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 **Spikes Asia**
25 - 27 September 2019

CREATIVITY MATTERS

OCTOBER 2019



ASIA-PACIFIC'S CREATIVE COMMUNITY TAKES CENTER STAGE.

Spikes Asia is the leading festival and awards for creativity in the region. Every year, it brings together the finest creative thinkers and doers from around the world for three days of inspiration, learning, networking and celebration. Its purpose is to drive an understanding of the region's creative strengths and challenges, and to celebrate its cultural diversity.

This year, the festival focused on the transformations that the Asian creative industry is going through, with Wavemaker having a special segment to call our own, focusing on the future of Chinese women. In the following slides, we will cover the most notable discussions from the festival, and showcase compelling creative work by agencies across the entire APAC region.



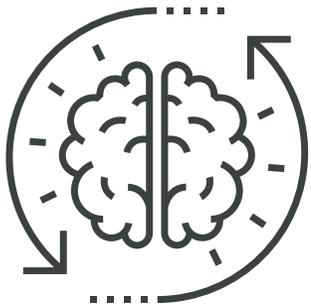
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THE MOST INTERESTING THINGS WE LEARNT





WHY CREATIVITY MATTERS

Philip Thomas, Chairman of Cannes Lions, makes the case for creativity, and why it's such a force for business, for change, and for good.



Less fireworks, more lighthouses.

Philip Thomas, Chairman of Cannes Lions

Discussing clients' predisposition towards short-term, tactical campaigns, as opposed to long-term, brand-building efforts.

An argument was made that short-term creativity is commensurate with misusing creativity. While great tactical ideas yield considerable short-term sales lifts, effective brand-building leads to long-term sales growth.

PRINCIPLES OF EFFECTIVE CREATIVE IDEAS

In the last Cannes Lions Festival, these three terms were among the most invoked when ideators were asked about their award-winning work.

ACCESS

When brands prioritize the marginalized and disabled, great things happen.

IKEA ThisAbles

https://www.youtube.com/watch?v=a0PA_VpLIDw

XBOX Adaptive Controllers

<https://www.youtube.com/watch?v=9fcK19CAjWM>

COMMERCE

Coupons for free stuff are hardly enough. Transactions don't have to feel so... transactional.

Burger King's Burn That Ad

https://www.youtube.com/watch?v=IhXW8_7CaHM

ACTIVISM

More and more people are taking action, trying to spur change amid the insanity of today.

