

creatures of the creative economy



**“Britain’s fashion industry
employs more people and
makes more money than do its
car or steel industries.”**

*John Howkins, The Creative Economy:
How People Make Money from Ideas*

“The creative economy employs nearly 30 million people worldwide and generates \$2.25 trillion in revenue — or 3 percent of the world’s GDP. This is substantially more than global telecommunications (\$1.57 trillion) and greater than the GDP of India, Russia, or Canada.”

BBDO

15,000 PEOPLE

289 AGENCIES

81 COUNTRIES

CLEMENGER BBDO

COLENSO BBDO



.99



BrandWorld

RAYDAR.





Key Clients

Strategic Partners



FINCH

WE MOVE PEOPLE



KO TĀTOU THIS IS US
BIOSECURITY 2025



RACIST
ON THE INSIDE
NZ
Human
Rights.



A NEW GENERATION

EECA



ORANGA
TAMARIKI
Ministry for Children



New Zealand
DEFENCE
FORCE
Te Ope Kaitua O Aotearoa



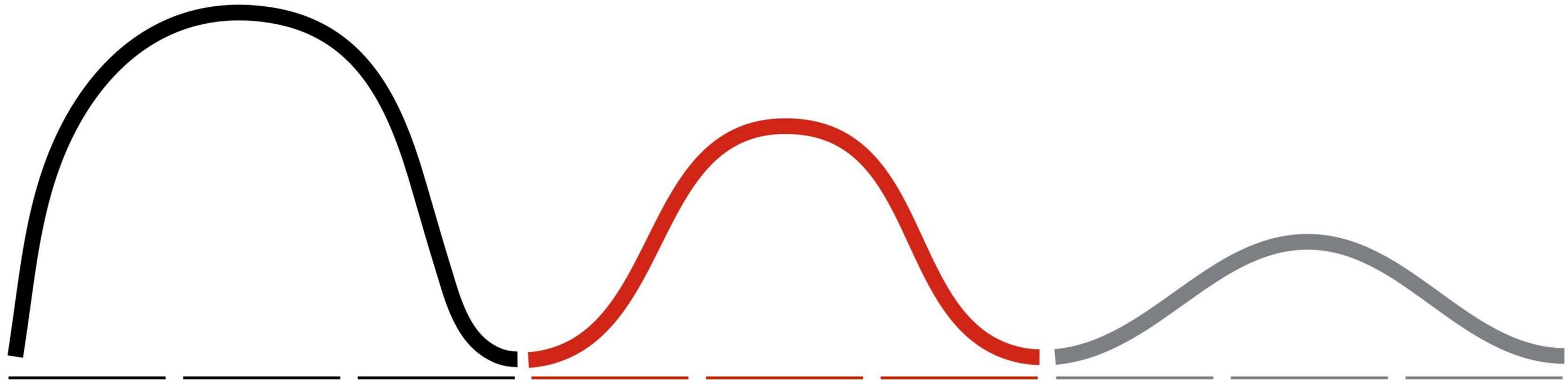
NZ TRANSPORT
AGENCY
WAKA KOTAHĪ

TODAY

HOW WE
THINK +
WORK

WHO IS
RIGHT FOR
US?

PROJECT LIFECYCLE



Problem Design

Gain understanding and insight into the problem or opportunity to ensure a shared understanding before starting to develop solutions.

Understand

Dig

Distil

Solution Design

Explore many agnostic solution concepts and refine them through iteration and evaluation, reducing risk and removing assumptions - fast - ensuring fit for purpose solutions.

