

CREATIVITY

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Communications Professional 3.0. –

- 1) **creativity,**
- 2) planning and research,
- 3) local relevance versus global presence,
- 4) **digital and visual communications,**
- 5) accountability

CREATIVITY = ART & DESIGN APPLIED TO CULTURE

2 October 2013

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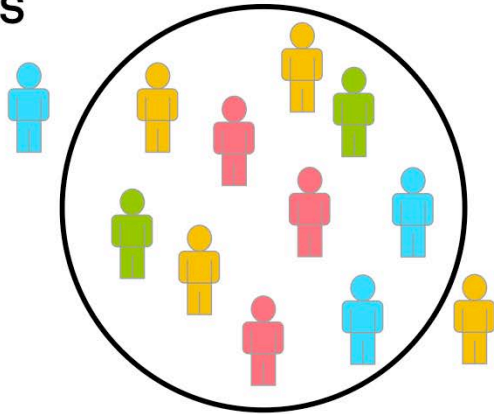
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Imagination & Making → with a clear role in the world

A two way direction of influence between individuals, industries and communities.

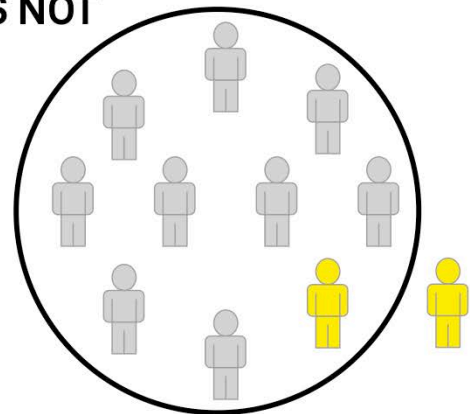
CREATIVITY

IS



**A TOOL TO ENGAGE
THE WHOLE BUSINESS**

IS NOT



**JUST A THING FOR
'CREATIVE PEOPLE'**

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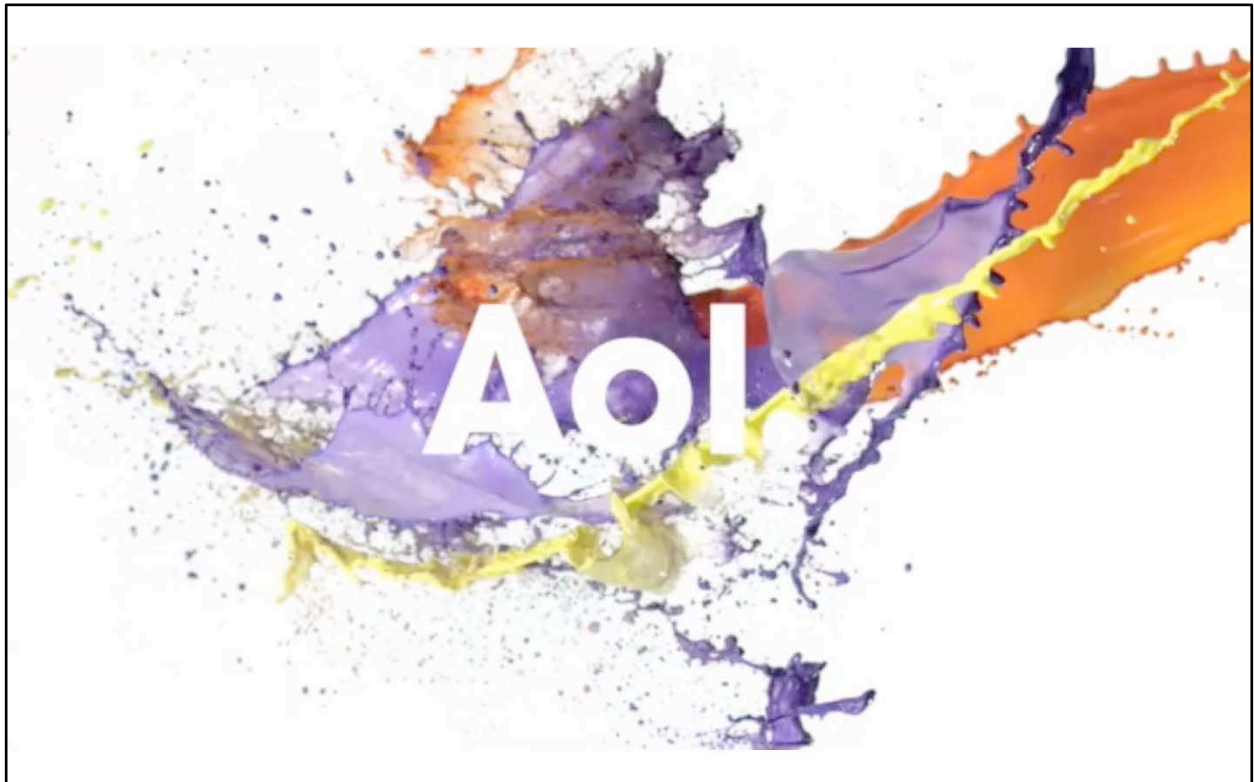
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Creativity gives you a platform to make people think differently and engage the whole business and beyond.

