



# DIRECT FORUM

JANUARY 2016

VOLUME 12 ISSUE 1

Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

**1. The other important half of creativity: The execution.**

**2. My latest contribution as an art director.**

## **The other important half of creativity: The execution.**

**Execution matters.**

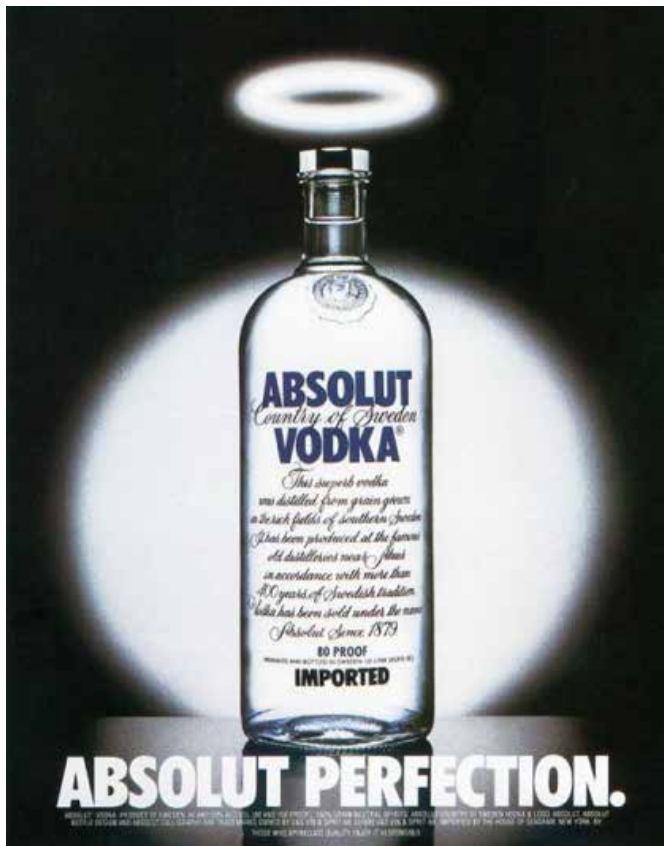
**How an idea is presented is key to its success.**

As creative people we pay a lot of attention to copy. After all, copy is king. But every advertising agency worth it's salt knows that it takes two to tango. That's why they team up a writer with an art director because it's not just the copy, it's the execution of the idea that is paramount.

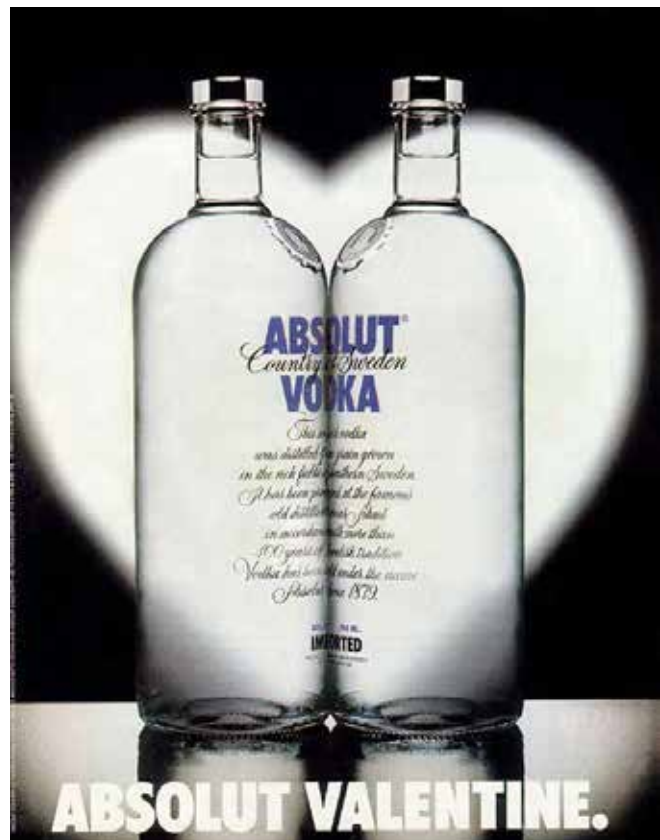
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Some of the classic ads of yester-year became famous not only because the ideas were brilliant, but also because of the way they were presented by the art directors.

