CAMPAIGN GOES DUTCH 2016
“Designing the future is very much in our creative DNA”

www.investinholland.com
A CREATIVE POWERHOUSE

Yes, Holland’s creative industry ranks among the world’s top-10 for trade, jobs and brands. But it doesn’t end there. Dutch creativity bleeds into other areas such as health, security and energy. It even extends to environmental challenges, from the historical, but never-ending, fights against water to cutting pollution in oceans.

The Netherlands is one of the most powerful creative economies in the world, and its liberal and open society dates back to the Dutch Golden Age. Settling in the most urbanised corner of Europe and below sea level, its pioneering inhabitants have never sought safety but embraced the sort of creative risk-taking that has led to unpredictable outcomes.

It is this sort of divergent thinking that has made it plausible for the Dutch to imagine, design and construct workable solutions on a grand scale. Holland’s open, tolerant and tech-savvy business environment has always been an intoxicating lure for international entrepreneurs. No surprise, then, that such disruptive and forward-thinking brands as Uber, Netflix and Tesla have made the Netherlands their home.

Back in October 2012, Uber established its international headquarters in Amsterdam. As a European tech hub, Amsterdam has great local and international tech talent, not to mention high living standards, a great transportation infrastructure, and a relatively good housing market. For all these reasons and more, we’re proud to be further building our team in Amsterdam.”

MARLOES VAN DER LAAN, communications manager, Uber

Get in touch at www.investinholland.com
There’s an entrepreneurial spirit in the Netherlands, a start-up way of life, that bleeds into business. It’s one reason why so many companies choose it for a European base and why many brands put their faith – and global accounts – in the hands of Dutch agencies. And it’s why Campaign landed at the Waldorf Astoria in Amsterdam for Champagne, canapés and conversation with those who know it best.

### WHO WANTS TO BE AN ENTREPRENEUR?

Innovation is the heartbeat of a global marketing economy going through a time-warping period of exponential change. There’s no choice any longer – just an imperative. It’s a new reality that puts huge pressure on marketers and their agencies to be entrepreneurial and agile in their thinking, whether in a multinational corporation or a bike shed start-up.

Claire Beale, Campaign’s global editor-in-chief, kicked off the conversation, noting that Holland is home to some of the world’s coolest and most disruptive brands and creative companies. But what does it mean to be entrepreneurial in today’s climate, she asked?

Lisa Hogg, European marketing director at TOMS, jumped in: “It means taking risks. You have to change and reinvent yourself all the time. You can help people connect with the risk-takers inside themselves and let them know failure is just information.”

Holland embraces such a spirit, said Kerrie Finch, chief executive of FinchFactor. “In this room, roughly half of us aren’t Dutch. It’s incredibly entrepreneurial to live abroad. It’s the spirit of adventure and of discovery.”

Sitting in a large corporation, Eric Kramer, chief executive of GroupM Netherlands, believes the speed of early adoption, and especially tech, among Dutch consumers spurs the entrepreneurial agenda. “I don’t want a few people on innovation, I want everybody. I want it in the culture. You can’t have an entrepreneurial or innovative DNA just because you have a department for it,” he said.

Kim Dingler is managing director, new media, at Talpa Global. It’s part of Talpa Media, whose founder John de Mol’s hits, from Big Brother to The Voice, have contributed to the Netherlands’ ranking as the world’s third-biggest exporter of TV formats. The Dutch are entrepreneurial, she said, “but we’re not extreme risk-takers. In the US, if you go bankrupt, that’s embraced. Here, it’s not. We really want to succeed.”

Interestingly, Dutch marketers have become more risk-averse over the past two years, said Marcel van der Heijden, managing director of Dept’s social agency, A Friend Of Mine. “We have become more risk-averse. It’s the global clients who have the balls to try something new.”

Entrepreneurship has to come from the bottom, said Nic Owen, chief executive of 72andSunny, “otherwise it’s just a directive. Entrepreneurialism is believing in something so fervently that you will make it happen. But you’ve got to instil people with that.”

