

## Master of Advertising Effectiveness

### Creating the masters

At ThinkTV, we're all about knowledge sharing and learning, especially when it comes to the power of TV advertising. That's why we're excited to be supporting a new six-week programme that equips marketing and advertising professionals with the know-how and principles of truly effective advertising. The very first Master of Advertising Effectiveness kicks off in February next year and will be led by effectiveness-whizz James Human.



### ThinkTV scholarship up for grabs!

The first cohort for the programme sold out super fast but we have reserved a spot especially for one keen marketer. So if you're eager to do a deep dive into the world of effectiveness, we want to hear about it. Applications are open until Friday 17 December and applying is easy. Email [scholarship@thinktv.co.nz](mailto:scholarship@thinktv.co.nz) to tell us about yourself (name, day job, that sort of thing) and why you'd love this opportunity. We'll select one marketer and that scholarship recipient will learn, discuss and debate what makes the most effective marketing and become a fully-fledged master once they're done.

Learn more about the [Master of Advertising Effectiveness Programme here](#).



### In great company

Also taking part in the Master of Advertising Effectiveness programme is 2021 Young Marketer of the Year winner, Kathlynn Lee. ThinkTV proudly sponsored this award at the TVNZ-NZ Marketing Awards and offered Kathlynn a place on the Master programme in recognition of her great achievement. With Kathlynn's talent and track record to date, along with the high calibre of all of the finalists this year, we can see that the future of New Zealand marketing is in safe hands.

We love supporting the industry and are excited to create these opportunities. We're looking forward to following the learning journey of these marketers and sharing their insights and perspectives along the way.

### Lucky binge-watching winner

Congratulations to Dorota Girdlestone of Latitude Financial Services who won our World TV Day favourite TV ad prize draw. We hope you enjoyed your binge-watching prize pack and that you settled in front of some great shows to celebrate.

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