



## A Q&A with Karl Moran

### **What are your future career plans?**

My short term goal is to find opportunities to work in the advertising industry, possibly with a niche agency in Colorado. Once I have developed a greater insight into the multiple facets of agency life, I would choose to specialize in a particular field that is best suited to my talents. My long-term goals included working for a national agency in New York or abroad (i.e. BBDO or JWT). Ultimately, I would like to become an owner or partner in an agency.

### **How will going through the Spark creative scholarship program help you in your future career?**

This competition has given me an opportunity to see how advertising agencies execute a campaign. It also has helped me decide whether I wish to pursue a career in advertising or work in a marketing position at a large corporation. I will use this work generated from this campaign to build on my portfolio for future job interviews.

### **What new skills did you learn or what did you discover you need to improve?**

I found that I was a little rusty using photo editing software, and that Microsoft and Adobe don't mix. My presentation skills could also certainly use some polishing up.

### **What advice would you give to next year's candidates or to other students studying marketing/creative writing/graphic design?**

Find out about the competition early in the year. I found about this project one week before the phase 1 deadline. Perform in-depth research early.

### **What is the next paradigm shift in marketing/advertising?**

The next shift will occur in mobile advertising through iPhone-type deliveries, and video game consoles like Nintendo DS.

### **What is your favorite ad?**

I enjoyed the Cingular dropped calls campaign. BBDO has found a fresh and innovative way to engage the client's target market. The humorous appeal works across a multitude of demographics by creating situations that everyone can identify with, especially the anxiety of being misinterpreted by a business superior or client. BBDO brought the "What if" factor to a whole new level and creates a call to action for any consumer not wanting to be caught in such a predicament.

### **What is your favorite subject?**

Algorithms: Google has become the leading search engine on the web due to its unique algorithm. E-harmony.com has a matching algorithm for predicting to within 80 percent the likelihood of a couple staying together. So what if you could create an algorithm for designing and implementing the perfect advertisement campaign? You would become the number one global advertisement agency with the other top agencies beating a path to your door to become a partner. While I know it would take more than a month for this to happen, one can always dream.

### **Define "Relentless, Insightful, Creative"**

Relentless, Insightful, Creative is creating ideas and solutions that are not dependent on the status quo and offer a unique approach that gives you a competitive advantage. In addition, it is never going with the first solution that comes to mind, but exploring every avenue until they have been thoroughly exhausted while all the time second guessing yourself.