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@eAD INTERACTIVE

REACH SUCCES
WITH
CREATIVITY

LUCIAN HOSTINAR

CREATIVE & ART DIRECTOR
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“

**CREATIVITY TAKES
COURAGE.**

”

HENRI MATISSE

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?**





**“CREATIVITY IS INTELIGENCE
HAVING FUN”**

ALBERT EINSTEIN



BEFORE WE START

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



PROBLEM:

THERE ARE SIX EGGS IN THE BASKET.
SIX PEOPLE TAKE EACH ONE
OF THE EGGS.

QUESTION:

HOW CAN IT BE THAT ONE EGG
IS LEFT IN THE BASKET?





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

**“CREATIVITY IS JUST
CONNECTING THINGS.”**

STEVE JOBS



1.

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:**



2.

THINK ABOUT YOUR AUDIENCE :

WHO IS
YOUR
TARGET?

WHAT
PROBLEMS
OR NEEDS DO
THEY HAVE?

HOW
CAN YOU
HELP THEM?





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



AND INTEGRATE ALL THIS INFO IN YOUR BRAND
STORY, LIKE **NISOLO** DID:

“

We envision a fashion industry where success is based on more than just offering the cheapest price. An industry that not only values exceptional design, but the producer and the planet as much as the end consumer.

A landscape photograph of mountains at dusk or dawn. The sky is a mix of dark blue and purple, with some light clouds. The mountains are silhouetted against the sky, with the foreground being the darkest. The word "NISOLO" is centered in a white, serif font.

NISOLO

3.

TRY TO TELL YOUR STORY

DIRECT

HONEST

DIFFERENT



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 EVERY ASSET YOU
THINK IS WISE TO USE
BE CREATIVE WHILE
BUILDING YOUR
MESSAGES**



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
THINGS 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**

**AND TAKE
ACTION**





**AND FINALLY, DO WHAT YOU
ARE PASSIONATE ABOUT.**

ENJOY IT!

A young Tom Hanks is shown from the chest up, wearing a dark blue suit jacket, a light blue and white striped dress shirt, and a dark tie with a subtle pattern. He has dark, curly hair and is looking slightly to his right with a neutral expression. The background consists of out-of-focus trees with vibrant autumn foliage in shades of orange, yellow, and brown. The lighting is soft and warm, suggesting a late afternoon or early morning setting.

T. HANKS

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