

CREATIVITY IN ADVERTISING 2008

Thursday 27th March 2008

Message from the conference chairman

"In recent years – and you can't blame them for it – people have come to conflate creativity with innovation. There are, quite rightly, a million conferences in which people excite themselves over all the wonderful new ways you can reach people nowadays (and I've spoken at most of them). Yet it is one thing to reach people and quite another to "reach" people.

All this media excitement is meaningless if it does not sit alongside a thorough understanding of what hasn't changed – the things that, for ten thousand years, have reliably moved people, and caused them to think, feel and act.

The real creative challenge today lies in the gap between "What if" and "Why should I?" That's what we'll be exploring on March 27th".

Rory Sutherland, Vice Chairman, Ogilvy Group UK, London

Why you should attend

Creativity in Advertising 2008 provides a fantastic line-up of eminent speakers – a 'who's who' in the creative world – who will share their experiences, tactics and stories to inspire and provide practical ways of increasing creative excellence for you and your team.

The conference is designed to inspire anyone responsible for marketing brands. It is expected to attract senior marketing personnel from advertisers, agencies and marketing services firms.

The venue



The conference is being held at one of London's coolest hotels – The Cumberland. Featuring original sculpture, paintings and other artworks it is a venue to inspire, enthral and amaze.

08.30 COFFEE AND REGISTRATION

09.15

Welcome from the conference chair

Rory Sutherland, Vice-Chairman, OGIILVY GROUP UK, LONDON



09.25

How digital can engage consumers and build brands

Dominic Goldman, Creative Director, BARTLE BOGLE HEGARTY

Dominic recently joined BBH as Creative Director for Levi's, having previously worked in San Francisco at Hal Riney and Goodby Silverstein & Partners. Dominic is a winner at numerous international award shows including One Show, Clios, New York Festivals, Cannes and D&AD.



BBH

09.55

Contagion – how advertising can go beyond traditional media channels (includes **The Sun** case study)



Mark Hunter, Executive Creative Director, EURO RSCG LONDON

Mark joined EuroRSCG London in 2007 from Wieden + Kennedy Amsterdam where he CD'd the Nike account for three years. Prior to that Mark worked at BBH on Lynx, Impulse, Audi and Levi's, for which his Twist commercial received a D&AD Black Pencil in 2001.

10.20

Waiter, there's a duck in my ad: a surreal guide to art, advertising and emotion from Dada to D&AD



Anthony Tasgal, Founder & Head Insighter, POV MARKETING & RESEARCH

Tas, aka Anthony Tasgal, worked as an account planner before founding the strategic consultancy POV in 1998. He specialises in applying new thinking from domains such as science, film and cultural theory into brand and communication development. Tas is also a visiting lecturer on Creativity at Bucks College

10.50 Q&A

11.00 REFRESHMENTS & NETWORKING

11.15

What does 'creative' mean anyway?



Carl Johnson, Co-Founder, ANOMALY

Prior to co-founding Anomaly in 2004, Carl served as COO of TBWAWorldwide and was CEO of the New York office of TBWA/Chiat/Day. He also founded Simons Palmer Clemmow Johnson in the UK. Carl is President-elect of the American Marketing Association.

11.40

The importance of emotional connection (includes **Lurpak** case study)



Matt Boffey, Founder, ARCREED

Matt is an award-winning advertising planner, working most recently on brands such as Nike, Lurpak, Cravendale, Visa, Electronic Arts and Orange. He is now in the process of establishing his own total communications agency.

12.05

Why is there a gorilla playing a Phil Collins drum solo on my TV screen? (includes **Dairy Milk** case study)



Chris Willingham, Partner & Client Director, FALLON

Recruited at Fallon to run the Sony Electronics account across more than 40 European markets, Chris has overseen the launch of the BRAVIA television range featuring the highly acclaimed 'Balls', 'Paint' and 'Play-Doh' ads. He also oversees the More Than and Cadbury accounts, including the recent 'Gorilla' commercial for Dairy Milk.

