

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

COLENZO BBDO



.99



BrandWorld

RAYDAR.





Key Clients

Strategic Partners



FINCH

WE MOVE PEOPLE

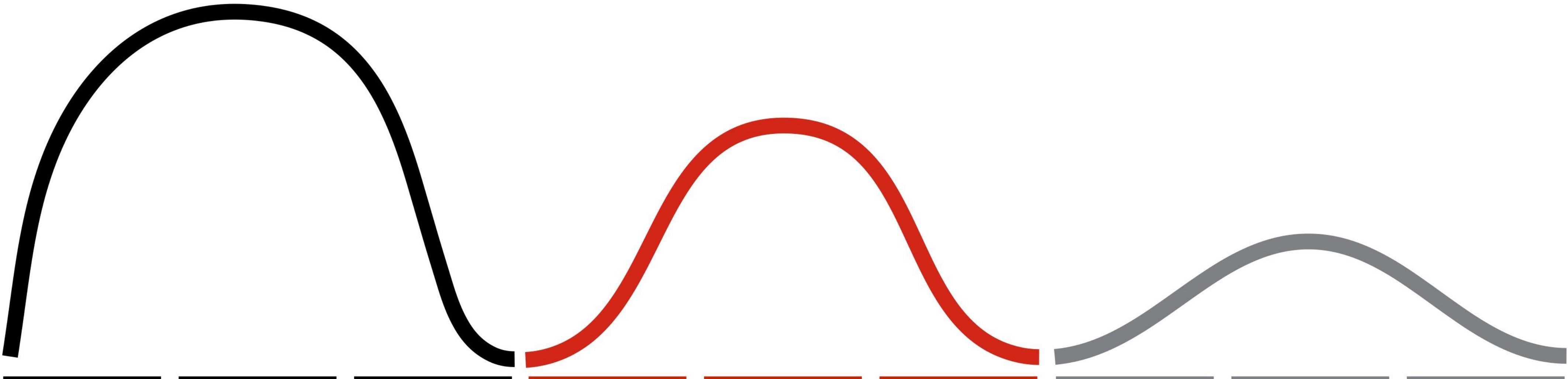


TODAY

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.

