

# SURVIVAL CREATIVITY

WHY THE FUTURE OF INNOVATION  
IS BORN IN SMALL MARKETS



International Conference :  
"Days of Marketing, Advertising  
and Branding". 2026

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Let's start with something we've all seen on LinkedIn or Instagram:

A perfectly designed park. The paths are symmetrical. Optimised. Logical. Everything has been planned.



**And yet...**

a path appears across the  
grass.

**Irregular.**

**Unplanned.**

**Unauthorized.**



But used by everyone.

This path has a name:

**A DESIRE LINE**



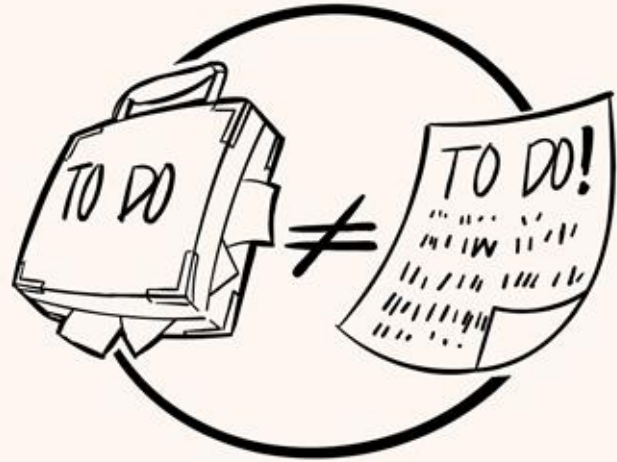
It wasn't designed by an expert.  
It was created by real use.

Experts draw roads.

**Consumers create paths.**

Systems optimise logic.

**Users reveal reality.**

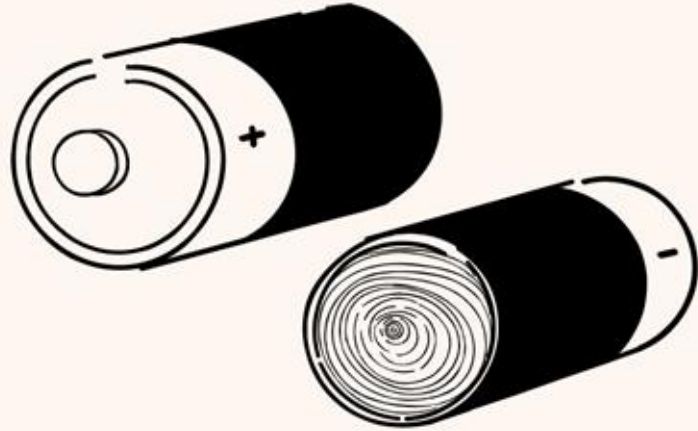


What if innovation  
worked the same way?



We keep building  
official roads,  
global standards,  
perfect frameworks...

**while users create  
their own paths.**





By the end of this presentation, one question will remain:

**How do we become the ones  
who create desire lines in  
creativity...**

instead of those **who follow  
official roads and global  
standards?**

**2.**

**Local Truth**

VS

**Global Standards**

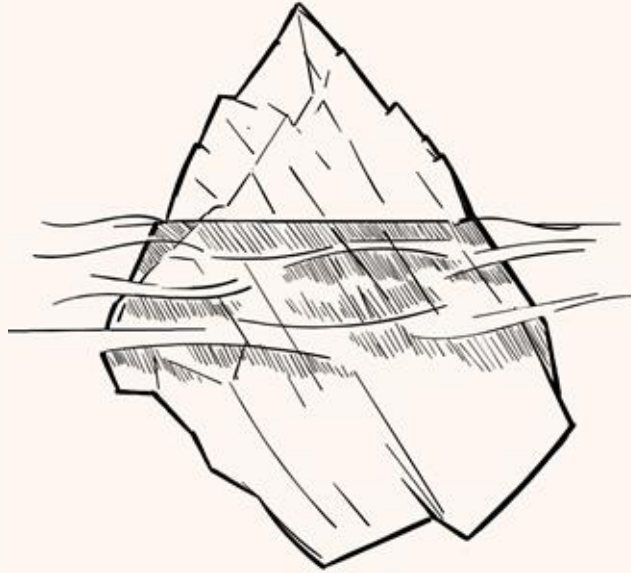


## Global standards promise:

- > Consistency
- > Efficiency
- > Reproducibility
- > Scale

**And often...  
they work !**



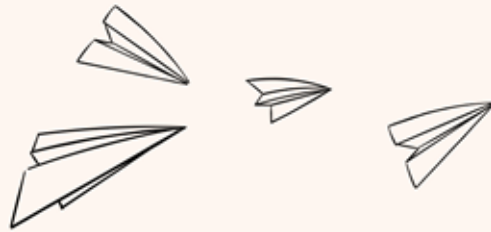


What works at scale  
often **fails in the details.**

Because real life  
happens in the micro !

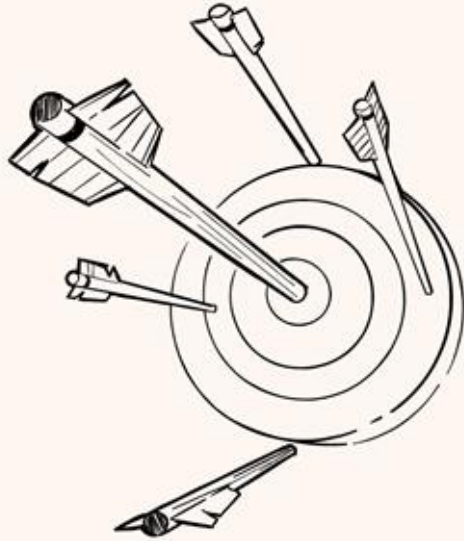
- > Cultures.
- > Habits.
- > Constraints.
- > Rituals.
- > Invisible contexts.

That is where ideas  
succeed... or fail.



Copying what works elsewhere  
is often the fastest way  
to fail here.





A globally correct idea  
can be locally useless.

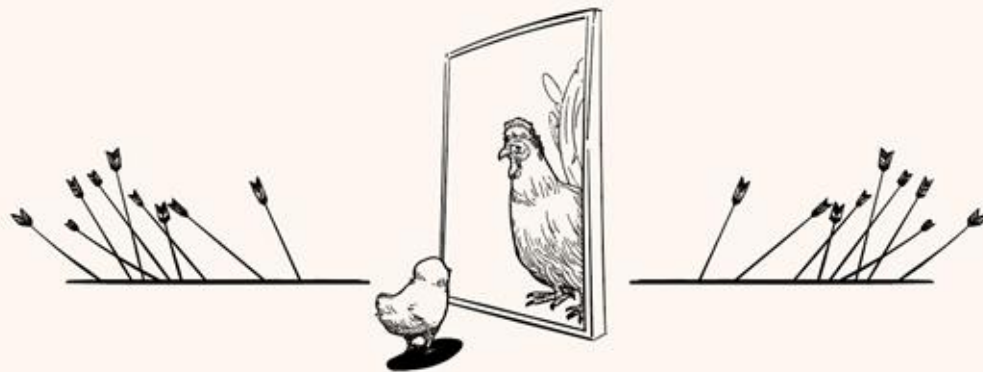
A locally relevant idea  
can be extraordinarily  
effective.

Innovation is not about **applying models.**

It is about **understanding realities.**

3.

# The Illusion of Scale



**We have learned to associate  
innovation with power.**

- > More budget.
- > More tools.
- > More data.
- > More processes.



## Scale promises:

- > efficiency
- > control
- > predictability
- > reproducibility

And **it delivers.**



## But scale also produces:

- > conformity
- > inertia
- > caution
- > diluted ideas

When too much is at stake,  
risk becomes **unacceptable.**

So **we optimise**  
instead of  
**reinventing.**

**Abundance protects.**  
**Constraint forces**  
**understanding.**





It is not the **lack of resources that limits innovation.**

It is the **lack of necessity.**

And when creating becomes necessary...  
creativity changes **its nature.**

**4.**

## Constraint as a Creative Accelerator



We see constraint as a limitation.

- > Limited **budget**.
- > Limited **time**.
- > Limited **access**.
- > Limited **technology**.

**But constraint produces something unique: clarity.**

It forces us to distinguish the essential from the unnecessary.