12.30 Q&A

12.45 – 13.45 LUNCH

13.45

Welcome from the afternoon chair

Jess Greenwood, Deputy Editor, CONTAGIOUS MAGAZINE



14.00 KEYNOTE SPEAKER

Connecting products to services to connect with consumers

Michael Tchao, General Manager, NIKE TECHLAB



Michael Tchao is General Manager of Nike Techlab, a technology innovation group within Nike chartered with developing new digital products and services for Nike's sport and fitness consumers including the award-winning Nike+iPod system developed in partnership with Apple.

14.40

How to think 'digital' – the potential for online and social networking

Simon Silvester, Executive Planning Director, WUNDERMAN EMEA

Simon spends his time developing new thinking and strategies for Wunderman's international clients. His views are frequently featured in the FT, Wall St Journal and industry press. In 2002 he won WPP's top Atticus Grand Prix for his study on ageing societies.



15.00

5 things I wish I had known (or understood) 10 years ago about advertising

Gary Bembridge, Vice President Beauty Care EAME, JOHNSON & JOHNSON



Gary looks after the teams responsible for the strategy, product pipeline and communication for brands like Neutrogena, RoC, Clean & Clear, Aveeno and Piz Buin. Learn more at his blog: www.garybembridge.com.

15.20

Brand leadership: how the pioneers embrace digital including case studies from some of the world's most influential brands

Ajaz Ahmed, Co-Founder & Chairman, AKQA



As a teenager, Ajaz worked for Apple. He co-founded and is now chairman of the world's largest independent agency AKQA. Clients include Nike, Nokia, BBC, Xbox, Unilever and 19 Entertainment.

15.40 Q&A

15.50 REFRESHMENTS & NETWORKING

16.00

Launch of the BBC iPlayer – shifted perceptions of old Auntie?

David Bainbridge, BBC

David is Head of Marketing, Communications and Audiences for Future Media and Technology at the BBC, responsible for driving the take-up of digital TV and radio in the UK. Prior to this David was a co-founder of digital agency Whoosh and is a former Deputy Marketing Director at Channel 5.



16.20 CASE STUDY

Crime doesn't pay, but creativity does: lessons from the Met Police

Andy Nairn, Planning Director, MILES CALCRAFT BRIGINSHAW DUFFY



Andy worked at AMV.BBDO and Rainey Kelly Campbell Roalfe in London before joining Goodby Silverstein and Partners in San Francisco as planning partner. He returned to the UK in 2002 to become planning director of MCBDD.

16.40

The science of turbo-charging creativity: 5 ways to vaccinate yourself against boring thinking

Amantha Imber, Head Inventiologist, INVENTIUM



Amantha helps organisations (including Deloitte, Quantas, AMP, Diageo and Clemenger BBDO) think more creatively using science-based techniques. She also writes a column for Fast Thinking magazine and is author of the upcoming book "The 92 rules of creativity".

17.00 CLOSING ROUND-UP

Rory Sutherland, Vice-Chairman, OGILVY GROUP UK, LONDON

5 EASY WAYS TO BOOK

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CONFERENCE CHAIRMEN

RORY SUTHERLAND, VICE CHAIRMAN, OGILVY GROUP UK, LONDON

Rory joined OgilvyOne as a graduate trainee. After six months training, and thirteen months spent as the world's worst account man (in a last remedial effort he was booked on a time management course, but got the date wrong) he was moved to the Planning Department. Soon afterwards he confessed an interest in copywriting to his line manager, who agreed this was a jolly sensible move. So sensible, in fact, that he fired him. Two weeks after leaving Planning, Rory joined the creative department as a junior copywriter. In 2005 Rory was made vice-Chairman of the Ogilvy Group in the UK in recognition of his improved timekeeping. He remains an advocate of advertising which does different things, rather than just saying things differently.

JESS GREENWOOD, DEPUTY EDITOR, CONTAGIOUS MAGAZINE

Jess spent a stint teaching music in France and Italy before returning to London to work as a music producer. A career change landed her in the advertising industry as Editor of The Reel before helping to launch the award-winning Contagious in December 2005. Jess is currently Contagious' Deputy Editor, covering innovative, effective and non-invasive strategies and campaigns in marketing, branding, design, technology and pop culture. She is a regular speaker at marketing conferences, and has helped to build the Contagious consultancy, offering advice and insight to a number of clients from both agencies and advertisers.

