

The ingredients to coming up with a great creative campaign

 By [Thabiso Mlooi](#)

16 Aug 2016

I was fortunate enough to attend and be part of an exclusive breakfast conference, thanks to [Webfluentia](#), hosted by [The Creative Counsel](#) a few weeks ago at The Venue in Melrose Arch.

The get-together was based on the recent [Cannes Lions 2016](#) event and a showcase of some of the best work that was both nominated and that won big. A number of individuals were in attendance, from creative agencies, to tech companies as well as some of the top advertising executives and brand managers from top brands.



© Aleksandr Khakimullin – [123RF.com](#)

During the showcase I was reminded of how the best ideas are mostly the simple ones, there truly is beauty in simplicity especially in the marketing, advertising and creative industry. But that's probably oversimplifying things a bit as there are a number of other elements to consider, especially when seeking to pull off a great campaign, things such as the budget, the brief, resources and so on, need to be factored in. I believe though that only a few things are of the utmost importance, three to be exact:

1. The relationship between the client and the agency
2. The trust between the two parties
3. And lastly, the brief given.

These go a long way in producing great work. Take this popular and multi award-winning campaign from Dove for example:

What is interesting to note is that the above campaign from Dove has more in common with the below Burger King campaign than most know:

Both of these were produced as result of a collaboration between the same client, [Fernando Machado](#), formerly of Dove and now at Burger King, and WPP-owned agency, [DAVID The Agency](#). Because of the brief (which, believe it or not, was a simple one-liner), the trust and the relationship between the two parties involved – great and meaningful work was produced.

But don't just take my word for it, rather read more on this amazing partnership [here](#).

Turns out trust and old-school human relationships still go a long way and apply in this digital day and age.

Note that Bizcommunity staff and management do not necessarily share the views of its contributors - the opinions and statements expressed herein are solely those of the author.

ABOUT THABISO MOLOI

An in-between introvert and extrovert, Thabiso is a curious individual who has interests in a number of topics including (but not limited to) influencer marketing, sports, technology and writing...

- Have great content but no one is noticing it? - 16 Sep 2016
- Proper use of branded social content under the spotlight - 31 Aug 2016
- The ingredients to coming up with a great creative campaign - 16 Aug 2016
- Should social influencers get paid for the work they produce? - 29 Jul 2016
- Influencer marketing to play a big role in the future of brands - 14 Jul 2016

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>