

# Creative Academy: New Visions in World Advertising



Advertising legend **Michael Conrad** and his guests at Golden Drum 2005. This Creative Academy session is looking for the input from various points of view in advertising, media and entertainment in order to inspire the change for better qualities in communication.

**Michael Conrad**, former Vice Chairman and Chief Creative Officer of Leo Burnett Worldwide

During his time at Leo Burnett Worldwide, Michael Conrad raised creative standards throughout the agency's global network. In 2001, the Gunn Report ranked Leo Burnett as the number 1 global agency, winning the most creative awards worldwide. Michael served as president on numerous international advertising juries and his leadership role as jury president at the 1996 Cannes International Advertising Festival was universally praised. He was a brilliant president of the Golden Drum jury in 1998 and also the president of the Advertising campaigns Golden Drum jury in 2000. We are very proud that he is also a Golden Drum Ambassador. Michael is now engaged, along with the ADC Germany and the Steinbeis University, in establishing a global school focused on "Creative Leadership".

**Craig Davis**, CEO of JWT

He was appointed Worldwide Chief Executive Officer of JWT in January 2005 and also became Chairman of JWT's Worldwide Creative Council. In his new role, he is involved in repositioning the agency and pushing creative excellence to the top of the agenda. An Australian, Davis (42) is one of the global advertising industry's leading and award-winning talents.

**João Daniel Tikhomiroff**, the founder of Mixer, Brazil

In João Daniel Tikhomiroff's native Brazil, advertising is a vibrant part of pop culture, as are those who create it, which makes the 50-year-old director somewhat of a star. Last year, Tikhomiroff snagged his 40th Lion with a Silver for Cia Athletica "Baby Crying" - (he won his first in 1978) making him the second-most awarded director in the world next to Joe Pytko. He was the member of Cannes Lions film jury this year.

Renamed Jodaf Mixer International, the company now strives to reach the international market. It also brings editing, broadcast, film, digital, HD and production service arms under one banner: Mixer.

**Tony Segarra**, a brilliant creator, main creative director of Spain's SCPP agency and one of the most valued advertising experts in the world, will be Conrad's Spanish deputy speaker.

**Paul Kemp-Robertson**, current editor of the prestigious review Contagious and previously creative director at some world agencies, will talk about viral marketing.

## Eminent speakers at the Creative Academy will be also:

**Bob Scarpelli**, worldwide CCO of DDB

Bob Scarpelli was promoted to worldwide chief creative officer of DDB in March 2005 and also remained the chairman of DDB in Chicago. As U.S. Chief Creative Officer and Chief Creative Officer of DDB Chicago, Scarpelli has led the creative teams responsible for some of DDB's most awarded and best known campaigns, creating Talk Value for clients such as Anheuser-Busch, Dell and McDonald's.

His work and that of his creative teams have been lauded widely with awards from, amongst others: the ADDYs; One Show; ANDYs: the Radio Mercury

Awards; Chicago International Film Festival, Communication Arts; the International Festival of New York; the New York Art Director's Club; the International Advertising Festival at Cannes; the EFFIE awards; and the Clios. For the last six years, commercials created for the Super Bowl by DDB U.S. offices in Chicago, Los Angeles and New York have also dominated prestigious consumer polls, including USA Today's Super Bowl Ad Meter, America Online (AOL), BusinessWeek and TiVo.

Scarpelli has also chaired some of the industry's most prestigious award shows including the 2003 Clio Awards, the 2001 Radio Mercury Awards and the 2000 International ANDY Awards. In addition, he was a member of Adweek's 1995 National Creative All-Star Team, and a jury member at the International Advertising Festival at Cannes, the EFFIE awards and the London International Advertising Awards.

**Wally Olins**, president of Safron Brand

Safron Brand is a brand consulting agency. Olins is a co-founder of agency Wolff Olins which he also chaired up until 1997. He is one of the world's most experienced and practical figures in corporate identity and brand names. Olins has worked in various countries but is currently involved in the project for national identity in Poland. He is also the guest professor at Lancaster University and also at the Copenhagen Business School. He lectures throughout the whole world on topics of brand names and communication and is the author of various books of which "Corporate Identity" and "Trade Identities - how countries and companies are taking on each others roles" are but a few. His last book, "Wally Olins on Brand", has been published in 10 countries.

In 2000, for his contribution to design and marketing, he was awarded the Royal Society of Art's Bicentenary Medal and in 2003 the D&AD President's Award.

**Donald Gunn**, author of The Gunn Report

After a successful career at Leo Burnett, he retired as the director of creative resources at Leo Burnett Worldwide. Four years ago, he created the Gunn Report, the brand new Awards in Global Advertising Calendar by combining all the winners of the world's top festivals, including the Golden Drum. His Report immediately became the most important guide to international agencies and networks.

**Ralf Langwost**, founder/CEO of IdeaManagement Worldwide

Following his studies at the Universität der Künste in Berlin, Ralf Langwost worked for advertising networks including Ogilvy & Mather, Ted Bates and Wunderman/Young & Rubicam, Frankfurt, lastly as Creative Director for international brands like American Express, Pirelli, Swissair and Novell.

With the founding of IdeaManagement, he established an internationally successful training platform where Great Ideas can be trained for the first time in a consciously managed creative process. In his Workshops and Coachings, Ralf shows how to practically implement current knowledge from top creative-research in communication. He consults and trains top management and employees of marketers and ad agencies.

**Hermann Vaske** over the last decade has made a series of films on advertising and creativity. He is an advertising creative, author, director and producer, one of the most awarded German creatives, winner of the Art Director's Gold Medals, Cannes Lions, Gold Awards at Clio... His latest major project crosses two genres: investigative creative documentary and pulp detective movie. It is called: Who Killed the Idea?