

## Juror Q&A sheet

**Q: These are strange and unusual times. How has the pandemic been for you personally?**

I spent the first six months of the pandemic living in London with my wife and young son. Then, suddenly, the world felt bigger, and our family in New Zealand and Australia were impossibly far away.

So after seven years, we left London, only able to say goodbye to family and friends via Zoom. Something that still makes me sad.

New Zealand has avoided the mass spread of COVID. So in between multiple lockdowns, almost five months worth in 2021, life has been relatively normal. And working from home has also meant more time with my son, which I have loved.

**Q: Do you have a side-hustle? What do you do outside your job as a counterbalance to the stresses and strains of your job?**

No, I don't, although I'm envious of those who do. I don't specifically do anything, but I get a lot of joy from playing football and hanging out with my family.

**Q: In your career, which one piece of work are you most proud of? And why?**

So tough to choose; I'll pick a recent one.

Air Heroes.

To tackle the poor air quality around schools, we created a cape that keeps children safe from car pollution and gives them the power to destroy it.

The Air Hero capes come with an innovative insert called TheBreath; this fabric absorbs and destroys pollution particles. Each cape has the power to remove two cars worth of pollution over a year, helping children to become real-life superheroes who clean the air around them during the school run.

It's a critical issue - the quality of the air we breathe - which for an energy company was a brave topic to communicate. It took two years to launch during the pandemic, but the client trusted us to get it done, and we had a brilliant agency team.

Working on E.ON is a career highlight.

Plus, it's entered into Caples this year - looking forward to seeing what my fellow judges think.

**Q: If you weren't in advertising, what would you be doing now?**

An architect; it's what I wanted to be when I was a kid. Somehow visual communications and advertising interrupted my dream. I'd like to think there is still time.

**Q: Are awards important?**

They're great to win, aren't they? I believe it's vital for the industry to have a benchmark and celebrate our best work. Award shows bond us together as a creative industry and inspire us to strive for better. But they shouldn't become an obsession, and not winning shouldn't spoil the fun you had doing the work.

**Q: What does it mean to be a juror of The Caples Awards 2022?**

Anytime you're asked to judge other peoples work is a privilege. And you hear opinions from other creatives from around the world gives you a fresh perspective on creativity.

**Q: What sort of work are you hoping to see?**

Because Caples is free to enter, I hope to see work that might not appear in other awards shows.

**Q: I know, I know. An impossible question but - what is your one all-time favourite piece of advertising, the one idea you both admire and envy and wish that you'd done yourself?**

Easy actually - Whopper Sacrifice.

Remember when Facebook was just a bit of fun? When the worse that could happen was to be 'poked' by one of your friends.

I love this campaign, the first to recognise the actual value of Facebook friends and put them up against the love people have for the Whopper. Insightful, brilliant and shut down by Facebook for being too successful. The high watermark for social media creativity.