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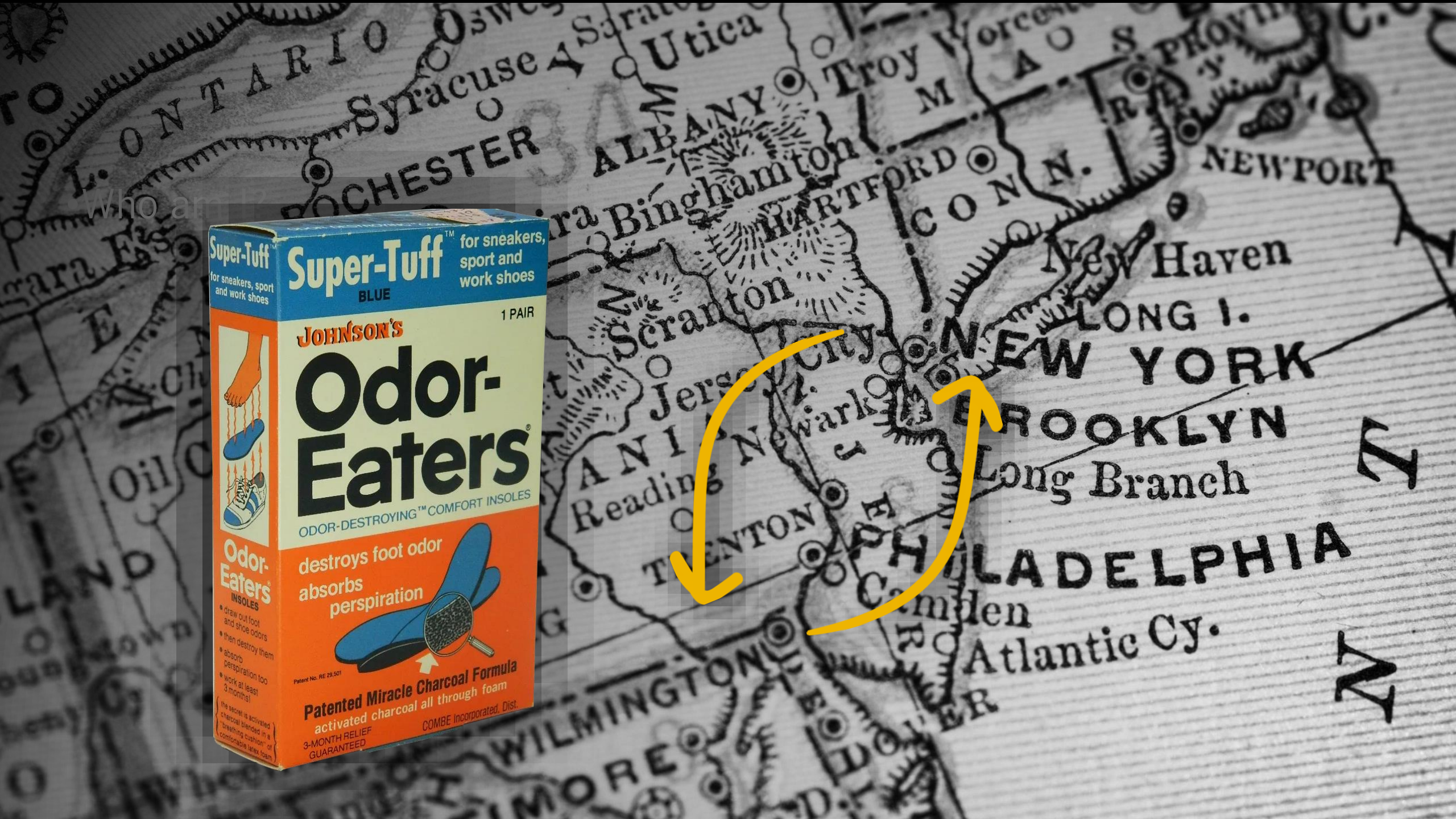
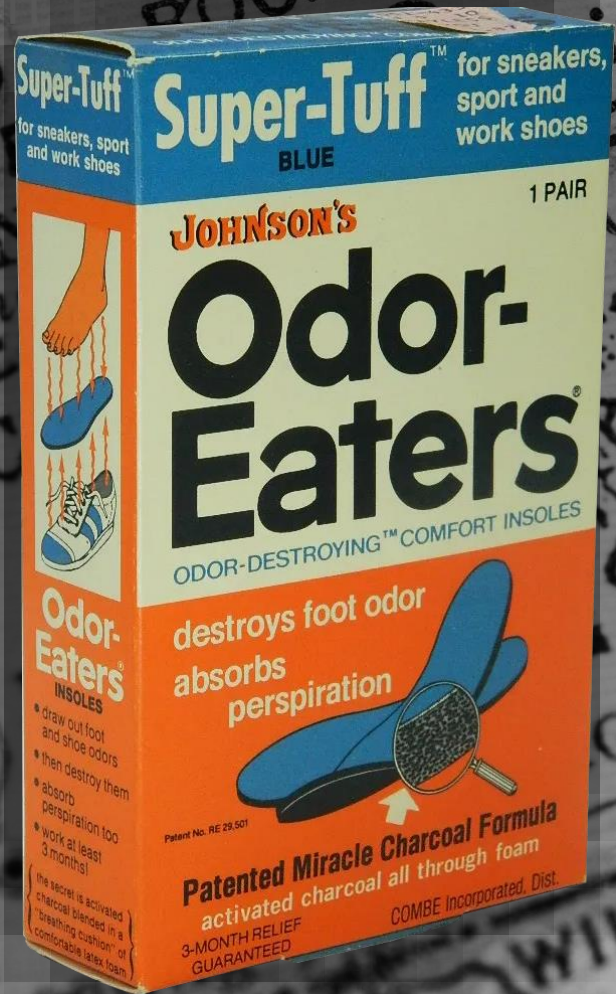
2022 ANA

