



By Association Research:
Clients & Creativity



NAC. 10th February 2022

Unique focus on creativity

1. Client-centric
2. Global knowledge
3. Grounded in local reality
4. Underpinned by effective creative
5. With the potential for community action

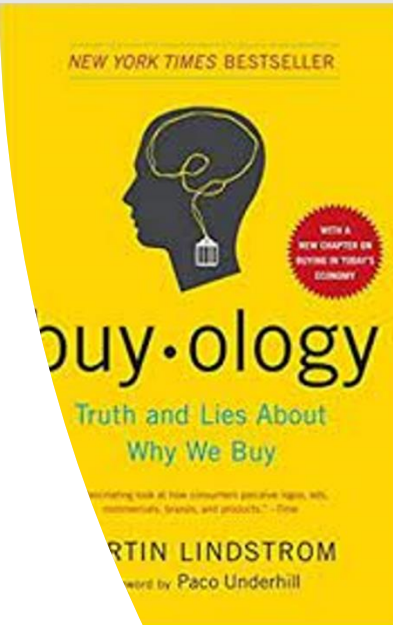
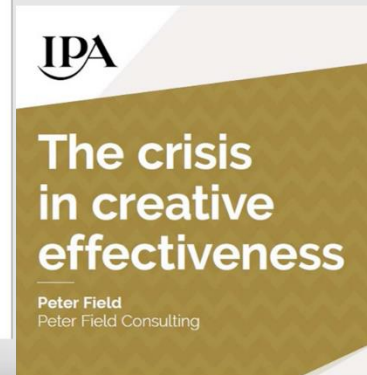
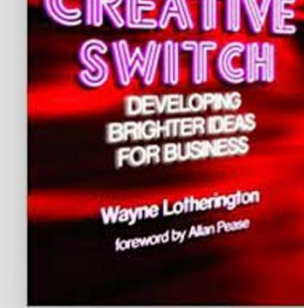
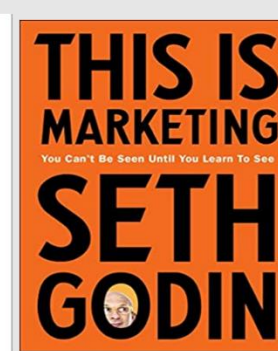


Lemon.

This advertising brain has stopped working properly. It has lost its power to persuade, its ability to make people feel, and its talent to entertain. How has this happened? And is there anything we can do about it? In this challenging book, Orlando Wood argues that a golden age for advertising technology has been far from a golden age for advertising creativity. He shows how today's analytical culture has sent the industry's admired reputation for creativity into reverse. In place of a creative Renaissance, he maintains, we are now witnessing nothing less than a creative Reformation, a "stripping of the altar."

Reducing what was once dazzling artform to dreary science. So how should agencies and clients amend the wrong turn we have taken? Orlando offers some surprisingly counter-intuitive solutions of his own. If the advertising brain has stopped working properly, maybe this is the repair manual.

IPA



By Association



Global qual: interviews with Global CMOs, creative agency leaders and commentators



Quant: Central/global (WFA members)

Questions and narrative shaped by creative partners

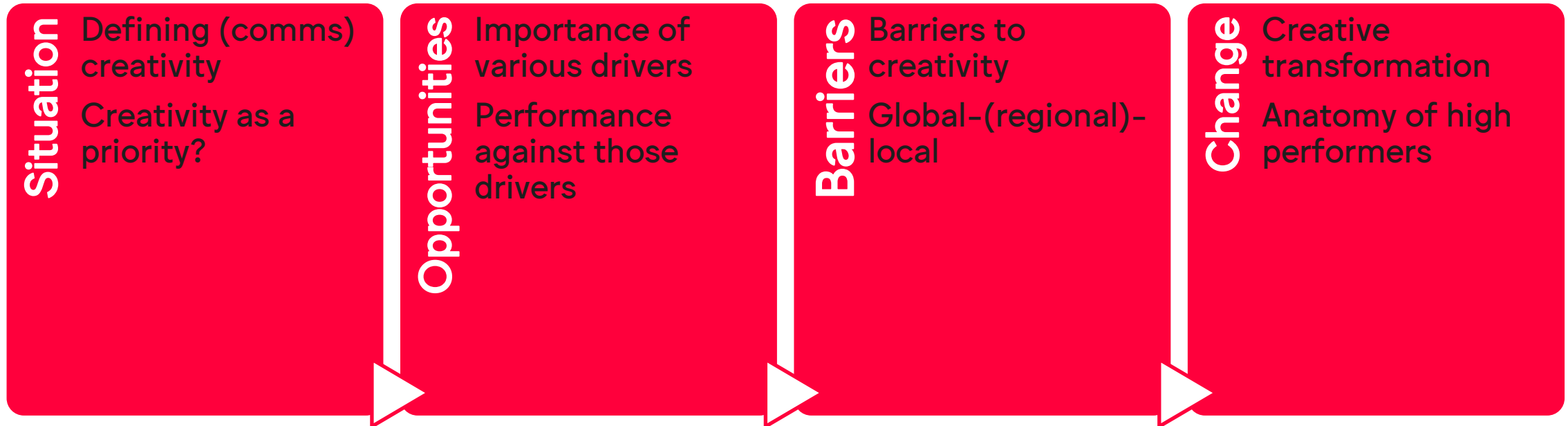
Quant: Multi-national (By Association)



Grounded in statistical insight and examples from a 'glocal' effectiveness partner

Report, Solutions,
Actions available to
all project partners

Questionnaire live Feb 21st



“...creativity is the last unfair advantage we’re legally allowed to take over our competitors.”

(William Bernbach)

[Download the one-pager here](#)

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