Ideate

Refine

Stretch

Delivery Design

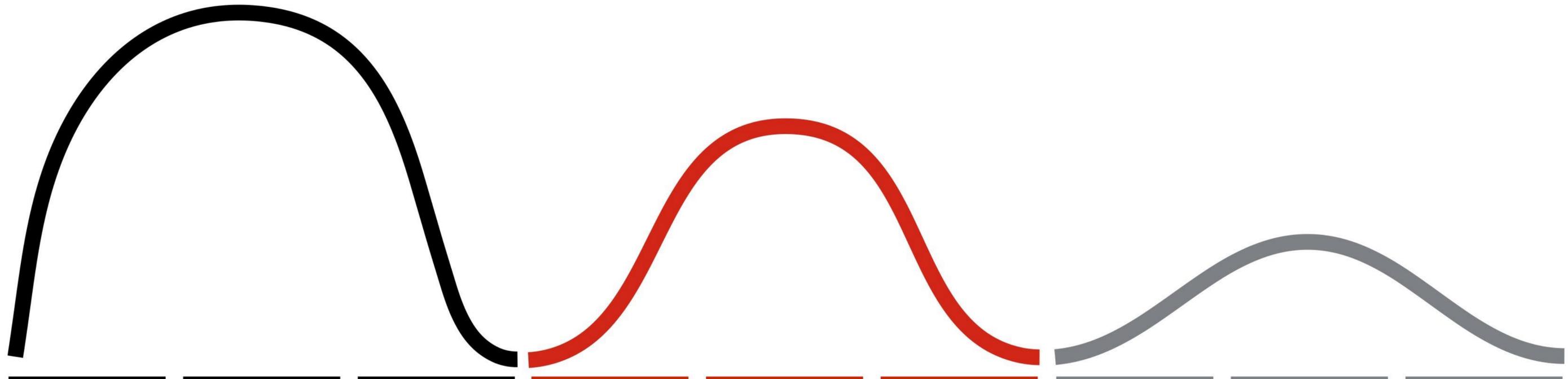
Bring the solution to reality. Testing and monitoring play a critical part in ensuring the initiative is successful and insights can be gathered for future initiatives.

Make

Launch

Learn

PROJECT LIFECYCLE



Problem Design

Understand Dig Distil

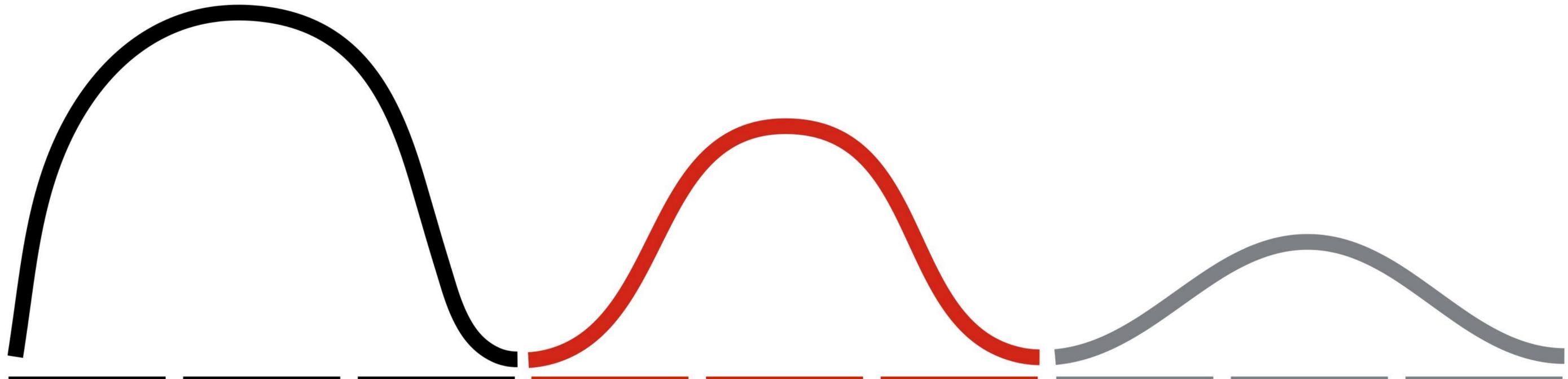
Solution Design

Ideate Refine Stretch

Delivery Design

Make Launch Learn

PROJECT LIFECYCLE



Problem Design

Research
Insight work
Problem analysis
Strategic thinking
Communication skills
Negotiation skills
Presentation/selling skills

