

Q&A: Mariana Sá

Chief Creative Officer, W/McCann São Paulo

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



Mariana started out at Propeg in Salvador before making her way to São Paulo, where she spent 10 years at DM9DDB, two years at Lew'Lara/TBWA and eight years at TV Globo before joining WMcCann as CCO in May 2021.

In December 2022, she won the Caboré Award for Creative Professional of the Year.

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 have always felt the need to be close to the beach but recently I have learned to surf.

Spending weekends at the beach is an obsession that has changed my habits from living in São Paulo. Now I walk, I read and time goes by slowly. Surfing has become a family interest and it has improved our quality time together in infinite ways.



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

I would have loved to be a scientist. There is lots of creativity and design in science.

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

Globo Rebrand. Globo is one of the largest TV and communications networks in South America and I had the opportunity to lead the team that worked on the rebrand, from studying the architecture of the sub-brands through to the design of everything.

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

Black Santa for Coca-Cola, it's a beautiful piece of entertainment and it has a very important social impact especially in a country where the majority of the children are black.



Every year at Christmas, Globo TV ran a Christmas Special TV show. In 2019, in partnership with Coca-Cola, the story was of Orlando, a grandfather looking for a job. He becomes the Santa of the Coca-Cola truck. View [HERE](#)

Are awards important?

Very much. It's a great opportunity to have our work judged and compared to what it's being done around the world, see how other brands dealt with similar challenges, listen to the jurors and the keynotes and get a world class opinion about your team's work.

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

Being on a jury is by far the best experience in award shows. It's a unique opportunity to listen to lots of points of view from people with different backgrounds. It opens new perspectives, sharpens our criteria, so we can bring great feedback to our own teams, improving the work we do.

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

I truly don't know. I tend to think that awards like One Show and D&AD do a good job using the money to improve the industry but I don't know.

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?

Paul Belford, Paula Scher, Chaplin, Zaha Hadid, David Bowie, so many ... I think I would like to hear them talk about how creativity brings beauty and new meanings to this world.

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

The tagline: Mastercard Priceless.
98% sure.

