

Sir John Hegarty

One of the World's Leading Advertising Creatives

CSA CELEBRITY SPEAKERS

Sir John Hegarty is the world-renowned creator of legendary ad campaigns for Levis, Lego, and Audi, among others. His 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.

"If you do interesting things, interesting things will happen to you"

In detail

John Hegarty was studying painting when his teacher suggested he go to what was then the London College of Printing to study graphic design. His early days were spent working with Charles Saatchi and he founded Bartle Bogle Hegarty 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 enabled 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

Sir John 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, Sir John presents fascinating work, engaging and involving his audiences in a way that's brilliantly entertaining and memorable.

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)