Understand

Dig

Distil

Solution Design

Ideate

Refine

Stretch

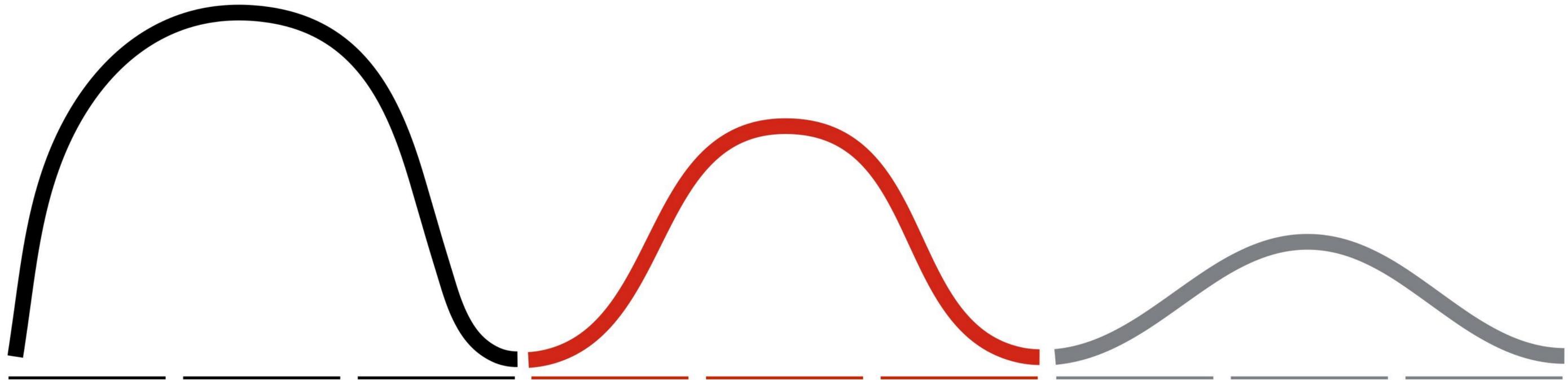
Delivery Design

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Solution Design

Creative ideation
Design thinking
Writing
Art Direction
UX/CX
Comms Design
Media planning

Ideate

Refine

Stretch

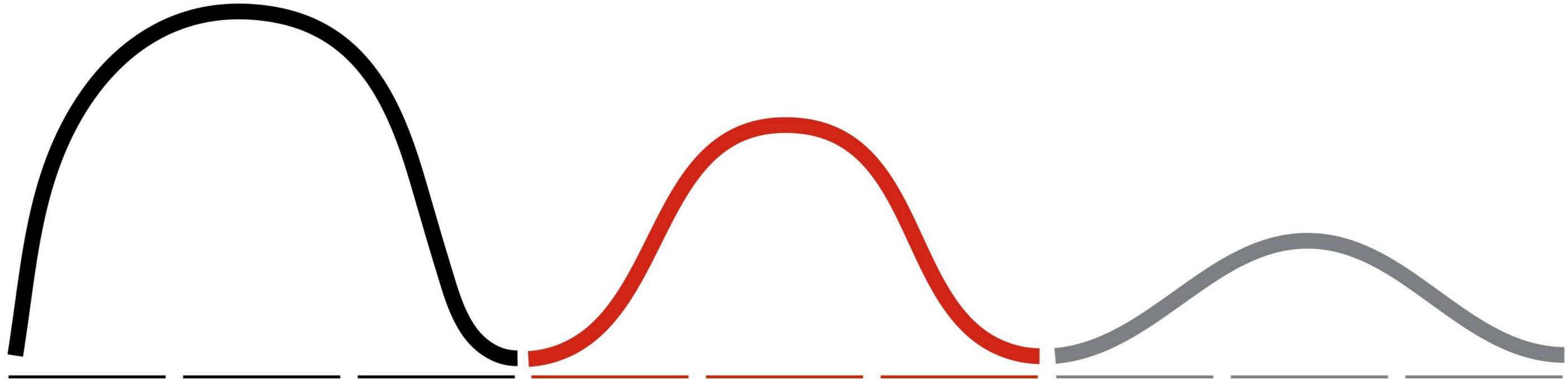
Delivery Design

Make

Launch

Learn

PROJECT LIFECYCLE



Problem Design

Research
Insight work
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Strategic thinking
Communication skills
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Understand **Dig** **Distil**

Solution Design

Creative ideation
Design thinking
Writing
Art Direction
UX/CX
Comms Design
Media planning

