

Q&A: Jana Jarosz

VP Creative Director, FCB Health, New York

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



Jana is a content creator.

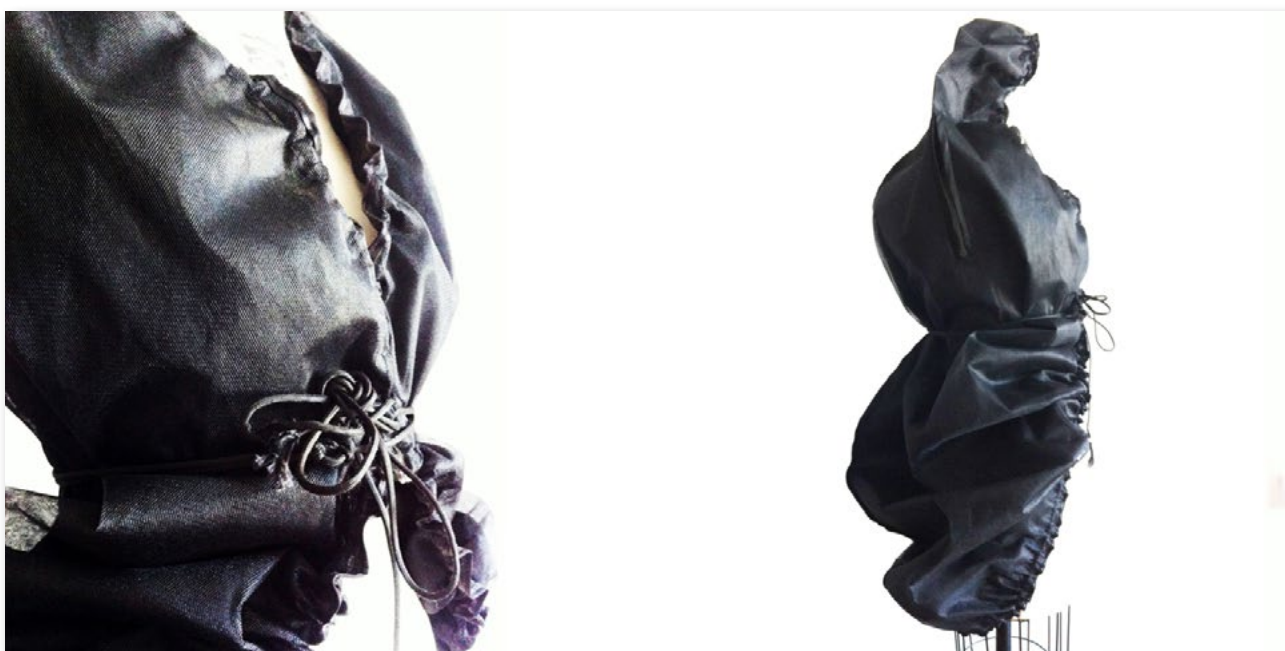
She creates what she calls 'conscious content' with ripstop nylon, recycled linen, army canvas and silk cord among other materials. As a trained tailor she doesn't just design clothing, she makes it.

When she's not cutting and stitching she's producing Effie-winning advertising.

You're a VP Creative Director with all the pressure that the job entails. Do you have a side-hustle? What do you do as a counterbalance the demands of your workplace?

Counterbalance? Get up. Coffee up. Lace up. Go running. It's the one activity where I'm responsible for doing one thing and one thing only — breathing.

Side hustle? I sew. I went to FIT for a menswear tailoring program and after a hard day of creative frustrations I can always 'sew it off' and have something nice to wear after.



Jana Jarosz - Carapace

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

A million years ago, when I was teaching first grade in a small town in Texas, I realized that advertising was kind of like teaching, but with much BIGGER budgets and a much BIGGER reach. So, I kind of feel like I'm still an educator. Our creative goals are driving awareness and creating different mindsets, and hopefully, generating positive impact.

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

Truthfully? The work I'm most proud of is the work that has no three-dimensional form or is the behind-the-scenes work. When I see creative teams come together like they're on fire; or the 9th hour creative solve for a problem; a producer who goes the extra mile on a budget; or the editor who says, "hey, let's do it this way", those moments are the ones I'm most proud of.

Are awards important?

Yes. Some people are shy. It's important to recognize achievement. It's critical to celebrate people, their efforts, small and large victories.

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

I'm inspired, full stop. Cryptic, but true.

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

Free is smart. As our industry of 'advertising' evolves, more and more creative thinkers and technologists are freelance, designing and building ideas on their own or in conjunction with small businesses, organizations, or pro-bono clients and the high cost of award show fees might be too steep a barrier to participation. Especially for organizations or pro-bono clients where every dollar, euro counts.

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?

Inspiring question. Rebecca Solnit. Brandon Viney. Teju Cole. Laura Splan. Heidi Boisvert.

I'm pretty sure the conversation would range far and wide but mostly I think we'd be talking about how creative generosity can change the world.

By the way, my dining room table is available for this creative party - I'll cook.



Rebecca

Brandon

Teju

Laura

Heidi