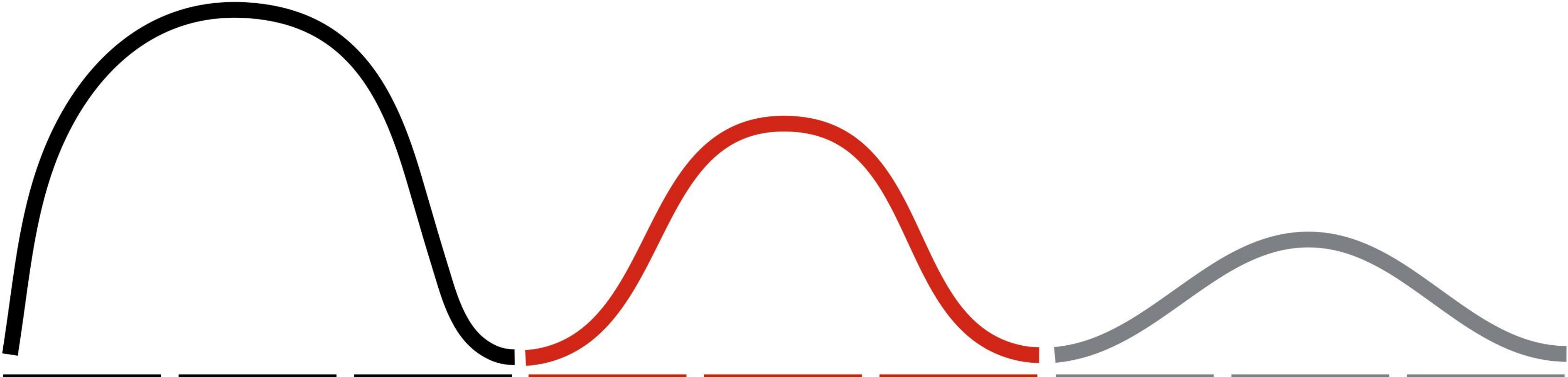
Ideate Refine Stretch

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

Solution Design

Delivery Design

Understand

Dig

Distil

Ideate

Refine

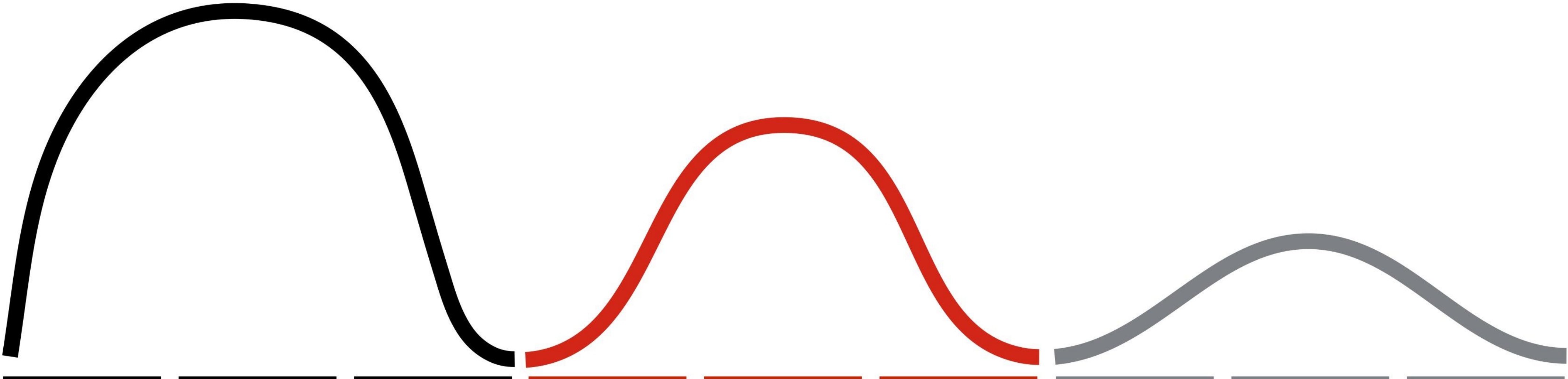
Stretch

Make

Launch

Learn

PROJECT LIFECYCLE



Problem Design

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

