

# Q&A: Malek Ghorayeb

Chief Creative Officer, Publicis Communication Levant + Qatar/P&G Global Hub

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



Malek started out as an account man in Paris before defecting to become a copywriter. He has been ECD of Leo Burnett in Saudi and Dubai before returning to hometown Beirut.

Lebanon produces world-class creative work, he believes, because everyone speaks three languages and maybe because of their Phoenician background, explorers and discoverers.

We're lucky to have him as a juror because if he hadn't been working from home thanks to Covid when the Beirut port warehouse exploded on August 4th 2020, he and his colleagues would have died.

**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 go to the movies to catch up with life...

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

Selling "teas" full of dreams and flavours.

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

Head & Shoulders " Handsome", an impossible idea to sell for the MEA market (1993)

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

Johnny Walker "keep the flame alive", " Legally Bride" for KAFA



*Politics in Lebanon is murky at the best of times. In 2015, Leo Burnett Beirut created a campaign for Johnnie Walker encouraging citizens to "keep the flame alive". People were asked to tweet messages of hope. The best of these were turned into art by a fire calligrapher and published in social media and in the free press. 2,500 messages of hope were shared. And Johnnie Walker Red Label's volume share grew by 4%.*

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

“One House” Leo Burnett Melbourne. it has the right mix between a great idea and great innovation and a brave client.

**Are awards important?**

It depends on which awards :)

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

It's a privilege to have my name listed among legends.

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

Bravery is stupid, but it's an unbeatable feeling.

**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?**

They would be destroying the next TikTok Challenge... Burnett, Bernbach, Ogilvy, Wieden and Hegarty.



*Chewing the fat*

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

The next one to amaze me.