

Q&A: Jonas Lembke

Maker and Founder, The Innovation Chapel, Stockholm and Sydney

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



Jonas has been a juror at The Caples Awards multiple times in the last decade or so. He's won stuff too. Gold for Royal Mail when he was Creative Director at Proximity London. After that he went back to Sweden for BBDO Nordics, then went to Australia to co-found The Innovation Chapel and now he's back in Sweden.

You're a Chief Creative Officer 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?

I try to look for perspective. It's important to look around, listen and see what is happening outside the work bubble. And be in the moment with family and friends.

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

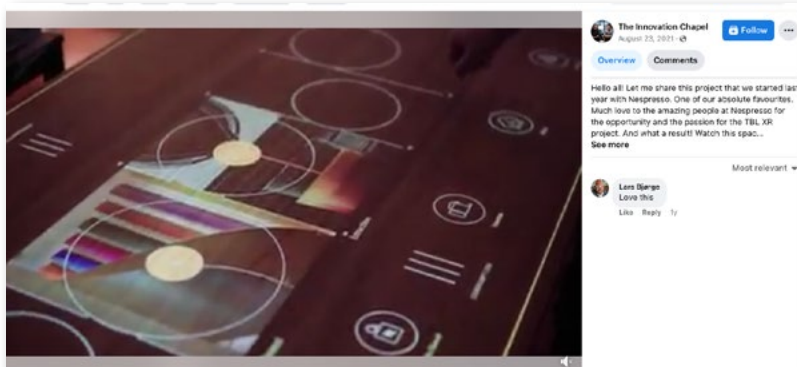
Studio musicians perhaps. That would be close but different. You would retain this wonderful thing of meeting new people and creating new things, I think.

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

I've had a few moments where the people and the output were good enough to be considered some of the best work in the world. The work we did for Nicorette in the early 2000s will always make me smile because we were truly pioneering in this new media called the internet.

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

I love the TBL XR work we have done with Nespresso. It's a hardware and software piece that allows a truly unique, shared experience for new people joining the Nespresso in-store team. It creates better story tellers in a unique shared experience. Again, pioneering.



TBL XR is a technological leap, a way of projecting onto a surface such as a table, transforming it into an interactive experience. See how it works [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?

I have not been across the industry that much in the last few years so I'm looking forward to coming fresh to the table and seeing what the industry wants to put forward. I can't wait to be inspired.

Are awards important?

Is praise and appreciation important? Is comparison and learning important? I think it's very important to look at what your peers are doing and to be part of a conversation around what our discipline can and should be doing. And it is helpful to buyers to see the standards that we hold ourselves to as creative businesses – what constitutes great in the eyes of the practitioners.

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

To me it's a continuation of something I was very lucky to become a part of many years ago. I loved spending time with other creatives from around the world, talking shop and having fun. Best few days of any given year in terms of dialling in your sense of what is great.

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

I don't know how the business model works and how it all pays for itself, but I would think that the fact that the Caples is still the only show where you are judged by your peers warrants a few quid to enter. It's different enough to be worth entering. Many other shows are shade of the same colour., and we pay for all of them. On the other hand the Caples becomes a no-brainer at €0 so it might be too late to reverse the tactic.

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?

People I don't know yet and we would not talk shop at all...

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

Subservient Chicken. I think that is still one of the best early uses of digital Media. Also the Norrlands Guld free beer coaster where clicking a banner made your cd drive open (perfect fit for a can of lager). Also love the Snickers search campaign from a few years ago where misspellings generated results saying 'you are not yourself when you are hungry' in Google. Yes, hard question. So much good work.



Crispin Porter Bogusky and The Barbarian Group created the subservient chicken in 2004. Type in a command and the chicken would respond. If you asked it to, it would do a moonwalk, lay an egg, do a handstand, play air guitar etc. At one stage, the site was getting eight million visits a day.