The view on the right here is often pushed by creative people. That its something intangible, hard to measure, and therefore limited to a few.

Our experience is the opposite.

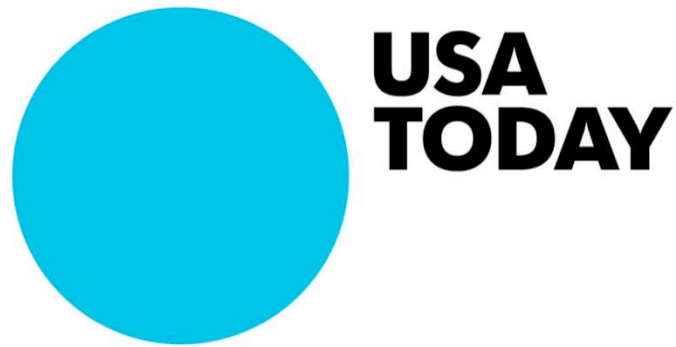
We see creativity having great functionality. Not only does it engage the whole organisation, it gives customers the thing they really care about. What they can do.



The Aol identity signaled the change from a connection business to a content business.

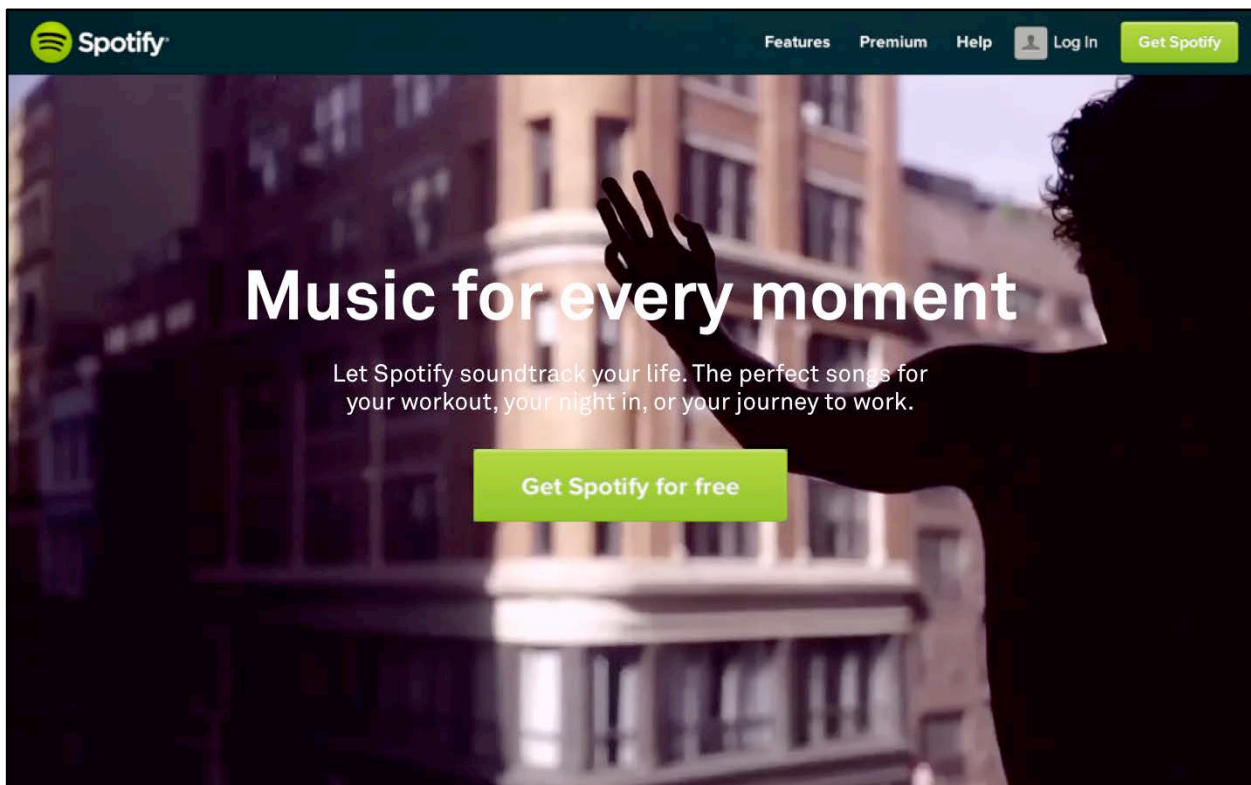
From getting America Online to championing online content like Huffington Post and Tech Crunch.

