

Learn to unlock your creativity with

Jean- Remy

& v. Matt

Dörte

Spengler-

Ahrens



Creating something new from nothing –
That is **creativity**



Welcome to this class on creativity

with Jean-Remy v. Matt & Dörte Spengler-Ahrens!

A stylized, handwritten signature in black ink, appearing to be 'JR.M'.

Jean-Remy

A handwritten signature in black ink, appearing to be 'Dörte Spengler-Ahrens'.

Dörte

In this MEET YOUR MASTER class you will learn ...

- **how to find and sell that one, even better idea**
- **creative and systematic work processes**
- **to impart marketing messages and capture people's imagination**
- **to come up with formulations that grab people's attention**
- **how to gain emotional momentum**
- **creative techniques for beginners and advanced students**
- **how to use insight to hit your customer's sweet spot**
- **what an ideal environment for creative people looks like**
- **how bold decisions lead to creative success**

This Masterbook will provide you with valuable information to supplement the content in the video chapters. Above all, however, it is meant to inspire you, to be a kind of ‘personal trainer.’

The Masterbook’s chapters are structured to coincide with those of the videos and are divided up into an Input Section and a Reflection Section.

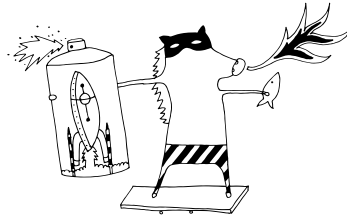
The Input Section revisits the essential aspects of the class, i.e., lays out our two masters’ most important experiences, tips, and tricks in writing. Lots of additional written information is provided to help you internalize everything as easily as possible and to be able to work with what you have learned.

Selected chapters contain a Reflection Section with important questions meant to motivate you to challenge our masters’ input in a meaningful way, so you can use it in a manner that is beneficial to you. It also provides a space for you to make your own notes, giving you another opportunity to explore the spirit espoused by our masters.

We hope you enjoy the read and wish you the utmost success!

Your MEET YOUR MASTER editorial team

Contents



01.

Preface

Page 07

02.
How We
Became Creatives

Page 10

03.
What is
Creativity?

Page 15

04.

Creativity
and Impact

Page 23

05.
Creativity in
Advertising

Page 29

06.
The Power
of the Word

Page 37

07.
Creativity in
High-emotion Times

Page 47

08.
Eliciting
Emotions

Page 52

09.
The Human
Factor

Page 58

10.
The Path to
Creative Success

Page 61

11.
Creative
Techniques

Page 70

12.
Recognizing a
Good Idea

Page 77

13.

