



Sir John Hegarty

One of the World's Leading Advertising Creatives



CSA CELEBRITY SPEAKERS

Sir John Hegarty is the inspirational co-founder & Worldwide Creative Director at Bartle Bogle Hegarty (BBH). Internationally renowned for his creative energy, he has been named "the Master of Creative Rebellion" by The Independent. With a deserved reputation for developing brilliant ideas for brands, he has made sure that his career is an action packed one.

"Sir John's mantra is that if you do interesting things, interesting things will happen to you"

In detail

Born and bred in North London, John Hegarty was studying painting when his teacher suggested he go to what was then the London College of Printing (LCP, now LCC) to study graphic design. His early days were working with Charles Saatchi and he founded Bartle Bogle Hegarty (BBH) 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. He has received numerous awards, including the International Clio Award, and is a member of The One Club for Art and Copy in New York.

What he offers you

With over four decades of wisdom and insight from the man behind hugely effective and influential campaigns for brands such as Levi Strauss, Audi, and Unilever, Sir John encourages creative energy, where the next big idea can front a million-pound campaign. He 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 and such an inspiring speaker, Sir John presents fascinating work, engaging and involving his audiences in a way that's brilliantly entertaining and memorable. He illustrates the unlimited power of an idea.

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

2011

Hegarty on Advertising

2005

How to catch the Big Idea: The Strategies of the Top-Creatives (with Ralf Langwost)

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

L'impatto del digitale sulla creatività.

I valori del marchio.