John van Tuyll revealed that at Adidas, where he is senior director, global brand marketing operations and creative shoot production, “we have to be safe, but there are little projects bubbling up all the time and you need to create an environment where that’s OK.” For him, “innovation is just doing things, hopefully in an environment where it doesn’t matter if it doesn’t work. It doesn’t matter what you are doing in right.”

### FINDING NETHERLANDS

Campaign went Dutch for a conversation about entrepreneurship and innovation.
One business trend is agile working. Clients are trying it, said Gijsbregt Vijn, the managing director of Lemon Scented Tea. “But it’s still a struggle.” It can also be misconstrued for “we can do everything more quickly”, added Owen.

Adidas is implementing an agile approach “that encompasses everything”, said Jessica Manchester, global senior manager, digital experience at Adidas Group. “It is basically mastering continuous change.”

Hogg’s experience of innovation is that companies often want to do too many things. “Sometimes risk-taking is putting a plan together that you focus on and commit to. We want to be creative and innovative, but we still need to know our key performance indicators.”

Owen agreed. “One of the worst things to come out of the ad industry was 360º marketing,” he said. “You want to be about 27º – or 45º, maybe. You have to have a strong point of view, then decide to do four things really well, rather than do 360º badly.”

But the need to be all things to everyone springs from a panic over identity, caused by the destabilising industry shifts, Finch said. “We’ve opened an office in Los Angeles and the convergence of digital, tech, creative, entertainment and content means a lot of companies are questioning how they position themselves.”

“[It’s] super-diverse. Having a hub here, we’re able to service digital and other departments where we can’t get the talent (elsewhere)... you eliminate the need to have hubs and spokes across all the other markets”

If you need to network and find someone who is a functional expert in certain things, then it has a wealth of intelligence, creativity and all these things in such a small space”

“It’s a perfect melting pot of cultures without the limitations of a major city like London”

“It’s a combination of talent available and infrastructure in terms of connectivity to the rest of the world”

“There’s a real mixture of smart people from around the world here, so we’re getting a lot of different cultural points of view. That affects everything we do and enables us to act in a smart and innovative fashion, because we are learning, literally, from the world in one place”

“It’s a neutral playing field. It’s a very cosmopolitan city and very easy for different nationalities to come and work in English”

“For us, it’s a great base to do international work. The Dutch market is not the focus, the focus is beyond [that]”

“If it’s a great base because Dutch consumers are very open to innovation and pick up new tech fast”

“It’s a perfect base to do international work. The Dutch market is not the focus, the focus is beyond [that]”

“It’s a neat combination of talent available and infrastructure in terms of connectivity to the rest of the world”

“It’s a lot to do with the ease of reaching the world from [here], combined with the work/life balance”

“It’s a combination of talent available and infrastructure in terms of connectivity to the rest of the world”

“There is more talent coming to the city because we are a magnet for that”

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PROGRESSIVE AND PROVOCATIVE

Full-service creative company 72andSunny Amsterdam is inspired by the city’s broad-minded outlook to help it produce work that makes brands matter in culture.

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goes without saying that the Brexit referendum result was a real shock for the European community. The impact that the UK leaving the Union will have on business and creativity is still very much a matter of conjecture. Amsterdam is leading the way in seizing the moment to take up the successful entrepreneurial mantle that London has so rightfully held within Europe for the past few decades. The city is already a world leader in biotech. In 2015, the startup scene was worth more than €10bn and the city has created a biotech cluster that hosts almost 300 companies. Amsterdam’s open business policy has been attracting international companies and talent from all over the world, enriching the city’s culture and acting as a catalyst of innovation. The city has an innovative and diverse culture and is a global leader in creativity. Amsterdam is already a world leader in biotech. In 2015, the startup scene was worth more than €10bn and the city has created a biotech cluster that hosts almost 300 companies.