BRAND ACTIVATION & CREATIVITY CONFERENCE

OCTOBER 12-13

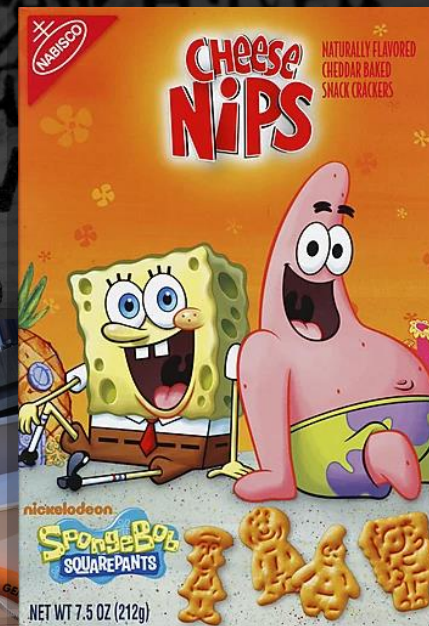


WELCOME!





TOPPS



What is Creativity?



What is Creativity?

WIKIPEDIA
The Free Encyclopedia

Article Talk


Creativity

From Wikipedia, the free encyclopedia

For other uses, see *Creativity (disambiguation)*.

Creativity is a phenomenon whereby something new and valuable is formed. The created item may be intangible (such as an idea, a scientific theory, a musical composition or a joke) or a physical object (such as an invention, a printed page or a painting).

Scholarly literature on creativity is found in a number of disciplines, primarily psychology, sociology, economics, and cognitive science. However, it can also be found in education, the humanities, technology, engineering, philosophy (particularly philosophy of science), theology, sociology, linguistics, the arts, economics, and mathematics. These disciplines cover the relations between creativity and general intelligence, personality type, mental and neural processes, mental health, or artificial intelligence; the potential for fostering creativity through education and training; the potential for economic benefit; and the application of creative resources to improve the effectiveness of teaching and learning.



A picture of a lightbulb is associated with someone having an idea, an example of creativity.

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What is Creativity?

CLASSIC REPRINT SERIES

THE NEW WORLD

ENCYCLOPEDIA

- a process involving the generation of new ideas or concepts, or new associations between existing ideas or concepts

by
George Jotham Hagar

What is Creativity?

- **“Creativity comes from a conflict of ideas.”
— Donatella Versace**
- **“Creativity is a drug I cannot live without.”
— Cecil B. DeMille**
- **“Think left and think right, and think low and think high. Oh, the things you can think up if only you try!”
— Dr. Seuss**

What is Creativity?

- **“Creativity is intelligence having fun.”
— Albert Einstein**
- **“Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun.”
— Mary Lou Cook**
- **“Life is trying things to see if they work.”
— Ray Bradbury**





EOS

CREATIVITY: A BUSINESS DRIVER



ANA | ASK THE EXPERT

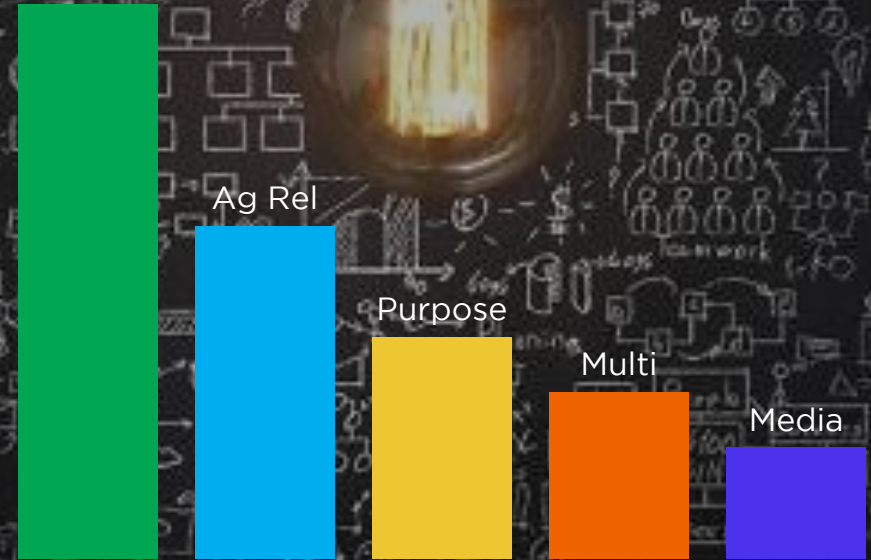
Creativity

Ag Rel

Purpose

Multi

Media





“In a performance-driven marketing environment, creativity is still the oxygen to growth.”