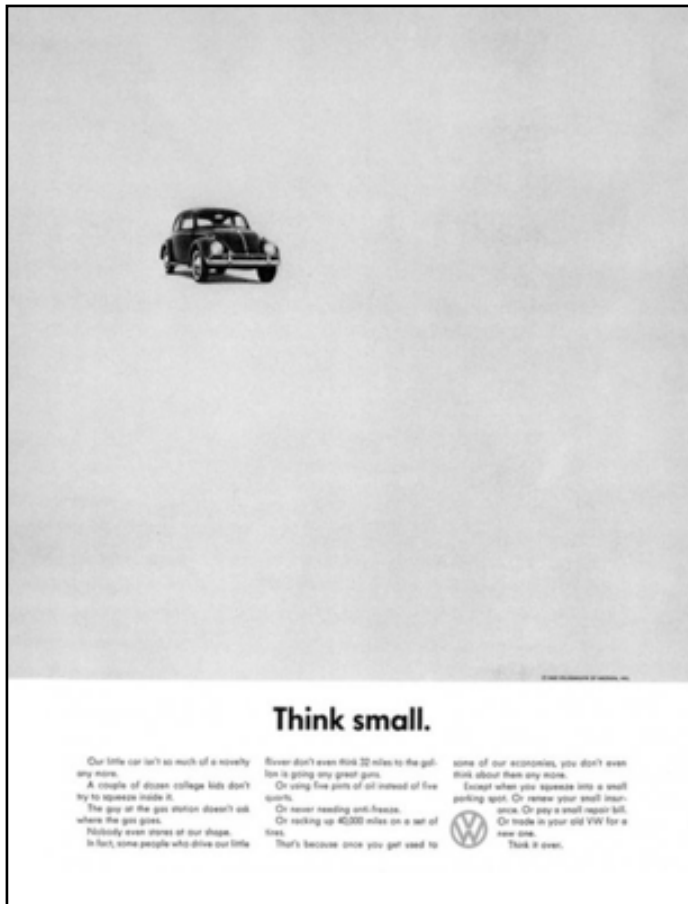
**Take for example: Absolut Vodka.**



By the time the campaign petered out during the early part of the new millennium, the advertising agency TBWA had created more than 1,500 versions of the ads. They increased sales from a paltry 10,000 cases in 1980 to 4.5 million in 2000 in the US. Along the way, the ads were cut out and used as decorations by countless teenagers.



Similarly, the most famous Volkswagen ad alongside is credited to Helmut Krone, the Art Director of DDBO.



Other classic ads by the famous Art Director George Lois, even went on to be exhibited at the Moma Art Gallery in New York.

