

#CannesLions2019: Mariska Oosthuizen on finding your purpose

Our roving reporter Ann Nurock chats to Mariska Oosthuizen, head of brand at Sanlam about her first Cannes Lions experience.

Oosthuizen says purpose is everything. "It's not 'well-meaning' but 'well-doing' purpose. I think it's about brands spending time to find an authentic purpose - one that makes sense in terms of what they do. Also, not just doing good but also driving growth is something that [P&G's] Marc Pritchard said, because if you don't do that, your Board's not going to buy into it. But I think we've got a big responsibility as marketers and creatives, because we do have the power to use creativity as a cause for good and a cause for change, and I think finding your purpose can help do that."

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