



**GREAT ADS WANT OUT**

## CREATIVE DIRECTION

The function of a Creative Department is to produce ideas.

The job of a Creative Director to be surprised, even startled and astonished by work that comes out of the Creative Department.

*“Wow! I never thought about it that way before.”*

Not surprisingly, the first job of any advertisement is to surprise. But the surprise must be entirely relevant or the consumer will simply reject it, even be irritated by it. And that’s not at all good.

The work that comes out of a Creative Department should be a collision of opposites: the end product of a crash of left-brain-right-brain; the progeny of withering rationalization and wild emotion.

Which is why every advertisement—of whatever type, in whatever medium—is a mixture of *reason and tickle*.

A Creative Department therefore needs to be a place of organized chaos—of disciplined anarchy.

Too much anarchy and you go out of business, obviously. Too much discipline, means you won’t get any ideas of real worth—and you go out of business.

The unrestricted interplay of opposing forces is vital—the constant balancing, back and forth, between the two, the key to on-going creative success.

So if, for whatever reason, there’s too much imbalance in the forces at work and play in your Creative Department, don’t hesitate to call me in.

I’ll help make the necessary mid-course corrections by the judicious application of *reason and tickle*.

**TONY BROADBENT**

**INSIGHT | STRATEGY | IDEATION**

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