They also feed into the culture of our agency and the talent we attract. We seek people who choose to live in Amsterdam for the right reasons. A healthy mix of local and international talent drives us forward. This means that innovation and growth are always aligned with doing the right thing, by our people and through the work we produce.

So a desire to do good, embedded in the most open city in the world, leads to a spirit of entrepreneurship. At 72andSunny Amsterdam we push culture forward, rather than merely making it happen. We foster a culture that encourages curiosity, generosity and the adoption of a learner mentality. We foster a culture that encourages curiosity, generosity and the adoption of a learner mentality.

At 72andSunny Amsterdam we strive to be a platform for personal growth and creative self-expression. By putting our people first, we believe it will inevitably pay forward in offensive output, benefiting ourselves and our partners creatively and commercially.

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ADK Insights believes that the Netherlands’ creative and technological milieu make it perfect for keeping up with the unpredictability of millennials.
DUTCH INTERDEPENDENCE

Independent international agency BSUR works with clients on a global scale and its Dutch sensibilities of being outward-looking and employing collective thinking inspire its work.

The spirit of entrepreneurship seems to permeate Amsterdam. The Dutch, of course, have a long history of merchants and brokers, and there are many friendly laws and incentives in this country to encourage entrepreneurs of every kind. But apart from the legalities and incentives, expats new to the city often exclaim: “Things just seem more possible here.”

There is definitely something in the air. This is very apparent at BSUR. Be As You Are, a Dutch agency with a very international orientation.

Following its Dutch mercantile roots, BSUR has set up offices in two other port cities: São Paulo and Shanghai. These are regarded as collaborations between our offices. These deep international connections, especially with economies such as China’s, make working at BSUR feel like we are at the forefront of things to come. We see trends and market forces coming sooner, perhaps, than people with a purely European or Anglo-American focus. There is a feeling of being able to spot new opportunities earlier – that Dutch entrepreneurial spirit again.

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BRINGING THE BIG IDEA TO LIFE

Creative studio Cloudfactory has built itself around using creativity as a force for good and loves to bring campaigns to life through a combination of brand acts and ‘story-doing’.

With so much uncertainty and divisiveness in the world today, it’s more important than ever for brands to embrace a higher purpose. We strongly believe in creativity for good. It’s one of Cloudfactory’s pillars – helping brands harness their power and creativity to make a statement for change and optimism. We also believe in ‘story-doing’.” Of course, we love making films and beautiful prints, but what we love even more is creating real acts. We like doing stuff that makes a difference. If brands do more and talked less, people would love them for it. We never limit ourselves to television commercials – we look for the bigger picture. Brand acts, and will continue to be, more important than ever.

We always bring our clients along for the whole ride. As though we had created a species, they are experts on their brands, after all. They play a major role in co-creating the final creative solution. Chemistry – And allimportant and often elusive “click” – is also critical. “Great work comes out of great relationships” – a simple but fundamental truth, and one that we live by.

We value craft and bring artists and craftsmen to the table early in the process. Why give a film director a signed-off storyboard when he or she can offer input as soon as we have an idea? Why not invite a photographer to the creative table when the execution of the idea hasn’t yet been shaped?

COLLECTIVE INSTINCTS

We all left the safe shores of corporate advertising and are trying to reinvent what we learned, often “un-overintellectualising,” “un-processing,” and always relying on our collective judgment and intuition rather than logic, drawn out campaign development processes.

So, we manufacture urban orchards, robots, feminine feminists, DIY job interviews, pocket-sized worlds, wonderful secret gardens, cider dens and, occasionally, some ads, sending them off into the world, hoping to make a tiny difference.

Unhindered thinking

The photo above is symbolic of our zone and the colleagues who work in and around our studio.

We’re not just dreamers, we’re doers. We love making things. Getting our hands dirty. Dipping them in soil, cutting them with paper, covering them in glue, cables, flower petals and fabric.

And we like making things happen. We bring campaigns to life through brand acts and ‘story-doing’.

