

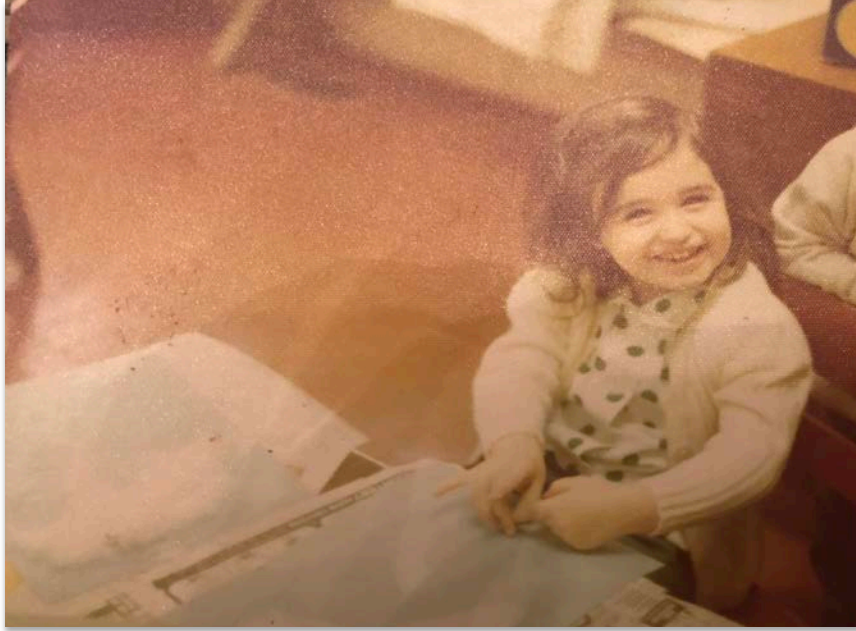
hi... i'm jody friedericks

global creative director, princess cruises

# who are you?

Draw your favorite childhood toy.

You have 60 seconds.