Understand Dig Distil

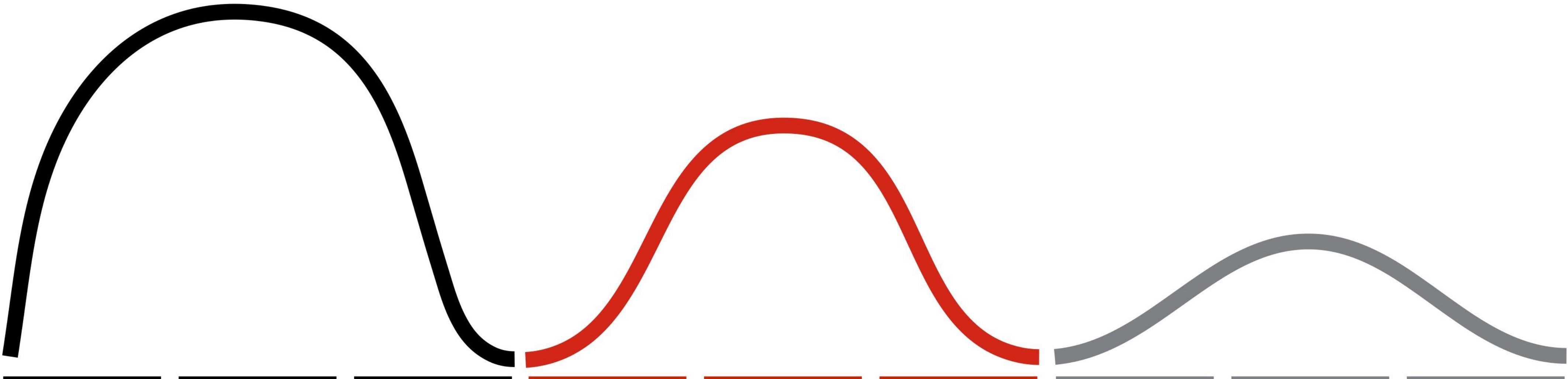
Solution Design

Ideate Refine Stretch

Delivery Design

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

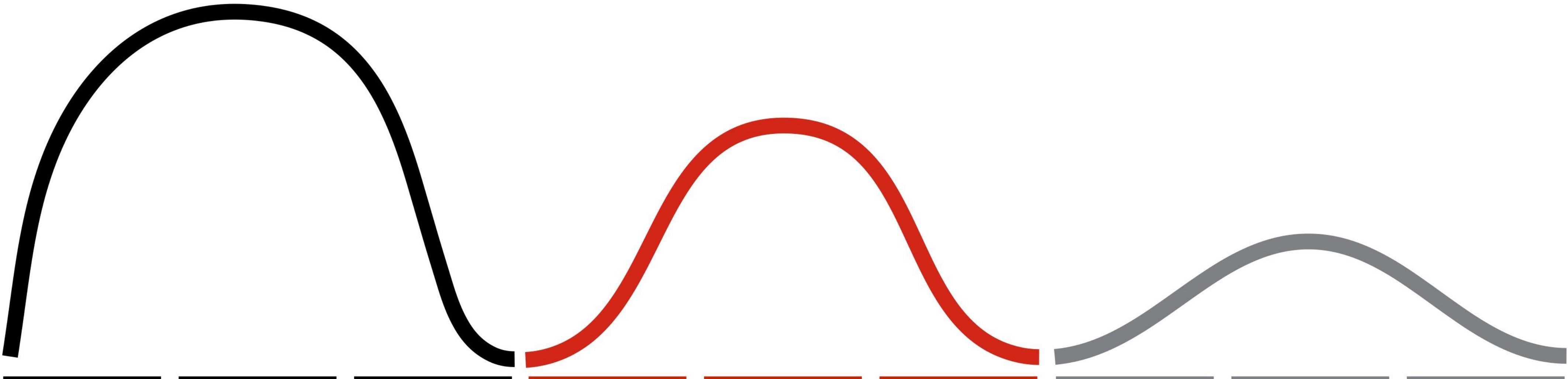
Creative ideation
Design thinking
Writing
Art Direction
UX/CX
Comms Design
Media planning

