**Creative Marketing Interview**

*We’re looking to talk to innovative and creative marketers who are the drivers behind brilliant work, to find out how they think about and enable great creativity.*

*If you’d like to share examples of campaigns, please share them as MP4 or .mov files - and we’d love a photo of you too, ideally landscape orientation and if it’s a bit fun or creative go for it!*

What does creativity mean to your brand?

And more broadly what does creativity mean to you - outside of work, outside of the sphere of advertising and marketing?

What was the moment pr experience in your career that really helped ferment the importance of creativity in marketing?

What have you learned is the key to nurturing fruitful relationships with your creative partners?

Which creative campaigns from other brands (past or present) have inspired you most in your career and why?

 What campaign that you’ve worked on has been the most creatively satisfying and why?

Of all of the puzzles facing marketers right now, what’s the topic that’s perplexing your team the most right now?

What areas of marketing are you seeing most exciting potential for creativity?

You must see so many ideas pitched to you - and have had to sell in so many ideas to the rest of your company. So what’s the key to selling a great idea?

In your experience how can marketing teams drive creativity throughout the rest of an organisation?

How do you encourage creative excellence among your team?

The big question. We know creativity is effective but when you’re assessing an idea that’s totally original and new, how do you figure out if it’s brilliant or indulgent?

Tell us about a time you’ve really had to fight for a creative idea - what was the idea, what was the obstacle and why was it worth it?

What one piece of advice do you have for marketers at the beginning of their career who’re still figuring out how to drive impactful creative marketing?