

The Mother of all agencies.



<http://www.motherlondon.com>

Who are Mother?

What do Mother do?

Founded around a London kitchen table in 1996 by Mark Waite, Stef Calcraft, Libby Brockhoff and Robert Saville.

Mother has pioneered a creative culture where all employees work directly with clients, including the creative teams.

The agency's philosophy is:

“To make great work,
have fun and make a living.
Always in that order.”

The agency has a reputation for campaigns beyond traditional advertising having produced a feature length film for Eurostar in 2008 (*Somers Town*), a comedy gala for Amnesty International to celebrate their 50th anniversary (*The Secret Policeman's Ball*) and a live fashion spectacular for Target. These are not your run-of-the-mill platforms for an advertising campaign. Mother look for effective relevant, original, creative opportunities.

At the 2008 Edinburgh Festival, Mother created a musical for Pot Noodle.

For each World Cup since 1996, Mother has done something to commemorate the tournament. These have included airfix models of football hooligans, English sushi in 2002 and Ronaldo the diving winker toy.

KFC 2018



WE'RE SORRY

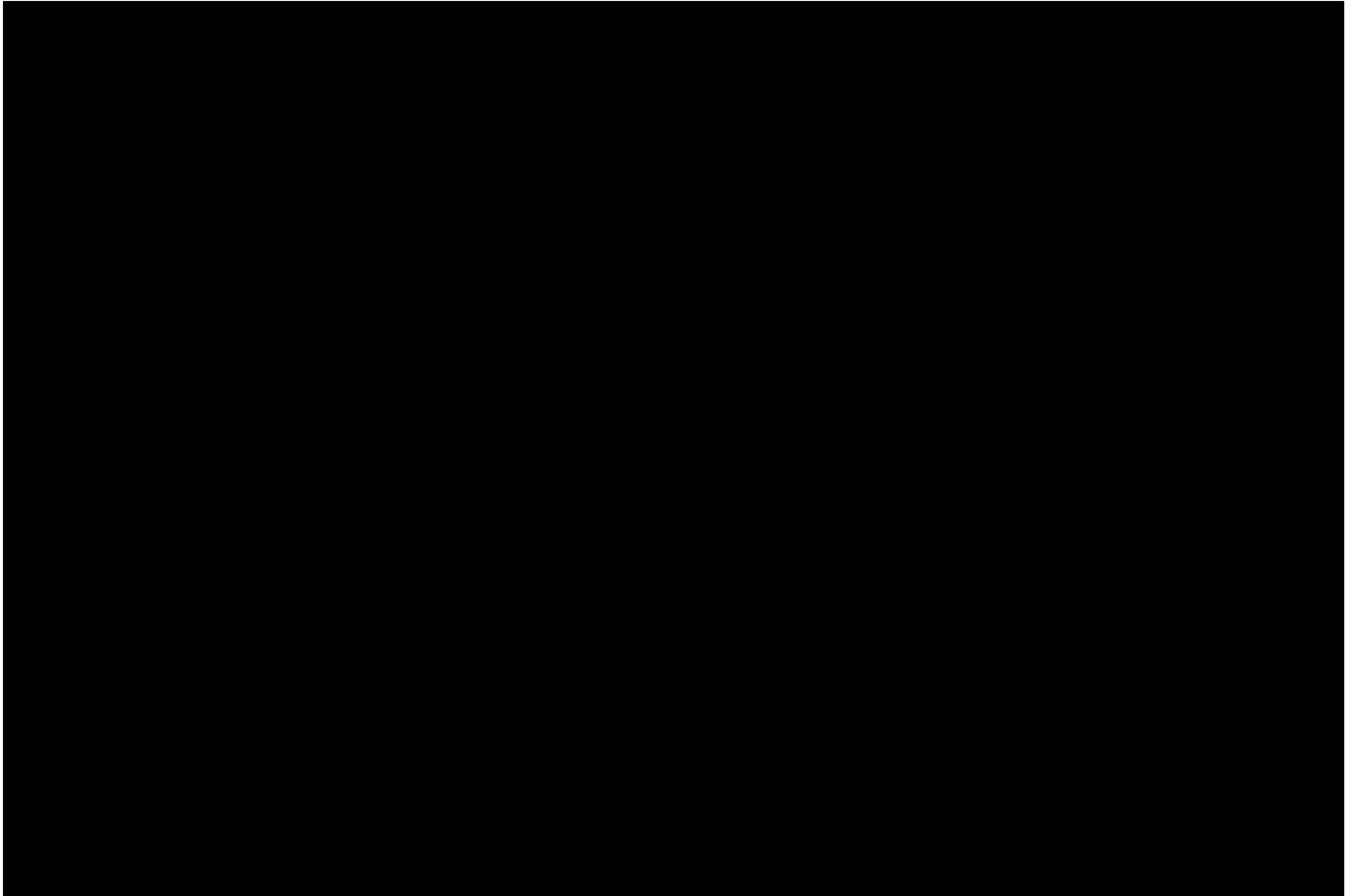
A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

