

### From Cold case to Gold case

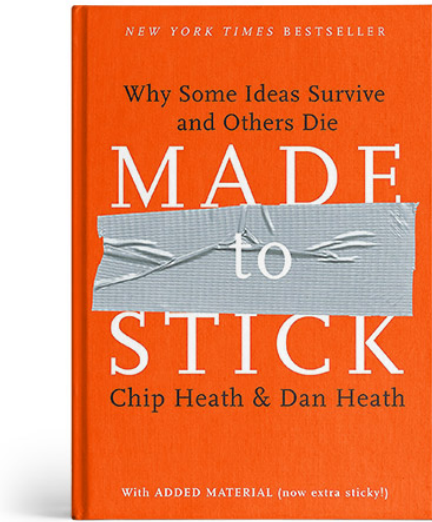
**'No case film, no award'**

Peter Ampe, a well-known Creative Director, shares the secrets of winning Creative Awards and Effies with case films. In the past decade Peter won 43 Cannes Lions Awards and 14 Effie Awards, turning cold cases into golden cases. For his book he analyzed many award-winning case films and found the insights how to win the minds and hearts of jury members, who must judge hundreds of case presentations in a few days prior to a Festival. One of the secrets is: *'Make your point in the first 20 seconds, the next 100 seconds supports the idea'*.

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How ideas are understood, remembered and have a lasting impact to change audience's opinion or behaviour. A sticky idea is an idea that is more likely to make a difference. Regardless of your level of “natural creativity”, you can with little effort make almost any idea sticker. All you need to do is understand and apply six principles of powerful ideas...

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