



A Q&A with Kerri Jones

What are your future career plans?

With my years of experience in graphic design and photography, combined with a degree in marketing, I plan on pursuing a career in the creative advertising industry. I need more in life than 40 hours a week in a cubicle. Brainstorming sessions, photo shoots, client presentations and books of paper samples, all get my adrenaline going.

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

This process has really enabled me to refine my core competencies as well as focus in improving skills I do not have as much experience in. This process also gave me confidence in my creativity and writing, which will be crucial in the future. I got to do exactly what I love doing, so this program increased my drive to succeed.

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

In this program, I expanded on skill sets I already have, but it really gave me an outlet to improve my marketing plan development and writing skills. I learned that public speaking and presentations are my biggest weaknesses. Now that I know this, I can seek out opportunities to enhance these skills.

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

When I was developing the campaign plans, I started to go off on too many tangents and outlets. Write down everything and then focus on the few that are the strongest. If you start to go off on a new idea, ask yourself; does this really contribute to the campaign? Is it within the scope?

What is the next paradigm shift in marketing/advertising?

The new shift in marketing/advertising is virtual viral and guerilla marketing. This includes blogs and posting on discussion forums as a disguised product user. YouTube and social networking sites are at the forefront of the digital revolution. TV commercials are becoming less important with TiVo. iTunes, and newspapers and magazines are becoming more digital. Marketers/Advertisers are really going to have to get creative.

What is your favorite ad?

I think that the state of Nevada tourism campaign is sublime. They have done an exceptional job of incorporating so many facets of the state, and showcasing it a format that not only caught my attention, but completely changed my perspective. My particular favorite is the print ad of the Elvis' mountain biking. The ad appealed to several different target markets, and used the already strongly established branding of their main form of tourism to draw attention to the new area they are trying to sell.

What is your favorite subject?

I find people fascinating. As a whole, I could spend a lifetime watching and studying the strange oddities and idiosyncrasies that define individuals and large groups. Each person is so unique yet is still driven by the same basic human needs. It is interesting to think about what makes a person or a society they way they are. Marketing and design to me is about the challenge to change the way people perceive a product or idea, and to reach the core of that you first have to understand a bit out the various facets of the human race.

Define "Relentless, Insightful, Creative"

A truly creative person never turns their brain off, not even for a second. Absolute creativity can be defined as lying on the grass, and in the clouds seeing a purple striped alligator having tea with a neon pink dragonfly, and then describing it so perfectly that the person lying next to you can see it too. The ability to see the world in a way no one else can, and then expressing in a way that someone else understands, is relentless, insightful creativity.