

# Q&A: Miriam Malta

Creative Director, Ogilvy Spain



Miriam is Brazilian by birth and started her career in Porto Alegre before moving to a bigger job in a bigger city – to Africa Propaganda in Sao Paulo.

Five years here inculcated in her an appreciation of craft skills as well as introducing her to global brands, all of which stood her in good stead for a move to Ogilvy Spain, where she is now the Creative Director of a portfolio of accounts.

She has been adopted by a stray cat called Lupi.

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

It has been challenging professionally and personally, mainly because it merged everything together. For better or for worse, it's a collective hard time that, despite all the bad things, also brought us a beautiful sense of togetherness and everything that comes from it.

**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?**

I like running, a lot. It's my way to coping with stress. The more stress, more miles. Hopefully, I will never get to the point of doing an ultramarathon.

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

I am very proud of the "Street it All" campaign we created for Zalando. Not just because of the output, which I believe was pretty good, but also since it was a collaborative project in which all the parts involved were fundamental and everybody gave their best -for real. As a work process experience, it was the greatest to me.

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

Probably doing something related to commercial photography or running a design shop/gallery. Or maybe baking cakes at my family's pastry shop.

**Q: Are awards important?**

I believe they are crucial in an industry in which subjectivity permeates the whole process. Having the work judged by talents from the outside is certainly a way of making sure the agency and your own criteria are doing ok.

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

It's an honour to be among so many talents sharing the responsibility of judging such a great work I am expecting to see.

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

Relevant for our times and fresh in form.

**Q: 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?**

For me, Dumb Ways to Die is a reference of how to make a brilliant campaign for a real problem, presented in a totally unexpected tone and executed to perfection. I would die for having a piece this relevant in my book.