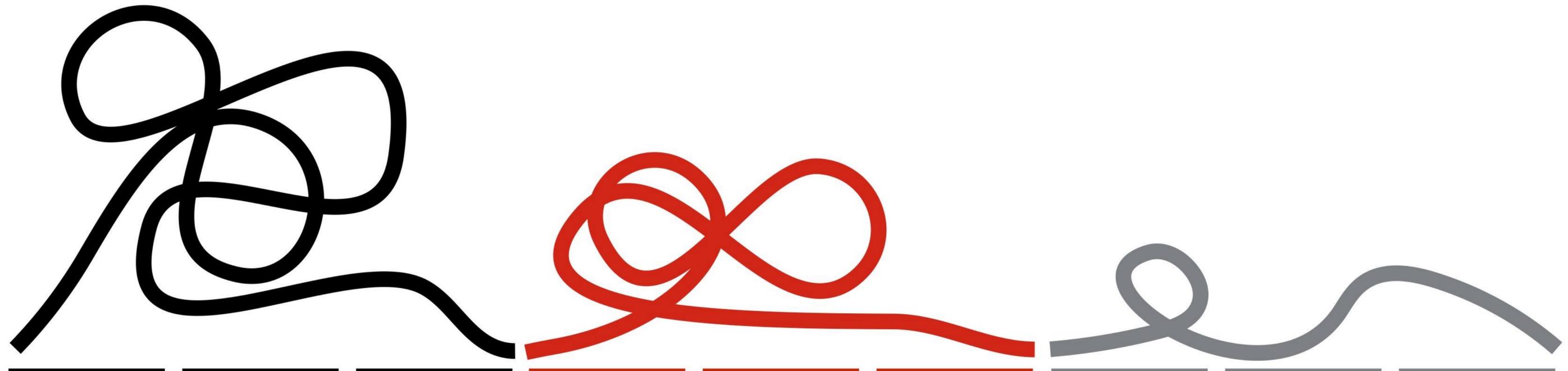
Ideate **Refine** **Stretch**

Delivery Design

Production management
Content production
Making stuff
Digital art
Partnering/collaboration
Coordination