Nike's Colin Kaepernick Ads

<https://www.youtube.com/watch?v=uwaVZauzNK8>

The Tampon Book

https://www.youtube.com/watch?v=la9_7orA3pM

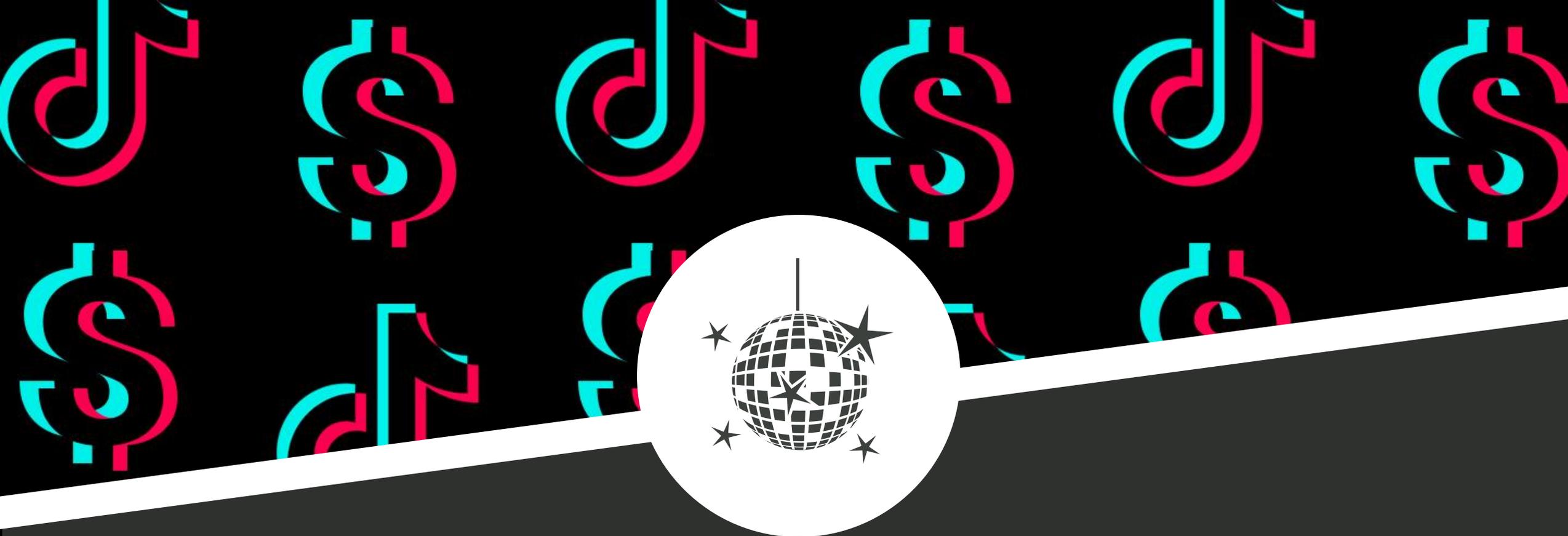
THE ANATOMY OF CREATIVE EFFECTIVENESS



In over 50% of boardrooms, knowledge of brand-building is perceived as average or poor. With this in mind, WARC shared the keys to effective creative executions, as well as a few examples of brand-building done right.

Download the presentation here:

http://lp.warc.com/Download-spikesasia-trendsincreff.html?fbclid=IwAR1knRJ-z29RUQUTLJYW6MKHYcLF7tPkg1eqtLaLySuvk5C_WHcQrMm7MZM



IS W.T.F. THE NEW MARKETING MODEL?

Norio Ichikawa, Creative Director at X Design Center, takes us through the thinking behind their successful TikTok campaigns for McDonald's Japan, which resulted in a 37.02% increase in store visits.



W

W is for WISH.

Your idea should empower people's desire to make the world better, and help spread positive messages around the globe.

Data has shown that Gen Z cares about social causes, showing an increased interest in NPOs.

Example cited: ALS Ice Bucket Challenge



T

T is for TRY.

Your idea must enable people to make an effort to accomplish something new.

Data has shown that Gen Z is more inclined to embrace changes, try new things, and tend to leap before looking.

Example cited: Bottlecap Challenge, Chipotle Tray Flip



F

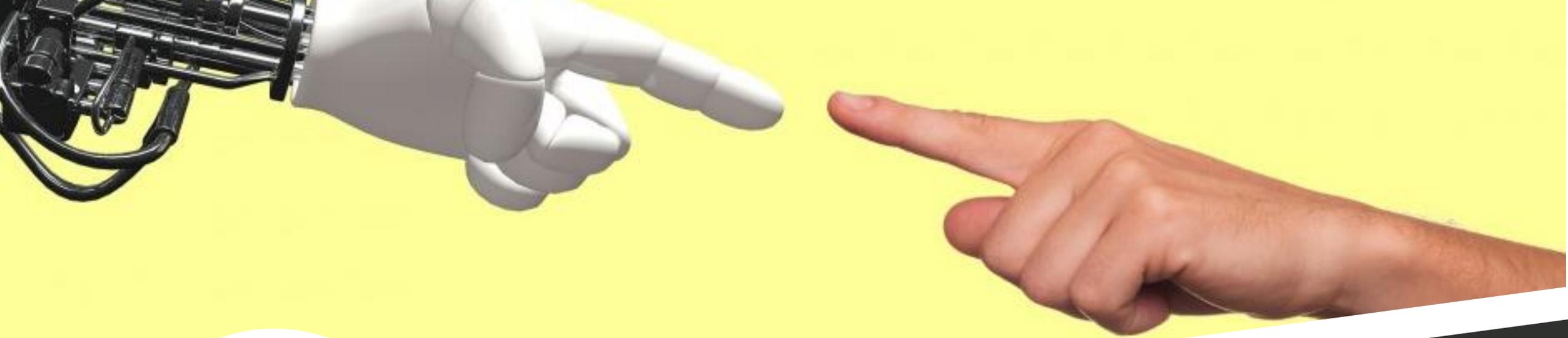
F is for FUN.