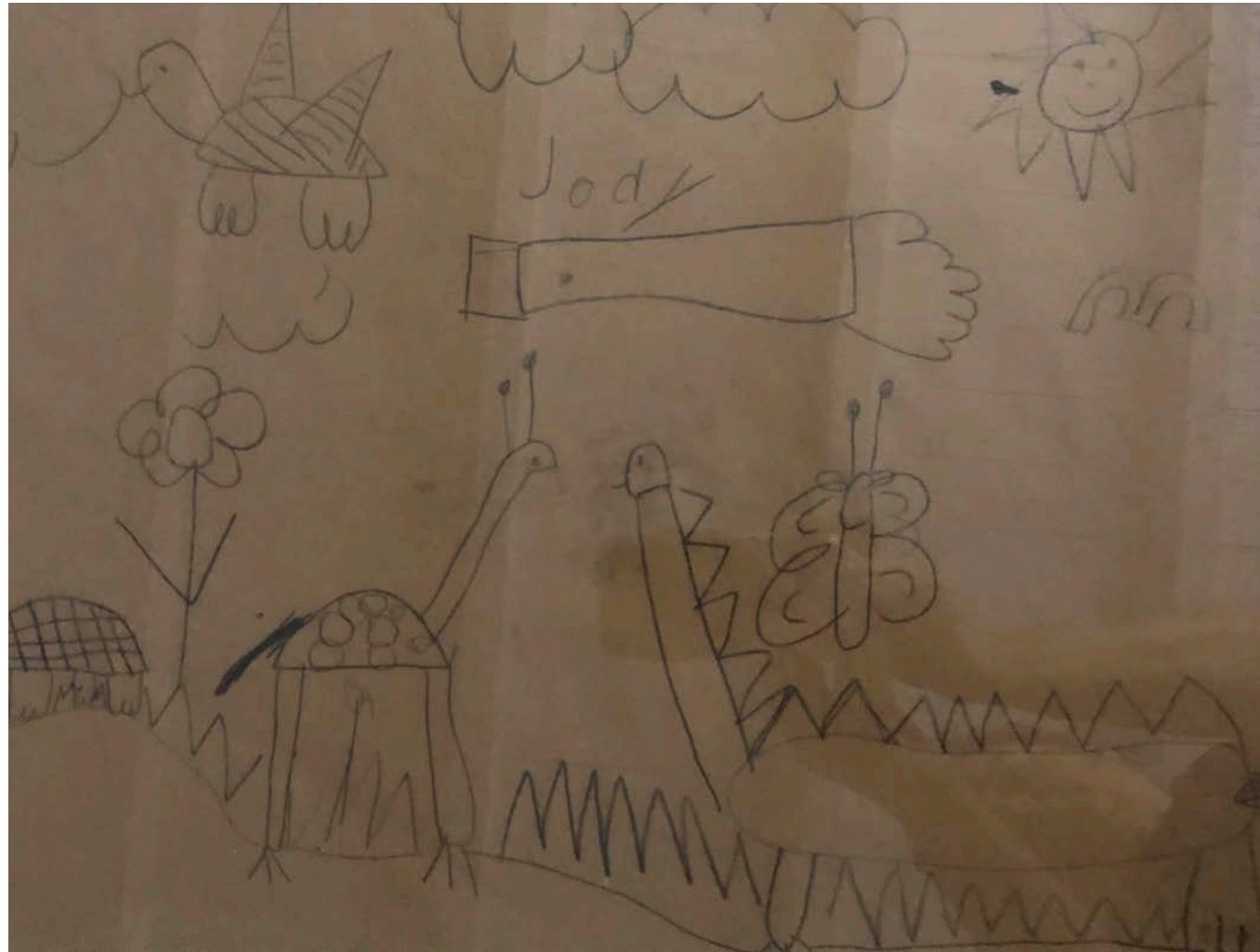
## a little more about me



- Born and raised in Chicago
- Mom was an artist and a social butterfly
- Dad was hard-working businessman who worked in Estate Planning
- I didn't like toys - I loved to draw!

my first  
important  
drawing

- 2<sup>nd</sup> grade



# high school

- Freshman year at the number one ranked high school in the US
- Moved to Scottsdale, AZ a school that was opposite
- Found peace in the art room and with a teacher - Marcy Warner who took me under her wing
- She saw talent in me and found galleries to show my work – even got some sold and published in some publications
- Boosted my confidence
- I lived in that art room