Make **Launch** **Learn**

PROJECT LIFECYCLE



Problem Design

Solution Design

Delivery Design

Comfortable with chaos

Understand

Dig

Distil

Ideate

Refine

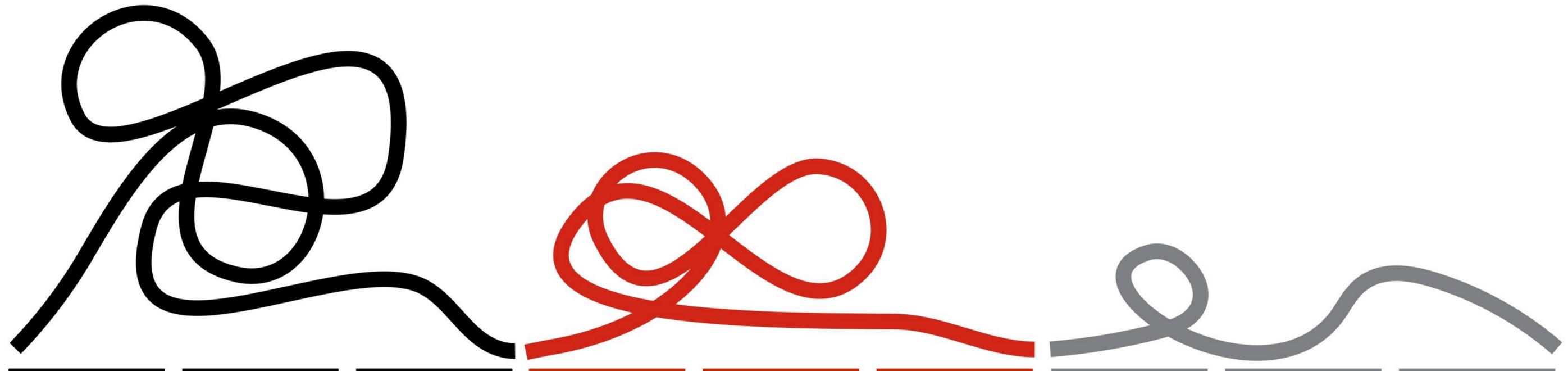
Stretch

Make

Launch

Learn

LIBERATED DRIVERS

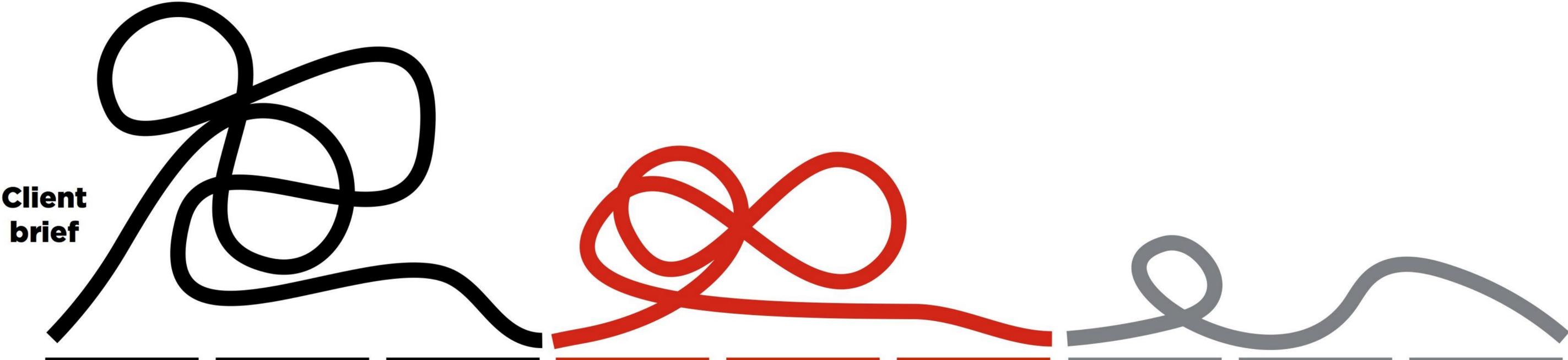


Problem Design

Solution Design

Delivery Design

LIBERATED DRIVERS



**Client
brief**

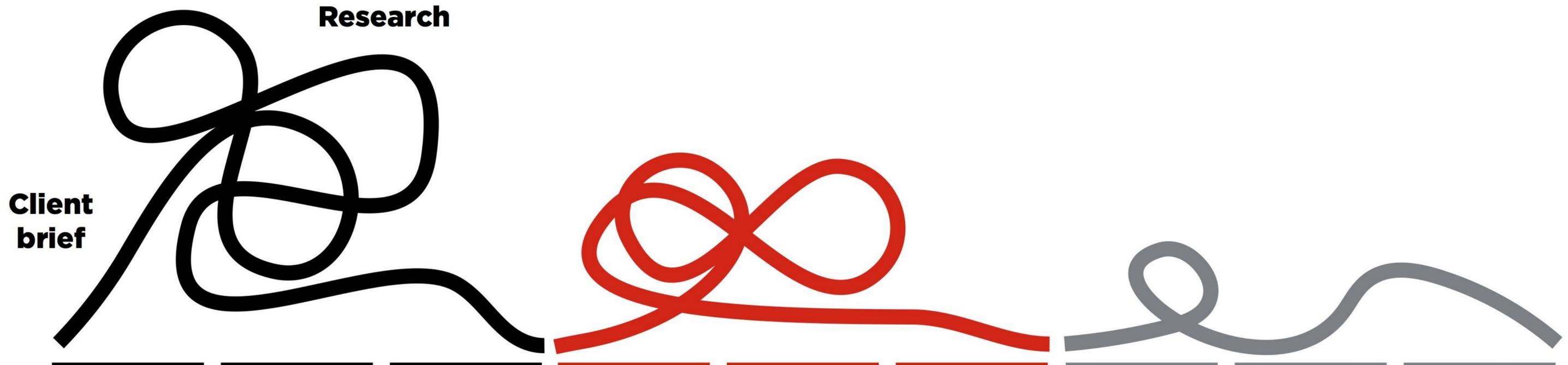
Problem Design

“Hey you - get off your damn phone!”

Solution Design

Delivery Design

LIBERATED DRIVERS



**Client
brief**

Research

Problem Design

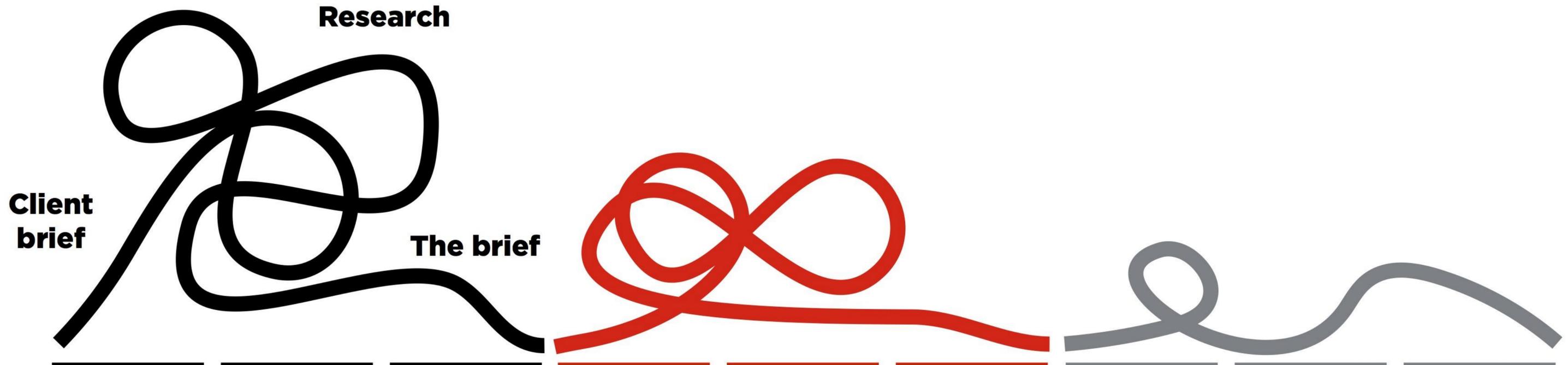
Solution Design

Delivery Design

“Hey you - get off your damn phone!”