What that does for staff is turns them from Brand Police to Curators of Great Content.



USA today also carries this direction forward. A functional identity that enables them to champion brilliant content and reinforce the brand.

The pulse of the nation. Visual story-telling. Comes alive in digital.

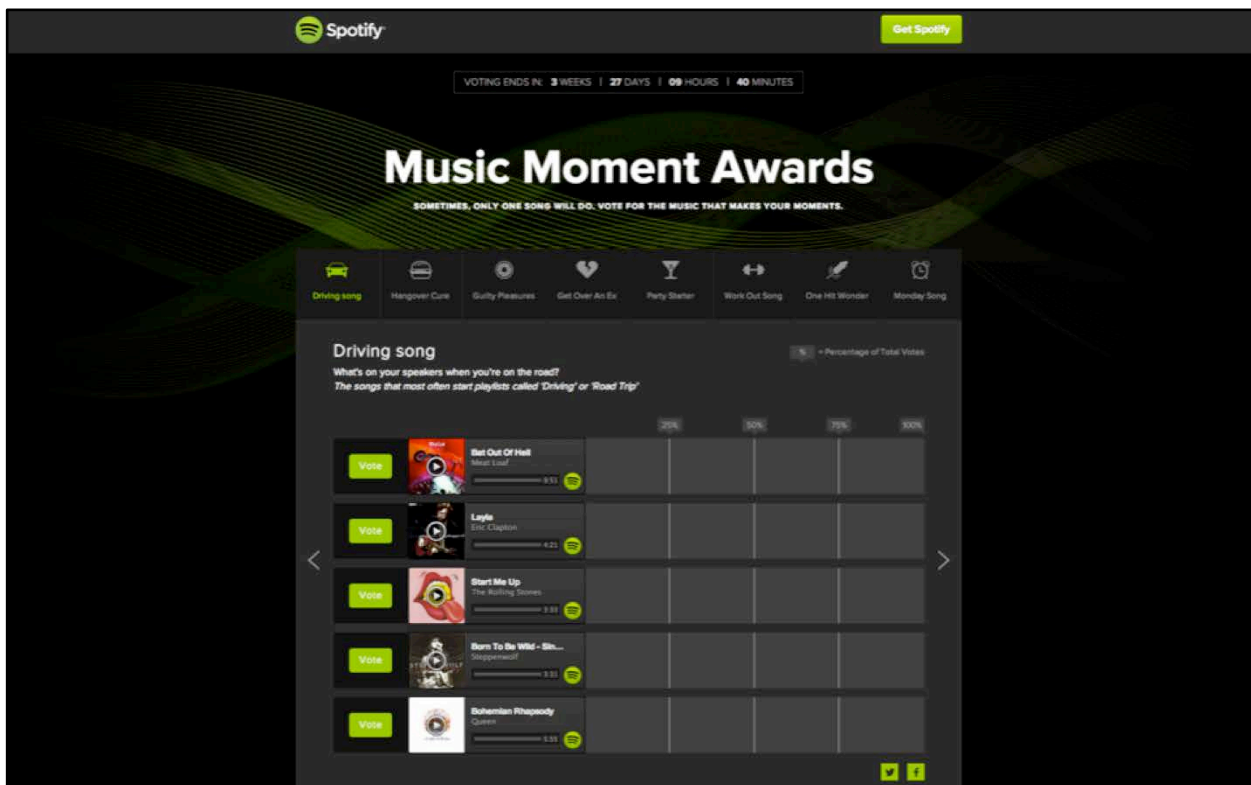


Our work with Spotify gets them closer to customers in a way that unleashes the creativity of both.

Stop talking about the technology but all the amazing things people do with it.

From 20 million songs → always having the music for the right moment. At work or working out.

Spotify created this video...



They even push the idea on, in ways to engage customers and find even more music matched to moments.

This awards site finds the ultimate songs for any moment.

The short list is based on the first track in playlists matched to the occasion.

In doing so, Spotify gets people to listen to more music in more places.



My last example may be an organisation you're less familiar with. AECOM.

They're the world's first whole environments business – working with the built, social and natural environments.


An organisation rich in engineering and planning expertise.

