

Q&A: Guy Bradbury

Executive Creative Director, M&C Saatchi London

10 answers to 10 questions that let us peer into the mind of one of the world's leading creative directors.



Elsewhere, Guy has said that there are three things he looks for in ideas.

1. It has to be distinctive. As Bill Bernbach said, “If nobody notices your advertising, everything else is academic.”
2. Is the idea worthy of being stored in the mind? Will it make a difference?
3. Will it create an emotional connection? Will the audience feel more positively towards the brand?

If you've produced work that ticks those three criteria, get it in front of Guy and the other Caples jurors before March 31st.

You're a top creative director. Do you have a side-hustle? What do you do as a counterbalance to the pressures of your workplace?

My current side hustle? Writing a sitcom about the brilliant and bonkers industry we all work in.

If you hadn't ended up in advertising, what would you be doing instead?

A stuntman

In your career, what one piece of personal work are you most proud of?

Creating the World's First Virtual Reality Garden for Cancer Research UK



Launched at the Hampton Court Flower Show, a Garden of Remembrance for all those who had donated to Cancer Research UK was replicated in VR. Data, tech and nature combined.

What work has your agency/team produced you're particularly proud of?

One of our biggest clients at M&C Saatchi is the NHS. I'm incredibly proud of the work we do for them. And the lives we save.



See M&C Saatchi's most recent commercial for the NHS, "From Home to Help", [HERE](#)

What recent work have you seen from another agency (or agencies) that you would really like to see entered into The Caples? And why?

'Remastered Memories' from Wunderman Thompson. Using AI to turn Veteran War letters into Art to connect with younger audiences.

Are awards important?

Awards lay down a marker for the year. A creative bar for others to beat. They push us forward and keep us innovating. But we shouldn't chase awards. We should focus on distinctive work, that audiences give a s**t about. Ideas that make us slightly scared. The awards will follow.

What does it mean to you to be a juror of The Caples Awards in 2023?

I've always been a huge fan of the Caples over the years. Run by creative people for creative people.

The Caples is free to enter. Is this brave. Or very, very stupid?

Awards have become an expensive business, which makes it harder for smaller Indy Agencies to enter. It's brilliant that it's free. It means we get to judge all of the work. Not just the ideas from big agencies who can afford to enter.

If you could have five creative luminaries sitting around your kitchen table, having a drink and a chat, who would they be? What do you think you'd talk about?

Rory Sutherland, Dave Droga, Jony Ive, Ryan Reynolds, Bowie. We'd probably talk about the incredible new spot from Apple 'The Greatest'



Impossible question. But what is your one all-time favourite piece of advertising, the idea you most wish you'd done yourself?

Easy. Starburst "Berries and Cream". The high kick gets me every time.

See the TV ad [HERE](#)