

How to get the most out of your creative department

A **Mark** Agency
presentation for ADMA
Forum.

Mark.

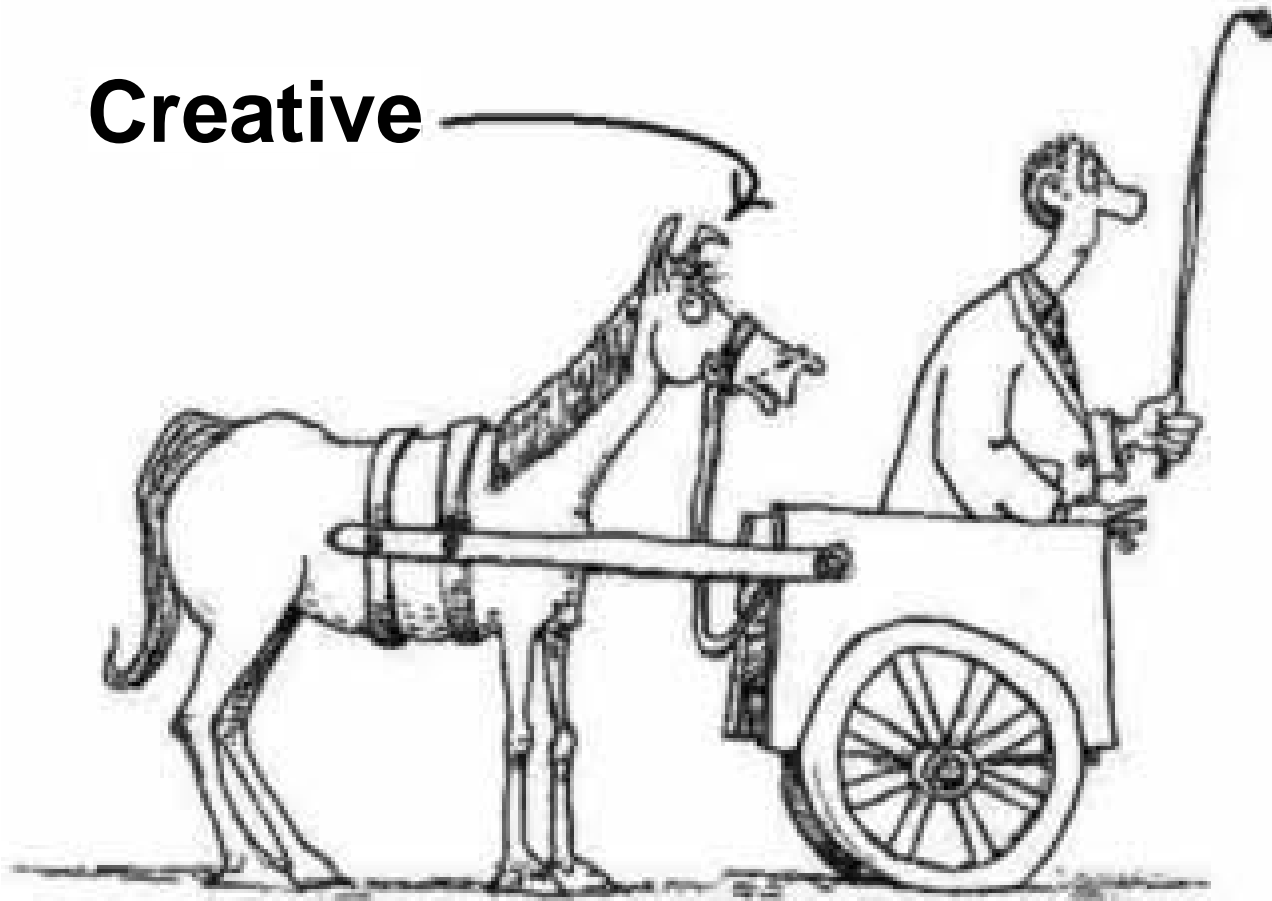
Motivation.

“Motivation is the art of getting people to do what you want them to do because they want to do it.”

