**The Essential List – Template for participants**

The Essential List is a snapshot into the lives and minds of the best creative thinkers in the advertising industry. It’s a list of the daily things that you can’t be without – hence, The Essential List. Listed below is a list of things we’d like for you to fill in – the idea is for the answers to be snappy and quick, but please do have some fun with them! We want these pieces to be fun and interesting. If you’d like to add a bit more weight to some, that is cool. If any aren’t applicable to you at all, feel free to leave them out (for example, the ‘Kit’ list varies from digital to more analogue objects in our aim to fit everyone’s niche).

If you have any images to accompany answers – a snap of a holiday, your daily commute or an important piece of tech, for example – please do send them over! This would really take the story up a notch.

**The Essential List**

***Lifestyle***

* Place of birth:
* Hometown:
* Staycation:
* Vacation:
* Pet:
* Place of work:
* Place of workout:
* Side project:
* Mode of transport:
* Bonus travel essential:

***Culture***

* Artist:
* Musician:
* Commercials / music video director:
* Film director:
* Photographer:
* Film:
* Series:
* Commercial:
* Music video:
* Video game:
* Board game:
* Book:
* Graphic novel:
* Podcast:
* Newspaper (off or online):
* Magazine:
* Bonus culture essential:

***Food and Drink***

* Breakfast:
* Restaurant:
* Cheap bite:
* Working lunch:
* Favourite dish:
* Signature dish:
* Snack:
* Guilty pleasure:
* Bar:
* Booze:
* Not booze:
* Bonus food:
* Bonus beverage:

***Kit***

* Phone:
* Computer:
* TV:
* Headphones:
* Camera:
* Soundsystem:
* Pen / pencil:
* Where you document an idea:
* Casual clothing:
* Smart clothing:
* Footwear:
* Watch:
* Collection:
* App:
* Website:
* Favourite social media feed:
* Work program:
* Digital work tool:
* Analogue work tool:
* Morning grooming / makeup essential:
* Bonus kit essential: