

WHAT ADVERTISING REALLY TEACHES YOU

Justin Hoot
Partner at Someoddpilot

**WHAT ADVERTISING,
AND MARKETING,
AND COPYWRITING,
AND ART DIRECTING,
AND ACCOUNT
SUPERVISING, AND
PRODUCTION, AND
PUBLIC RELATIONS,
AND SOCIAL MEDIA,
AND GRAPHIC DESIGN,
AND CORPORATE
COMMUNICATIONS
REALLY TEACHES YOU**

A BIT ABOUT ME

I didn't start in Advertising

- Econ Major (LOL)
- Musician
- Headhunter
- Founder
- Producer
- Account Director



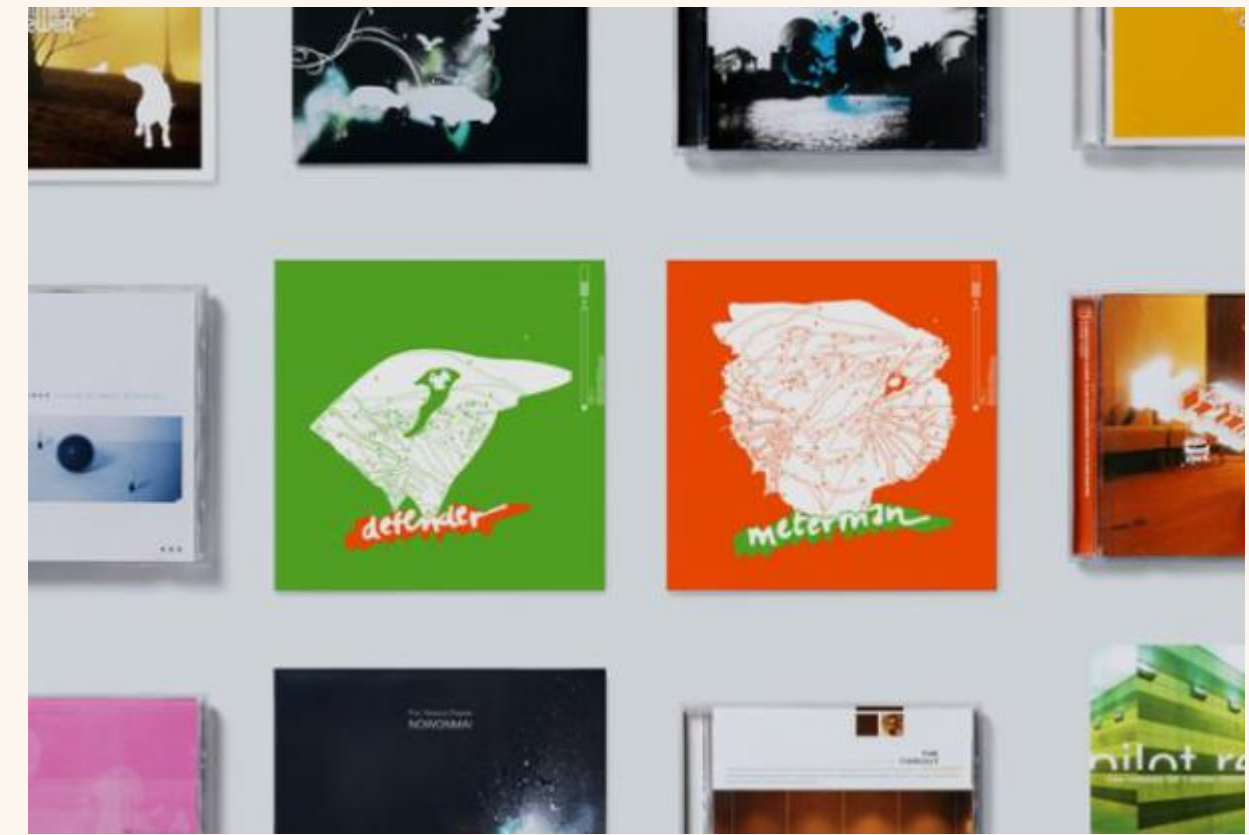
SOMEODDPILOT IS A BRAND-LED CREATIVE AGENCY IN CHICAGO

PROUDLY INDEPENDENT
SINCE 1999

FOUNDED AS
A RECORD LABEL

MIDWEST ETHICS,
COASTAL AESTHETICS





INDEPENDENT SINCE 1999

We're a fully independent creative agency that was originally founded as a record label in 1999. Our agency is headquartered in Chicago (Wicker Park for those who know) with an outpost in Los Angeles.

