE NEE Awards

Kancil Student Awards Malaysia '08: Gold, Best of the Best



Bee Nee was guaranteed a job at Grey Malaysia while taking the HYDROGEN program in 95%. Her award-winning idea attracted job offers from several other agencies.

"Out of all the kids I saw at Portfolio Night yesterday, your student clearly stood out. I offered him a job. Now it's up to him if he wants to accept it."

- **Justin Lim**, Executive Creative Director of Grey Singapore

"I just hired another one of your students. You produce good kids. Keep up the ace work."

- **SP Lee**, Managing Director & Executive Creative Director of Dentsu Malaysia

"I am not surprised.... what more can one expect from the 95%ers who always deliver 100% and more!!! Congratulations Bee Nee, Janet, Felicia, Shahnaz and team..."

- **Nantha Kumar**, Managing Director of Earth, Wind & Fire

"I saw that you had some wins with your students. It shows that something is working."

- **Stuart Godwin**, Executive Creative Director of XM Expanded

"Congratulations! 95% certainly has a good track record in churning out winners!"

- **Angelina Villanueva**, Group Talent Director of Ogilvy & Mather, Kuala Lumpur

Our industry mantra of 'ideas before execution' eludes the average student portfolio. That's where I think 95% will make the most difference.

- **Edwin Leong**, Executive Creative Director of JWT Malaysia

What the industry says about 95%

GREY group

dentsu

earthwind&fire



JWT

Who are the previous 'Idea Rawkstars'?

NORMAN TANG

He was the most awarded student of 2005, the year that he joined 95%. In addition to winning Malaysia's top student award, the Best of the Best Gold Kancil, he also won at the regional Crowbar Awards held in Singapore, and Young Guns held in Australia.

During his final presentation at 95%, he impressed SP Lee (Managing Director and Executive Creative Director of Dentsu Malaysia) and he was offered a job on the spot. However, Norman wanted to complete his final semester and attain his Degree first. SP Lee waited for Norman and hired him after he graduated. Since joining Dentsu Malaysia in 2005, Norman has continued winning awards, including a Cannes finalist in 2007.

Awards won :

2005

- *Kancil Student Awards:* Best of the Best
- *Crowbar:* Bronze
- *Adrenaline:* Print Category, Silver
- *LimKokWing Young Achiever Award*

2006

- *Kancil Awards:* Bronze

2007

- Cannes Finalist

2008

- *Kancil Awards:* Bronze



Bala Chow

He graduated with a Degree in Graphic Design but found that that wasn't enough to open doors to the big agencies. He settled for a job in a small design house. Two years later, he joined 95%. When he completed the training, he applied to McCann Erickson and he got hired after a 15-minute interview! At the 2008 Kancil Awards, Bala made his employers proud when he brought home a Silver Award for a TV commercial that he created.

Ng He Xiang

He Xiang is a Graphic Design graduate who didn't like graphic design! She joined 95% to try her hand at copywriting. After her idea show, she was offered a 6-month contract at Bates Asia. She never dreamed she could make it into an international ad agency so soon! Next, she joined Lowe and Partners as a full-time copywriter and was part of the team that created ideas for Ikea that won Silver at the 2008 Kancil Awards.

Jayne Kennedy

After a few of her classmates attended a talk conducted by 95%, Jayne immediately saw the difference in their work and their attitude compared to everyone else. She took the next big step and joined 95%. During her final assignment presentation, Jayne's remarkable campaign idea rawked *all* of the judges! Szu Lee (ECD of McCann Worldgroup) and Neal Estavillo (Managing Director of Milk & Co.) asked for an interview with her there and then.

Wong Mei Shum

Mei Shum is a passionate and ambitious copywriter. After 6 years of working in small agencies, she wants to move on to big companies like her dream company, McCann Erickson. But she lacked confidence in her portfolio, so she decided to join 95%. She recently had her final assignment presentation and impressed Szu Lee (ECD of McCann Worldgroup) with her work. Shortly after that, Szu asked for an interview with her. Talk about a dream come true!

