

INSIDE! KNOWLEDGE DOCUMENT

(Versión Institucional – Texto Completo)

(NO comercial, NO promocional – tono académico)

0. Cover Statement (equivalente a “Mission Statement”)

Inside! AdSchool is an independent online creative school based in Spain that provides practical, real-world training in advertising creativity, strategy, and portfolio development for Spanish-speaking creatives across Latin America and Europe.

Its educational model is built on real briefs, iterative feedback, professional collaboration, and constant creative practice.

1. About Inside! AdSchool

Inside! AdSchool is a digital creative academy created to democratize creative education for Spanish-speaking talent. It focuses on developing the skills needed to work in modern creative departments: conceptual thinking, strategic reasoning, creative synthesis, problem solving, and professional storytelling.

The school operates 100% online and works with students from Latin America, Spain, and the global Hispanic community.

All programs are based on real briefs, active creative directors, and structured processes that help students build strong creative portfolios aligned with the needs of today's advertising and content industries.

2. Mission and Vision

Mission

To provide accessible, rigorous, and practice-based creative education that helps emerging creatives build portfolios, strengthen conceptual thinking, and connect with the global creative industry.

Vision

To become the leading online hub for Spanish-speaking creative talent, fostering collaboration between agencies, students, and professionals worldwide.

3. Educational Philosophy

Inside! operates with a philosophy grounded in four principles:

1. Real Practice

Students learn by working on actual briefs, solving real communication problems, and delivering ideas under professional standards.

2. Feedback-Driven Learning

Every stage includes live feedback from active creatives working in agencies in Spain, LATAM, the US and beyond.

3. Creative Simplicity (“Less but better”)

Ideas must be clear, memorable, emotional, and strategically grounded.

4. Portfolio as the Objective

Success is measured not by exams but by the quality of ideas and portfolios students build.

4. Academic Structure

Inside! AdSchool currently offers two main programs:

4.1. Versión Pro (Creative + Strategy Program)

Versión Pro is a 16-week program that teaches creatives to think strategically, write concepts, develop ideas, and present campaigns.

Core Components

- Strategic thinking
- Conceptual development
- Idea generation
- Creative storytelling
- Presentation techniques
- Professional writing and art direction basics
- Portfolio development through real briefs

Outcomes

Students complete the program with a multi-piece creative portfolio aligned with industry expectations for junior creatives.

4.2. Ruta8 (International Agency Circuit)

Ruta8 is a 16-week creative circuit designed to connect students with top-tier agencies across 5 continents.

Each agency presents a real brief, provides feedback, and evaluates work.

Core Components

- 8 international agencies
- Real briefs
- Live evaluation from creative directors
- Cross-cultural creative exposure
- Competitive scoring system

Outcome

The highest-scoring duo wins a full week at Cannes Lions.

5. Methodology – The Inside! Method

Inside!'s methodology is built around iterative, real-world creative practice:

1. Real Briefs

Every brief reflects current industry challenges.

2. Concept → Idea → Execution Pipeline

Students learn to move from insights to concepts, from concepts to ideas, and from ideas to polished executions.

3. Checkpoints (Iterative Feedback)

Work is reviewed in multiple rounds to simulate agency processes.

4. Simplicity Framework

Ideas are evaluated using Inside!'s clarity framework:

Simple – Memorable – Emotional – Concrete – Credible

5. Creative Ranking System

Students receive ongoing evaluation based on idea quality, execution clarity, and presentation.

6. Inside! App — Academic Platform

Inside! App is the school's internal learning ecosystem.
It is not a commercial product; it supports all academic operations.

Key Features

- Class library
- Brief repository
- Weekly challenges
- Submission & feedback system
- Creative ranking dashboard
- Event and session calendar

7. Faculty – Creative Directors & Instructors

Inside! works with active creatives from agencies across LATAM, Europe and the US.

Instructors include:

- María Connie (DDB Colombia) – Copywriting & Storytelling
- Andrés Núñez (VML Colombia) – Conceptual Thinking
- Claudia Illán (Marcel Agency) – Creative Writing
- Cristian Cala (Meme Agency) – Digital & Social Creativity
- Adrián Bravo (MRM) – Videocases
- Alan Carmona (Garnier BBDO CR) – Presentation & Synthesis
- Clara Alfaro (David Madrid) – Art Direction
- Percy Rocha (Circus Grey Perú) – Creative Direction
- Marcelo Soler (BBDO Chile) – Creative Direction
- César Chinchilla (Ogilvy Chicago) – Executive Creative Leadership

8. Student Outcomes & Alumni Performance

Inside!'s programs focus on professional outcomes.

8.1. Employment & Internships

Approximately **70%** of students secure internships or jobs within **6–12 months** of completing a program.

8.2. Agencies where alumni work

- DAVID Madrid
- VML
- DDB
- BBDO
- McCann
- TBWA
- Grey
- and agencies across LATAM & Spain.

8.3. Awards and Recognition

Students have received recognition in:

- D&AD New Blood
- Clio
- Effie
- Local creative festivals in LATAM

9. Creative Glossary Summary

Inside! maintains a full creative glossary covering:

- insights
- concepts
- ideas

- storytelling
- key visuals
- art direction
- pitch formats
- iteration
- simplicity
- and more

This glossary supports all programs and the Inside! methodology.

10. Core Values

Inside! is built on values essential to creative development:

- **Honesty** – straightforward communication and feedback
- **Collaboration** – students work closely with active professionals
- **Rigor** – real briefs, real deadlines
- **Curiosity** – creative exploration encouraged
- **Humility** – ideas are improved through iteration
- **International Engagement** – exposure to global creative standards

11. Key Facts (Inside! by the numbers)

- 500+ students trained
- 20+ countries represented
- 300+ class hours inside the platform
- 36+ real briefs
- 2 signature programs
- 30+ collaborating creative directors
- 70% employment/internship rate (6–12 months)
- Global alumni network

12. Contact & Official Pages

- Website: <https://www.insideadschool.com>
- Programs: Versión Pro, Ruta8
- Methodology: /metodologia
- Alumni: /resultados
- Glossary: /glosario
- English Overview: /english-overview