

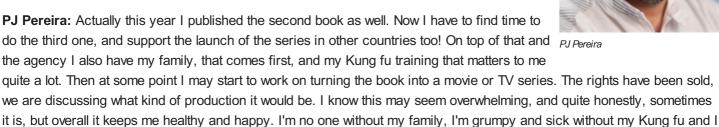
The Creativity Q&A: Rod Baker chats to PJ Pereira

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What makes award-winning work? How do you inspire creativity in others? In an exclusive series for Bizcommunity.com, we interviewed seven creative leaders from around the world. See them in person at the DStv Seminar of Creativity in Cape Town on 19 September, which forms part of Loeries Creative Week Cape Town.

This week, Rod Baker chats to PJ Pereira, Chief Creative Officer and Co-Founder of Pereira & O'Dell, San Francisco

** Last year your first book, The Book of Silence, in a trilogy Deuses de dois Mundos (Gods of Both Worlds) was published, how does a busy ad exec find time to write one book, let alone a whole fantasy-literature series?





What other exciting projects have you worked on recently?

get much sharper and faster when I'm writing. So in the end it all works.

Pereira: On the personal side, there's the third book of my trilogy to finish, which is a lot of fun. On the agency side, we are working on a few global and regional things that will launch next year that are incredibly interesting, mostly on the content part of the business which I believe is the most exciting one right now.

III Can you name a brand or campaign that has inspired you lately, and why?

Pereira: Honestly, I am a big fan of creative discipline, being able to stick with one idea and still keep it fresh. What Old Spice, Dove and obviously Axe have been doing is great to watch. Then there's Coke that turned its brand around and for the last few years became the kings of that kind of inspiring discipline.

III Creativity can be a challenge when you're on deadline, or a client has bombed the work, or your team is tired. How do you keep inspiring creative thinking in others?

Pereira: I don't think it is. Ideas happen in seconds. Sometimes it takes too long for that second to happen of course, but a diverse, curious and excited team can keep things fast. I've had to interact with a bunch of long-form entertainment creatives recently and they also complain about that... The only creatives that have total control over their time-frames are artists that don't operate within an industry. For that, to build big artistic perspectives, you need to detach yourself from deadlines - but for advertising and entertainment, I believe deadlines, exhaustion, and even approval challenges can actually make you better.

III What do you think makes award-winning work?

Pereira: The discipline of comparing your work with the very best in the world, and the anger and frustration that will come from it.

Don't miss the DStv Seminar of Creativity at Cape Town City Hall on Friday, 19 September. **PJ Pereira** will be joined by other international leaders including Facebook's Rob Newlan, Unilever's Yaw Nsarkoh, McCann Sydney's Executive Creative Director, Patrick Baron; Arno Lindemann, the Chief Creative Officer of Lukas Lindemann Rosinski; the indomitable 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.

For more:

- The Loeries Creativity Q&A: Insights from international award winner, Stephen Doyle
- The Loeries Creativity Q&A: Insights from 2014 Cannes Gold winner, Ali Ali
- The Loeries Creativity Q&A: Insights from the creator of "Dumb ways to die" Patrick Baron, ECD of McCann Australia
- The Loeries Creativity Q&A: Insights from Unilever marketing guru Yaw Nsarkoh
- The Loeries Creativity Q&A: Insights from Facebook Creative Head, Rob Newlan London

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