

"The world needs us and our creativity" - Dennis Lück

 By [Jessica Tennant](#)

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I chatted to the international jury presidents ahead of the upcoming Loeries Creative Week. Next in the series is this year's Live, PR, OOH and Integrated jury president Dennis Lück, CCO and co-owner of Jung von Matt/Limmat, which has now topped Switzerland's creative rankings table for three years in a row.



Dennis Lück

Lück is the most awarded creative in Switzerland, with the industry recently naming him Advertiser of the Year.

He began his professional career as a translator at Thyssen Krupp System Engineering S.r.l. in Turin. On seeing a job advertised at Scholz & Friends, Hamburg, he applied and was accepted, joining the world of advertising as a copywriting intern in 2002. He was appointed creative director there after four years, and after another four years, Lück – who was just 32 at the time – was promoted to the role of managing director.

Having been appointed CCO at FCB Zürich at the end of 2011, he went on to transform this agency into a creative hot spot and guide it to first place in the Swiss creative ranking table.

In 2016, he moved to Jung von Matt/Limmat, where he is a co-owner and responsible for the agency's creative output in the role of CCO. Jung von Matt/Limmat now tops Switzerland's creative ranking table for three years in a row.

He lives in Wohlen in the canton of Aargau with his wife and three children and plays drums in a punk rock band in his spare time.



Loeries Creative Week judging unites creative thought leaders from around the world in support of Africa/Middle East creativity

Loeries 22 Sep 2020



Lück certainly has the credentials to head up this year's Live, PR, OOH and Integrated jury! I chatted to him about his judging expectations, what we can expect from his talk and more...

■ ***It's always an honour to be asked to judge international work, especially as an international jury president for the Loeries. How did you celebrate the news and what does this mean to you, personally?***

First of all, I was in shock (laughs). I couldn't move for days. I have many, many great friends and former colleagues mostly from Cape Town and Johannesburg, so I always felt the heat when the Loeries were coming up. And even far away in Switzerland, I was always up to date with what happens at the Loeries. We even do inspiration sessions where we look together at the winning work to learn from it. The insane quality of copywriting, the level of humour and the importance of creativity that has social impact was always inspiring. So, I am still in shock. I promise to take my role and the responsibility that comes with it super seriously.

■ ***Perhaps you can speak to this year's theme, #CreateChange! while commenting on the impact of Covid-19 on the industry and the Loeries judging more specifically, the format for this year and so on.***

“ The theme couldn't have more zeitgeist. Covid-19 is the biggest imaginable creator of change in the world, and we as the creative industry need to lead and guide through the change. The world needs us and our creativity more than ever. You need creativity to drive change, and you need everything else that fuels creativity – mistakes, courage, friends, support, beer and Swiss chocolate (laughs). ”

■ ***What are you most looking forward to from Loeries Creative Week 2020?***

To learn from my fellow jury members and to see how they live and breathe creativity.



Loeries Creative Week 2020

Loeries 1 Oct 2020



■ ***What's the biggest trend in advertising that you expect to see from this year's entries?***

Supporting humanity.

■ ***With so much advertising 'noise' out there, it takes a lot to stand out from the crowd. What will you be looking for in this year's entries?***

I am looking forward to see work that follows our theme and really creates change, that has an impact on society and that makes me want to cheer the genius people behind it. Change, social impact and lots of good laughs. That's what I hope to experience.

■ ***The jury presidents also speak at the seminar, which is being broadcast Monday, 16 to Friday, 20 November.***
What can we expect from your session?

It will be boring as hell (laughs). No, just kidding, I will give my best to show you my way of evoking emotion in people – to make them laugh, cry, angry or happy with what I do. The working title for my keynote is 'I found out that'. It's about the addiction of wanting to find out about stuff, how to generate insights and how to translate them into great work.

Judging takes place from September to November with the results announced daily during Loeries Creative Week from 16 to 20 November. Tickets sales opened Monday, 21 September 2020. Book and pay for your early bird ticket from [Loeries.com](https://www.loeries.com).

ABOUT JESSICA TENNANT

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