When everything is possible,  
**we add.**

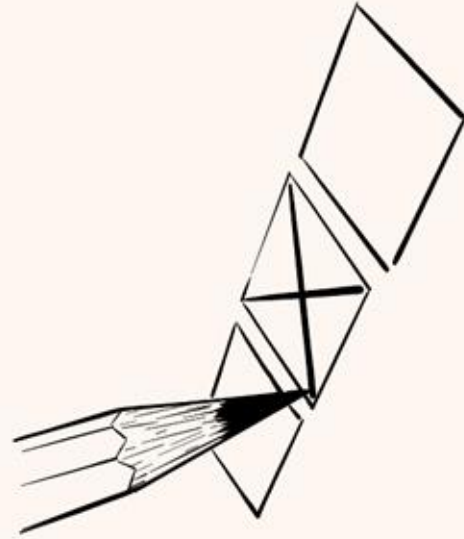
When everything is limited,  
**we understand.**

This is the principle of frugal innovation:

**doing better with less.**

Not a **degraded version.**

**An essential version.**





In many contexts,  
**improvisation** becomes  
**intelligence.**

This is known as:

- > Jugaad
- > Indovation

Solutions born from  
**necessity** that become  
**durable systems.**

Constraint removes the luxury  
of complexity.

**It encourages:**  
simplicity  
ingenuity  
speed  
adaptation





Innovation does not appear  
despite constraint.

**It appears because  
of it.**

Constraint does not block  
creativity.

**It concentrates it.**

When constraint becomes  
permanent, **creativity stops  
being an effort.**

**It becomes a reflex.**

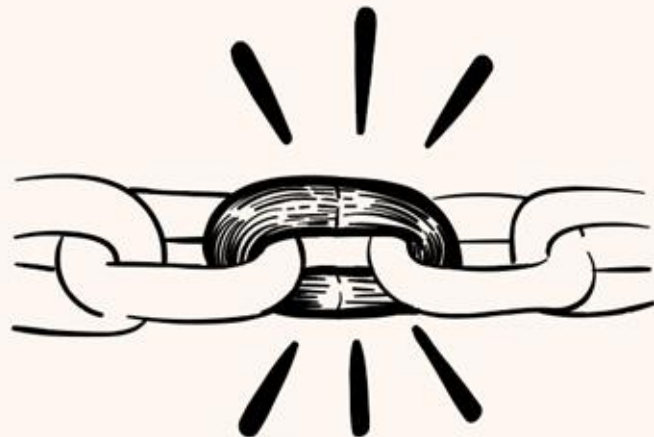


**5.**

**Survival Mode**

VS

**Comfort Creativity**



Not all environments produce  
the same kind of creativity.

**In protected environments:**  
resources exist  
systems are stable  
risks are controlled  
**so we optimise.**

We **improve.**

We **adjust.**

We **refine.**

We **secure.**

**This is improvement  
creativity.**





**In constrained environments:**  
resources are **limited**  
systems are **fragile**  
rules **change**  
uncertainty is **constant**

**we reinvent.**

We **simplify.**

We **divert.**

We **work around.**

We **improvise.**

**This is survival  
creativity.**

Comfort creativity

**improves what exists.**

Survival creativity

**invents what is  
necessary.**

One **optimises performance.**

The other **makes things  
possible.**





When creating is no longer  
a choice, but a necessity..

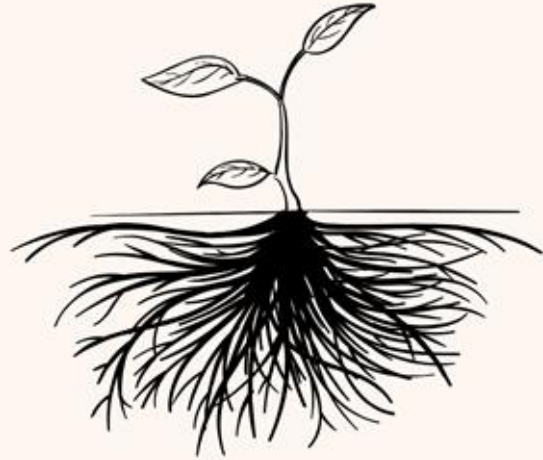
**Creativity changes its nature.**

And when adaptation repeats,  
it **stops being  
improvisation.**

**It becomes a method.**

**6.**

# From Adaptation to Method



**From reaction to mastery :**

In **unstable** environments,  
adaptation is **constant**.