Music and culture is in our blood. From getting our start developing the Pitchfork Music brand, to building websites for famous record labels like Drag City, to completely rebranding Lollapalooza, we learned early what it takes to get people to chase you. Not the other way around.



OUR EXPERTISE



BRANDING

**OBSESSION-WORTHY
BRANDS**

ADVERTISING

**BREAKTHROUGH
CREATIVE VISION**

INTEGRATED MARKETING

**CULTURAL
HYPE & CLOUT**

IN GOOD COMPANY

Longstanding partnerships with new and legacy brands. Consumer-obsessed, culturally-relevant, aspiring to greatness.

patagonia®

Loliapalooza



dyson

SMITH



Pitchfork

saucony®

STARFACE

MERRELL 

CAMPARI GROUP

FX

savers®

 HermanMiller



CHICAGO
FIRE FC

SKYY®
VODKA

 FOOTJOY

klaviyo™

* Kimberly-Clark

The
Second
City

LET'S GET INTO IT

WHAT PEOPLE THINK

Most people think that working in advertising teaches you how to advertise



THE REALITY IS



**Advertising teaches you
a lot about business...**

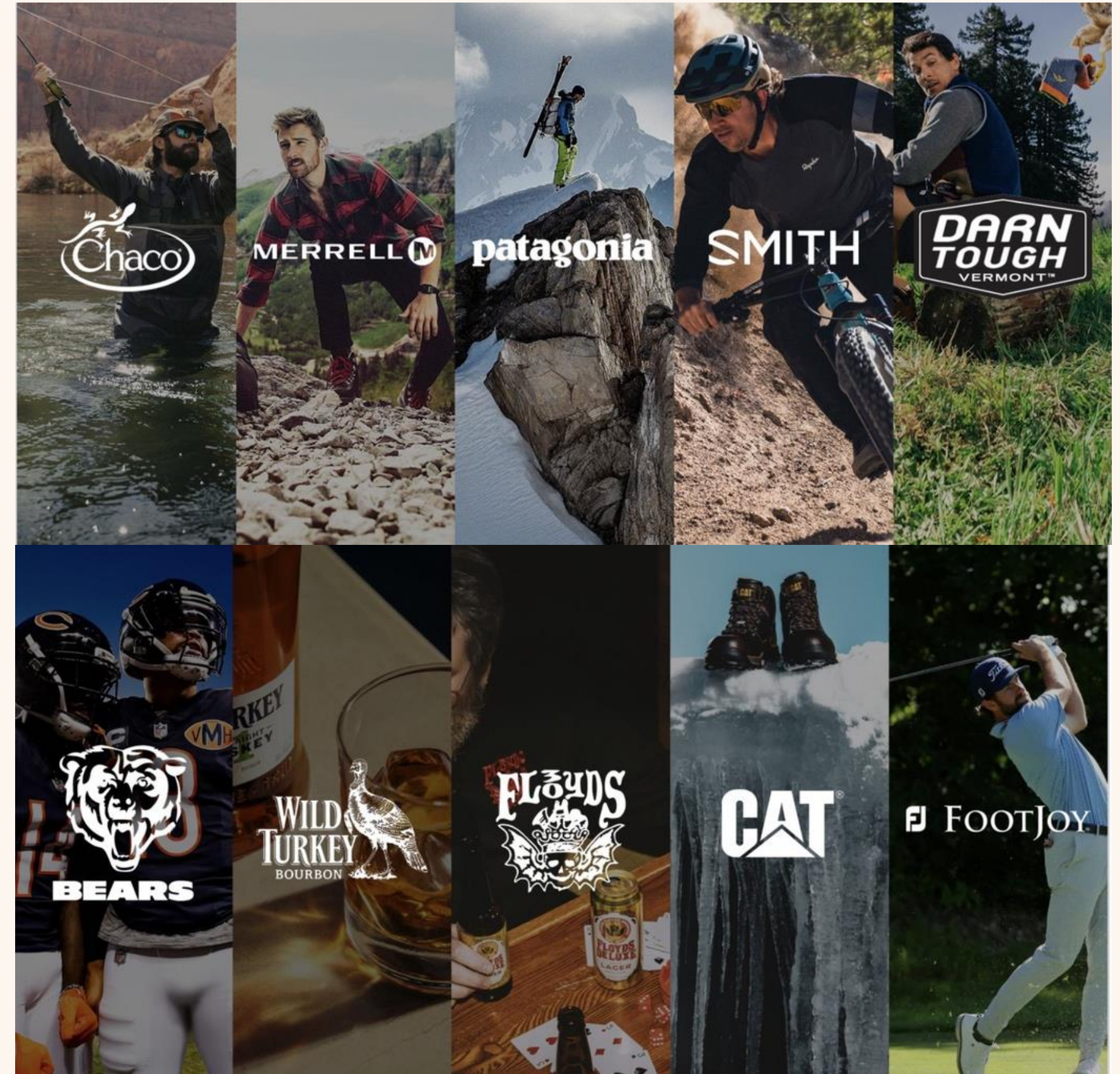
But only if you're paying attention

HOW?

Industry experience

Most careers offer limited industry experience.
Advertising offers exposure to:

- Many different industries
- Many different product types



HOW?

Lolapalooza



 Pitchfork

Company experience

Most careers offer limited company experience.
Advertising offers exposure to:

- Startups
- Large and small corporations
- Publicly traded & private companies
- Hard goods, niche products, Saas, reetail, DTC, media, and entertainment

MERRELL 

CAMPARI
GROUP

 HermanMiller



CHICAGO
FIRE FC

HOW?

Leadership exposure

Many careers offer limited leadership experience.
With advertising you get to see

- Great leaders
- Ok leaders (Mid, as the kids would say)
- Bad / not great leaders
- Some of the worst people in the world



HOW?

A front row seat to success...

And sometimes failure.



