

Final speakers selected for International Seminar of Creativity

[The Loeries](#) has announced the two final speakers for the International Seminar of Creativity, which takes place this Friday 21 September at Cape Town's City Hall, will be Keith Weed, chief marketing & communication officer of Unilever and John O'Keefe, worldwide creative director of WPP.



Weed, who started out with Unilever in the early 80s, is known across the globe for pushing creative boundaries. He has filled senior positions in the UK, France and the US, as well as international marketing and management roles. The group unveiled its 'Crafting Brands for Life' strategy last year, which is about delivering magic along with logic. He feels that they have the balance right, but still sees room to go further on the creativity. The group has scooped numerous awards over the years, including 2007 Film Grand Prix at Cannes. In 2012 alone, its agencies won 22 Lions at the International Advertising Festival. However, the award he particularly hankers for is a Creative Effectiveness Cannes Grand Prix.

O'Keefe, who sees himself as a practical man, is one a distinguished creative director in Britain with a reputation for inspiring original and inventive work. He joined WPP after 18 years at Bartle Bogle Hegarty (BBH). In 2011, WPP won the inaugural Holding Company of the Year award at the Cannes Lions International Festival of Creativity. Prior to that, during his tenure as ECD at BBH, it won 21 Agency of the Year Awards and he has been named Campaign magazine's Creative Director of the Year twice running. Between 2000 and 2006, income and operating profits doubled and the agency has become one of the largest in London.

They will be joining James Hurman (author of the case for creativity) in a panel discussion via Google Hangout.

Speakers

- Alex Schill, global chief creative officer, Serviceplan Group, Hamburg
- Cecelia Wogan-Silva, director of independent ad agency relations, Google, USA
- Chris Lee, founder & creative director, Asylum, Singapore
- David Nobay, creative chairman, Droga5, Sydney
- James Hurman, author of The Case for Creativity and MD of Y&R New Zealand;
- John Hunt, worldwide creative director, TBWA\ Worldwide, Johannesburg
- John O'Keefe, worldwide creative director of WPP
- Keith Weed, chief marketing & communication officer of Unilever
- Tony Granger, global chief creative officer, Y&R, New York

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