



**THIS WAS**

Creativity Decoded 2025

**CREATIVITY**

# 6 THINGS WE'VE LEARNT AT CREATIVITY DECODED 2025

Creativity Decoded was an afternoon filled with inspiration. Our wonderful international speakers offered new insights, learnings and a glimpse into our future. Curious? Here are some key takeaways, for your creative journey ahead.

# THE NEVER NORMAL

Peter Hinssen  
Entrepreneur, Keynote Speaker and Author

The world is a crazy place and it's not showing any signs of stopping. 'This isn't a storm, it's the climate. We are living in **the never normal**,' says Peter Hinssen. 'In this era, we must act with great speed. The cost of doing things is going down, the cost of waiting is going up. You must innovate when you can, not when you need to. **Uncertainty should become your friend.**'

Orla Kinsella  
Head of Awards Product Development at Cannes Lions

# TOMORROW'S CREATIVE STANDARDS

What will shape tomorrow's creative standards? Orla Kinsella of Cannes Lions, lifts the veil with four provocative prompts.

## Marketing jiu jitsu

Take a perceived weakness, threat, or cultural tension and flip it to your advantage. Reframe the context, redirect attention. **What if your next campaign starts with a complaint?** People only complain about things they care about.

## Creative discounting

In times of recession, inflation, and the cost-of-living-crisis discounting has made a resurgence. It's a response to real economic needs. Use discounting to underline what defines you. **What if your next discount says more about your values than your prices?**

## Acrobatic allies

Being an ally is more than offering a glib statement of solidarity. By demonstrating flexibility, creativity, and business-level pivots, brands can support communities in a meaningful way. **What's the stunt that shows you're serious?**

## Invitation to play

While media fragmentation is real – and consumer behaviors are clearly shifting – creative consistency is still massively important. Are you currently building campaigns, or are you creating playgrounds? **The brands that play are the brands that stay.**



# FOR

# RESPONSIBILITY X BUSINESS



Eric Guillod  
Client Lead at Publicis Conseil

Quentin Delobelle  
Director of Commercial Communications at  
Orange France

Teenagers want freedom, their parents want them to be safe. Orange France and Publicis Conseil have reconciled those points of view with Safer Phone. This affordable, secure, and refurbished starter smartphone builds bridges, makes the world safer and is a commercial success. 'Responsibility and business go hand in hand', says Eric Guillod. **'If it's good for people, it's good for your brand.'**



# COLLABORATION, NOT CONTROL

Marie Stafford  
Futurist, Trends Expert, Strategic Foresight Consultant & Global Director at VML Intelligence

The passive audience is gone and has been replaced by active participants. People want to be a part of the story, not just witness it. Marie Stafford urges brands to embrace fandoms. **'Creativity should be distributed. Brands must collaborate, not control.** Communities are a brand's most valuable assets: innovation labs, content studios, advisory boards and talent pools all at once.'

# MOTION ABOVE ALL

Marie Stafford

Futurist, Trends Expert, Strategic Foresight Consultant & Global Director at VML Intelligence

Everything is content, content is everywhere, and that numbs people. Marie Stafford calls for emotioneered creativity: things that truly touch people, bring them tears of joy, make their hearts swell and their jaws drop. 'Go beyond needs. Design experiences that entertain and allow people to escape the mundane. That doesn't just require grand gestures. Relatability can build relevance and credibility. The humble can stir up as well.'

# QUESTIONS, NOT ANSWERS

Senta Slingerland  
Brand Strategist, Writer, Curator and Co-founder at Fala

Creative confidence is about more than generating ideas; it's about acting on them as well. Senta Slingerland sees three necessities to do so: curiosity, openness and ambiguity. **'We have spent decades rewarding people for having answers. The next decade will reward those who ask better questions.'** An open mind is as important. Your customers live outside of your product. So should you. Ambiguity is a third. We have the ability to hold afflicting feelings. Curiosity can help you navigate those.'





# WHAT IS CREATIVE BELGIUM?

At Creative Belgium, we want to recognize and celebrate campaigns, both short and long-term, that demonstrate creative excellence and commercial success. We believe that brands that stand up for what they believe in make the biggest impact. Remember that at the core of it all is the simple but powerful force of human connection. The most effective work will be that which builds authentic emotional relations.

For agencies and brands, the challenge remains: to find what's authentic and unique about you, to share what you truly stand for and to build meaningful relationships that last. Today, we want to bring creativity back to the forefront. Through Creativity Decoded, we hope to inspire a dialogue between agencies and brands.





# CURIOSITY RITUALS





Creativity Decoded



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# WITH THE SUPPORT OF



At Integrate, we believe brands grow when they make real, meaningful, and original connections with consumers. As a proud partner of “Creativity Decoded” and Creative Belgium, we support a creative industry that strives for diversity, inclusivity, and equality, while contributing by breaking past the limits of traditional advertising.

We bring your brands together with strong mediabrands —smartly, seamlessly, and across every platform. Powered by DPG Media’s massive reach

and high-quality, brand-safe data, we create solutions that truly can make an impact for advertisers. Whether it’s branded content, bold creative concepts, or native campaigns, we craft ideas that add value—for advertisers, consumers, and our own media brands.

Together with Creative Belgium, we are committed to building a future where creativity and innovation take center stage. Let’s keep shaping connections that truly make a difference.



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