

"Question bravely, answer boldly"

By [Beverley Klein](#)

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The DStv Seminar of Creativity, which takes place during Loeries Creative Week in Durban, is one of the highlights of the week. Each year the event brings together some of the top creative minds from around the world, and the 2016 edition was no different.



One of these creative leaders was Laura Jordan-Bambach, creative partner of Mr President in London. She's also part of other organisations such as She Says, The Great British Diversity Experiment and Cannt (a festival in London for those who can't afford to go to Cannes).

Jordan-Bambach's presentation was a wonderful intro to the world of creativity and thinking outside the box, and she focused on the makers and the doers within the industry. Jordan-Bambach says it's important not to let the "the borings" get hold of agencies, by just doing what the clients want and not pushing the boundaries, "if you're not terrified, you're not pushing yourself enough", she states.

The creative inside

Jordan-Bambach says that when they look for people to hire at Mr President, she makes sure that they are doing something creative outside of work too. It's imperative for creatives to keep those innovative juices flowing and not let themselves get into a rut by creating the same work day in and day out.

As she says, to do different you have to be different, and that resonates true with many campaigns which really surprise and captivate the consumer. You have to do something that connects with people on a human level – "empathy is the most important skill you can have as a creative," she says.



It's time for creatives to look up – your goal is bigger than just advertising. Jordan-Bambach claims that over the past 10 or so years, there's been a real fragmentation within the industry. Advertising is an extremely powerful tool, it influences the adults of today as well as the children of tomorrow. Creativity in itself is powerful, which is one of the biggest trends to come will be that of collaboration.

Two heads are better than one

Collaboration is one of the biggest talking points within the industry today. The times of over-competitiveness are dwindling down as agencies are becoming aware of the power that working together holds.

“Collaboration is queen,” she states.

She adds that at Mr President they are small team because they believe in the impact that collaboration can bring. She provided some excellent work they've done for Grey Goose Vodka and Virgin, which was done through collaboration.

Working together allows room for experimentation, it brings in different ideas, different technologies and helps an agency to push forward.



Choose your own path

“Make your own opportunities. Question everything and always push forwards,” is the avid advice for young creatives from Jordan-Bambach. She emphasises the importance of allowing ourselves time to play and be creative freely. The agencies that get left behind will be those that do the same thing day after day.

Be confident in your work and always look at the bigger picture. It's quite fitting then that Mr President's mantra is: “Question Bravely, Answer Boldly.”

[Click here](#) for a reminder of our creative conversations with Jordan-Bambach before Loeries' judging began.

View the DStv Seminar of Creativity gallery [here](#)

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

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