Most importantly, your idea should enable people to have a good time.

Data has shown that Gen Z feels like “the world is their oyster”. They live for fun, and are more than willing to spend for it.

Example cited: McDonald’s Deep Fryer Jingle Dance

https://www.vice.com/en_us/article/vvqejm/japan-is-completely-obsessed-with-the-mcdonalds-deep-fryer-jingle



A PRIMER ON STORYTECHING

Ravid Kuperberg of Mindscapes exhibits the impact of “StoryTeching”, where technology and brand narrative merge to create groundbreaking executions.

NEW TASKING

Assigning a new task to an existing resource in a system.
The new task should not be expected to be performed by that resource,
yet must clearly illustrate the brand idea.

DOLMIO PEPPER HACKER

<https://www.youtube.com/watch?v=HUGv5MDF0cQ>

STORYTECHING, TWO WAYS



FINDING A CAUSE

Address a relevant given fact.

It must hinge on a truth/fact that is unexpected, undiscussed, unnoticed,
or taken for granted. It should also allow for easy participation.

THE NEST ADDRESS

<https://www.youtube.com/watch?v=qkKNSzFjt8>





No list, no glory.

Ravin Kuperberg, Mindscapes

On the importance of using lists to kickstart “new tasking”

While many creatives are apprehensive about marrying the two concepts, Ravin insists that logic can help spur creativity, especially when it comes to **new tasking**. By analyzing an existing system and creating a list of its parts (and their respective uses), creatives can break away from what he calls a “restricted universe”.



THE FUTURE OF CHINESE WOMEN IN 2030

Our very own Linna Zhao, Head of Insights, Wavemaker China and Azhar Shah, Managing Director, Wavemaker China PLUS, assess the behavior of China's schoolgirls and Gen-Z women, and where they will be in 2030 in terms of their values and attitudes.

THEIR DESIRE FOR SELF-DEVELOPMENT IS GROWING.

As China grows into the world's largest economy, Chinese women are on a surge. Millennial girls, born in the 80's and 90's, grew up during the boom years of double-digit growth as only children, doted on by parents and grandparents. As grown women, their independent, confident and outspoken style has laid the ground for a new model of femininity, and feminine consumerism, in China.



DRIVERS OF CHANGE

In this report, Wavemaker China identifies 12 drives of change in China between now and 2030, covering the economic, environmental, political, social and technological forces. These will greatly impact Chinese women's values, attitudes and behaviors in the future, across 10 dimensions, under the themes of identity, work and play.

LINK TO FULL REPORT:

<https://wavemakerglobal.com/sites/default/files/right-column-download-data/Connecting%20with%20Future%20Consumers%20-%20Chinese%20Women%20in%202030.pdf>

IDENTITY

Chinese women are moving away from the dilemma of balancing self-expression with societal expectations. In 2030, they will demonstrate a more consistent self-identity that expresses individualism and purpose.

WORK

In the workplace, Chinese women are already challenging the barriers of equal opportunities. By 2030, women will have financial independence, and women in leadership roles will be considered normal.

PLAY

A new sense of purpose will guide how women spend their time and money. Current superficial status symbols like wealth or popularity on social media makes way for more sophisticated measures like education, wellbeing and connoisseurship.



