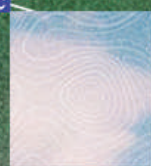


THINK
BIG

WORK
WORLDWIDE



GLOBAL CREATIVE

INTENSIVE
CREATIVITY
COURSE



BROTHER
MADRID



THINK BIG

WORK WORLDWIDE

THE SCHOOL

Brother shouldn't exist.

If from the very beginning we had been told that what we love doing is actually what we'll be good at — and what will make us happy — then Brother wouldn't exist.

We don't see ourselves as just a school of advertising or communication. We want to train students to think in ways that prepare them for any kind of creative environment — whether it's an advertising agency, a production company, a publishing house, or a personal project.

And most importantly: to use creativity as a force for change wherever society needs it most. Because that's why this school was born — to create the place we always wished we belonged to, where we're encouraged to do what we truly love to do.



THE COURSE

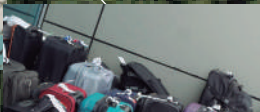
Global Creative is not a conventional course: it's designed to prepare creatives capable of working anywhere in the world. You'll learn directly from professionals who are currently leading projects for global brands, absorbing their experience and strategic vision.

All classes are taught in English, allowing you to communicate and collaborate in multicultural environments from day one.

In addition, you'll take part in an international workshop in a European city, working with a real client and applying your ideas in a professional, global context. Throughout the course, you'll develop a 360° creative skill set — from art direction and storytelling to storydoing and technological experimentation — ensuring that your creativity is ready for any challenge.



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**RODRI
GONZÁLEZ**
EXECUTIVE
CREATIVE DIRECTOR
MOMENTUM



**TERESA
MONTENEGRO**
INDEPENDENT
CREATIVE
ART DIRECTOR

INSTRUCTORS



**AGUSTÍN
AIASSA**
SENIOR COPYWRITER
LOLA
MULLENLOWE



**GLOBAL
CREATIVE**



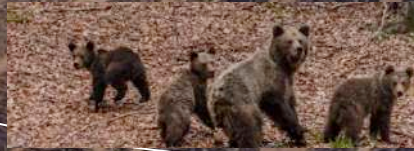
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SUBJECTS

STORYTELLING

Turn thoughts into powerful words and narratives that connect across cultures



THE LAB

Experiment without limits in a playground of AI, technology, and production.



CRAFT

Master the art of visual language and learn the principles of art direction.



STORYDOING

Go beyond ideas: transform concepts into real experiences and actions.



**GLOBAL
CREATIVE**

REAL CLIENT, REAL WORK.

Throughout the course, you will experience an intensive, two-day creative workshop in a European City designed to simulate a real agency workflow for an international client.

Over the course of one weekend, you will receive a live brief, develop ideas over 48h, and present them the next day for direct feedback. Throughout the workshop, you will have guidance, reviews, and hands-on mentorship from your instructors. A unique opportunity to sharpen your skills, challenge your creativity, and immerse yourself in a dynamic, real-world creative process.



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GLOBAL CREATIVE

07 JANUARY 2026 – 04 JUNE 2026
LIMITED SPOTS AVAILABLE

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