



NAWRAS ADEATERSPEAK is an exclusive weekly thought leadership column on advertising, marketing, PR and branding by leading experts.

## DARE! Why be the first to work with a new talent in advertising?

Welcome to advertising dreamland. This is a world where budgets are all comfortable, where timings are all cool, where working with confirmed directors is always affordable, where convincing clients is never a problem and where making impactful campaigns is obvious.

I must confess that writing this sentence pushed me into imagining this utopian vision for a second... and smile. As we all know, reality is quite different. Dealing with tighter and tighter budgets and deadlines, while aiming to gain the best ROI ever is indeed closer to the real advertising world.

When it comes to finding solutions, creativity is not only to be found within the campaign itself, it is also an indispensable ingredient of the production process. Considering new (unconfirmed) talent is definitely a way to open new doors, reach unexpected positive surprises and eventually innovate and score. Dangerous? Absolutely! Isn't it always riskier to be the first to step on a new path and "believe" in a so called "new talent"? But at the same time isn't the word "DARE" well integrated in our little "Good Advertiser Guide Book"?

Now, remember this "confirmed talents" once were "new talents". Talent is everywhere, but the right opportunity, the right con-

nection, and genuine trust are a lot more difficult to find.

**Open mind:** Finding talent is not complicated, really. They may come to you (many reach the doors of advertising agencies in their search for a job or to share their art). You may be a natural talent hunter. They may also simply cross your path one day, just by chance (they are everywhere, remember?). Two keys, though: have your mind, eyes and heart open. Then, if there are no immediate connections to one of your projects, memorize your impressions for later.

**Appropriate project:** Maybe a more delicate part. If you're convinced with a talent... be patient. Finding the appropriate and relevant "first project" is essential.

**Trust and support:** When you decide to go for it, you have to give trust, respect and the best support to the new talent you'll be working with. Better integration = better results.

**Passion, commitment... and work:** New talent + appropriate project + hard work = convinced team. Convinced team = the best way to reach client and communicate on the right frequency.

Why be the first to work with a new talent? Because being the second or the next will never bring as much positive and genuine returns.

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### By Luc Debaisieux

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## THE NIGHT OF THE ADEATERS MUSCAT 2007

The Night of the AdEaters is an internationally acclaimed annual advertising festival that originated in France in 1981.

After shows in more than 160 cities across 47 countries, The Night of the AdEaters is coming to Oman for the first time on 24th and 25th of October 2007 at Palm Gardens, Muscat InterContinental Hotel.

Presented by Applause Events, The Night of the AdEaters showcases some of the most creative, impactful and engaging TV commercials combined with live entertainment in two action packed evenings.

The event offers a unique marketing opportunity for brands in Oman to connect with an audience comprising of the youth and corporate sector in a festive, entertaining ambience.

*For more information, please visit*  
**www.adeatersmuscat.com**  
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at **92855030**