OTHER NOTABLE PRESENTATIONS

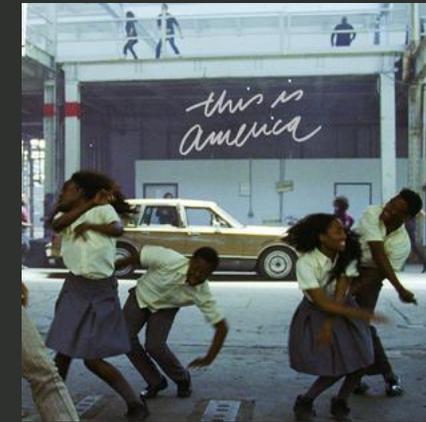


MUSIC IS THE MESSAGE

David Guerrero (BBDO Guerrero) and Nick Wood (Syn Music) demonstrated the power of music and its ability to move people, especially in Asia.

From Aretha Franklin to Lady Gaga, from Bob Dylan to Childish Gambino, popular music often tackles issues concerning sexuality, race, environment and gender.

In Asia, Western Music has played a pivotal role in pro-democracy movements. In the Philippines, Dawn's "Tie a Yellow Ribbon" led to the yellow ribbon becoming the official symbol for Ninoy Aquino and his legacy; while in Hong Kong, protestors adopted "Do You Hear the People Sing?" as their unofficial anthem.



Music is the Message Playlist

<https://open.spotify.com/playlist/0Q1JRgTjN8RQH2bUtA6yVv?si=GmzgTmOoSca8s8MsvjD1kA>