**70% of people think it's dangerous
74% use their phone while driving**

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

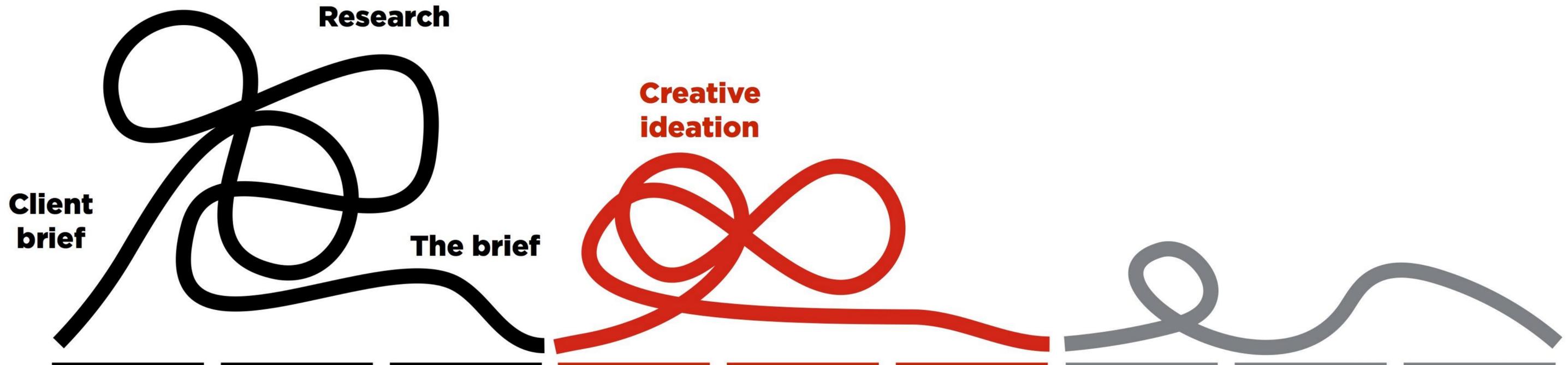
**70% of people think it's dangerous
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**Embrace the driver's seat as
the place to exercise their
power of resistance**

Solution Design

Delivery Design

LIBERATED DRIVERS



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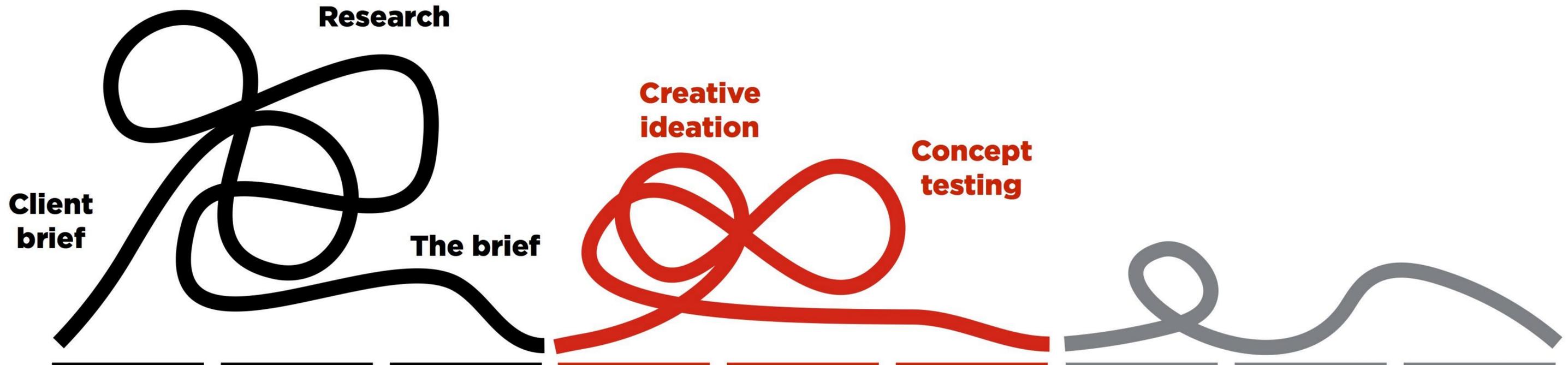
Solution Design

Self-motivation

Dopamine patch

Delivery Design

LIBERATED DRIVERS



Client brief

Research

The brief

Creative ideation

Concept testing

Problem Design

“Hey you - get off your damn phone!”

