

# When I grow up, I wanna be in advertising

Do you remember when you were a student? Those starry eyed aspirations of being in advertising, a creative God, winning awards, wow, the dreams... The fantasy! One brave student, who has entered work in Loeries this year in the student category, reminds us. Yasmiena Davids is a second year visual communication student at the AAA.

## 1. Use one word to describe advertising?

Innovative.

## 2. If you had to define advertising to an alien, what would you say?

Without advertising ET would never have gotten home ;-)

## 3. What makes a person creative? Why do you feel that you are creative?

Everybody is creative. No one person is born more creative than another. The way people look at things and how they interpret it is what makes them more creative.

I'm creative because I choose to be. I see myself not only as a designer and advertiser but also as the consumer. When I sit behind my Mac I am god.

## 4. If advertising were a colour, what would it be and why?

If advertising was a colour, it would be white as it would be my blank canvas to express new ideas.

## 5. If you weren't going into advertising, what industry would you have gone to and why?

I would probably do HR or psychology. I love working with people. I find the human mind and the way people think very interesting.

## 6. Why have you chosen advertising as a career?

I don't see myself sitting behind a desk doing the same thing for the rest of my long life. Advertising is fun and you will never get bored of it. You are constantly learning and researching new things. It is one way to get old and still be up to date with all the hip and happenings in the world. I love it!

## 7. When you were five, what did you want to be when you grew up?

I wanted to be a vet.

## 8. When I grow up, I want to be a creative director because...

I would love to be the one mentoring and leading a team in a well-known company creating successful and memorable adverts.

## 9. What is your best attribute/strength?

I can bench press 100kg of new ideas at a time.

## **10. Name an ad campaign or jingle that you will remember till you die.**

Oh boy! Mom remembered Melrose.

## **11. What is the best campaign you have worked on and why?**

Last year we had to advertise the Two Oceans Aquarium in Cape Town. We had to take and develop our own photos because we did photography as a subject .I really enjoyed this campaign because we were able to go to the aquarium and do our own research and get our own references. Experiencing the things you are advertising is very different to researching it on the Internet. It allowed us to experience and "look in" from a consumer's point of view. Research doesn't have to be boring. Getting your own references and research allows you to get a non-biased opinion.

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