

**BOLD CREATIVITY,  
BIG RESULTS.**

**WHITE SQUARE FESTIVAL - MINSK, JUNE 2025**



добры дзень усім вам, прыгожыя  
людзі

A modern office interior featuring a wooden foosball table in the foreground. The office is filled with various green plants, including a large tree on the left and several Monstera plants on the right. In the background, there is a mezzanine level with a railing, and people are working at desks. A white table with a water bottle and a green object is visible in the bottom right corner. The text is overlaid on a semi-transparent white box in the center of the image.

**MY NAME IS CINZIA PALLAORO,  
I'M EXECUTIVE CREATIVE DIRECTOR  
IN LEAGAS DELANEY MILAN**

# All Clients All Clients All Clients All Clients

Bauli  
Ballantine's  
Bonduelle Groupe  
Bonduelle Italia  
Bonollo OF  
Burger King  
Farine Magiche  
Illy  
Keglevich  
Limoncé  
Montana  
Valfrutta  
Yoga  
Fondazione Valentino  
Garavani


Acqua alle Rose  
Borotalco  
Brioschi  
Chilly  
Galderma  
Ganassini  
Menarini  
Somatoline  
Baglietto  
San Lorenzo  
Patek Philippe  
Police  
Pomellato

CNH Industrial  
Goodyear  
Iveco  
MSC  
Porsche Italia  
Saab  
Cariparma  
Generali  
ING  
Unicredit  
Wefox  
Dorelan  
Perdormire  
Poltronesofà

Compara Semplice  
Iren  
Open Fiber  
Telecom  
Tim  
Confindustria  
Expo 2015  
Adidas  
Mondo  
William Hill  
Fidenza Village  
TGV  
Valtur

**TODAY WE ARE GONNA TALK ABOUT CREATIVITY**

**- WHICH IN A FESTIVAL OF ADVERTISING SHOULD BE A GIVEN POINT -  
BUT THE ACTUAL COMMUNICATION LANDSCAPE PROOFS IT'S NOT LIKE  
THAT.**



**LET'S TALK ABOUT  
HOW CREATIVITY CAN BOOST EFFECTIVENESS  
IN AN OVER-POPULATED AND FRAGMENTED  
COMMUNICATION LANDSCAPE**

A person with dark hair, wearing a black jacket and a black backpack, stands with their back to the camera. They are looking at a wall completely covered with a dense array of colorful, multi-colored advertisements and digital screens. The ads feature various text, images, and logos in a vibrant palette of reds, yellows, blues, and greens. A large, semi-transparent teal circle is overlaid on the left side of the image, containing the text '4000 ADS PER DAY' in bold black letters.

**4000  
ADS PER  
DAY**

**98**

**THE ADS WE ARE AWARE OF  
HAVING SEEN**

**9**

**AVG. ADS WE REMEMBER**



**0,2%**



r/CommercialsIHate • 7 mesi fa  
krowley67



## Q: Are we in the worst era of advertising since the invention of television?

I believe we are. Today's ads are neither clever, entertaining nor fun. They're just the lowest form of pandering without wit or artistry. Previous decades at least made an effort. Thoughts?



# SOME DATAS

(DON'T WANT TO SCARE YOU, JUST TO MAKE YOU AWARE)

# 70% OF CONSUMERS FIND ADS ANNOYING

**66%**

SAY ANNOYING OR INTRUSIVE  
AD EXPERIENCES REDUCE  
THEIR TRUST IN THE  
BRAND ADVERTISING

**40%**

SAY THAT THEY SEE  
IRRELEVANT ADS ONLINE EVERY SINGLE  
DAY, CREATING A FEELING OF  
'BOMBARDMENT'

**51%**

UNSUBSCRIBE FROM  
OR EVEN BLOCK THE BRANDS  
RESPONSIBLE

# HOWEVER THERE IS HOPE

40%

OF CONSUMERS SAID THEY WOULD BE MORE LOYAL TO THE BRANDS THAT HAVE FEWER, BUT MORE RELEVANT ADS.

1€

INVESTED IN A HIGHLY CREATIVE AD CAMPAIGN DOUBLES THE SALES IMPACT OF A EURO SPENT ON A NONCREATIVE CAMPAIGN

\*Harvard business Review Survey on creative effectiveness

+41%

CHANCE OF GOING VIRAL, IF THE AD IS CONSIDERED TRULY BIZARRE, OVER THE TOP, SURREAL, MYTHICAL OR HAVE WEIRD VISUAL FEATURES

\*Kantar Creative Effectiveness Awards 2025

**HOW DO WE OVERCOME THIS? BEING  
MORE CREATIVE THAN EVER**

# A NEW PLACE FOR CREATIVITY

Trends start on TikTok



**83%**

of social and video platform users agree some of the biggest trends start on TikTok