GAMING FOR A BETTER BRAIN

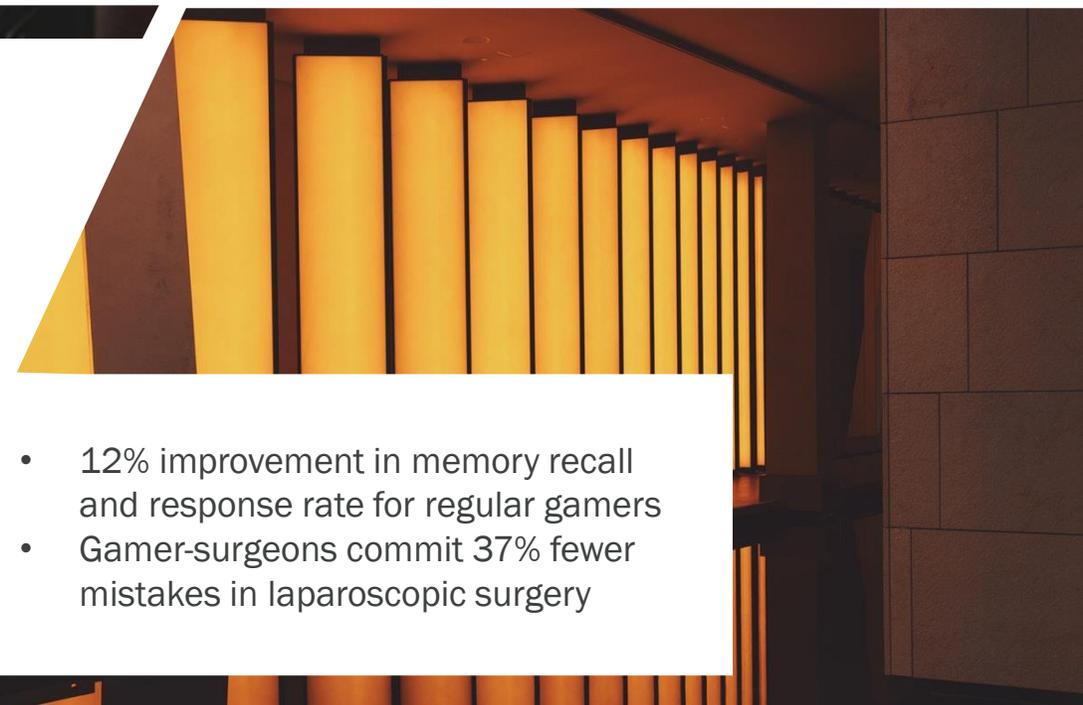
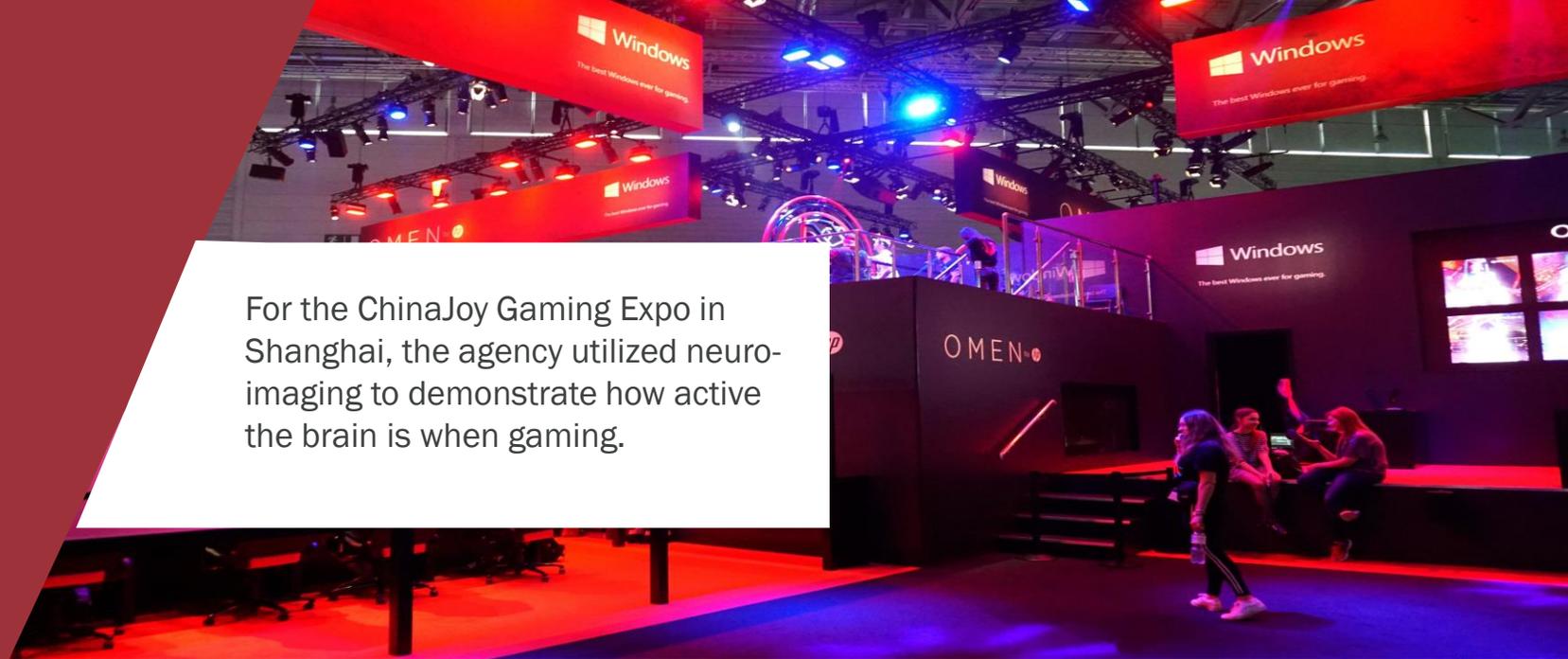
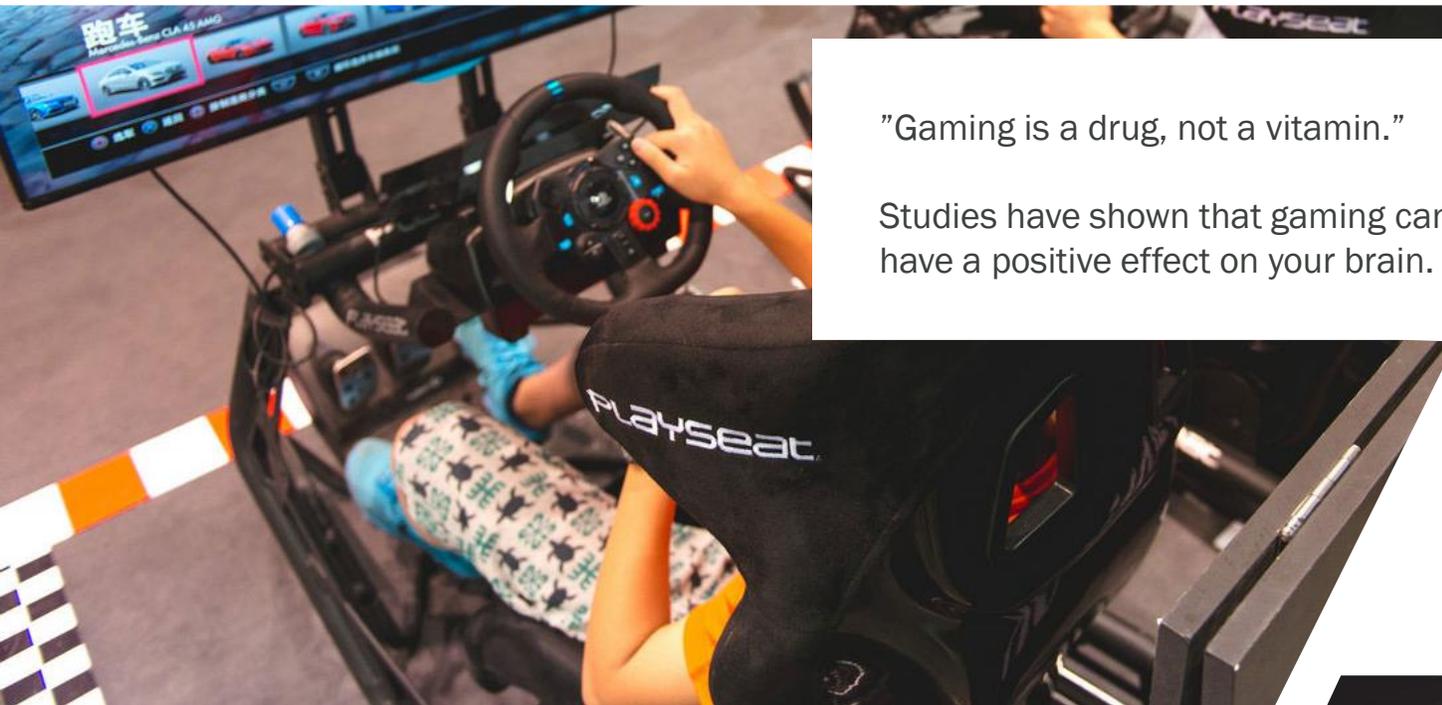
Wieden+Kennedy cuts through homogenous gaming hardware advertising with a surrealist, neuro-centric campaign for HP Omen.