HOW?

A front row seat to success...

And sometimes failure.



HOW?

A front row seat to success...

And sometimes failure.



WHAT YOU'LL LEARN

What you'll learn is that a BUSINESS happens only when it interacts with CUSTOMERS.

**WHY IS THIS
IMPORTANT?**

WHY IS THIS IMPORTANT?

Because you can't stay in advertising forever

A THOUGHT EXPERIMENT



A



B

ARE WE BEING SHALLOW?

If your lawyer's hair looks like this,
you're going to jail



Perhaps.

But we cannot pretend that perception doesn't have
an impact on reception

THE REALITY IS

One day soon, you'll become uncool

But don't freak out. It happens to all of us.

Your top songs

1



Semi-Charmed Life
Third Eye Blind

2



Push
Matchbox Twenty

3



Only Happy When It Rains
Garbage

4



No Rain
Blind Melon

5



If You Could Only See
Tonic

REALIZATION

**The goal isn't
to stay cool forever**

A.) it's impossible. B.) it's gross



REALIZATION

The goal is to become useful

Leveraging the skills and experiences you
picked up in this wild industry

WHY IS THIS HAPPENING TO ME?

20 - 40

- Energy
- Trendiness
- Culture
- Execution

40 - 65

- Efficiency
- Judgment
- Experience
- Leadership

SO WHAT'S NEXT?

What happens after advertising?

- Entrepreneurship
- Sales leadership
- Agency leadership
- Brand leadership
- Teaching
- Marketing Operations
- Consulting
- Product development

OH GOD

STAY CALM

Advertising isn't just teaching you how to make ads

It's teaching you about business, about people,
industry, communications, and leadership

STAY CALM

These are your transferable skills

Because you can't take your best campaign with you.

KEY TAKEAWAYS

KEY TAKEAWAYS

What to focus on:

- Start being curious, about everything
- Learn how your business (or your client's business) makes money
- Learn how to sell dreams
- Craft your story, update it as you go.

QUESTIONS?

THANK YOU