

The power of fear and boredom



17 Aug 2018

Fabian Frese, chief creative officer at Kolle Rebbe in Germany, second-last speaker at the DStv Seminar of Creativity, spoke of the boredom that inspired him to make the best move in his career.



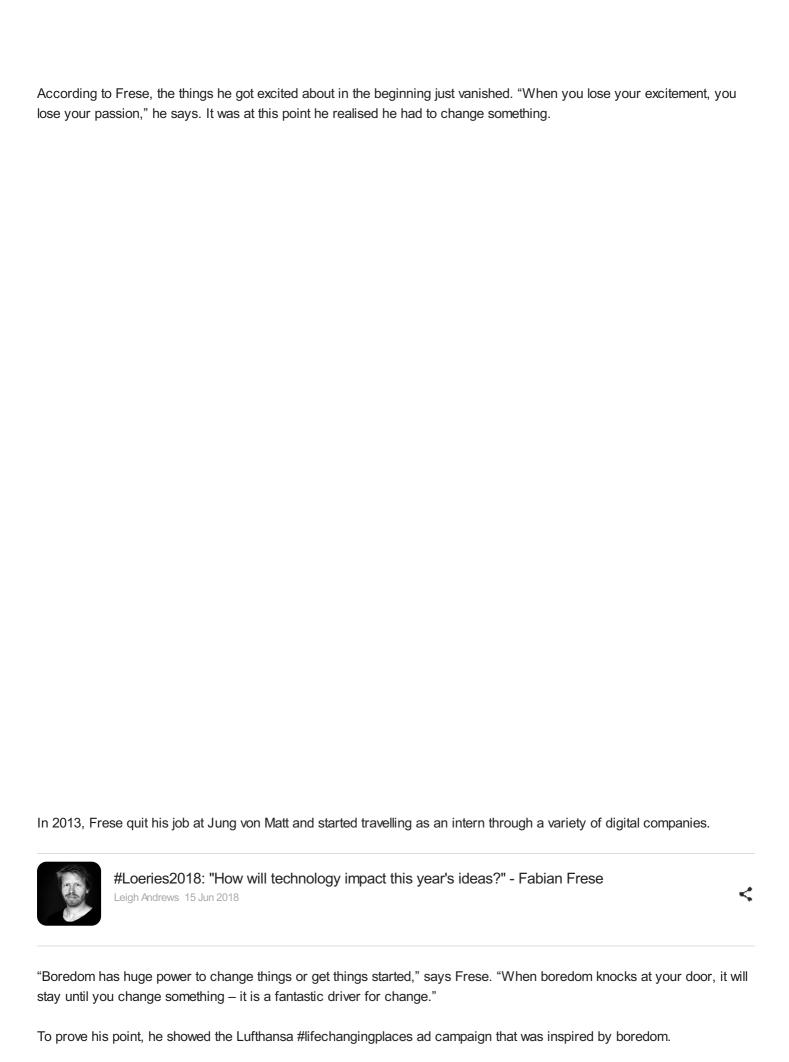
Fabian Frese, CCO of Kolle Rebbe Germany and #Loeries 2018 film, and radio and audio jury president. © Al Nicoll, Gallo Images.

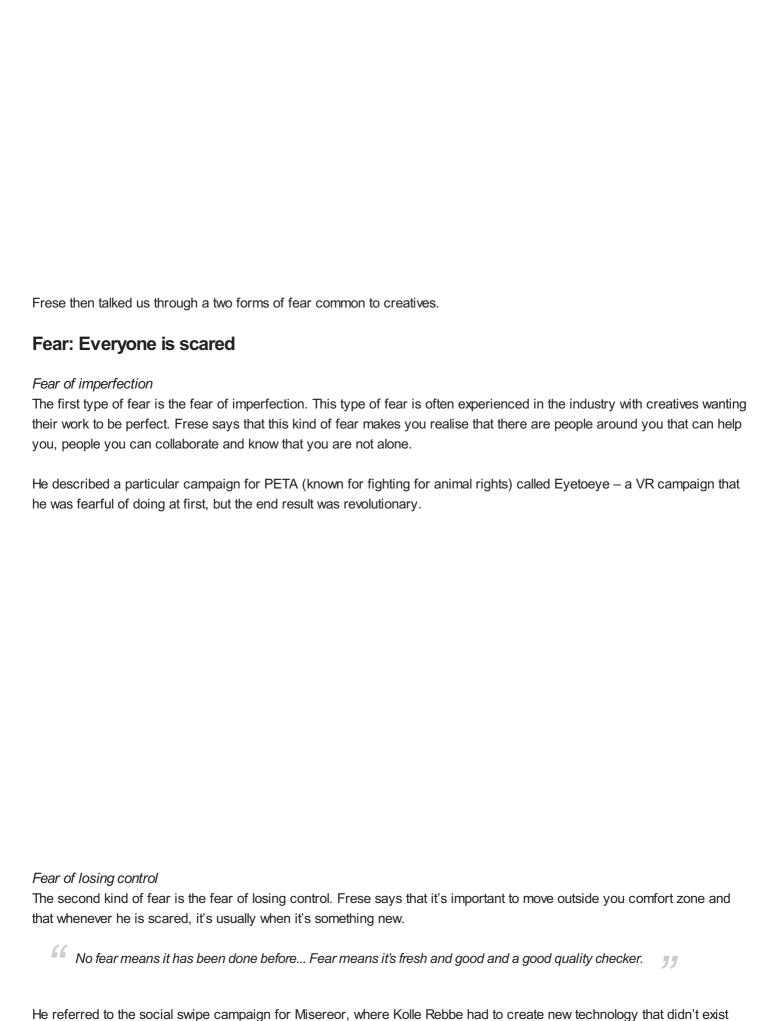
Frese joined Kolle Rebbe in 2014 as partner and MD: creation, and is responsible for accounts such as Netflix, Lufthansa, Apple, Amazon, Audi and Telefunica. He says that Kolle Rebbe is not your regular agency, and that while they build brands as an agency does, they also support and grow startups and invent their own products.

When boredom happens

Frese says that there is a specific type of boredom that paralyses you and makes you not want to work, which also makes you indifferent to the things you do.

He described his time as executive creative director at Jung von Matt as the peak of his career, but also as the time he was the most bored. He says he went from being excited and proud of his very first cinema commercial, the Incredible Mini ad, to leaving straight after the Cannes Lions awards - having won a Grand Prix for the Mercedes Benz Invisible car – and going straight to bed, simply because he had lost his fascination with the work he did.





before in order implement the idea.

Frese concluded by saying that if you face your fear you rise, and that we should always remember that it's only advertising!

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