Here creativity unlocked their confidence, in being able to explain to the world how they are different and what they do.



There are many great project stories like this one,

Where rather than building a sewer, they planted trees, managing the water run-off in a different way and creating a new use.



HOW DO YOU STAY ON TOP OF CLIMATE CHANGE?

The British Antarctic Survey needed to conduct its pioneering research from a new station which would not be trapped by rising snow levels and a shifting ice pack. Through **360 ingenuity**, we helped create a lab which lifts itself up above the snow and can be moved where it's needed.

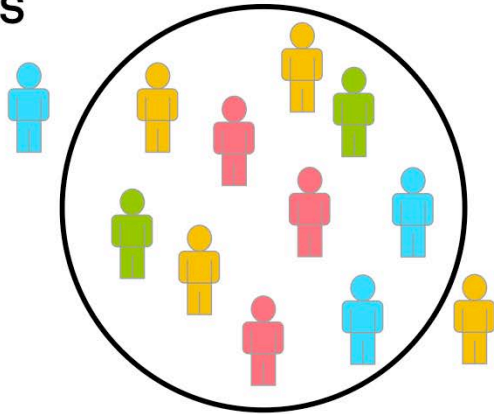
AECOM helped the British Antarctic Survey **see further and go further.**

Or here, helping a research facility stay on top of shifting ice by creating movable skis.

We call this very practical creativity 360 ingenuity. AECOM are brilliant at it.

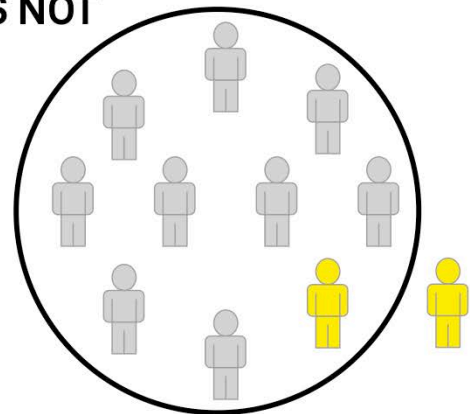
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So the Communications professional 3.0 absolutely needs creativity, both their own and the potential of the organisation.

For creativity + market power = game change.

THANK YOU

**RICHARD CHINN
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