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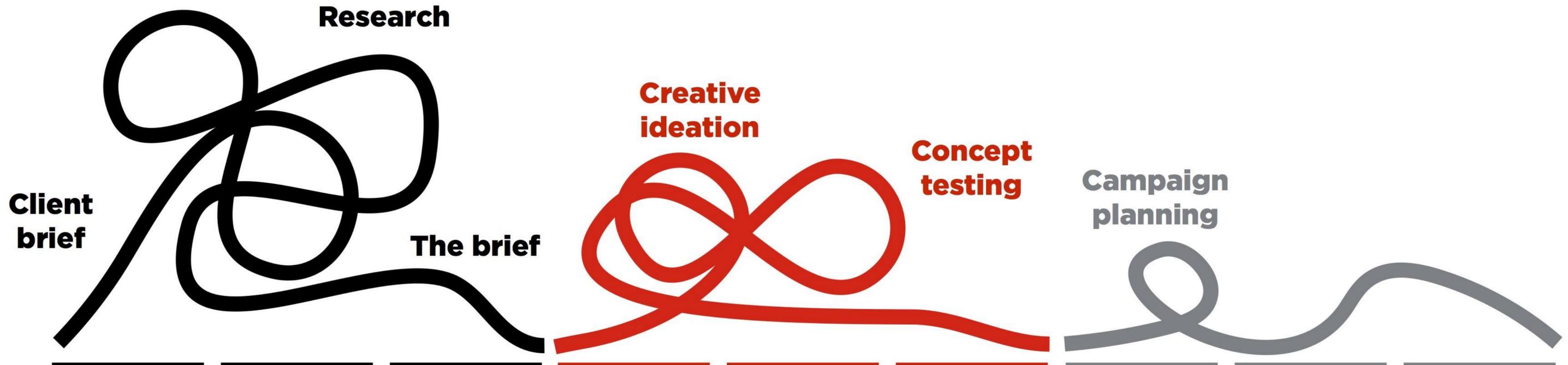
Self-motivation

Dopamine patch

Let driving distract you

Delivery Design

LIBERATED DRIVERS



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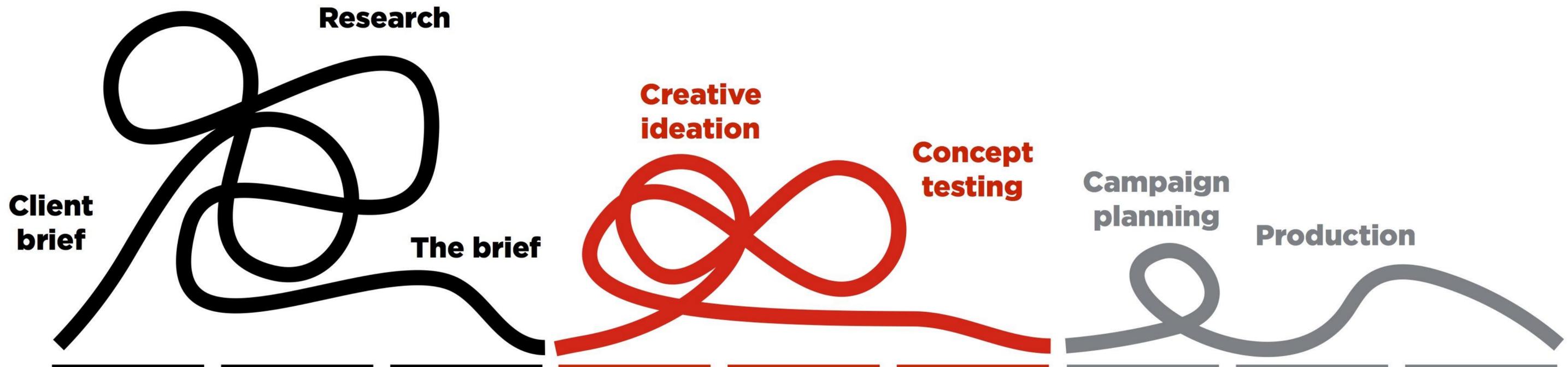
Dopamine patch

