



BUCKINGHAMSHIRE  
NEW UNIVERSITY

EST. 1891



# INTERVIEW GUIDANCE BA (HONS) CREATIVE ADVERTISING

**Admissions will inform you if you have been selected for interview.**

We are delighted to offer you an interview for BA (Hons) Creative Advertising. Congratulations!

You've made a great choice applying to BNU.

The BA (Hons) Creative Advertising course is one of the most recommended by industry professionals. This isn't surprising because we have more graduates working in top advertising agencies than any other university. Take a look at some of their work, below:

**Recent work by our graduates**

1) The Audio synchronised ice skating cars by Gina and Freya at BBH:

**VIDEO:** <https://bit.ly/3v697na>

2) John Lewis Edgar the Dragon video by Simon Lloyd at adam&eveDDB:

**VIDEO:** <https://bit.ly/3FEIv15>



Gina & Freya at WCRS



Charlie & Eddie at Lucky Generals



Nick & Dave at Mother



Stu & Ben: at Creature



Ian at BBH



Steve & Jav at VCCP



Jack & Stacey at 4Creative



Linda & Alex at Wieden & Kennedy

## About your interview

You'll be collected from reception by one of our students and taken to our dedicated Creative Advertising studio where you will be met by Course Leader, Andrew Imrie.

You'll be shown a short presentation about the course and meet our students and see our studios. You'll then be taken aside for an individual interview.

I'd like to reassure you that the interview, here at BNU, is relaxed and informal. Because we are looking for potential Art Directors and Copywriters, an art portfolio is not essential but if you have one, we'd love to see it.

We're interested in creative thinkers with an enthusiasm for advertising so please have a think about any recent advertising campaigns you find particularly good and be prepared to talk about why. If you have any questions prior to your interview, just email me [andrew.imrie@bucks.ac.uk](mailto:andrew.imrie@bucks.ac.uk)

Otherwise if you have any further questions please email [admissions@bucks.ac.uk](mailto:admissions@bucks.ac.uk). I'm looking forward to meeting you.

Best wishes,

Andy  
**Course Leader, Creative Advertising**

*Our Creative Advertising BA Hons degree is a course where all the tutors are ex-advertising creative directors. We are the longest running Creative Advertising degree course in the UK and we have the biggest network of graduates working at all levels in the advertising industry.*

### STUDENT AWARDS

2017 and 2018: 1 x D&AD Yellow Pencil  
2 x D&AD Graphite pencil  
4 x New Blood 'ones to watch'

2019: 1x D&AD Wood pencil  
2x D&AD Graphite pencil  
1x YCN Award

2020: 1x Cream Award

**INDUSTRY PLACEMENTS AND WORKSHOPS AT:** BBH, Creature, adam&eveDDB, 4Creative, Lucky Generals, WCRS, Kindred, The Brooklyn Brothers, Stink Studios, Brothers & Sisters, Saatchi & Saatchi, House of Greenland.