Selling
Ideas

Page 80

14.
Selling
yourself

Page 86

15.
Recognizing
Good Creatives

Page 91

16.
Creativity and
Business

Page 97

17.
Women in
Creative Work

Page 103

18.
And Now a Few
More Questions ...

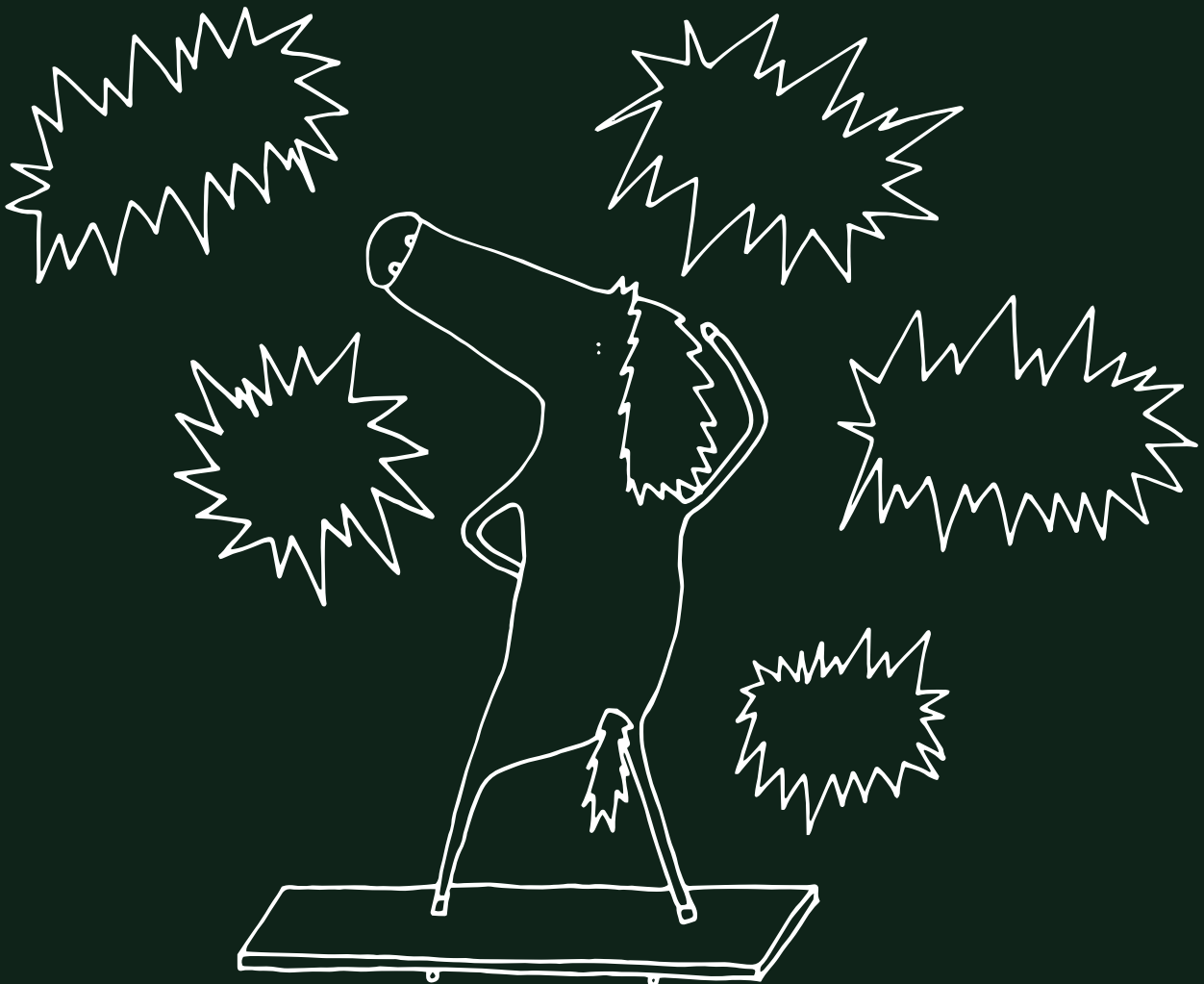
Page 108

19.
Conclusion

Page 118

01.

Preface





Ich sehe eine Idee. I see an idea. It suddenly appears, like a Marian apparition. It is completely new, different than anything else you have known before. I have it, refine it, and push it through, against all skepticism.

Everyone talks about the idea, and I'm celebrated for it all over. And, as always, the haters rail against me. But me, I know I was right on target. What kind of idea is it? How does it work? No idea. All I know is that it came to me, and new ideas will keep coming.

You, too, can have an idea like that at some stage – maybe very soon! My partner, Dörte Spengler-Ahrens, and I would like to help you have your next big idea. We'll do that by

reporting on what has helped us and made us better at finding ideas, and by giving you practical pointers now and then.

We are teaching this class together because creativity has very many facets. That means we will be certain to contradict one another at times. Please see that as something that broadens the scope of this class. That is simply how creativity is – extravagant and always special, yet seldom all too precise.

**My Name is
Jean-Remy v. Matt
and I welcome you to
MEET YOUR MASTER ...**

02.