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We think big. We make sure all of our co-collaborators have a seat at the table whether they’re clients, directors, beekeepers, nature artists, industrial designers or porcelain makers. They open our minds to creative solutions beyond making a TV ad. Together, we push, pull and shape until we’ve reached the big idea and brought it to life.

Our worldview is unadulterated, uncomplicated and unhindered. We have a bright, broad, sky-scraping perspective. After all, the sun’s always shining above the clouds.
PROMOTION
HOTHOUSING  DIGITAL TALENT

Dept, an international network of digital agencies, believes that nurturing the brightest talents in their various digital niches will enable it to lead the way with future innovations.

Three days, the developments in digital and marketing are travelling at an ever-increasing speed, changing the way we all communicate, work, travel, do business, party and relax. We believe that one legend, Mario Andretti said it best: “If everything seems under control, you’re not going fast enough.” At Dept, we are bringing together a special breed of expert agencies. Each agency is a leader in its own field, with its own team and personality. Together, we are privileged to be in the position to help shape this future. We are ready to use all the talent, big brains and energy to build the brands, campaigns, experiences, digital products and services of the future in the opposite way for our clients.

In essence, our approach is based on one simple thought: treasure the individual talent of people and agencies. Make way for talent, give it responsibility, inspire it, help it find its way. We are also looking at our clients, our friends, our colleagues, to be open-minded, to be connected, to be willing sometimes to take a jump into the new and unknown, to always be changing and improving. To connect the digital world to the real-world.

GROWING SKILLS
Is it typically Dutch? You tell me. But it’s a lot of fun. And that’s also why we are looking forward to the coming years. We want to grow our skills and innovations, our agencies in different countries and our clients. However, first and foremost is the awesome stuff we’re making. Why? Because building Dept is the adventure of a lifetime, and we’re just always looking forward to the next chapter in that journey of a life time.

No sleep until the peak of awesomeness
Dept combines the most talented data geeks, most colourful designers and the very best tech people in a team that does not sleep before the full potential of digital awesomeness has been reached. The digital pros that fill our workspaces get their pleasure from creating award-winning magic on small screens and the big ones. We don’t play it safe, because we believe stepping out into the limelight is what creates award-winning work.

Most important, working with Dept is simply fun. We have an informal way of doing things and don’t hide our process from clients. They can see and smell what we’re cooking. Not taking ourselves too seriously only improves the taste of the dishes we serve. Staying with the culinary metaphor, we’re not afraid to mix and spice things up. We love the new and embrace change, for change is growth. We learn by doing, follow our mission, dream big and are always on the move. So here’s to tomorrow – we’re ready for it.

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Most important, working with Dept is simply fun. We have an informal way of doing things and don’t hide our process from clients. They can see and smell what we’re cooking. Not taking ourselves too seriously only improves the taste of the dishes we serve. Staying with the culinary metaphor, we’re not afraid to mix and spice things up. We love the new and embrace change, for change is growth. We learn by doing, follow our mission, dream big and are always on the move. So here’s to tomorrow – we’re ready for it.

“Make way for talent, give it responsibility, inspire it, help it find its way”

These days, the developments in digital and marketing are travelling at an ever-increasing speed, changing the way we all communicate, work, travel, do business, party and relax. We believe that one legend, Mario Andretti said it best: “If everything seems under control, you’re not going fast enough.” At Dept, we are bringing together a special breed of expert agencies. Each agency is a leader in its own field, with its own team and personality. Together, we are privileged to be in the position to help shape this future. We are ready to use all the talent, big brains and energy to build the brands, campaigns, experiences, digital products and services of the future in the opposite way for our clients.

In essence, our approach is based on one simple thought: treasure the individual talent of people and agencies. Make way for talent, give it responsibility, inspire it, help it find its way. We are also looking at our clients, our friends, our colleagues, to be open-minded, to be connected, to be willing sometimes to take a jump into the new and unknown, to always be changing and improving. To connect the digital world to the real-world.

