**PLANNING FOR THE BEST**

*It’s often said that you should hope for the best and plan for the worst. But in advertising, strategists know that the best creative work is always built on a foundation of meticulous planning. The intellectuals of the industry, planners arm their creative colleagues with the human insights and hard data to make sure their ideas are founded in truth. With Planning for the Best, we want to celebrate these deep thinkers of the creative sphere.*

*Please supply a photo of yourself and a link to a downloadable selection of your work that you would like to accompany the piece.*

- What do you think is the difference between a strategist and a planner? Is there one?

- And which description do you think suits the way you work best?

- We’re used to hearing about the best creative advertising campaigns, but what’s your favourite historic campaign from a strategic perspective? One that you feel demonstrates great strategy?

- When you’re turning a business brief into something that can inform an inspiring creative campaign, do you find the most useful resource to draw on?

- What part of your job/the strategic process do you enjoy the most?

- What strategic maxims, frameworks or principles do you find yourself going back to over and over again? Why are they so useful?

- What sort of creatives do you like to work with? As a strategist, what do you want them to do with the information you give them?

- There’s a negative stereotype about strategy being used to validate creative ideas, rather than as a resource to inform them and make sure they’re effective. How do you make sure the agency gets this the right way round?

- What have you found to be the most important consideration in recruiting and nurturing strategic talent?

- In recent years it seems like effectiveness awards have grown in prestige and agencies have paid more attention to them. How do you think this has impacted on how strategists work and the way they are perceived?

- Do you have any frustrations with planning/strategy as a discipline?

- What advice would you give to anyone considering a career as a strategist/planner?