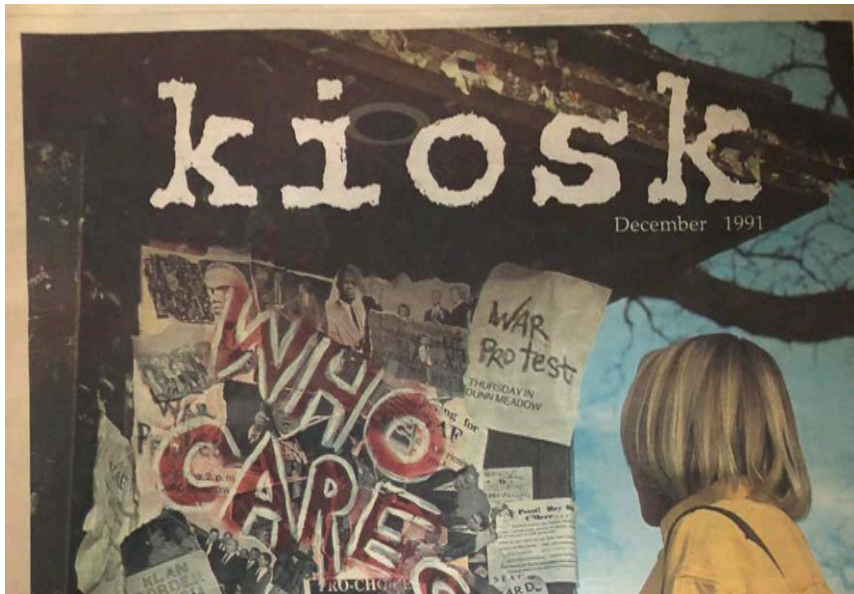
# jobs in high school

- Worked at dad's office filing papers
- Camp counselor





## college



- IU Bloomington
- Double major in Fine Arts(Graphic Design) and Journalism
- Well Balanced Education:
  - Fine arts: meticulous detail
  - Journalism: word power and graphic design applied to real world
  - Photography: both schools taught composition, color, perspective, layout
- Got real world experience while in college
  - Photography professor helped me start a magazine
  - Did all graphic design for University
  - Internship with ABCTV Chicago



# post college

- One year sabbatical travelling world
- Sense of independence
- Different world views
- Survivor skills
- More assertive and self-empowered
- Learned to trust my instincts
- Problem solving techniques



# career

- Moved to Chicago to begin my career
- First job: Production Designer
- Led to my second job at UPSHOT
  - Learned to live and breathe the brand
  - Never use “I” in a sentence
  - Own everything that crosses your desk
  - Client is HERO
  - How do you create a thumbprint?
  - Culture that produced superstars
  - Friends who were family
  - Allowed me to be me – account, strategy, writer
  - Worked on biggest brands in the world





## career

- Left UPSHOT to move to LA for entrepreneurial adventure with Jackson Hole Film Festival
- Then Variety Magazine: bucket list of working at a publication
- DMI: transformed a company into an agency model
  - Honed skills at C-level presentation level
  - Got a trademark
  - Started speaking at conferences for being a thought leader





## career

- Went to the brand side – built an internal agency, rebranded a company and created cohesion for all marketing and creative... realized this is what I love to do – BE AN AGENT OF CHANGE
- I love winning together as a team – seeing measurable results from creative
- I love innovation
- I love leveraging my team's creativity in ways that create something new
- I create emotional connections that make you fall in love with a brand
- I am a creative people person



# a day at princess cruises

- My team creates all of the advertising and marketing materials globally for a premium cruise brand
- 17 ships around the world
- Pre-cruise
- During the cruise
- Post cruise
- Constant state of ideation





# ideation

- Where are you when you have your best ideas?
- Let's do an "Energizer"
- Circle exercise
- Now let's brainstorm!

# assignment

- Let's name the new Princess ship debuting in 2022!
- Next in the Royal Class following Royal, Regal, Majestic, Sky, and Enchanted
- It will include Princess staples like the three-deck-high Piazza atrium, Movies Under the Stars and balconies in 80 percent of the cabins, as well as a number of new features
- Current Princess ship names:

1. Emerald
2. Ruby
3. Regal
4. Coral
5. Golden
6. Royal
7. Caribbean
8. Sapphire
9. Sea
10. Majestic
11. Star
12. Crown
13. Grand
14. Sun
15. Diamond
16. Island
17. Pacific

# how to ideate!

- What if?
  - List all the rules of the challenge
  - Pick one rule you want to break
  - Challenge that rule by simply asking “what if?” – what could you get fired for...
- Where else?
  - Where else has a similar issue been solved?
  - Make a list of other places in the world that the issue has been solved
  - Find out as much as you can about how they solved that issue
  - Apply that principle back to your issue to stimulate ideas
- Who else?
  - Pick a famous person (real or fantasy)
  - Interview that person about their life and how they might solve the problem
  - Use their input to spark another idea

# advice

1. Be happy
2. Be in a state on constant curiosity
3. Trust your instinct
4. Go for a walk
5. Build your social circles!
6. Have passion
7. Own everything that crosses your plate
8. Don't be late
9. Clients are heroes
10. Be a kid!
11. Take a risk, never give up