Let driving distract you

Delivery Design

Establish, prompt, point of sale

LIBERATED DRIVERS



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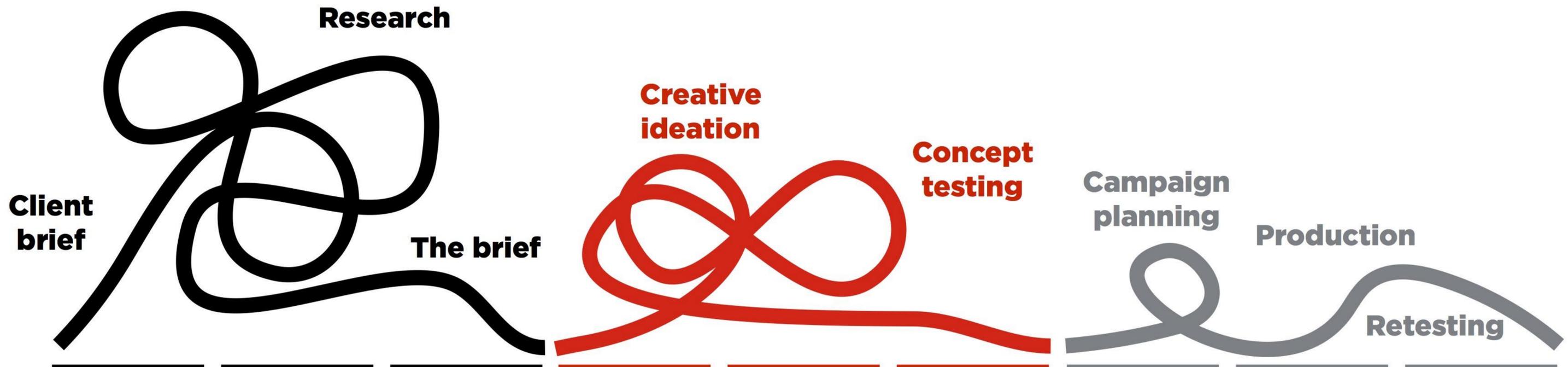
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Delivery Design

Establish, prompt, point of sale

Director's treatment

LIBERATED DRIVERS



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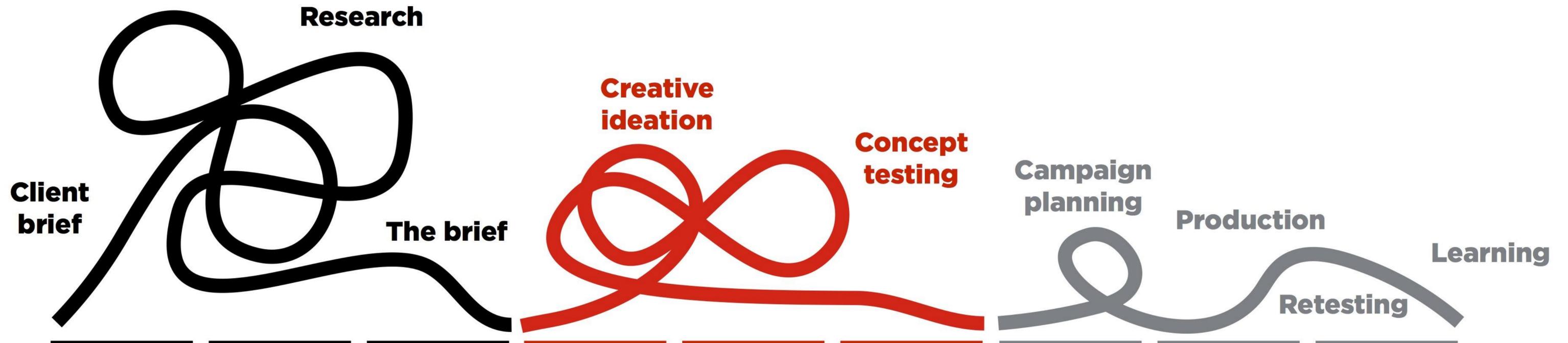
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Establish, prompt, point of sale

Director's treatment

“Black Mirror vibes”

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“Black Mirror vibes”

**“That looks interesting...
how does someone get in on it?”**



Clemenger Graduate Programme



Creative Internship

THANKS.