Ideate Refine Stretch

Delivery Design

Make Launch Learn

PROJECT LIFECYCLE



Problem Design

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

Understand Dig Distil

Solution Design

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

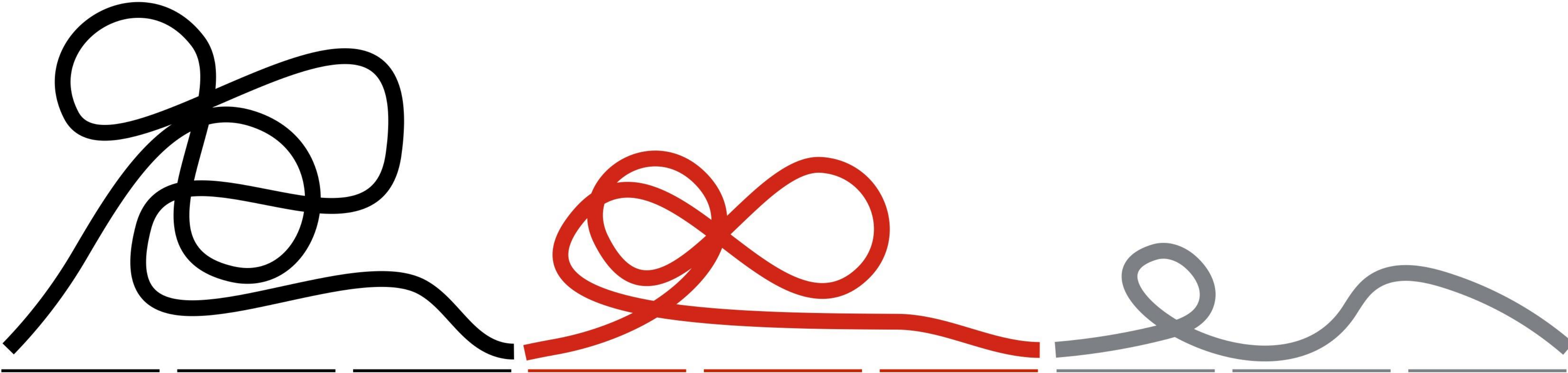
Ideate Refine Stretch

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

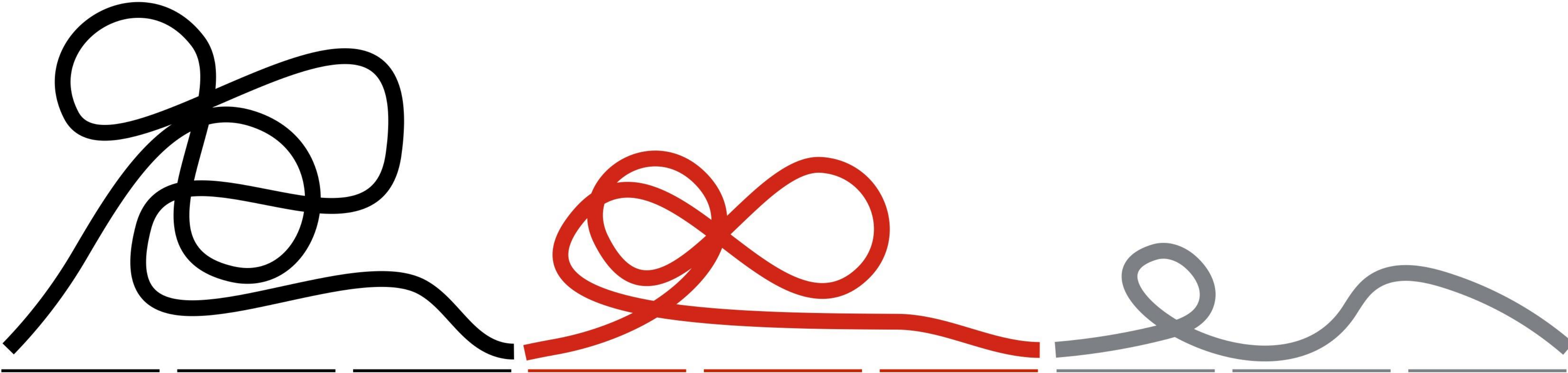