We **adjust**.

We **test**.

We **correct**.

We **move forward**.

**Over time, this becomes a reflex.**

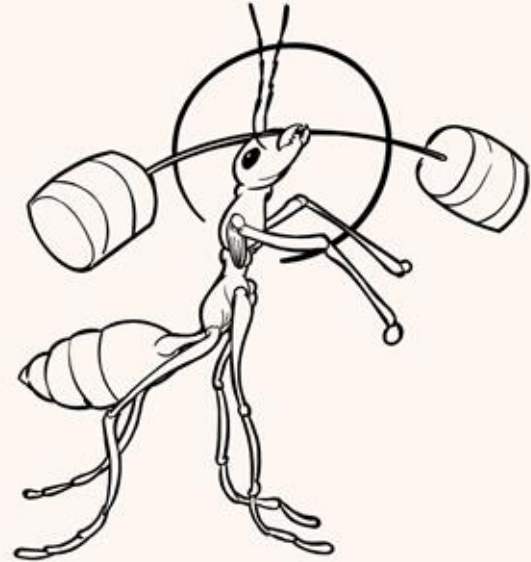
Observe **quickly**.

Decide **quickly**.

Adjust **immediately**.

**Speed replaces perfection.**

**Learning replaces planning.**





It is no longer a reaction.  
**It is a capability.**

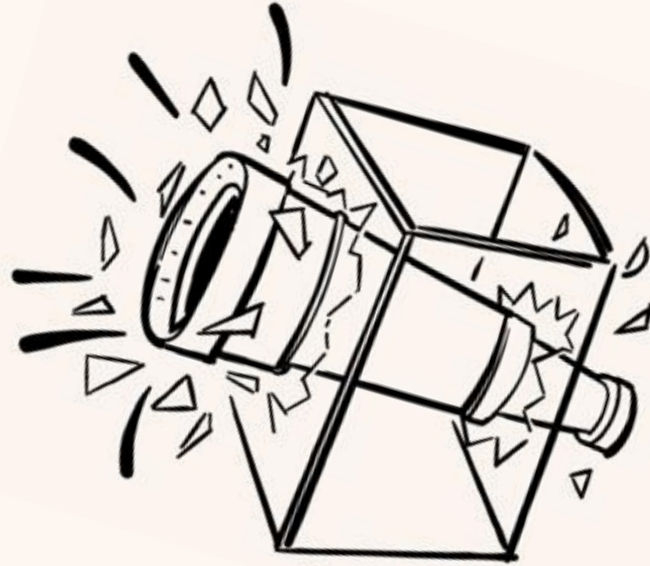
**An adaptive  
intelligence:**

- > understand **context**
- > **simplify**
- > act **precisely**
- > evolve **quickly**

Field instinct becomes  
**a strategic advantage.**

What begins as adaptation  
**becomes a method.**

And when an ecosystem develops  
this ability..  
**it gains a unique  
advantage.**



**7.**

# The Creative Advantage of Small Markets



Survival creativity in action:

When uncertainty is constant,  
**creativity is no longer  
a luxury.**

It becomes a **necessity.**

Constraints **do not disappear.**  
Resources **do not multiply.**  
The context **does not become  
simpler.**





**We must function anyway.**

This **reality shapes** another form  
of **creativity**:

**Survival creativity.**

A **creativity** rooted in real needs.

**Not** trends.

**Not** models.

**Reality.**

It does not seek to impress.

**It seeks to function.**

**Constraints concentrate  
creativity:**

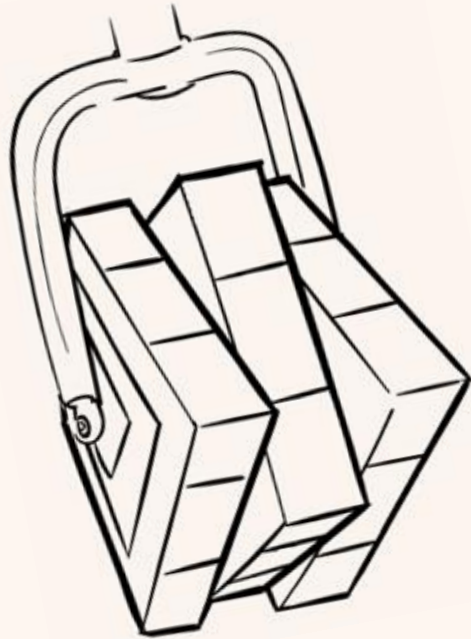
Simplify

Adapt

Detour

Make possible





**Proximity to users  
makes creativity more  
human,**

- > more intuitive,
- > more relevant.

