

# Fran Luckin opens Loeries Creative Week 2020

By [Jessica Tennant](#)

16 Nov 2020

Fran Luckin, CCO at Grey Africa and recently elected Loeries chairperson welcomed guests to the virtual edition of Loeries 2020.



Loeries appoints new board for 2020/2021, announces Fran Luckin as chairperson

21 Jul 2020



#Newsmaker: Newly appointed Loeries chairperson, Fran Luckin

Jessica Tennant 3 Aug 2020



"I was going to start this with, "In these unprecedented times..." and then I thought that perhaps I would be excommunicated by the entire ad industry if I did that, so I'm not going to do that, I'm just going to say, hello, welcome to the first-ever Loeries broadcast and I think we're all in for a fantastic week," she said in her opening address.

Luckin referred to Adam Morgan and Mark Barden's book, *A Beautiful Constraint*, saying it's about how limitations and constraints are not necessarily a bad thing and that they can lead to enormous innovation and creativity. "I think we're going to see evidence of that this week. I've watched the Loeries committee and the Loeries company really innovate and think creatively and innovate around the constraints that we have."



Loeries chairperson Fran Luckin, CCO at Grey Africa

She said that now more than ever, we need to celebrate creativity. "Creativity is the superpower that we're going to need to get through this next year at least, whether it's finding a vaccine or whether it's solving our clients' problems in lockdown, creativity is really the thing that we're going to need in the world."

“ Coming up on Day 1, you can catch [@effluck](#) , Katherina Tudball, [@ranibisal](#) , [@AlanKelly](#), [@JessWeiner](#) , Awards, Yetunde AyeniBabaeko's table, with [@istockneed](#) , Wesley Fredericks Shaadia Vawda, [@Janreadisa01](#), Yaa boateng, Jonah Otieno, [@ShelleyZalis](#).— Loeries (@loeries) [November 16, 2020](#) ”

*On track one, the first speaker of the day was Katherina Tudball, creative director at Superunion London, who spoke about visceral creativity. Keep an eye out for my coverage of her fascinating talk and go to our [Loeries special section](#) for more over the course of the week.*

## ABOUT JESSICA TENNANT

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