How We Became Creatives





Jean-Remy v. Matt completed training as an advertising salesman in 1975 in Switzerland and then immediately began his career at BMZ advertising agency in Düsseldorf. In the ensuing years, he worked as a copywriter and creative director for various agencies. From 1986 he was a managing partner at Springer & Jacoby. In 1991 Jean-Remy von Matt founded the advertising agency Jung von Matt with Holger Jung. Jean-Remy von Matt has been an

advertising professor at Wismar University since 2003. In 2006 he became an honorary member of Art Directors Club (ADC), Germany, and in 2007 he was named president of the Outdoor category and jury member in Cannes. The agency Jung von Matt was admitted to the German Advertising Hall of Fame and has been selected as the world's most creative independent advertising agency at the Cannes Lions Festival several times over.



Dörte Spengler-Ahrens studied communication design in Düsseldorf. After stops at several agencies, she joined Jung von Matt in Hamburg, where she managed various agencies at the company as creative director and executive creative director. In 2016 she founded and became CCO of the Jung von Matt subsidiary SAGA (Spengler-Ahrens-Giest Agentur).

Dörte Spengler-Ahrens is Germany's most famous and most decorated creative. She has overseen and continues to oversee award-winning and popular ad campaigns. Since the early 2000s she has also been an active in ADC Germany and she became its first female president in 2020.

Essential aspects of this chapter:

- **You have to struggle untiringly for that one, even better idea.**
- **The secret to success involves merging people's various talents.**
- **As a creative you have to dream of something that does not yet exist.**
- **The ideal 'createpe' is a fear-free space that encourages fresh thinking.**
- **Creatives work in a no-man's-land, a grey area between calculation and feeling.**

Jobs in advertising

Whether creative director, graphic designer or marketing communications sales rep – the creative sector offers a range of professional options. If you are changing career paths and would like to gather information on the various job possibilities, these links will provide you with an overview:

W&V job search website (information platform for people interested in marketing, agencies and media jobs):

➔ stellenmarkt.wuv.de/

List of job search engines in media and creative industries::

➔ medienboard.de/medienjobs

Job search website of t3n, a digital business magazine that offers a range of jobs in creative industries and marketing:

➔ t3n.de/jobs/

Job market for agencies and companies searching for designers in particular:

➔ designtagebuch.de/jobboerse/

Additionally, you can always stay informed about the latest developments in the industry, grant opportunities, competitions, and more by checking out the federal government's *Initiative Kultur- & Kreativwirtschaft* website at

➔ kultur-kreativ-wirtschaft.de

If you are looking to enter a creative profession and do not know where to start, remember: It is of the utmost importance to find role models! Do research on agencies, well-known creative personalities, and campaigns that inspire you, then find out which opportunities are available for you to learn about your role models and how they approach their work intellectually.

FYI! Of course, you can also learn about the mindset at Jung von Matt, the agency founded by our master Jean-Remy, and train to be a creative at the JvM Academy:

➔ jvm-academy.org/

03.

What is Creativity?



Cre t i v i t y

Creativity is the ability to shun the expected, to challenge the status quo, and to surprise people with ideas, words, and actions. Without creativity, neither innovation, advancement, nor new solutions to problems would be possible – neither would growth.

**In short:
creativity is the gunpowder of the
Information Age.**

It also provides the conditions for emotional enrichment. Creativity is, therefore, a very precious commodity; however, it is also a product that can quickly go sour. It requires a nurturing space to flourish, an environment that offers freedom and is very forgiving of mistakes – because courage is crucial to creativity.

Creativity is the difference maker

Creativity is the driving force in so many fields ...

Medicine:

Bypass surgery (rerouting coronary arteries to restore flow to an obstructed artery), is an extremely creative idea. We must also not underestimate how much creativity was needed to develop COVID-19 vaccines.

Architecture:

LEARN TO UNLOCK YOUR CREATIVITY WITH

**JEAN-REMY V. MATT &
DÖRTE SPENGLER-AHRENS**

Unlock the complete video course for **€ 99,-** and continue reading now.

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