

#BehindtheSelfie with... Brian Carter

 By Leigh Andrews

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This week, we go behind the selfie with Brian Carter, executive creative director at Digitas Liquorice.



Carter, living his best life offline.

1. Where do you live, work and play?

I live in the burbs, work in the city, ride on the mountain and surf in the ocean.

2. What is your claim to fame?

Most grey hair of someone under 40!

3. Describe your career so far?

Started out designing logos and business cards. Now I create PowerPoint decks!

“ Super proud project  <https://t.co/4yKeZW6Q0V>— Brian Carter (@thebriancarter) [August 17, 2018](#) ”

In between these two things, I've been fortunate enough to work on some of South Africa's most awarded ad campaigns for the biggest brands.

4. Tell us a few of your favourite things?

I'm inspired by creation. I love being outside and seeing how everything is designed so perfectly in nature. Riding bikes is pretty cool and surfing also ranks highly on the list.

5. What do you love about your industry?

“ I love it when we are able to create a positive change in the world. Design is a powerful tool that, when used correctly, has the ability to transform people's lives. ”

At Cannes this year, there were a number of examples where design and technology were used to help the often forgotten people in society.

I really liked the Ikea “Thisables” work, because it started with asking what people need, rather than just creating more unnecessary clutter in the world. Check it out:

6. Describe your average workday, if such a thing exists?

Coffee and meetings mostly, but I do enjoy the time I get to spend helping others make better work. For an above average day, you need to include a bagel from NYB.

7. What are the tools of your trade?

Technology, data, design and storytelling.



Liquorice wins Digital Company of the Year Award at National Business Awards

17 Nov 2017



8. Who is getting it right in your industry?

Wieden+Kennedy, Droga, McCann and R/GA.

9. List a few main points the industry can improve on?

Be more honest.

10. What are you working on right now?

The next big thing...

12. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself?

I try and stay away from catchphrases, but the most overused phrase currently is “AI” (artificial intelligence).

“ I want real intelligence, human connections and emotion is what creates memorable experiences. ”

“ everytime a client says "viral" a copy writer dies.— mark tomlinson (@marktominson07) [January 19, 2012](#) ”

13. Where and when do you have your best ideas?

Under pressure.

“ Proud of the creative, energetic relationship we have with our Unilever clients: true [#TeamWork!](#) [#NewGenAwards](#) [pic.twitter.com/tTx9zIBIQ1](#)— Liquorice (@LiquoriceOnline) [November 19, 2015](#) ”

14. Are you a technophobe or a technophile?

I’m definitely not a technophobe as my life is digital, but I do like to “go offline” regularly to get some balance in my life.



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15. What would we find if we scrolled through your phone?

Mostly kids’ games!

16. What advice would you give to newbies hoping to crack into the industry?

Don’t copy others. The industry needs original thinkers, not copies of what has gone before. To create change requires a different way of thinking, so be yourself.

Simple as that. Follow Carter on [LinkedIn](#), [Twitter](#) and [Facebook](#); and Digita Liquorice on their [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#) feeds for the latest updates.

*Interviewed by [Leigh Andrews](#).

ABOUT LEIGH ANDREWS

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