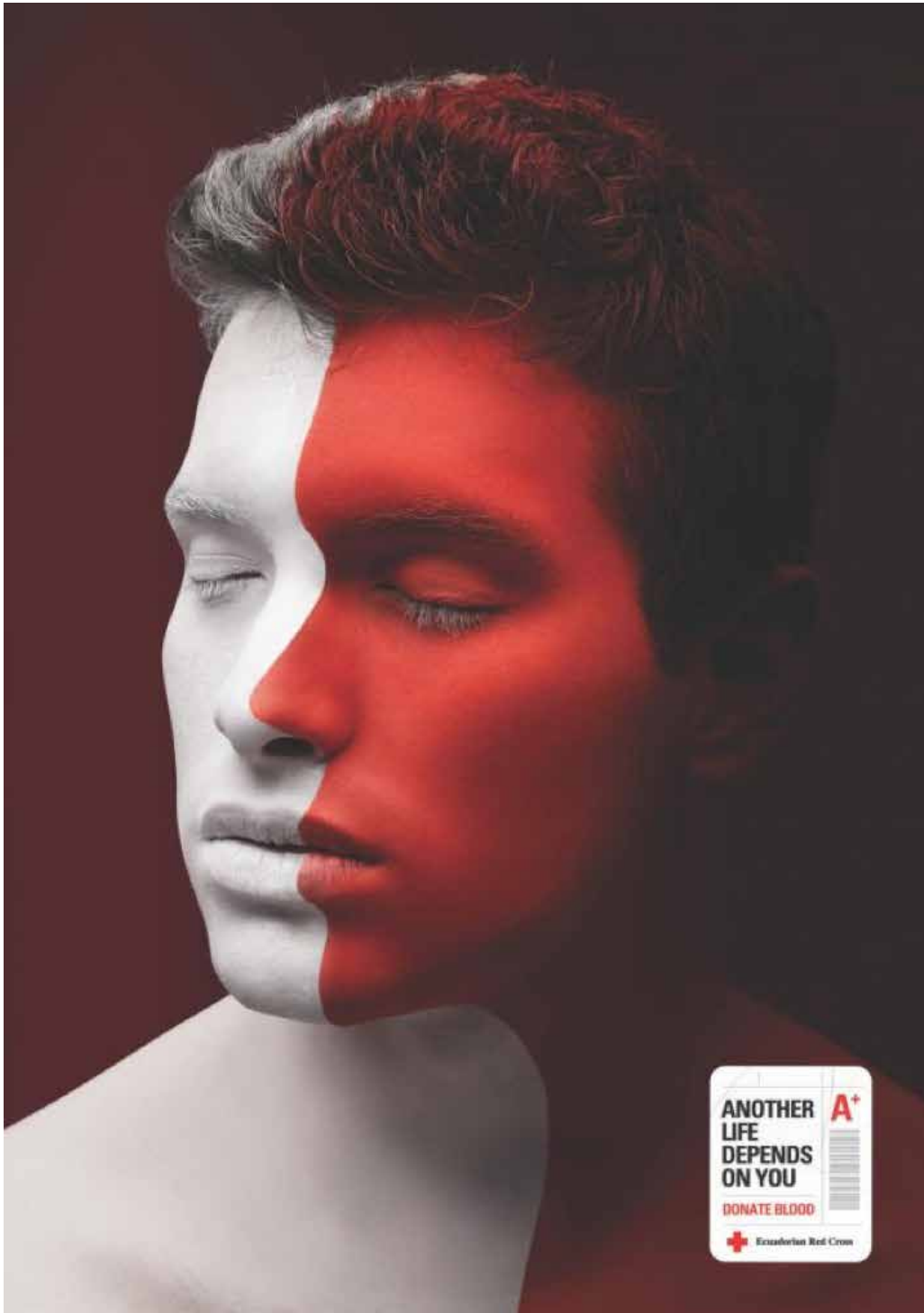
Like the ones alongside:



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Today, approaching creative challenges with an inventive spirit has never been more important.

Powerful ideas continue to be generated by younger art directors proving once more that “a picture is still worth a thousand words” and that execution still matters.



Credits:  
Advertising Agency: McCann,  
Quito, Ecuador  
Creative Director: Juan Manuel  
Larco  
Art Director: Andrés Vallejo  
Copywriter: Manuel Hoffmann  
Photographer: Jenny Ruiz

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IN INDIA EVERY YEAR THOUSANDS OF GIRLS GET  
KILLED JUST BECAUSE THEY ARE GIRLS  
WWW.AMNESTY.AT



Credits:  
Advertising Agency: Demner, Merlicek & Bergmann,  
Austria  
Client: Amnesty International  
Creative Directors: Florian Nussbaumer

Art Director Tolga Büyükdoganay  
Copy Writer: Florian Nussbaumer  
Photographer: Joachim Haslinger  
Retouching: Rotfilter

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Finally, my favourite is this video titled: Amnesty International Pens.

Not only was it brilliantly executed, it also won the Cannes Lion, a Clio, a

Cristal Festival awards and the AACC Prix de la Campagne Citoyenne - Grand Prix. To view the video click the link below:

<https://youtu.be/PFRRFUTsnQQ>



Credits:

Client - Amnesty International  
 Agency - TBWA Paris  
 Vice President - Anne Vincent  
 Account Management - Laure Lagarde  
 Account Management - Isabelle Dray  
 Clients - Bertin Leblanc, Arnaud Humblot  
 Creative Director - Philippe Taroux  
 Creative Director - Benoit Leroux  
 Art Director - Ingrid Varetz  
 Head of TV - Maxime Boiron  
 Agency Producer - Amer Zoghbi  
 Production Company - troublemakers.tv  
 Director - Onur Senturk  
 Producer - James Hagger  
 Production Manager - Aurelie Chevalier  
 Production Manager - Cecile Alvarez  
 Production Assistant - Charles-Philippe Bowles  
 1st Assistant Director - Thomas Bidart  
 Motion Capture - Mocaplab  
 Motion Capture Shoot Director - Remi Brun  
 Motion Capture Supervisor - Frank Vayssettes  
 Motion Capture Editor - Charles Fourgeront  
 Motion Capture Assistant - Ahmed Turki  
 Motion Capture Actor (Hero) - Romain Ogerau

