

## : Sarah Britten chats to Geoffrey Hantson

How does creativity drive business? How do you inspire creativity in others? In an exclusive series for Bizcommunity, Sarah Britten interviews seven creative leaders from around the world. See them in person at the International Seminar of Creativity in Cape Town on 20 September, which forms part of [Loeries Creative Week Cape Town](#).



This week, Sarah Britten chats to Geoffrey Hantson, executive creative director at Duval Guillaume Modem, Belgium

### **1. How important is creativity when developing successful solutions for your partners?**

Considering the fact that we live in a digital age where you can no longer just assume that people are watching your ad (you know, good old times when GRPs were King) but you have to accept the hard fact that you instantly know - because of views, shares, comments, likes or dislikes - if your ad will rumble or not, I would say that more than ever braveness and creativity are key. Our job is getting more fun every day.

### **2. What's the most exciting project you've worked on recently?**

It would be unfair to choose because I work on exciting projects every week. I truly hate advertising. So if I wouldn't have exciting projects every week I would for sure quickly decide to go for another job. No way that I want to spend my precious time on nothing but average stuff. But if I really, really, really have to name one... then it would be the Mindtunes project we did for Smirnoff. Just search 'Mindtunes' and 'Smirnoff' on YouTube, take 11 minutes and watch the documentary. You will understand.

### **3. Creativity can be a challenge when you're on deadline, or the client has bombed the work, or your team is tired. How do you keep inspiring creative thinking in others?**

It's all about Serendipity. A very intelligent word to say 'doing nothing'. Serendipity is about finding without actively looking. About opening up your mind so that ideas can come. Relax. Stop searching. Start finding. I don't really have this 'deadline stress'. Whenever a client asks me how much time I need to find the ultimate idea I always answer that it takes about 3 seconds. Problem is, I don't know when the 3 seconds will happen.

### **4. Can you name an example of a brand that has inspired you lately?**

All brands that have a clear purpose. Brands are not here to be profitable; they are here to make this world or my world better. A brand needs a clear purpose. A clear win-win situation between brand and consumer. There is this on a global scale still very small brand in male cosmetics, it's named Bulldog. They are very inspiring. And I love it when Nike produces insightful films. Like the 'find your greatness' ones. But in general you could say that it's a problem.

Most brands are not inspiring because they don't have a clear purpose based on a real human or societal insight.

## **5. What's your favourite vacation spot?**

With my beloved: Maldives.

With my children: anywhere, as long as it's a sunny place with some water.

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