

The Loeries Creativity Q&A: Insights from the creator of "Dumb ways to die" Patrick Baron, ECD of McCann Australia

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In this week's exclusive Loeries Creativity Q&A series for Bizcommunity.com, Jessica Taylor chats to Patrick Baron, Executive Creative Director of McCann Australia.

■ ***You were recently appointed as the Executive Creative Director of McCann Melbourne. What do you think will be the next big thing in advertising?***

Patrick Baron: We're all searching for the next big thing in music, science, medicine, entertainment, popular culture, technology, diet, exercise, fashion and communications. Innovations in technology and data have driven revolutionary change over the last ten years and you'd expect this to continue. Having said that, if I had a clue what the answer was I'd probably keep it to myself and use it in our next campaign.



Patrick Baron

■ ***What has been the most invaluable piece of advice offered to you during your career in advertising?***

Baron: Fail harder.

■ ***Can you name a piece of work that you wish you had done?***

Baron: Campaigns I'd wish I'd done change over the years and many are from Australia. I'm a fan of Old Spice.

■ ***Creativity can be a challenge when you're on deadline, the idea was bombed, and your team has been working 20 hour days. How do you keep inspiring creative thinking in your team?***

Baron: Truly motivated creative thinkers drive themselves. Inspired creatives are inspiring creatives.

■ ***What do you think makes award-winning work?***

Baron: There's a great deal of creativity, inspiration, technology, science, research, sweat, tears and beers that goes into developing award-winning work. A singular idea is essential. It can also depend on the purpose behind the idea. But the ingredient I look for in our agency's work is its humanity.

Don't miss the [DStv Seminar of Creativity](#) at Cape Town City Hall on Friday 19 September. **Patrick Baron** will be joined by other international leaders including Facebook's Rob Newlan, Unilever's Yaw Nsarkoh; PJ Pereira, CEO and co-founder Pereira and O'Dell, San Francisco; Stephen Doyle, Creative Director, Doyle Partners, New York City and Ali Ali the acclaimed commercial's director from Egypt and former Executive Creative Director and Founder of Elephant.

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