

Alexis Beckett - ECD at 140 BBDO

 By [Beverley Klein](#)

11 Jul 2016

Alexis Beckett has been promoted to a new role at 140 BBDO - executive creative director. Beckett has been at the Cape Town agency for the past eight years and Mike Schalit, CCO of BBDO, says "Alexis has been behind some of the best work coming out of the building over the past eight years - now its a chance for him to step up and carve a new chapter, leading the next generation of 140 creativity."



■ ***What will your first order of business be?***

Beckett: I'm not replacing anyone, so the plan is to build on the consistency and push it to a whole new level. We've got a great bunch of people with awesome potential. Now we need to harness that potential.

■ ***What is your core strategy as executive creative director at 140 BBDO?***

Beckett: This is an evolution of my previous role, so I want to build on that momentum, both internally and with our clients.

■ ***The biggest trend to note in your industry?***

Beckett: Projects. People being more hands on. Making stuff. Not just in our industry, but everywhere. There's almost a democratisation of creativity. And that's really cool.

■ ***What is your main business challenge?***

Beckett: It's gotta be doing great work. There are loads of ideas out there, but there's a point where you need to commit and do. It's easy to get overly caught up in theory and talk to the point where the process becomes more important than the end result. It's easy and safe to hide in this vague space. But the only thing that really counts is the work we produce. That's all our consumers see.

▣ ***Most important attribute needed to do your job?***

Beckett: You need to be a good listener. Not only to colleagues & clients, but also to the world around you. When you reach a certain level of experience it's very easy to think you know everything. There's a weird space between boredom and hubris which is really unproductive. For me the most exciting thing is when you accept that you don't have all the answers. That's when you find the best answers.

▣ ***What inspires you?***

Beckett: MUSIC. At the moment it's the last Protomartyr record. But I've also been listening to lots of Bowie and Prince. TRAVEL. My favourite foreign cities are London & Berlin, but nothing beats Cape Town. FOOD. It's a cool ritual. It forces you to take time out. It's functional, so everyone relates to it, but it can be so creative. I enjoy reading about it. Sometimes I enjoy making it.

▣ ***What's at the top of your bucket list?***

Beckett: Lisbon and Warsaw.

ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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