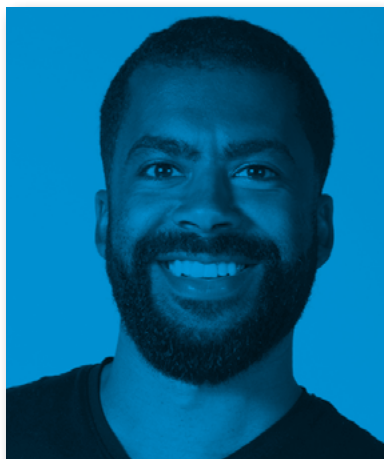


Q&A: Tom Young

Creative Director, MullenLowe UAE



Mostly Tom does copywriting. But he also does some rapping, some directing and some designing. Here he is in an interview with 'Footwear Plus'.

“What I love most about sneakers is how a beautiful design makes you feel. I believe great sneakers can literally put you in a better mood just by looking at them, like a new toy does with kids.”

No surprise to learn that he owns his own sneaker company then.

You're a 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?

Yes! I actually own my own sneaker brand @schoolfootwear. Early days yet but I absolutely love it. I'd say away from work, even away from my side hustle, I like to watch really bad reality TV shows as a counterbalance - they're entertaining and require zero processing power.



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

Might have been a rapper. It was something I tried in earlier life and was getting good at but never quite had the minerals to go all in.

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

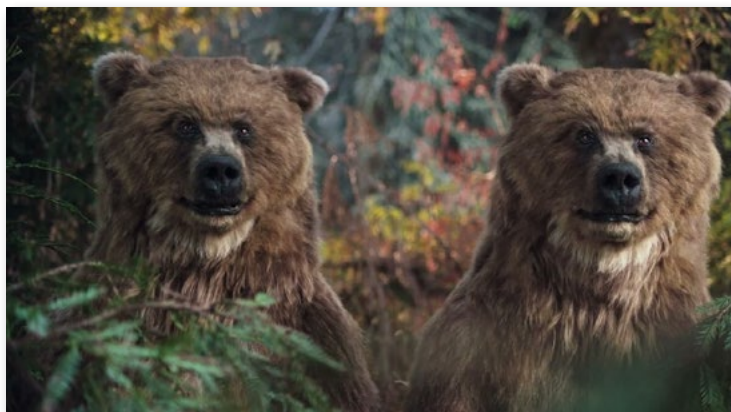
My #UberLegends campaign. Data driven that thanked its passengers in a fun way. Kia 'Electric takeover' and the Emirates NBD Fitness app. Combining banking and fitness to solve UAE's obesity issue. I realise that's more than one...

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

'Double moon' was terrific.

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 love the Twix twins "Camping" ad. ([See it on YouTube HERE](#))



Are awards important?

I think so. Especially for the younger creatives. Winning big awards opens doors.

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

I'm super chuffed. It's great to have the opportunity to see what's out there and be able to select the stuff that I really love.

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

It's cool as f*ck. Well done.

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?

Quentin Tarantino, Phil Knight, Tupac Shakur, Pele and Albert Einstein. I wouldn't do much talking. I'd be listening. A lot.

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

Trash Isles. Genius, fun, clever and actually helpful.



Trash Isles was a 2018 campaign for LADBible and The Plastic Oceans Foundation by AMV BBDO. The premise was that since waste plastic now has a floating mass in the Pacific the size of France, make it a country with its own passports, money and Queen (Judi Dench). If recognised as a country by the UN, the other countries of the world are obliged to help clean it up.