

# CREATIVES IN THE WORLD OF TOMORROW. INSPIRE FOR GOOD.

by Morgan Merle



What is the role of creatives in this new world?

On a daily basis, whether we like it or not, we are exposed to images and content that influences our behaviour. Behind those messages are not just brands but also creative people, so, as Uncle Ben aka Spiderman's uncle once said, "with great power comes great responsibility". How, then, with everything that is happening in the world, can creative people try to change consumer and brand mentality for the greater good?

It is time for us creatives to recognise our social responsibility: to produce campaigns that create a lasting impact for the greater good. As the world attempts to find a new normal in the face of a global pandemic and a social justice movement, this has never been more important.

It is a few years since this small revolution began. Starting with brands that had to change their images because old and dusty no longer aligned with the modern world. But it is only recently that we have collectively understood that we need to bring more to the table than just beautiful campaigns.

Brands have always tried to connect with their audiences through the image of the lifestyle they want to represent. The consumer of today is not just looking at this superficial aspect of the brand, they want to connect with its history and values and, before making a purchase, know that the brand shares the same values as they do.

Like the great campaign that was created by Mermaids in partnership with Starbucks and Channel4 called #what-syourname, which highlights the struggles transgender people face. Or the brilliant "The Talk" from Procter & Gamble (P&G), in which a mother gives a heads-up to her children about the discrimination and outright danger they might face in society because of their skin colour. This latter campaign has generated 4.5 million views and was shared 170,000 times.



But beyond the wonderful creative, P&G has pledged \$5 million for the creation of the P&G Take on Race Fund aimed at fighting racism and bias.

We are living in an era where the audience is looking for brands that are not afraid to speak and take a stand, they are looking towards brands that are ready to embrace a more significant social role than before. In 2020, brands can't afford to be neutral. Of course, those moral standpoints will always divide on some level.

Nike is no stranger to those types of behaviours, from being one of the first brands to support women's rights in athletics to the fantastic support campaign towards Colin Kaepernick's actions when taking a stand (knee) against racial injustice. This message of support has been mentioned five million times in three days on social media, resulting in \$43 million-worth of media exposure in the first 24 hours. It got people talking about the problem in our society – and got its fair share of criticism – but it has created a debate and has opened the door to a new perspective in the world of advertising.

Like in art, the new generation of painters have always been criticised, and misunderstood, but they have to keep doing what they believe to be evolution or the creation of a new movement. Like Leonardo da Vinci, Vincent van Gogh, Pablo Picasso or Jean Michel Basquiat, we need to push for what we believe in and show the world our vision.

2020 is the year where everything changed. Since the lockdown and the Black Lives Matter movement, people and brands have been helping each other and their communities, and it feels good. This should not stop the moment we go back to our regular lives. We will need to make sure that we have learned from our history and make sure not to reproduce mistakes of the past.

We are a generation that lives and works in a multicultural environment; we travel around the world to discover and immerse ourselves in different cultures, histories, people, architecture, food, the list goes on... We need to bring these learnings and our open mindset to our creative process, the brands we work with and the world.

We are a generation of creative talent, like all those before us, that has an ego. Do we also care about the legacy we will leave behind us? We have a significant role to play in the new world, and we should use it for the greater good.