



creative points. of view

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1 – We believe that creativity must run through every aspect of the communications plan, from the key consumer insight to the writing on the pack. This is the DNA of success and therefore the DNA of our business. Our daily aim is to invoke the reaction in our clients and ultimately their consumers of, “I’d never have thought of that”.

MARK WHELAN,
CREATIVE DIRECTOR,
CAKE UK

2 – If you want to stay creative in doing business it is key to stay curious. When you are interested in listening to “the world”, the economy, the current individual situation and the development of your business partners, your clients, their needs, their wishes and visions and when you keep your curiosity about all kinds of bits and pieces alive, you will always find creative solutions.

SVEN TRACHEL,
CEO AND COUNTRY MANAGER,
MPG GERMANY

3 – Commercial Creativity—the business we’re in—is mainly fed by a large portion of amazement. We train ourselves to stick to the last bits and pieces of our childish amazement. The future of advertising agencies is not in making things up, but in discovering amazing truths in our client’s business and products. Things they don’t see themselves anymore. We are an Amazement Rental Company.

SICCO BEERDA,
EXECUTIVE CREATIVE DIRECTOR,
EURO RSCG THE NETHERLANDS

4 – A truly creative idea is the only way for an adman to achieve immortality.

VICTOR NG,
EXECUTIVE CREATIVE DIRECTOR,
EURO RSCG SINGAPOUR

5 – Creativity is not just new ideas or concepts but also the association of existing concepts and technologies in new ways. Marconi didn’t invent the wireless, but applied existing technologies in new ways with a vision of how they could be used, then through persistence and hard work was able to deliver something entirely new.

ROB GRIFFIN,
SVP, U.S. DIRECTOR OF SEARCH,
DATA, & ANALYTICS,
MEDIA CONTACTS,
BOSTON, USA

6 – Creativity is like a love potion that magically turns something ugly into something beautiful.

FELIX GLAUNER,
CHIEF CREATIVE OFFICER,
EURO RSCG PARTNERS GMBH



⁷ ***“There has never been a better time for creativity. With so many forms of communication our big ideas have a real chance to shine. And more importantly our audiences are hungry for innovation and we must feed them.”***

**PAUL SHEARER,
EXECUTIVE CREATIVE DIRECTOR, ARNOLD LONDON**



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The older I get the more I realize how important it is to stay connected to my "inner child." The best creative people do not grow out of it when they grow up. Like children, we remain inquisitive. Lovers of fun. You see it in our bicycles in the hallway. Our dubious wardrobes. Our playlists. Our flirty snapshots on Facebook.

Alas, you also see it in meetings, where we become pouting and defensive, wilting under criticism, frustrated by the grown-ups ruining our fun. I know we can be insufferable. Imposing MBA logic in Romper Room is bound to create problems!

STEFFAN POSTAER, CHIEF CREATIVE OFFICER, EURO RSCG CHICAGO

9 Today creativity is inspired by extraordinary people and made for extraordinary audiences. It's like a contest inside the advertising industry. I prefer ideas which are inspired by ordinary people.

10

Creativity is the ability to create ideas, the most precious form of energy in the world. As ideas today can spread around the globe within instants, ideas become more powerful every day.

MORTEN MALBAK, DIRECTOR STRATEGY, NEW BUSINESS & MARKETING, MPG GERMANY

Such easy ideas, that anybody can say — I think the same.

EDA KAUBA, CREATIVE DIRECTOR, EURO RSCG PRAGUE

11 **Idea = Assets + Future**

FRANK BODIN, CHAIRMAN & CEO GROUP, EURO RSCG SWITZERLAND

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Creativity is less about inventing new things; more about finding new connections between things that are already somehow familiar. There are three essential requirements: acute powers of observation, curiosity about how the world works, and the ability to relax the brain so that interesting connections can form. The best question you can ever ask yourself is, «What is this like?».

GUY FORESTIER-WALKER, SVP, STRATEGIC PLANNING, MPG NEW YORK

13— Creativity is an oscillation between restlessness and uncertainty. We always want to change something but are never really sure what. ...Until we've changed it.

JACEK SZULECKI, CREATIVE DIRECTOR, EURO RSCG WARSAW

14

Creativity is like a beautiful stranger: it makes you curious and attracted.

SATBIR SINGH, CHIEF CREATIVE OFFICER, EURO RSCG INDIA

15

CREATIVITY IS AN ABILITY TO ENGAGE A CONSUMER, TO MAKE HIM STOP AND TO TOUCH HIM IN AN EMOTIONAL WAY. CREATIVITY IS A GREAT TOOL WHICH HELPS TO DIFFERENTIATE ONE BRAND FROM ANOTHER BY CREATING A UNIQUE IMAGE AND PERCEPTION.

KATIA KRASULINA, CREATIVE DIRECTOR, EURO RSCG MORADPOUR, RUSSIA

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KATIA KRASULINA,
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The success of our business lies in the ability to reinvent. But reinvention isn't about changing what already exists but about creating what doesn't, being able to exploit the unknown and getting it right.

GERMAN SILVA,
EXECUTIVE VICE PRESIDENT
& CHIEF CREATIVE OFFICER,
EURO RSCG WORLDWIDE SPAIN

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Today there is a great need to seek out 360 degree ideas. With that comes the need to have more and more media/creative relationships. These ideas need to travel across all the perfect channels so we are injecting our clients' brands into the right human conversations. We are seeing more and more clients tapping into our R&D Brand Experience thinking to get this right.

PETE FAVAT, EXECUTIVE CREATIVE DIRECTOR, ARNOLD BOSTON

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creativity

18 — IF BUSINESS IS THE ART OF MAKING MONEY, CREATIVITY WILL BE ITS TRUE MEASURE.

CASE DEENADAYALAN,
EXECUTIVE CREATIVE DIRECTOR,
EURO RSCG KUALA LUMPUR

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"Creativity is the redefinition of boundaries regardless of the form. Creativity to me is the challenging of: what has been done, what is expected, and what one is told can be done. This is true for me in art, technology, design, business, government, or advertising..."

EDWARD MONTES,
EVP MANAGING DIRECTOR,
HAVAS DIGITAL USA

Creativity is the art and science of capturing people's imagination in a way that persuades them to embrace your point of view. In advertising, creativity allows a unique point of view to become an accepted part of mainstream thinking, dialogue, and culture to the commercial advantage of a particular brand. At its heart, effective creativity requires a powerful and original **idea.**

ROWAN DEAN,
EXECUTIVE CREATIVE DIRECTOR,
EURO RSCG AUSTRALIA

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Ideas at the core. Ideas that provide business solutions for our clients and engage consumers. So engaging that they will expect more and will move mightily into action.

CC TANG,
EXECUTIVE CREATIVE DIRECTOR,
EURO RSCG SHANGHAI

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A good recipe for creativity includes: a lot of experience and know how to understand how things have been done in the past and then to try to do it differently; a mix of research & technology to be sure you're not only following the trends; and a bit of inspiration to make you feel smart and believe you have not followed any recipe.

ANDRE ZIMMERMANN,
DIRECTOR GENERAL,
MEDIA CONTACTS BRAZIL