Ideas cannot remain  
theoretical.

**They must work  
immediately.**

**These environments rarely  
interest global giants.**

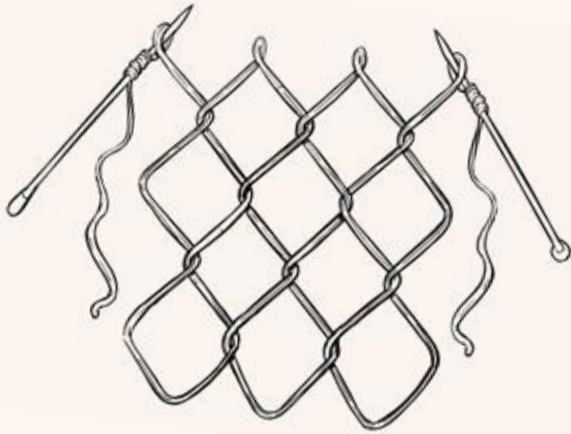
**Not enough** scale.

**Not enough** immediate growth.

But this creates **something rare:**

**a space for creative  
exploration.**





Where large systems seek growth,  
these markets develop solutions  
to survive.

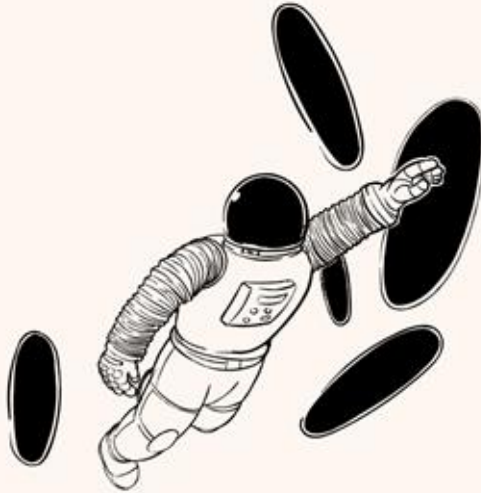
**And surviving requires  
inventing.**

And **sometimes...**

solutions designed to  
survive become **solutions  
adopted everywhere.**

8.

# When Local Creativity Becomes Universal



**Some ideas are born to  
survive.**

**Not to** conquer the world.  
**Not to** become global.

**To function here, Now..**

They answer a specific constraint.  
A specific context.  
A local reality.





They answer a specific constraint.  
A specific context.  
A local reality.

**But when a solution solves a  
fundamental human problem...**

it **transcends** its **context**.

What is **deeply relevant** somewhere  
can resonate everywhere.

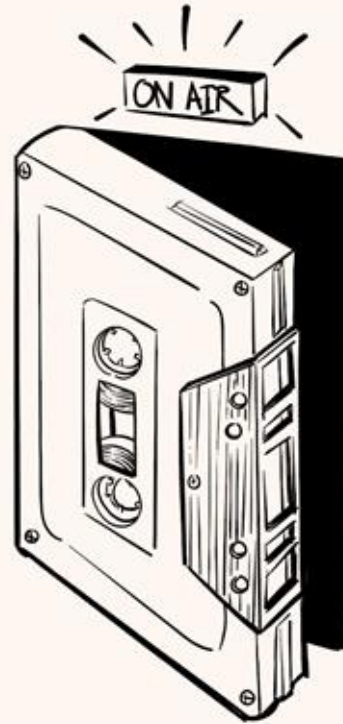
**Netflix** is a global platform.

