

Accelerated Branding: David Freeman

Accelerated Branding

Wizard Academy

16221 Crystal Hills Drive

Austin, Texas 78737

Phone: (512) 295-5700

Fax: (512) 295-5701

www.wizardacademy.org

What is this course all about?

This two day course reveals why brands are so powerful. Some more than others, and why the brands people adhere to are most often very personal decisions for those people (though they *may* be unaware).

This course explains the mechanics of mystery at work in the perception of a “brand.” It deconstructs a brand’s foundation to clarify what’s happening, why it’s happening and how.

Who wrote the course?

This course is taught by David Freeman. His background is in fiction; and as such he has written and developed scripts bought or optioned by Columbia Pictures, MGM, Paramount, Castle Rock, Buena Vista Television, Atlas Entertainment, Hearst Entertainment and many other major film and production companies. It should be no surprise then that he is also a long-standing member of the Writer’s Guild of America.

Freeman teaches a screenwriting and film / television development workshop on the UCLA campus called “Beyond Structure.” He offers his workshop twice/yr in New York.

Some of the contents of “Beyond Structure:” create riveting 3-dminensional characters, luminous dialogue, advance dialogue, invent premises and develop into imaginative plots, and create memorable scenes.

He provides a money-back guarantee up until 4:00pm on the first day of this two-day class; and he encourages you to obtain your refund if you don't feel your writing has significantly improved by that point.

Freeman has also worked to bridge Hollywood and videogames. He thus contributed to the script for “The Matrix” videogame, in production at Shiny Entertainment. And he’s currently a designer/writer on big-budget videogames for Activision, Infogrames, and Midway.

Finally, Freeman works in New Media and Branding & Integrated Marketing (briefly explained on his Beyond Structure website).

Having said all that, I think it’s safe to say that at his core, after David Freeman gathers his profound resolutions he wants to share them with others teaching.

How does this course teach you?

Freeman teaches this class only slightly similar to your high school teacher (he stands in the front of class), and the class is two full days (8:30a-6p).

All than the form of teaching from the front, this seminar is unique because it's all about content. The material itself is revolutionary as he defines a real brand, and then concretely discloses its aura.

So in addition to your own realizations, his explanations, exercises and examples make up the meat of this course.

Contents:

- 3 forms of branding
- 3 ways to connect
- Components of Relationships
- Bridges to Emotional Involvement and Identification

Some Requirements before you take the course:

I don't know of any specific requirements for his class. But I will say this...I think you'll get the most from this class if this tingles you with truth...

As writers, we don't create things of steel and wood. What we create is much much more elusive... Insight. Wisdom. New, and sometimes contradictory viewpoints. Fresh takes on the complexity and challenges of the human condition. We rediscover abiding truths. We show new roads to walk, and new ways of being to occupy.

Sometimes we lift the burdens of the journey, by finding the irony and humor of life, or giving recipes for being outrageous. We create play.

And we create beauty.

The above section comes from his Beyond Structure website, where he's renowned for his Character Diamond teaching in script writing. In this class his movie Character Diamond teaching becomes a Brand Diamond for business.

Specific Points:

Early in the class Freeman clearly defines two things all good brands have.

- Three Ways to Connect
 1. Brand Diamond
 2. Emotional Pulsar
 3. Co-created Reality
 - Events
 - Interactive things you can change
 - Personalization
 - Create Mystique

Bridges to Emotional Involvement and Identification

1. Need/Want
2. Unique Articulation of Need/Want
3. Branding Methods
4. Delivery Media
5. Bridges to emotional involvement, fondness and identification

How much does the course cost?

The two-day seminar with David Freeman and Roy Williams is \$2,400 . And if you're one of the first 13 to register, housing and food are free on the Austin, TX Wizard Academy campus. If you don't register quickly enough then food is still free, and that's not to mention whatever *potential* freebies Williams gives you (often it's a book). Or at least that's been my experience.

My conclusion:

Again, let it be known that this chapter is being typed out without Freeman's knowledge. I do not stand to gain from him or the Wizard Academy about what I write here.

But the content of this course no doubt comes from a man who observes broadly and thinks intuitively. And after having been away from this class for over a year now, I say it's all about content gained. The courses website says you can expect leave Austin, TX with (if you fully participate):

- 1:** a dazzling **Brand Diamond** you'll be anxious to unveil,
- 2:** a plan for creating an **Emotional Pulsar**,
- 3:** and you might even be able to frame a **Co-Created Reality**.

I personally gleaned more process than anything from the class though. But this was especially important because of a business endeavor I've been on-and-off pursuing since college.

And when I went, way back in Sept. '07 I was still grasping the Web 2.0 concept, and this class helped to fully illuminate that. Having said that, another big bonus is your introduction to Roy Williams (The Wizard of Ads). And he brings his presentation he first delivered in late 2004/early 2005 on generations in America. This dovetails nicely with some of Freeman's teaching; whereas Freeman teaches what is going on and how to be a part of it, Williams steps into the class to tell you *why* it's happening, and how long before it will be before things significantly change again.

And Freeman's seminar crosses paths with Roy Williams in another way too. It's with Williams' Magical Worlds class. In that class and in his book *Magical Worlds*, Williams has a marketing teaching called 3rd Gravitating Bodies; and Freeman's Brand Diamond acutely intersects it. And they'll point it out.

Even though this is Freeman's class and he's an adjunct Wizard Academy faculty member, it is still on Williams home turf. And because of that the liberties he takes at home will astound you with delight.

Let me clear (because I'm a Wizard of Ads partner)...the Wizard Academy is *not* in my back pocket.

Since Williams helps teach this course also he offers the student a huge amount of material in addition. Williams' specific teachings in this course can be found on the course's website at wizacademy.org.

If you are unfamiliar with both these men, you can rest assured *now* that you'll sleep well the first night of this class and again on the flight home. This class is about sociology, thought patterns and application (if you want).

Freeman's many examples and explanations will make you glad to be an American. Williams will make you glad you're an American *now*.