Stretch

Make

Launch

Learn

LIBERATED DRIVERS

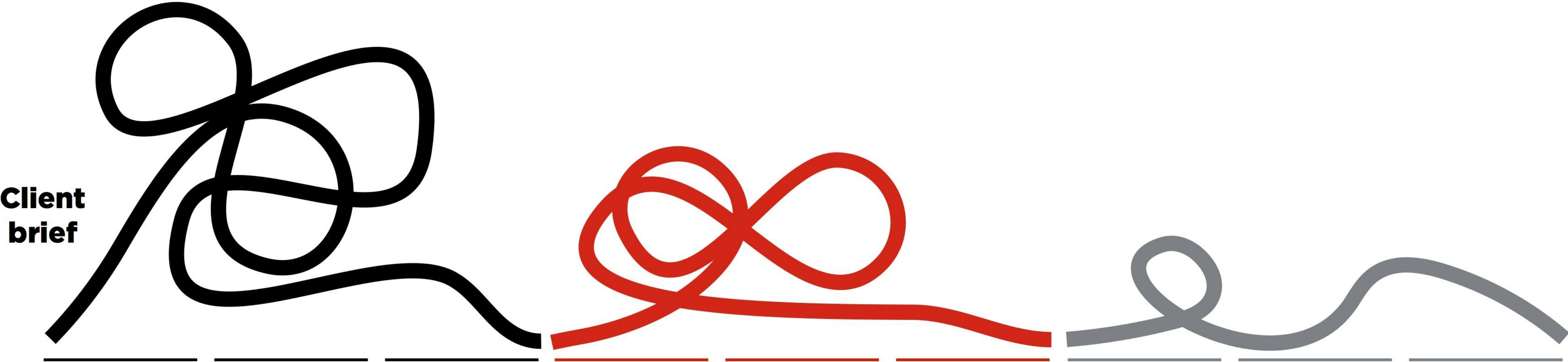


Problem Design

Solution Design

Delivery Design

LIBERATED DRIVERS



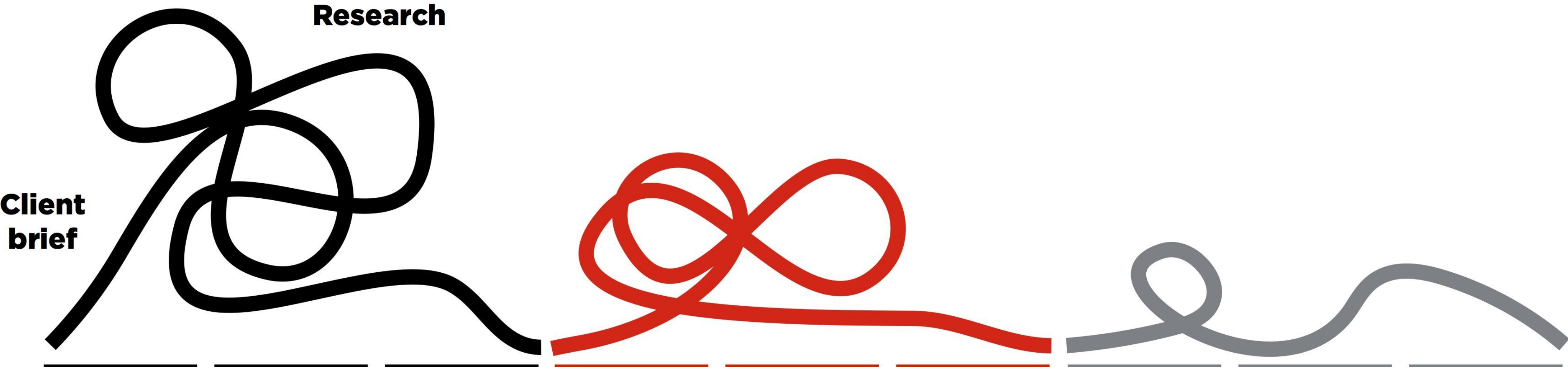
Problem Design

Solution Design

Delivery Design

“Hey you - get off your damn phone!”

LIBERATED DRIVERS



Problem Design

**Client
brief**

Research

“Hey you - get off your damn phone!”

