ANDREEA TOMA

CONTENT & SOCIAL MEDIA STRATEGIST

@eAD INTERACTIVE

REACH SUCCES WITH CREATIVITY

LUCIAN HOSTINAR

@eAD INTERACTIVE



WHO CAN BE CREATIVE? AND HOW CREATIVITY CAN HELP YOU SUCCEED?

CREATIVITY IS NOT JUST FOR ARTISTS. WE ARE ALL CREATIVE BUT THE ONES WHO ARE KNOWN FOR IT HAVE SPEND TIME CULTIVATING IT, FAILING AT IT AND WORKING AT IT.

SO, NOW IS YOUR TIME.
ARE YOU READY?





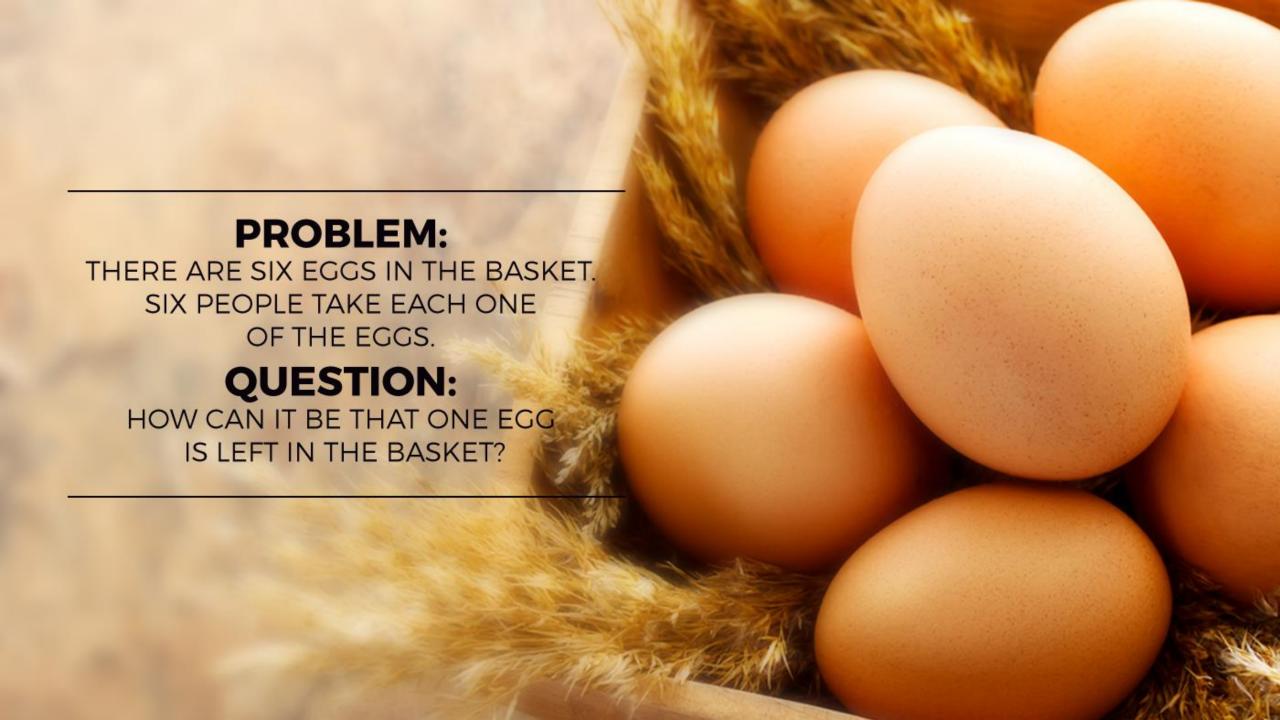
HAVING FUN"

ALBERT EINSTEIN

BEFORE WE START

WE HAVE A QUICK
ADVICE: LOOK AT
PROBLEMS FROM A
FRESH PERSPECTIVE TO
FIND CREATIVE
SOLUTIONS.







THE LAST PERSON TOOK THE BASKET WITH THE LAST EGG STILL INSIDE.

"CREATIVITY IS JUST CONNECTING THINGS."

STEVE JOBS



THINK ABOUT YOUR NEEDS



CREATE SOMETHING THAT YOU WILL BE PROUD OF

> SOMETHING THAT IT IS USEFUL FOR YOU

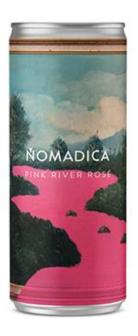
SOMETHING THAT CAN FIX A PROBLEM

WHEN YOU CHOOSE YOUR FUTURE, TRY TO THINK HOW YOUR PRODUCT CAN FIX (YOUR) PROBLEM. AND DON'T THINK TOO MUCH ... NOT EVERYTHING HAS TO BE REVOLUTIONARY. YOU CAN FIX JUST A SMALL PROBLEM ... LIKE HOW TO DRINK YOUR FAVORITE WINE. NOMADICA WINE IS JUST AN EXAMPLE:











ZAPOLIT

THINK ABOUT YOUR AUDIENCE:

WHO IS YOUR TARGET?

WHAT
PROBLEMS
OR NEEDS DO
THEY HAVE?





TRY TO HELP THEM BY CREATING A PRODUCT THAT RESPONDS TO THEIR NEEDS. LIKE GUMSHOE DID IN AMSTERDAM:











RELAX & BE CONFIDENT

LET GO AND ACCEPT THAT YOU CAN'T DO EVERYTHING.
TRY THE THINGS YOU / YOUR PRODUCTS ARE GOOD
THAT AND FOCUS ON PROMOTING THEM.



EXPERIMENTS & REPETITION ARE ESSENTIAL

GET READY TO PLAY THE LONG GAME.



EMBRACE THE CHALLENGES

EVERY CHALLENGE IT'S A POSSIBILITY TO PROVE YOURSELF.





USE EVERYTHING WISE

YOU DON'T NEED TO BE
ON EVERY SOCIAL MEDIA
PLATFORM, IT'S BETTER
TO CHOSE SOME OF
THEM AND FOCUS ON
CREATING RELEVANT
CONTENT FOR YOUR
AUDIENCE AND FOR
YOUR BRAND



FIND YOUR UNIQUE CREATIVE APPROACH AND STAY LOYAL TO IT

CREATE THE PERFECT
CONTEXT OR INTEGRATE
YOUR BRAND INTO THEM
- LIKE VOLKSWAGEN DID CHOSE WISELY THE
THINKS YOU WANT TO BE
ASSOCIATED WITH



FROM EVENTS TO INFLUENCERS

WHATEVER MAKES YOU TELL YOUR STORY BETTER



4.

STAY INFORMED AND LISTEN TO EVERYONE

LISTEN
TO YOUR
COSTUMER'S
FEEDBACK

KNOW THE TRENDS IN YOUR INDUSTRY







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