ABOUT THE ORGANISERS



World Advertising Research Center

World Advertising Research Center (WARC)

is a leading provider of information and statistics on all topics of importance to the marketing communications, media and advertising industries – worldwide. Its groundbreaking database of

marketing communications content – www.warc.com – includes material from the American Association of Advertising Agencies, the Advertising Research Foundation, case studies from the IPA, ESOMAR and many other leading sources.



Admap

Admap is the leading international magazine for the strategic decision maker in the advertising, marketing and media sectors. Admap keeps readers up-to-date with leading-edge practice, important issues and new thinking worldwide about advertising and marketing communications.

Find out more at www.admapmagazine.com

Registration Form

Creativity in Advertising 2008

Thursday 27th March 2008

The Cumberland Hotel, Great Cumberland Place, London W1A 4RF

**Book before
25th February
and get £50 off
ticket price!**

Please register me for Creativity in Advertising 2008 (C330)

Register **BEFORE 25th February 2008*** **£575.00 + VAT[†] = £675.63**

Register **AFTER 25th February 2008** **£625.00 + VAT[†] = £734.38**

Conference CD Only **£150.00 + VAT[†] = £176.25**

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Name	Mr/Mrs/Ms		
Job Title			
Company			
Company size	Under 50 <input type="checkbox"/>	50+ <input type="checkbox"/>	250+ <input type="checkbox"/>
Nature of business			
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Web www.warc.com/Creativity08

Email conferences@warc.com

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The Venue

The Cumberland Hotel, Great Cumberland Place, London W1A 4RF

Tel: +44 (0) 870 333 9280 • Fax + 44 (0) 870 333 9281

Nearest Tube: Marble Arch

Delegate Information

A VAT invoice will be sent to you on receipt of each confirmed booking. Payment includes lunch, refreshments and all documentation. If you have not received an acknowledgement of your registration before the seminar, please contact us to confirm your booking has been received.

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If you have to cancel your place at the conference after payment has been made, 80% of the fee will be refunded to you provided written notice is received no less than 21 working days in advance of the conference date. If you cancel later than this, the full conference fee will be charged. A substitute delegate is welcomed at no extra charge.

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25th February
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WARC in association with Admap presents

CREATIVITY IN ADVERTISING 2008

A one-day conference on Achieving Creative Excellence

- Big creative ideas that engage consumers and build brands
- The importance of connecting with consumers' interests and values
- How music can amplify the power of advertising content
- How advertising can go beyond traditional media channels
- Harnessing the potential of digital
- How to vaccinate yourself against boring thinking

Thursday
27th March 2008

The Cumberland Hotel,
Great Cumberland Place
London W1A 4RF



Book today at
www.warc.com/Creativity08

CHAired BY

RORY SUTHERLAND

Vice-Chairman
OGILVY GROUP UK, LONDON



JESS GREENWOOD

Deputy Editor
CONTAGIOUS MAGAZINE



KEYNOTE SPEAKER

MICHAEL TCHAO

General Manager
NIKE TECHLAB



SPEAKERS

AJAZ AHMED

Co-Founder & Chairman
AKQA



DAVID BAINBRIDGE

HEAD FM&T – MC&A
BBC



GARY BEMBRIDGE

Vice President Beauty Care EAME
JOHNSON & JOHNSON



MATT BOFFEY

Founder
ARCRED



DOMINIC GOLDMAN

Creative Director
BARTLE BOGLE HEGARTY



MARK HUNTER

Executive Creative Director
EURO RSCG LONDON



AMANTHA IMBER

Head Inventiologist
INVENTIUM



CARL JOHNSON

Co-Founder
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ANDY NAIRN

Planning Director
MILES CALCRAFT BRIGINSHAW DUFFY



SIMON SILVESTER

Executive Planning Director
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ANTHONY TASGAL

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CHRIS WILLINGHAM

Partner & Client Director
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