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

Solution Design

Delivery Design

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

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

**Embrace the driver's seat as
the place to exercise their
power of resistance**

Solution Design

Delivery Design

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

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

Embrace the driver’s seat as
the place to exercise their
power of resistance

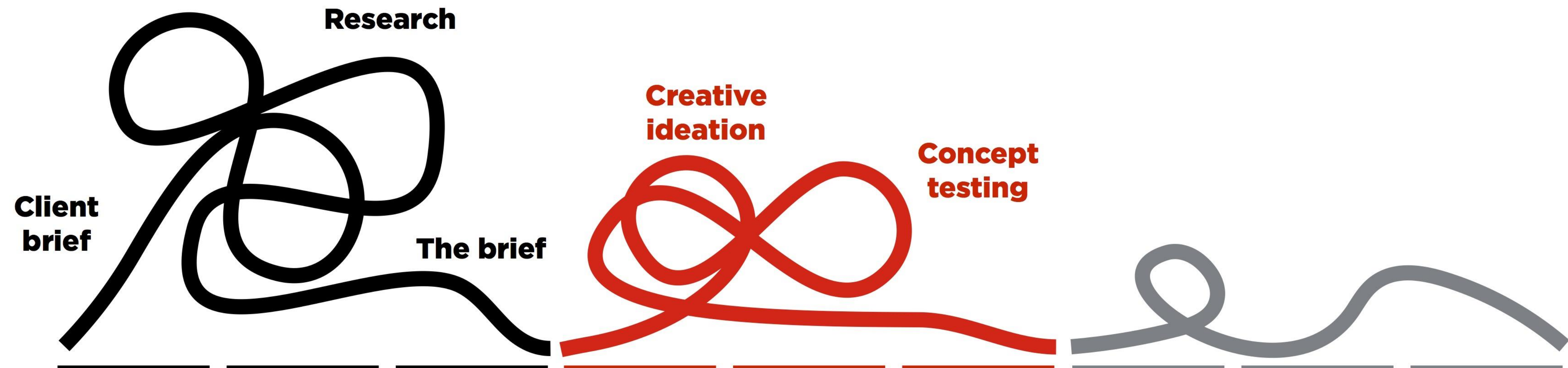
Solution Design

Self-motivation

Dopamine patch

Delivery Design

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

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

**Embrace the driver’s seat as
the place to exercise their
power of resistance**

Solution Design

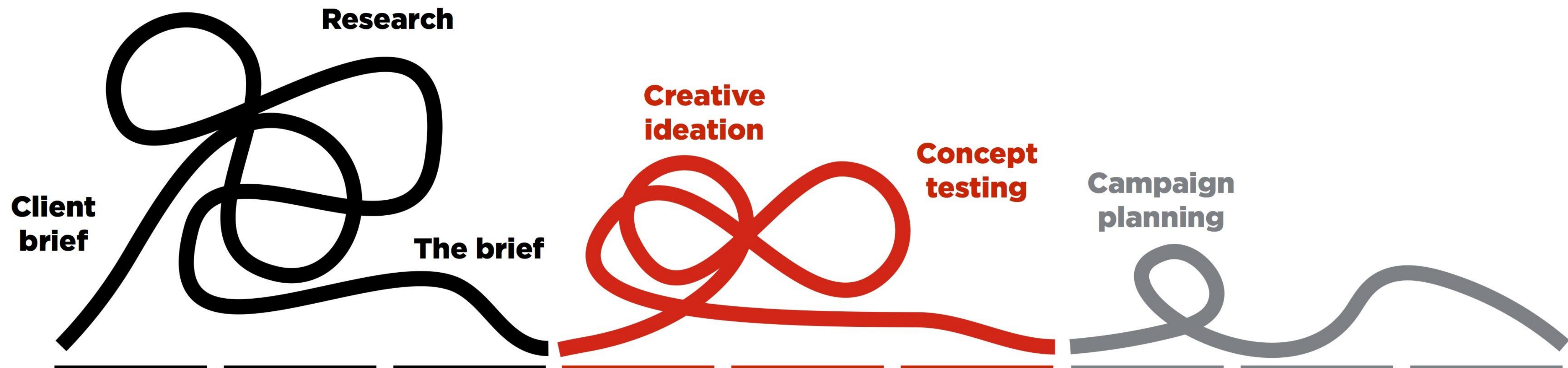
Self-motivation

Dopamine patch

Let driving distract you

Delivery Design

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

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

**Embrace the driver’s seat as
the place to exercise their
power of resistance**

Solution Design

Self-motivation

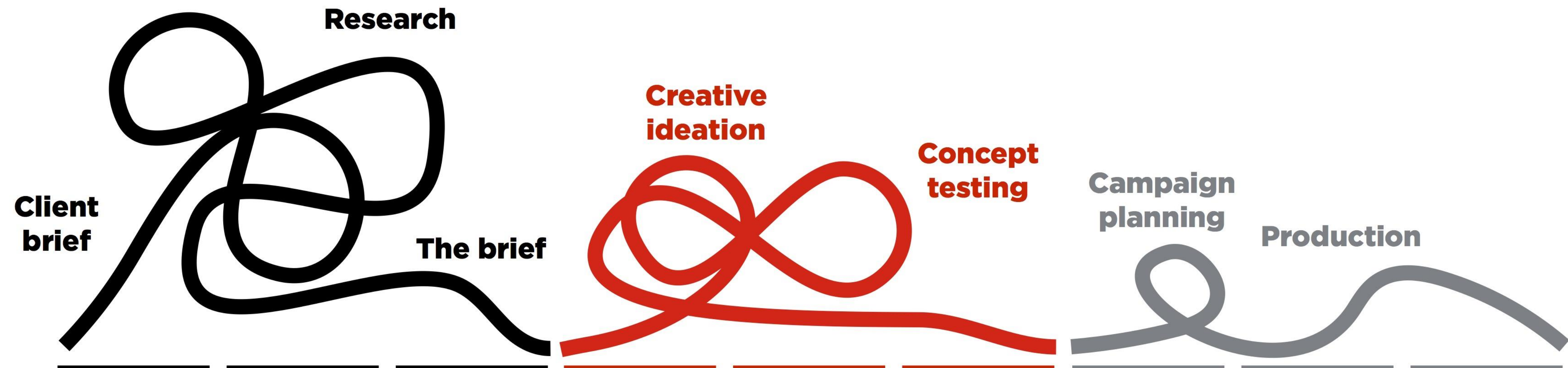
Dopamine patch

Let driving distract you

Delivery Design

Establish, prompt, point of sale

