



# Sir John Hegarty

One of the World's Leading Advertising Creatives



## CSA CELEBRITY SPEAKERS

Sir John Hegarty is the inspirational co-founder of Bartle Bogle Hegarty (BBH). He is a creative genius with a deserved reputation for developing brilliant ideas for brands. Together with Spark Ventures CEO Tom Teichman, Sir John launched, The Garage, London's latest incubator space for early stage startups.

**"Sir John's mantra is that if you do interesting things, interesting things will happen to you"**

### In detail

Born and bred in North London, John Hegarty was studying painting when his teacher suggested he go to what was then the London College of Printing (LCP, now LCC) to study graphic design. His early days were working with Charles Saatchi and he founded Bartle Bogle Hegarty (BBH) in 1982 with the ambition to be the best agency in the world. It has risen to global renown with offices in London, New York, Singapore, Shanghai, Mumbai, and São Paulo. The Garage, a venture, launched in 2014 enables Sir John and Tom Teichman to share their expertise in finance and branding with the next generation of existing and upcoming start-ups from tech and the creative industries. For his work in advertising he has received numerous awards.

### What he offers you

With over four decades of wisdom and insight from the man behind hugely effective and influential campaigns for brands such as Levi Strauss, Audi, and Unilever, Sir John encourages creative energy, where the next big idea can front a million-pound campaign. He provides insights into how a great idea on one medium today will get picked up and amplified through digital and social media. He takes intelligence and turns it into magic and discusses, the notion of ideas - why he likes them, what he likes about them and how his are formed.

### How he presents

A truly creative genius and such an inspiring speaker, Sir John presents fascinating work, engaging and involving his audiences in a way that's brilliantly entertaining and memorable. He illustrates the unlimited power of an idea.

### Topics

How to Release your Creative Potential  
Adapting to Change  
Innovation  
The Phenomenal Future of Advertising: A Global Industry  
The Digital Impact on Creativity  
Understanding Communication  
Brand Values

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2014

Hegarty on Creativity: There Are No Rules

#### 2011

Hegarty on Advertising

#### 2005

How to catch the Big Idea: The Strategies of the Top-Creatives (with Ralf Langwost)