Yet some of its most powerful successes are deeply local:

**Squid Game** — Korea

**Money Heist** — Spain

**Lupin** — France





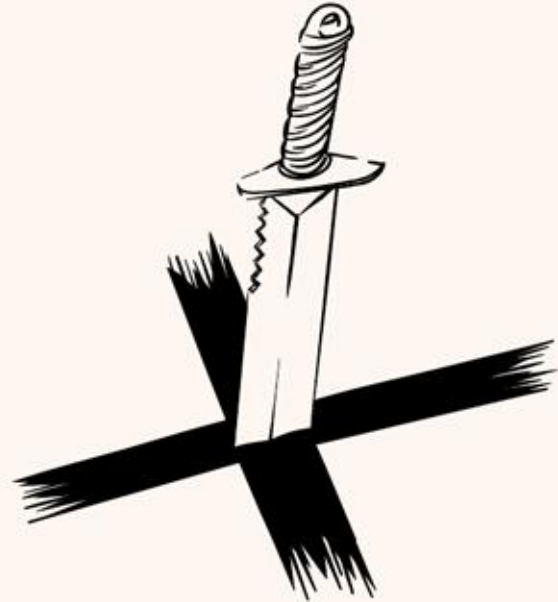
**Stories** rooted in **culture**.  
Local realities.  
Specific social tensions.  
**...that became universal.**

The global **distributes**.  
The local **resonates**.

Survival creativity  
does not seek universality.  
It **seeks accuracy.**

And **that accuracy**  
can **make it universal.**

The local is not a limitation.  
It is a **laboratory.**



**9.**

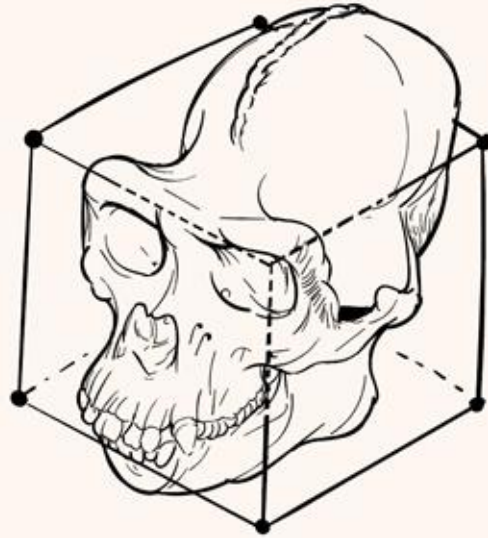
# What Large Systems Must Learn



Large systems do not lack resources. They sometimes lack **proximity to reality.**

They **optimise** models.  
But **usage evolves.**

They **standardise** solutions.  
But **contexts differ.**





## Survival creativity reminds us:

we do not create for the model,  
we create for **reality.**

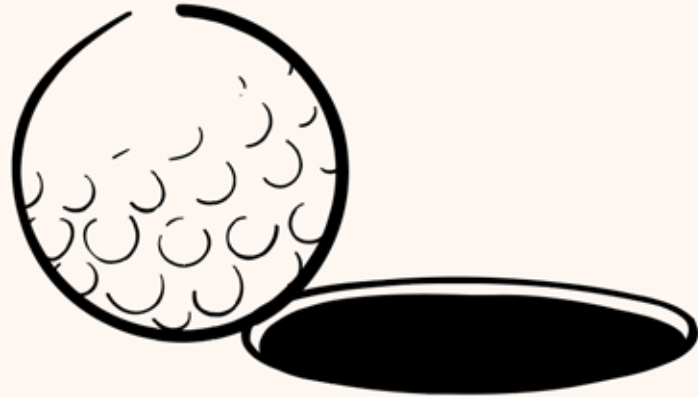
**Creativity** should not be protected  
from **reality.**

**It must confront reality.**

Create **paths**,  
not only **roads**.

Observe **real behaviours**  
before **imposing solutions**.

**Simplify** before **adding**.  
**Essentials** create **impact**.



**10.**

# Conclusion



For a long time, we believed  
innovation came from scale,  
resources,  
and models.

But everywhere,  
people create their own paths.

Like **desire lines in  
the grass.**





## Survival creativity reminds us:

the most **powerful ideas**  
are **not born** from **comfort**.  
They are **born** from **necessity**.

They do not try to **impress**.  
They try to **function**.

And that is why  
**they work better.**

The future of innovation  
does not belong to the  
most **powerful**  
**systems**.

**It belongs to the  
most adaptive.**





In the end, the question is  
not: **how to follow  
existing roads.**

But:

**will we be the ones  
who create desire  
lines...**

or the ones  
who follow official paths?

**Thank you.**





## **SURVIVAL CREATIVITY:**

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