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

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

Embrace the driver’s seat as
the place to exercise their
power of resistance

Solution Design

Self-motivation

Dopamine patch

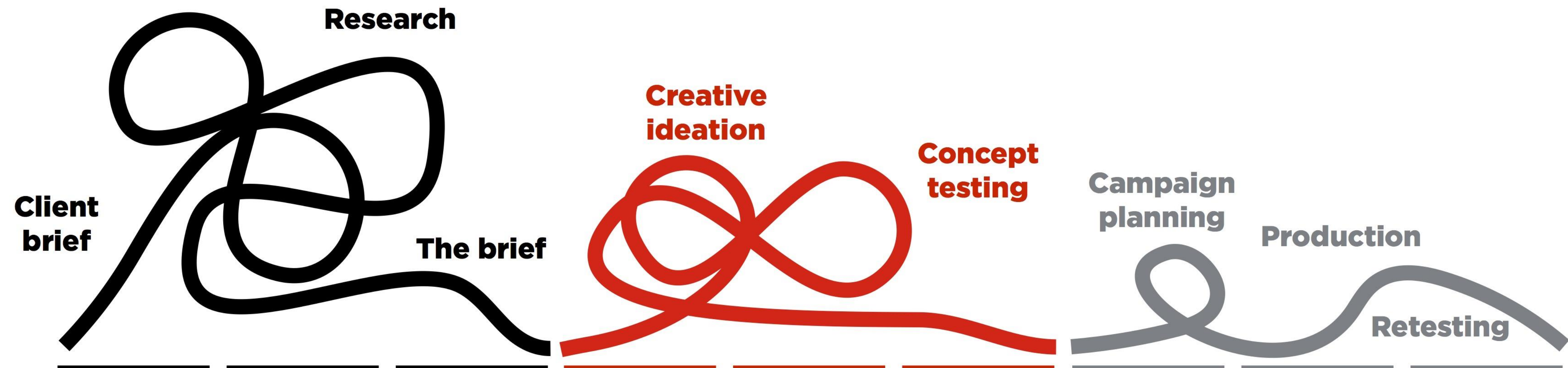
Let driving distract you

Delivery Design

Establish, prompt, point of sale

Director’s treatment

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

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

**Embrace the driver’s seat as
the place to exercise their
power of resistance**

Solution Design

Self-motivation

Dopamine patch

Let driving distract you

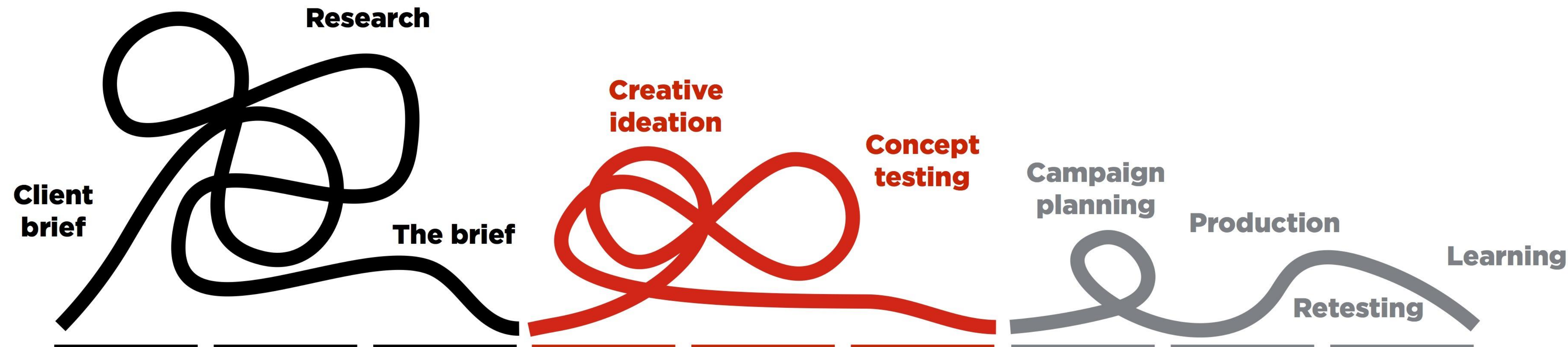
Delivery Design

Establish, prompt, point of sale

Director’s treatment

“Black Mirror vibes”

LIBERATED DRIVERS



Problem Design

“Hey you - get off your damn phone!”

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

**Embrace the driver’s seat as
the place to exercise their
power of resistance**

Solution Design

Self-motivation

Dopamine patch

Let driving distract you

Delivery Design

Establish, prompt, point of sale

Director’s treatment

“Black Mirror vibes”

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



Clemenger Graduate Programme



Creative Internship

THANKS.