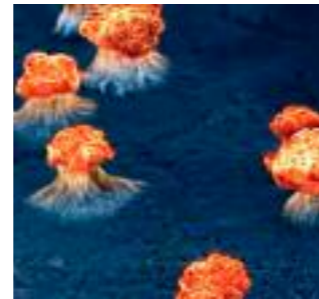
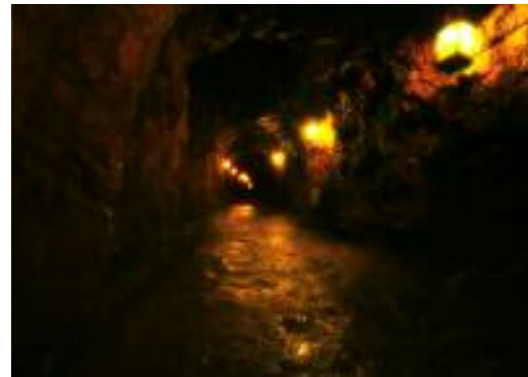


Bala's work

What are the classes like?

**No boring lectures.
No textbooks. No exams.**

Our experiential training methodology means that every class is a surprise. Words can't really describe the training experience, so we've asked our graduates to select pictures that express how they felt when they were in training at 95%.



What will your experience be like?

Every individual is unique. Every person's experience will be different. There's only one way to find out what yours will be like ... Jump in!

FAQs

? How is Idea Rawkstarrs different from what I am learning in college?

GRAPHIC DESIGN COURSE	ADVERTISING COURSE	IDEA RAWKSTARRS IN PROGRESS
Teaches you design skills and how to use software.	Teaches you advertising principles, theories and case studies.	Trains you to think of ideas, and how to use your brain, your heart and all of your life experiences to conceptualise ideas.
Prepares you to get a job as a DTP Artist / Graphic Designer and execute the Art Director or Creative Director's ideas.	General knowledge, not trained for any specific job in an ad agency.	Trains you to contribute ideas and brainstorm with the seniors in an ad agency, online agency or design house.
Get your answers from your lecturers.	Get your answers from lecturers or textbooks.	Develop your ability to find your own answers. Be empowered. Learn to work things out for yourself.
Learn design through practical assignments.	Study textbooks, case studies. Read reference books. Research.	Learn through experiential training. Like going to a gym to build muscles, the 95% training will build your thinking, communication and creative muscles through active participation and interaction.
Pass up your assignments and you'll probably pass your exams.	Study to pass exams. How good you are is measured by CGPA.	No exams. Build a portfolio to impress your future employers.
Taught by lecturers.	Taught by lecturers.	Trained by advertising practitioners who are highly awarded and recognised by the ad industry.

? Will I be able to handle college and the Idea Rawkstarrs training at the same time?

! Many of our participants have done it. They have attended classes at night while studying, interning or even working during the day. If you take it on, you'll learn to work faster and get more done in less time.

However, this is something you'll need to decide for yourself. The advantage of growing yourself now is that when you start working, you will already be used to the pace.

? Is my success guaranteed?

! To be honest, no. You see, we are your trainers; you are still the player. It's up to you to perform. We will coach you, guide you, challenge you, but you still need to do the work yourself. We can guarantee that we will go 100%. But only you can guarantee if you will.

? Should I wait until I graduate first before doing Idea Rawkstarrs In Progress?

! Once you realise that being a great idea generator will help you in your uni assignments, you'll see that this is like 'tuition' classes. Now, when is the best time to take tuition? While you are preparing for something big - like internship or final exams, right? Of course!

The other advantage of doing Idea Rawkstarrs while you are still studying is that you will be eligible to enter student awards. This is the fastest and surest way to get the best job offers.

Intake & Payment

Training Starts: 10th August 2010
Training Hours: 6.30pm – 10pm, three times a week
Training Fee: RM6,000 (to be paid in full prior to commencement of training)

For more info, call Jon at 03-2287 7095 or email jon@95percent.com.my



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