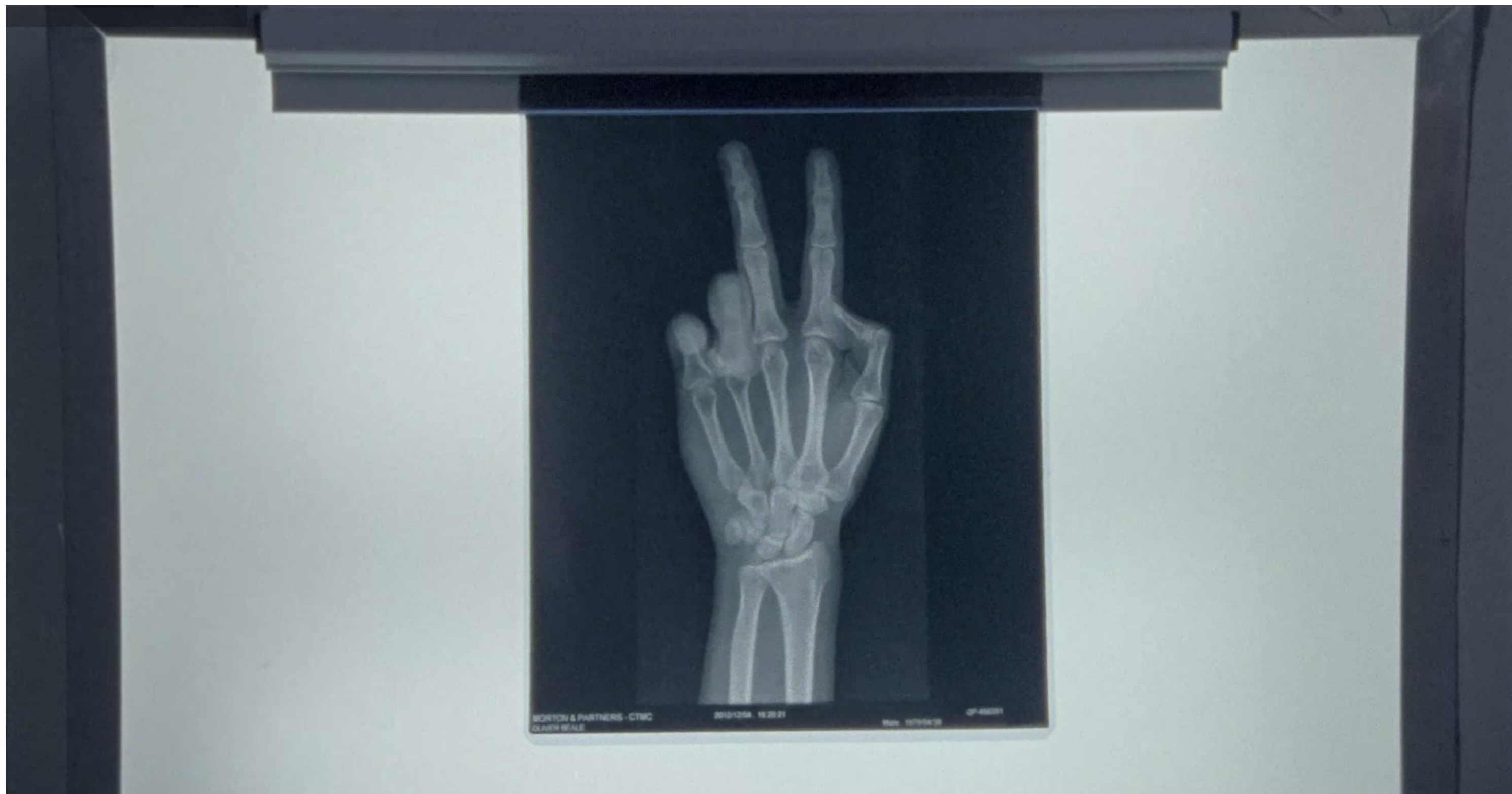
Visit kfc.co.uk/crossed-the-road for details about your local restaurant.