For the ChinaJoy Gaming Expo in Shanghai, the agency utilized neuro-imaging to demonstrate how active the brain is when gaming.

"Gaming is a drug, not a vitamin."

Studies have shown that gaming can have a positive effect on your brain.

- 12% improvement in memory recall and response rate for regular gamers
- Gamer-surgeons commit 37% fewer mistakes in laparoscopic surgery





CONSIDERATIONS FOR BRANDS





1

Brand-building is more important than ever.

When advertisers are so focused on short-term results, brand-building takes a back seat. Every year, the correlation between brand-building and long-term sales growth becomes more evident.



2

Make things people want.

Clients and advertisers are still trying to find the best possible ways to fabricate desire. There must be a change of mindset: we must **make things people want** versus making them want things.

This mentality will inevitably lead to more empathy, inventiveness, and most importantly, success.



3

Gen Z is changing the game.

Often dubbed the “Woke Generation”, Gen Z’s inclination towards activism is changing the way brands market themselves.

Because they are more likely to support a brand they perceive as good or altruistic, brands must consider making a benevolent shift.



4

Move beyond passive storytelling to participation.

Everyone loves a good story – but it shouldn't stop there. Smarter brands are moving beyond passive storytelling to participation to gain attention. Participation is too important to leave to chance.

“Repurposing media not for consumption, but for communication is the underpinning of this social age”

Ze Frank, Head of R&D, BuzzFeed

THANK YOU!



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