— Ann Mukherjee, Chairman and CEO, North America



Pernod Ricard USA
CREATORS OF CONVIVIALITY

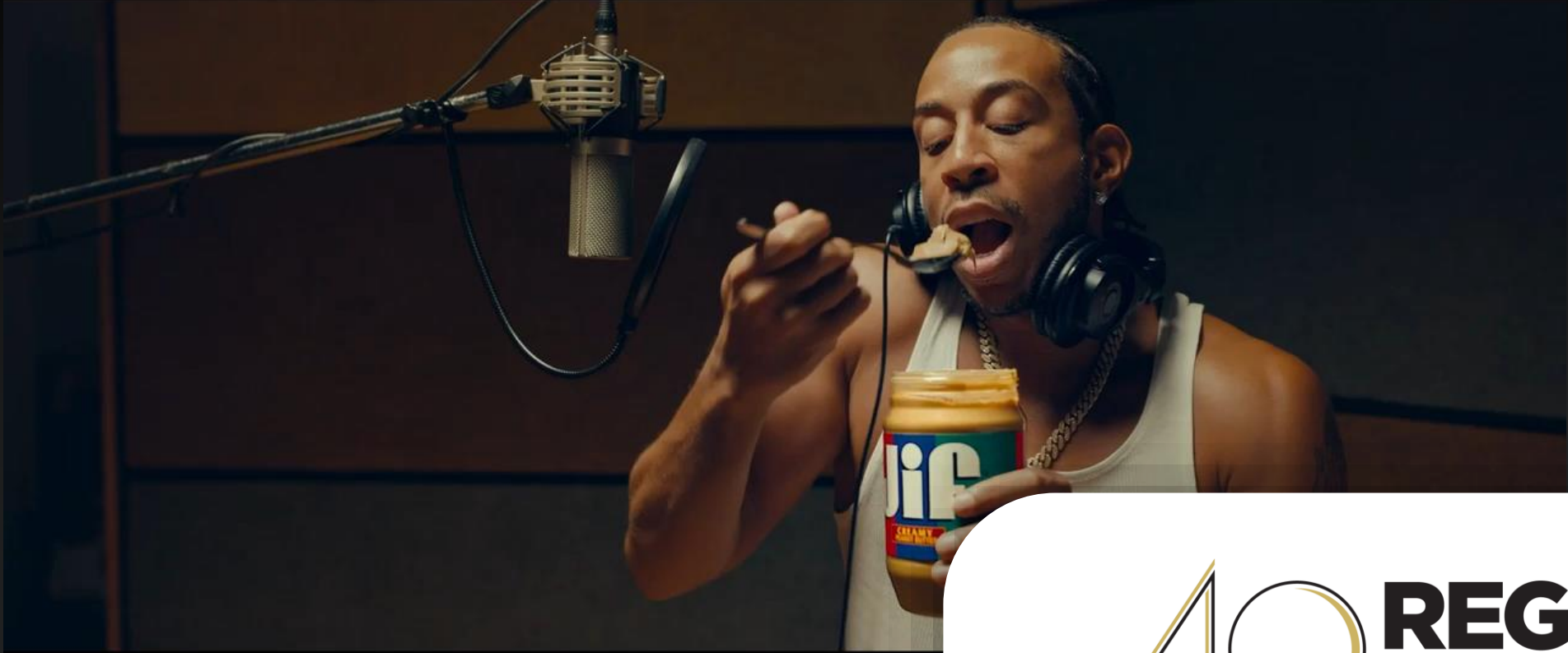




“We’re going to see a lot of major changes over the course of the next years, but at the foundation is still creativity. **Creativity is what drives businesses, what drives brands.**”

— Marc Pritchard, Chief Brand Officer





40 REGGIE[®]
AWARDS
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JIF

CREATIVITY, ANALYTICS, AND PURPOSE

**importance
in driving growth**

- **delivering at least 2 times the growth of their peers**
- **excelling in all three allows outperformance of peers**
- **78% of CEOs said they are counting on CMOs and marketing leaders to drive growth**



**Growing
Companies:**

30%

**More likely to say
Creativity is
Business Critical**



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SUNMAID



“Creativity is one of the most potent competitive advantages that we have to help our clients grow and stay relevant. For us to make the biggest impact, we need to continue to be obsessed with our creative output across all our offerings.”

— David Drogba, Accenture Interactive Creative Chairman & CEO

**Accenture
Interactive**

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