

Mustafa Ulker

Advertising
United States

View the full portfolio at <http://www.thecreativefinder.com/mustafaulker>

Professional Experience and Curriculum Vitae

My grandfather was quite a famous storyteller, as well as my grandmother, my father and my mother too. So I found myself telling stories to my little brother when I was five years old. Since then I never stopped.

-23 Years Later-

I'm creating and telling stories here at Miami Ad School. Nothing has changed. I just add some tag lines at the end of the stories.

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Previous Clientele

Oreo, Oscar Mayer, Smirnoff, Guinness, Canon, Kraft, UGG, Coke-Fuze Tea, Hanes, Augusta Westland, Babe, IDO, Shell,

Awards and Accolades

Please kindly get in touch for more information.

Awards and Accolades

Clio / Key Art Awards / Student Gold 2012

Miami Ad School Top Dog / 2012 - *3

www.newcreatives.com - the new creation of the month - June

www.newcreatives.com - Top 1 Creative - June

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GOAL

Attending Miami Ad School was one of my biggest dreams. When I first heard about the opening of the Istanbul branch, I knew I had to do something different to grab the attention of the school's administration.

INSIGHT

I thought about the fact that any research about MAS Istanbul would start off with a Google search. Since my domain name sounded official, it would attract all the visitors interested in MAS.

How I GOT INTO MIAMI AD SCHOOL



SELF PROMOTION/DIGITAL
MUSTAFA ULKER

SOLUTION

I bought the domain "miamiadschoolistanbul.com". The website looked like the official MAS site but with a little twist of my own. I placed a message about how much I wanted to attend the school. After 30 seconds of my message's display, the site is redirected to the real one.

RESULT

Not only was I admitted to the school but I was also granted a 50% scholarship. It went viral and became popular as advertising blogs wrote about my tactic to enter MAS.