**Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com**

Magic Numbers: Data and Creativity

*Data-driven creativity is something that brands and agencies all over the world are investing in and banking on - but what does that really mean, what are the best practices and potential blindspots? We speak to industry leaders in the field about magic numbers….*

What’s the number one question that clients are coming to you with when it comes to how they can better use data to enhance the creativity of their content and experiences?

How can you make sure that data is elevating creative rather than forming a windtunnel effect and knocking all the interesting or unique edges off that make something distinctive?

Can you share with us any examples of projects you’ve worked on where the data really helped boost the creative output in a really exciting way?

More brands are working to create their own first party data practice - how can a brand figure out whether that’s something that is relevant or important for their business?

We talk about data driving creativity, but what are your thoughts about approaching the use of data in a creative way?

"Lies, damned lies, and statistics" - how can brands and creative make sure that they’re really seeing what they think they’re seeing (or want to see) in the data, or that they’re not misusing data?

What are your thoughts about trust in data - to what extent is uncertainty and a lack of trust in data (or data sources) an issue and what are your thoughts on that?

With so many different regulatory systems in different markets regarding data and privacy around the world - as well as different cultural views about privacy - what’s the key to creating a joined up data strategy at a global level that’s also adaptable to local nuances?

What does a responsible data practice look like?

In your view, what’s the biggest misconception people have around the use of data in marketing?

In terms of live issues in the field, what are the debates or developments that we should be paying attention to right now?