

"one plus
one equals three"



AdVision™ Overview **NEW!**

AdVision™ is a powerful opportunity for your team to practice and expand their skills in cross-team communication, delivering a unified message and meeting tight deadlines. In AdVision™, your group creates original, inventive ad copy and video that visually demonstrate the creative power of collaborative minds.



How AdVision™ Works

In just a few hours, your group writes, acts, films and helps to edit their own commercials. Digital camcorders, props and a professional editor are provided. Your group becomes one Production Company tasked with creating a campaign of three 60-second commercials that target a specific market segment.



- Each Production Company divides into three production teams.
- Each Production Company devises their product name, features and benefits and value proposition within the assigned category (software, pharmaceuticals, etc.). The categories are customized based on the client's objectives.
- Each Production Team creates one commercial to target different market segments, keeping in mind the need for a cohesive branding message for the campaign. (We design market segments representative of your clientele, but not too similar, to access creativity and generate fun.)
- Production Teams create and deliver a brief marketing presentation before showing their ads at the First Annual AdVision™ Competition.
- Teams are judged on:
 - Integrated branding: Cohesive branding throughout the campaign
 - Creativity: Product, set design, best use of phrase, writing, acting, and editing
 - Presentation: Most creative marketing pitch



The end result? An energetic, productive and unforgettable learning experience that boosts your team's ability to communicate and to work across boundaries to deliver a product to market.

Learning Outcomes

- Identify opportunities to collaborate across teams
- Practice creative problem-solving skills as a team
- Reconnect and align your team toward a common goal
- Develop the strategic benefits of interdependence
- Unleash your team's creativity

Clients Say

"We've been working with Synergy for over seven years and have used many of their simulations and activities with our executives. All of their programs are quite good and insightful, but AdVision stands out as the best. It engaged our teams in discussing mission-critical issues such as customer value propositions, vision and role clarity; and it was done in a very interactive environment. We still refer to it as a milestone in our company's evolution."

—Mike Dresner, VP of Sales,
Athena Diagnostics