Dwight D. Eisenhower



Creative



Creative Brief



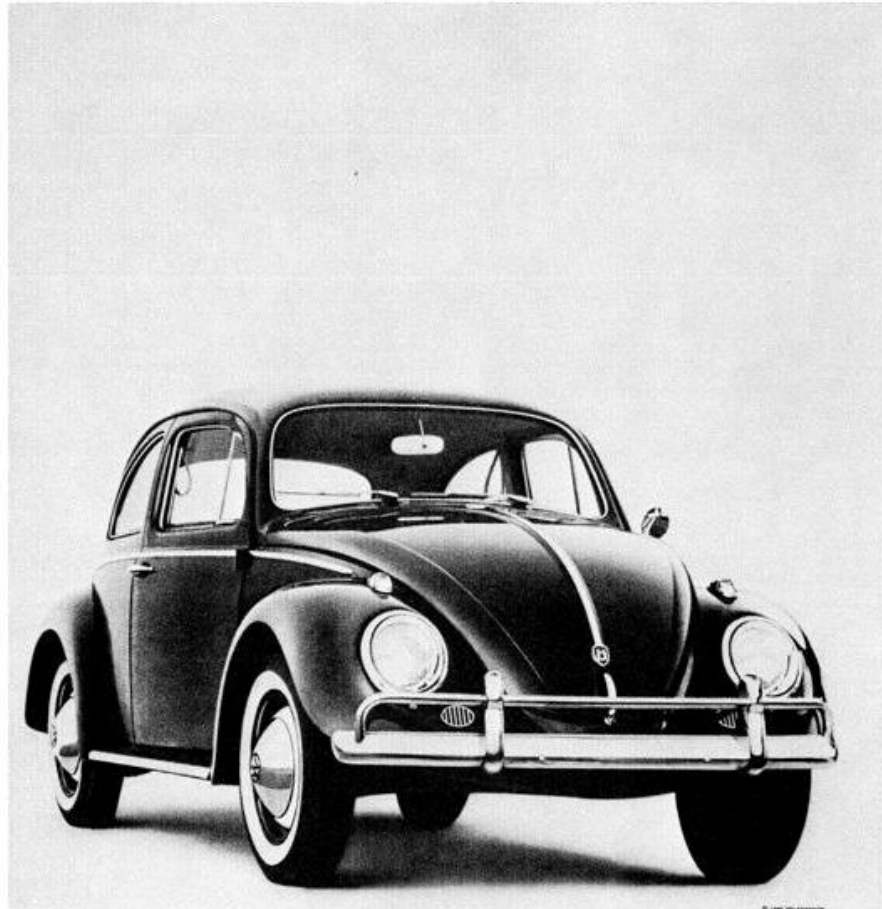
1. Know your brief.

“A creative brief should be both creative and brief”

Jon Steel

- Organised
- Brief
- Through
- Focus on real problem
- Customer's Shoes
- Competitive advantage





Lemon.

This Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kröner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3000 Volkswagens are produced daily, there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