Talk to FRANK

<https://www.youtube.com/watch?v=hHFe6IIIInTU>





Race for Life - Cancer, we're coming to get you.

<https://www.youtube.com/watch?v=GWJEmMDQXoA>





**Christmas story retold in modern London with
asylum seekers Josef and Mari**

<http://www.youtube.com/watch?v=wgYTKxmbhoE>



Money Supermarket - Epic Squads

<https://www.youtube.com/watch?v=Pn4CDPFVwPU>





Greenpeace's Rang-tan - the creative process

https://www.youtube.com/watch?v=DUCx_xyDiHY



**Mother's creative currency
is great ideas.**

So how do you get one?

First of all have lots of ideas

Being prolific is the key to having great ideas.
There's no trade-off between quantity and quality.
It is only through quantity that you get quality.

Abandon the myth of the genius

Einstein is famous for his theory of relativity, but he published 248 other papers.

Mozart produced more than 600 musical works. They're not all great.

Thomas Edison held no less than 1093 patents. Imagine the amount of his non-patented work!

Great innovators don't prioritise having remarkable ideas: all they care about is having lots of ideas.

Expect to have ideas

Get rid of common obstacles such as
“I’m not very good at coming up with ideas.”

Drop any preconceived notions that ideas
are reserved just for a privileged few.

Then ideas will start coming to you.

**Embrace the good, the bad,
the ugly, the obvious, the silly,
the rude, the scary and the
downright cheesy ...**

Your focus should never be on having great ideas to begin with. Always strive for quantity.

Most people don't ever try having ideas because of fear of being ridiculed.

(Think about what people initially thought about paying for bottled water!)

Ideas that are regarded as strange today may be the foundation for a groundbreaking idea tomorrow.

(self parking cars, contactless payment, metaverse, bitcoins, NFT's)

When you have a great idea, nobody remembers your less successful ones.

And anyway ... who cares? ***** 'em!

So don't worry.

Expose yourself to new experiences

Your senses capture the information that your mind uses to generate associations.

The more you expose yourself to different situations, people and places, the more fuel you will give to your mind to make connections.

It's important to always look at the world differently.

Learn to welcome variety in your life: travel, try out new foods, read magazines you wouldn't normally. Don't be afraid of doing things differently. Take a different route. Try a different flavour. Do things you have never done before.

Get yourself uncomfortable.

“Stuff your conscious mind with information, then unhook your rational thought process. You can help this process by going for a long walk, or taking a hot bath, or drinking half a pint of claret.”

DAVID OGLIVY



BE

BRAVE

Capture ideas immediately

Get in the habit of capturing all your ideas.
Make them exist.

Use a notebook, sketchbook, voice recorder, a phone, a camera, a scrapbook, etc. It doesn't matter how you capture them, just make sure you do - always.

If you don't capture your ideas you'll forget most of them - in fact you won't even remember you had them in the first place.

They will no longer exist :-)

Every time your mind notices you're paying attention to its ideas, it will reward you with more ideas.

Be thankful for ideas

Every time you have an idea be thankful for it.

Thank the 'gods of advertising!'

By developing this habit, you create an additional positive reinforcement that encourages the mind to produce even more ideas. It will help you grow in confidence.

The best ideas happen when you're open,
relaxed and content.

So chill.

Get into the habit of being creative,
all the time,
at short notice,
without preparation,
as a default state of being!

We must constantly look at things in a different way.

Just when you think you know something, you have to look at it look at in another way.

Even though it may seem silly or wrong, you must try.

You must strive to find your own voice.



Studio task

Compose a poem of your own, an original work.

You have to deliver it yourself, aloud, in class, at 3.30pm.