GROWING SKILLS
Is it typically Dutch? You tell me. But it’s a lot of fun. And that’s also why we are looking forward to the coming years. We want to grow our skills and innovations, our agencies in different countries and our clients. However, first and foremost is the awesome stuff we’re making. Why? Because building Dept is the adventure of a lifetime, and we’re just always looking forward to the next chapter in that journey of a lifetime.

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CREATIVE SPARKS FROM CULTURE

Reputation management company FinchFactor settled on Amsterdam for its global base after its founder discovered inspiration in the city’s cultural cornucopia of diverse outlooks.

The Netherlands is a bastion of entrepreneurial spirit and innovation. Anchored by Amsterdam’s thriving tech, digital and creative scene, it is little wonder the country’s home to a growing multitude of enterprising individuals, within the Dutch startup ecosystem having grown by more than 30% in the past year alone.

However, while technological advances contribute, culture plays the most critical role in this small country’s big footprint. With more than 180 nationalities in a pint-sized capital city, which is as small as I was as a Brit, and other 1.75-metre tall, cross-country, we are gifted with an international village of minds with inspiration. Amsterdam is a melting pot of collaboration and at times collision – between myriad ethnic influences. This sublimation has entrepreneurial spirit and creative work ideas don’t come out of nowhere. Even the boldest entrepreneur seeks influence from the outside – new learnings are crucial to those “eureka moments.” Stick to what we know and the proverbial Einstein effect kicks in – you can be sure Elon Musk, Jeff Bezos, Mark Zuckerberg et al. don’t wallow on past experience to fuel the next innovation.

When I founded FinchFactor, I absorbed Amsterdam’s cultural cornucopia to inspire my next move. Seven years on, we have eight nationalities, speaking nine languages, working from our Amsterdam HQ – as well as having offices in London and Los Angeles.

“Culture plays the most critical role in this small country’s big footprint”

Help inspire my nextmove. Seven years on, we have eight nationalities, speaking nine languages, working from our Amsterdam HQ – as well as having offices in London and Los Angeles.

INVENTIVE THINKING

Such diverse talent enables us to navigate cultural shifts with an innate ability to question more rigorously what is norm for any native. This encourages inventive solutions and cross-border connections, which, in turn, can stimulate growth and success – the entrepreneurial “holy grail.”

Cross-fertilisation

Our team of 15 staff fly flags from eight countries. With our feet in Amsterdam, London and Los Angeles, we work across borders to deliver cultural, regional, creative and cognitive inputs to create impact for brands and agencies. This has a healthy effect on both insight and output, because our cross-fertilisation of heritage and hometowns positively influences our collective experiences as outsiders on the inside.

Our global footprint in the creative, tech innovator and startup sectors covers North and South America, Europe, Asia and Australasia. As creative collaborators, we believe in the power of cross-border thinking to connect the dots. We manage reputations by influencing hearts and minds.
STORYTELLING AROUND CONFLICT

Amsterdam-based creative agency Lemon Scented Tea specialises in storytelling and uses the idea of conflict associated with a brand to engage audiences and stir their emotions.

NO CONFLICT, NO STORY

“Without conflict, stories lose their point of interest. Stories need conflict to engage the audience,” says Gijsbregt Vijn, managing director of Lemon Scented Tea. “This is why conflict is the foundation for a unique and compelling brand story.”

STORYTELLING IN A SPECIAL MOLD

A brand’s central story is often hidden just underneath the surface. The agency works as journalists, digging up beautiful and often lost stories floating around a company.

STORY MISHING

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STORY CREATING

As a creative agency, it specializes in conjuring up new worlds by projecting brands into these fantastical new worlds, giving them new context and with this, new co-created ideas.

STORY DOING

We live in a time where brands need more than a story to thrive. At Lemon Scented Tea, we not only involve employees and customers in achieving a brand’s goal, but also help them to find their story.

Isolating a brand’s central conflict and defining its story is the foundation for all Lemon Scented Tea’s campaigns and content, says Gijsbregt Vijn, managing director and partner.

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