

“The Creative Canvas” Excerpt:

Leading global marketing and media strategy at the world’s largest advertiser is no small feat. It takes a person with a crystal-clear vision, gumption, consumer-centricity, and – of course – creativity. The Global Brand Building Officer of P&G, Marc Pritchard, has all of the above. In his most recent speech at Cannes Lions 2014, Pritchard speaks on the ever-evolving world of marketing that is now in its second act, as the age of reaching mass audience on a single platform has come to an end.

We are never going to reach everybody on any single platform ever again. And that’s OK. In fact, it’s awesome. Because I believe we are on the precipice of a new Golden Age of Advertising. We are at the most historic moment of transformation we have ever seen in the art that we all love. We now have the ability to realize a creative vision that can explode out of any single platform and into people’s lives, their daily experiences and the ongoing conversations that are taking place across an endless, ever-changing array of platforms.

The art now is not to reach everyone on a single dominant platform but to reach the right people on the right platforms at the right moment again and again. That has produced the most expansive canvas for creativity we’ve ever had. The best campaigns today flourish across multiple platforms. They become part of people’s lives not because they have to watch them but because they are drawn into them. But, there are not enough ad dollars in the world to pay your way into the promised land of the new Golden Age ahead. Simply mastering the tricks of the latest platform won’t get us there either. The only way to get there is with creative ideas that are so insightful, so relevant and so big that they break out of the confines of the paid world and earn their way into people’s hearts, minds and lives. Let’s face it: that’s not easy, and nobody has the road map yet. But I believe there are three fundamental guideposts that will help light the way to the Golden Age of ideas:

1. Start with something true.

A true human insight always was, and always will be, the starting point for any campaign that touches people.

2. Consider why anyone would care.

I believe the technical term for that is the “give a crap factor.” How can you tap into something people really care about?

3. Make your brand matter.

There is no point in starting a conversation that your brand can’t be an authentic part of.

You might recognize these because they are the eternal rules of brilliant creative. They are inherent in those Ivory Soap and Crest ads, they are the underpinning of the soap opera and the foundation of every classic TV ad that ever aired. The difference between the campaigns of the past and those we’ll be creating together in the future is how principle number two taps into the most powerful media engine in history: what people really care about. That is what [so many] of [our] creatives... have in common. They all tapped into a relevant conversation with a powerful insight in which the brand matters. What powers each one of them is an idea people care about, an idea that breaks out beyond a single platform and takes on a life of its own in social media, in the news media, and in conversations being had on all kinds of platforms, an idea that literally explodes across an expansive creative canvas. Because that’s the new bar for success, isn’t it? A creative idea that’s everywhere you look. [N](#)

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