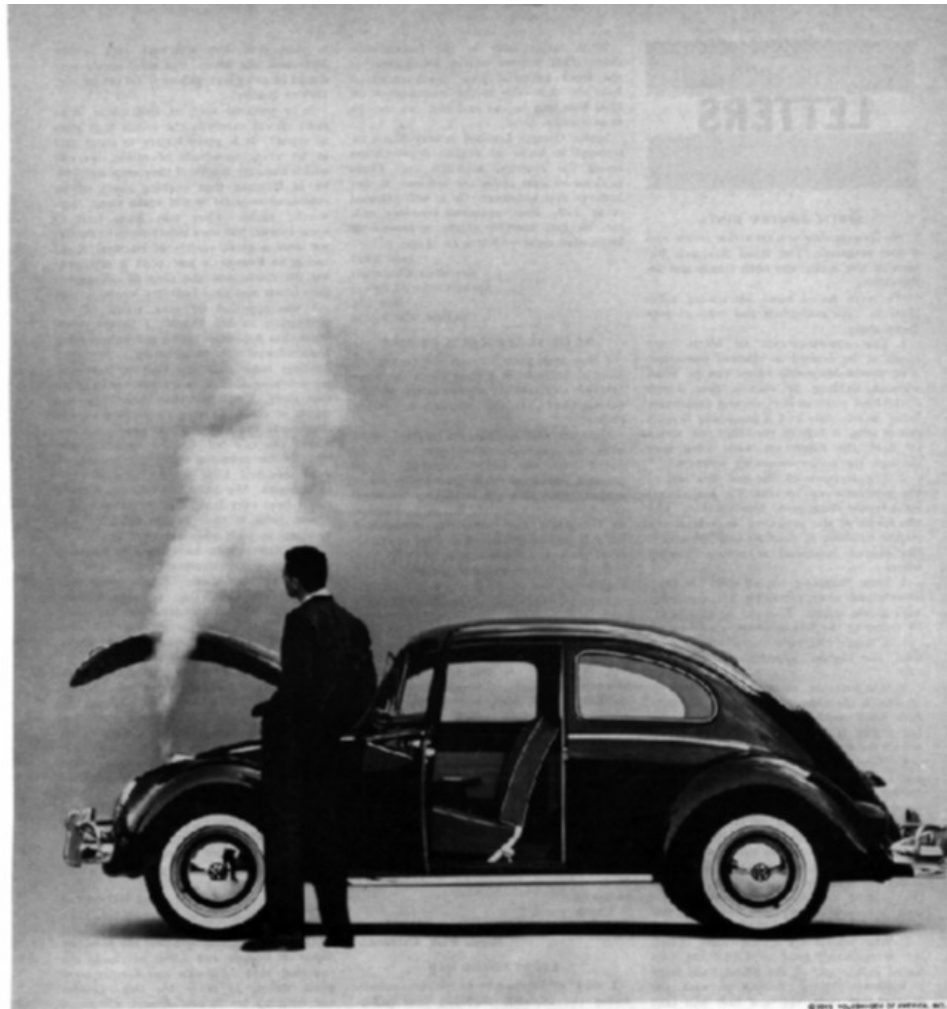
brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means a used VW depreciates less than any other car.)



We pluck the lemons; you get the plums.





© 1961 Volkswagen of America, Inc.

Impossible.

A Volkswagen can't boil over.
It's physically impossible.
The reason is absurdly simple: the VW's rear engine is cooled by air, not water.

Since air can't boil, neither can the car.
If you had to, you could drive a VW all day at top speed through a desert. Or edge along in bumper-to-bumper traffic on the hottest day of the year.

You may get all steamed up, but not your Volkswagen.

Chances are you'll appreciate the air-cooled engine even more in winter. Air can't freeze any more than it can boil. So you don't need anti-freeze. (You couldn't put any in a VW even if you wanted to; there's no radiator. And so no hoses to leak. No draining. No fluffing. No rust.)

In the past, a few VW owners have been amazed to find a perplexed gas station attendant with a bucket of water and no place to put it.

But we've taken care of that in our '61 model. This year, a windshield wiper is standard equipment. It uses water. Let the man fill it up.



2. Stick to your brief.

- Brief to shape creative
- Brief changes?
 - After briefing
 - After creative presentation
- Time management / pressure



3. It's their job.

- Trusted experts
- Knowledge from experience
- Admire creative product
- Rewriting / Reworking?
- Results



4. Build trust.

- Honest relationship
- Use your agency suits
- Open to suggestions and changes



5. Hear it from them.


- Creatives don't bite
- Have presentations from creatives
- Passion
- Rationale
- Value the work



6. Be brave.

“Taking what the client wants to say and turning it into something the customer wants to hear”

Paul Taylor

- Think about the result
 - Think about the customer
 - Not your personal opinion
 - Not how your internal audience will react
- 

ONE BANK

HAS THE

STRUCTURE

SHAPED

TO SUPPORT

YOUR

CLIENTS AND

THEIR FARMS

ONE BANK
IS OFFERING

ENDING RATES

0%

7. Learn the art of feedback.

- Give feedback!!!!!!!
- Instinctive
- Positives and negatives
- Relate to your brief
- Involve decision makers
- Continue to motivate



8. Try new things.

“It’s good to know the rules. Now forget them”

Bob Stone

- Intelligent failure
- Test and learn
- Value learning
- Focus on problem



8 1/2. Use your passion to inspire.

- Passion
- Make time
- Make it happen
- Channel freedom
- Encourage awards



Thankyou