**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.

*NB: Please make sure that you have or can give permission to share any images submitted with the story. Images found through Google image search, for example, tend to be covered by copyright and may be liable for copyright claims. If you’re looking for specific images to illustrate a point, royalty-free sites like Unsplash and Pexels can be useful.*

**The Essential List**

***Lifestyle***

* Place of birth:
* Hometown:
* Staycation:
* Vacation:
* Pet:
* Place of work:
* Place of workout:
* Good Habit:
* Bad Habit:
* Mode of transport:
* Bonus Travel Essential:

***Culture***

* Artist:
* Musician:
* Commercials / music video director:
* Film director:
* Author:
* Photographer:
* Film:
* Series:
* Invention
* Commercial:
* Music Video:
* Video Game:
* Board Game:
* Book:
* Graphic Novel:
* Podcast:
* Newspaper (off or online):
* Magazine:
* Obsession:
* Bonus Culture Essential:

***Food and Drink***

* Breakfast:
* Restaurant:
* Cheap bite:
* Working lunch:
* Dish:
* Snack:
* Guilty Pleasure:
* Bar:
* Booze:
* Not Booze:
* Bonus Food:
* Bonus Beverage:

***Kit***

* Phone:
* Computer:
* Headphones:
* Camera:
* Pen / pencil:
* Where you document an idea:
* Casual Clothing:
* Smart Clothing:
* Footwear:
* Accessory:
* Collection:
* Home comfort:
* App:
* Website:
* Blog:
* Work program:
* Digital work tool:
* Analogue work tool:
* Morning grooming / makeup essential:
* Bonus Kit Essential: