

T H E
H U N G E R
G A M E S

IN THE
CREATIVE ARENA,
CHASING SUCCESS CAN
BE SATISFYING,
BUT ALSO MERCILESS.
WE ASKED FIVE INDUSTRY
PROS HOW THEY STAY
MOTIVATED WHEN
THE ODDS AREN'T ALWAYS
IN THEIR FAVOUR

 CHRIS DANIELS
ILLUSTRATION BY ADRIAN STIEGLER



THE ENTREPRENEUR

You need to be more than just hungry after the doors close and people say your idea can't be done. You need to get "hangry"

It seems like there's never been a better time to be an entrepreneur. Consider the popularity of such TV programs as *Dragons' Den* and *Shark Tank*, government programs dedicated to encouraging small business and the possibilities opened up by tech innovation.

But success as a start-up takes more than just a hunger for change. Just ask serial entrepreneur Jay Giraud, who created a vehicle-to-grid energy management system for the likes of Chrysler and the US Army before establishing his latest start-up, Vancouver-based Mojo.

The start-up provides an open platform via its 3G and GPS device that plugs into a car's onboard diagnostic port to allow for nearly real-time data to be sent to mobile and web-based apps. Mojo's newest apps include Gauge, which is like having a virtual mechanic for your car on your phone or wrist, and Cloak, a car alarm that alerts your phone or Apple Watch if your car is being stolen.

"You need the hunger to be successful, but I think that's pretty common for any individual who is driven to succeed," says Giraud. "What's different in start-ups is the willingness and motivation to

keep moving when the going gets tough and when doors are closed in your face."

"My team and I often joke about being 'hangry' — angry from being too hungry. You get a lot of 'nos' when you're in a start-up, lots of 'It won't catch on' or 'It can't be done,'" he explains. "Being able to stick to your beliefs, learn from others, ask for advice and incorporate or reject their point of view while continuing to move your idea forward is that special ingredient required for success."

It is that ingredient that has started to pay off for Giraud's three-year-old company. Mojo recently secured \$8 million in funding from investors such as Telekom Capital, the investment arm of Deutsche Telekom, and AOL co-founder Steve Case. And late last year, the company inked agreements with Telus in Canada and AT&T in the U.S. to connect cars over wireless networks.

Another ingredient you need beyond feeling a little hangry?

"Surrounding yourself with devoted people is key to keeping momentum [even as doors seemingly close]," says Giraud. He deems it so critical that he spent a lot of time coming up with Mojo's three brand pillars: friendly, authentic and devoted. "If you're going to ride the start-up-life roller coaster, you better find the right people to ride it with."



02



Get hungry by evaluating your work against others. It has worked wonders for Sid Lee's junior creative team on the rise, Emma Quiroz and Barbato Martiniello

Emma Quiroz, who completed a high-school co-op at Saatchi & Saatchi, came into Humber's Creative Advertising program believing she already had the industry all figured out. "But I quickly realized that I didn't know what I was doing. I would see other people's work being celebrated, especially from students in years ahead of me, and wonder, 'Why can't I do that?'" recalls Quiroz, 25.

She realized cultivating her craft would take time, but she also knew she couldn't be content with just a good effort. "So I created competitions for myself," she says. "When I saw a student producing better work than me on a project that is when I had to do better than them."

"It was a friendly competitiveness, encouraging myself to be pushed by and learn from them," she explains.

When Quiroz interned as a copywriter at Sid Lee in 2013, she met a kindred spirit in design intern Barbato (Bobby) Martiniello, a Dawson College grad who'd just completed a year at OCAD

University. In addition to sharing a similar creative sensibility and a passionate approach to the work, he had the same competitive fire.

"I instinctively knew when an idea was best in class or better than mine," says Martiniello, also 25. But rather than let that be a source of discouragement, like Quiroz he saw "their success as motivation to try and do great things myself."

They put their competitive zeal to work at Sid Lee. As much as they wanted the chance to work on the most interesting accounts, they were low on the totem pole. They set out to prove they could produce great work, and not just for the classroom.

Working many late nights on their submissions, Quiroz and Martiniello entered national ad competitions — and won a couple of them. One in particular got them noticed by their higher-ups: a Gold in the Print category of the Cannes Young Lions competition, which scored them a complimentary trip to the global showcase in 2014.

"Nothing says 'pay attention to me' than something shiny," says Quiroz. No kidding: the duo are now a junior copywriter/art director team at Sid Lee, working on accounts such as Coca-Cola, vitaminwater and Mark's.

"We were already enjoying what we're doing at Sid Lee, but we wanted to do stuff as a team and [work on] ads that were slightly different," says Martiniello. "The awards proved to the agency we could do great work together."

"It changed our career trajectories."

THE
RECENT
GRADS

01

May your lunches be liquid.

A revision to the strategy is a revision to your evening.

You will arrive at the big idea as you leave the presentation.

May you meet your deadlines with headlines.

Autocorrect will penis your presentation today.

Babies. Puppies. Generic pop music. *This fortune did well in testing.

You will get to Cannes. For vacation.

You shall work at your kitchen table and eat at your desk.

May you never lose all your expense receipts.

Your big deck will impress others.

A wise man has big ideas and a small ego.

May your next ad open on a sandy beach.

Congratulations. Your idea won an award. In 2004.

Your dentist appointment is actually an interview.

If you can't take home an award, take home a hangover.

Rachel has joined the meeting.

May a blank page and a blank stare never meet.

Doors will open for you. Don't forget your security code.

It takes a dull pencil to slay a golden lion.

Age is a state of mind. That better be under forty.

One day an intern will dethrone you.

Your social life will consist of writing tweets this month.

Lorem Ipsum

An internal meeting leads to external cursing.

Your imagination will win awards in your imagination.

You haven't done your timesheets.

You will not be spending Family Day with your family.

Excessive. Use. Of. Periods. Will. Make. Copy. More. Impactful.

No one remembers what happened at the holiday party. Except the iPhone.

A clear mind is defeated by a jammed printer.

Beware of Friday afternoon emails.

If you want more money as a writer, consider ransom notes.

They're going to misuse their theres today.

Client feedback will come back. With a vengeance.

One day soon, the mute button will be off.

This fortune cookie has been done.

You will acquire a nickname that you will never hear.

May your viral successes be curable.

Laughter is the best medicine. After cocaine.

You will proofread. And still make typos.

The clients love your work, but...



THE THING ABOUT ADVERTISING IS, YOU'RE HUNGRY AGAIN 20 MINUTES LATER.

03

Really want to innovate? Make sure your hunger comes from the right place. Kraft Canada's CMO Tony Matta weighs in — and urges client-side communicators to be more than just “optimizers”

Hunger alone isn't a prescription for how to produce innovative and breakthrough creative, says Tony Matta, chief marketing officer of Kraft Canada. “It is the purpose of the hunger that matters.”

There is the hunger for money, title and glory that, when satisfied, is limited in scope. Then there is being hungry for creating and innovating new thinking, new ways of working with people and new ways of doing things. And as Matta explains, when that hunger is satiated, the effect is much greater.

“It benefits a lot of people — customers and consumers, industry including sometimes-competitors, and young people who become inspired to pursue a career in the field,” he says. “It also becomes very motivating, because it sparks another hunger, to contribute to the success of others.”

He says it is that kind of hunger that is needed now more than ever in Canada. Matta started in the consumer packaged goods industry at Procter & Gamble in 1997, before advancing in marketing roles at Frito-Lay, PepsiCo. and Kraft Foods,



where for the last two years he has led a team of 90 marketers.

“The CPG industry has obviously transformed over the last 20 years into a much more global set-up. There is a real centralization of ideas, which are then taken country to country and optimized for the individual market,” he says. “And there can still be great work done this way, but it is not the same as approaching something with a blank page.”

“Fewer opportunities exist in Canada where you can say, ‘I did something, it changed the industry and now I am hungry to do it again,’” he explains. “It has become more about optimizing someone else’s idea and being rewarded for it.”

Kraft Canada has created an approach to marketing communications that the company hopes hardwires associates to push toward real innovation. “We have a 70-20-10 rule: 70 per cent of the work we want is tried-and-tested ideas or vehicles with very predictable outcomes. We have a business to run and we need to bank on the success of that 70 per cent,” he explains. “Twenty per cent is about leveraging existing or emerging media but where the measurement or certainty of results is not as predictable.”

He continues, “That might mean taking a bus shelter ad and transforming it into a different kind of installation. We are going to get the GRPs, but what we don’t know is how much more consumer engagement we will get from what we’ve done.”

“The last 10 per cent is towards ideas that invent new media. They are ideas I can’t categorize in terms of being, for instance, an outdoor or radio ad, but are so innovative and novel that if we were entrepreneurs we would quit our jobs tomorrow and go sell these ideas to someone else,” he says. “By helping to hardwire that kind of thinking in the organization for different, better and faster, we can create a target for what breakthrough looks like.”

THE CLIENT

SENIOR- LEVEL CD



Cossette's chief creative officer Peter Ignazi is as hungry now as when he first started in the industry. It's just now he's all about tapping into “collective hunger”

His career has spanned more than two decades at such Toronto agencies as BBDO Toronto, Downtown Partners, Saatchi & Saatchi and Taxi. Yet Peter Ignazi, who joined Cossette as chief creative officer in March, says he still has the same desire to win that he had when he started out as a junior copywriter.

“I don’t think it’s really changed at all,” says Ignazi, who has twice been included in the top 10 list of most awarded copywriters in the world by *Boards* magazine and *The Gunn Report*. “Competition is the engine of capitalism, and so there really is no other option but to try and win.”

He’s also been galvanized by ongoing changes in the industry. “Business has become more challenging, in terms of more complex options, tighter timelines and more being asked of us as marketers in general,” he explains.

Which isn’t to say that there’s no repetition after many years in the industry, because there is, but that there are new solutions waiting to be discovered.

“I’ve worked on many accounts where basically the brief hasn’t changed year after year, and so the

question is then, ‘How do you come at it in a new way that no one has ever done before?’” he says. “There are also challenges that have faced people for years, and no one has really cracked or done a good job.”

He says how he channels his hunger has changed now that he is a creative head.

“I have to find people with that hunger, and help nourish that and show them how they can turn it into a winning formula,” says Ignazi. “I do that not just with creative people, but also account people too.”

“It is about tapping into a collective hunger,” he says. “That includes great clients. We expect them to want the best work for us, to challenge us. That kind of expectation is daunting, but it is also what we need from them to win.”

He says another way for creatives to stay hungry: make a move. Advertising is known as an industry with a high employee turnover rate, but Ignazi says it is the nature of the business. Sometimes it is in the best interest of your work to gain a different perspective with new clients and colleagues.

“Everyone leaves for another job because of hunger. When I left Downtown Partners a long time ago, I wanted something different because I was working on a lot of beer stuff. It was great and we had a lot of success, but eventually you want a wider range of challenges.”

“The best people who have left under me, I was extremely sad to see them go,” he says. “But I was never surprised.”

04

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