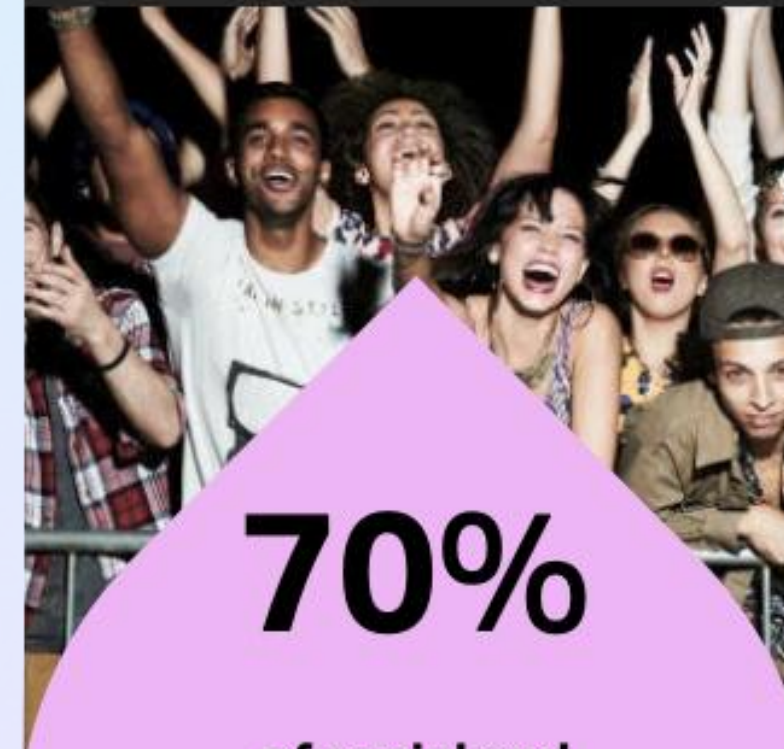
TikTok is the preferred platform for discovery of new and emerging trends



**76%**

of social and video platform users say TikTok is the platform they are most likely to visit to discover and learn about new/emerging trends in culture, ranking it #1 vs. other platforms.

TikTok influences culture



**70%**

of social and video platform users say TikTok has a big impact on culture.

Communities are empowered through TikTok



**78%**

of social and video platform users believe TikTok communities can create change.

**... WHERE CREATIVITY INTEGRATE SEAMLESSLY IN THE ENTERTAINMENT EXPERIENCE.**

# SOME CASE STUDIES





# Meet Tiny.

Adoptable.  
Near you.



## KEY LEARNING

**EXPERIMENT NEW LANGUAGES:  
IF IT HAS NEVER BEEN DONE BEFORE, THAN  
GO FOR IT!**



*Bawli*

# RESULTS (AUG 24-FEB 25)

**+16% SALES “BUONDI”**

**+50% SPONT. AWARENESS**

**+1,6% MKT SHARE**

## KEY LEARNING

**SAY IT DIFFERENTLY AND IN A WAY THAT  
PEOPLE WILL NOT FORGET.**



500 ml

11 x 3,38

PREPARED BY  
**PENNY**  
Delikatess  
Mayonnaise  
**1.79**  
500 ml 11 x 3,38

PREPARED BY  
**Heinz**  
Mayonnaise  
**3.57**  
495 ml 11 x 4,40

stra, guardo il mare  
gio una **aineken.**



Reply

Give Award

Sha

## KEY LEARNING

**DARE TO CHANGE YOUR PACKAGES, LOGOS, BRAND  
GUIDELINES  
(BUT ALWAYS WITH A PRECISE PURPOSE)**



# RESULTS

**94%** ENJOYED THE IRONIC/LIGHT STYLE  
**+5%** BRAND INVOLVEMENT  
**6,16** ENGAGEMENT (VS NORM 4.11)  
**2ND MOST DIFFERENT BRAND IN FINANCE**

## KEY LEARNING

**TO STAND OUT, BE DIFFERENT IN YOUR  
SPECIFIC COMPETITION ARENA**



**Black Dog Syndrome** / *Noun* [c]

A phenomenon where black dogs are adopted less often and spend four times longer in shelters, while lighter-colored dogs are chosen more frequently.

WIKIPEDIA

## KEY LEARNING

**IT'S ALL ABOUT THE IDEA AND THE RIGHT  
MEDIA.  
NOT ABOUT THE BUDGET.**



## KEY LEARNING

**EXPERIMENT WITH LANGUAGES AND BRAND ELEMENTS  
(ACCORDING TO YOUR TARGET AUDIENCE,  
AND MINDFULLY).**

**BE AWARE OF THE “MR BURNS PLAYING YOUNG” EFFECT**



**WHAT'S THE KEY TO CREATIVE  
EFFECTIVENESS?**

**DARE TO BE CREATIVE.  
DARE TO BE DIFFERENT.  
DARE TO BE BRAVE.**

**(AND BASE THE CREATIVITY ON A STRONG STRATEGY THAT BUILDS RELEVANCE FOR YOUR TARGET  
AUDIENCE, WITH THE RIGHT MEDIA MIX)**



**Dziakuj - Thank you  
(in Belarusian)**

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**CINZIA PALLAORO**



**REDSINSI**