Motion Capture Actor - Franck Pech  
 Motion Capture Actor - Charles Lelaure  
 Co-Producer & Post Production - One More  
 Post Producer - Benjamin Darras  
 Art Director - Johnny Alves  
 Post Production Coordinator - John Meunier  
 VFX Supervisor - Eddy Richard  
 3D Artist - Francois-Xavier Gonnet  
 Modelling, Setup - Gwenhael Glon  
 Layout - Romain Durr  
 Animation - Jérémie Vidal  
 Layout, Lighting, Renders, Compositing - Jérôme Rouvelet  
 Layout, Lighting, Renders, Compositing - Thomas Rodriguez  
 Layout, Lighting, Renders, Compositing - Tim Lebon  
 Layout, Lighting, Renders, Compositing - Victor Besse  
 R&D Supervisor - Alain Xerri  
 Editor - Nicolas Larrouquere  
 Additional Editing - Romain Bouleau  
 Flame Operator - Hervé Thouement  
 Music - Paolo Nutini, Dave Nelson & Charlie Chaplin  
 Music Art Direction - Philippe Mineur, Ferdinand Huet  
 Sound Producer - Benoit Dunaigre  
 Head of Music & Sound - Olivier Lefebvre

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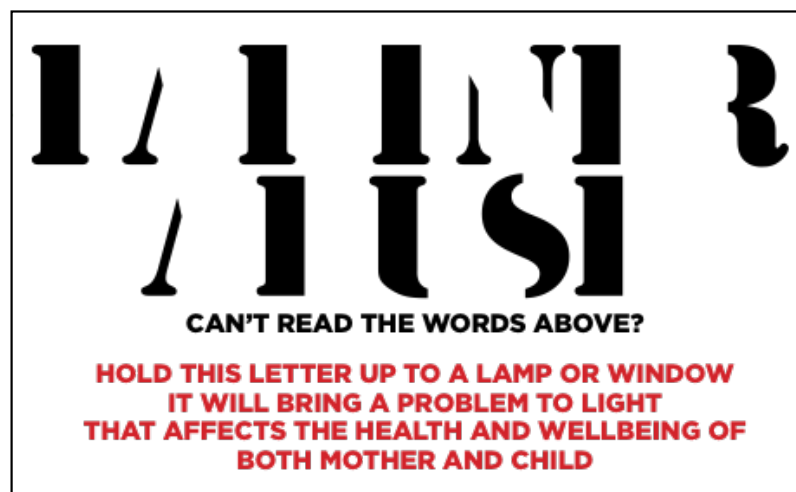
# My latest contribution as an art director.

The best complements I ever received was when a client said, “You know what separates you from other creative people is that you are a writer and an art director, so you have the ability to look at a problem differently and sometimes find the perfect solution visually.”

And that is exactly what my latest piece for Massey Centre hoped to do.

When I learned that some young girls at the Massey Centre became homeless due to a violent incident at home, while others because they were victims of physical abuse, I wanted to highlight the plight of these girls.

So, here is the start of the letter:



The idea was to make the bold words hard to read and to involve the readers by making them hold the letter up to a lamp or window.

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Once, it was backlit it clearly revealed the words: PARTNER ABUSE, because the other half of each alphabet was printed on the back of the letter as below:



The main idea was to inform the readers that PARTNER ABUSE is mostly hidden but prevalent especially among young mothers from impoverished families—and sadly 80% of the women at the Massey Centre come from such backgrounds.

How well have I succeeded?

By mid-December the response was well above 18% with 3 or 4 weeks still to go.

We hope to increase that number with a petition that was included in the package. And with emails and an online petition on AVAAZ.org.

If you too believe that it is time to say you are fed up with the violence and abuse experienced by women and children every day, and wish to support the Massey Centre, feel free to go to their website: [www.massey.ca](http://www.massey.ca).

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