

1 mei 2021

# INTERVIEW WITH ADVERTISER / SLC adv1

Bob van Unnik



Stijn van Schaik

I asked Bob van Unnik, a creative director at the creative agency ZEPHYR, for an interview and we arranged an online meeting. The interview consisted of around fifteen open-ended questions and we talked for nearly two hours. To keep this document short and snappy, I will summarize my favourite parts of our talk.

If you could redo this week, would you do something differently?

B: Nothing.

S: Nothing?

B: No. But I wouldn't do anything differently in my life.

S: Why not?

B: Because everything happens for a reason and you can learn from those moments if you critically look at yourself.

1 mei 2021

What is something related to advertising that you wish you would have invented?

B: Cool question, I never thought about this. ( . . . ) I can't think of many things that I would have wanted to create or do, but I would love to experience the 50s and 60s where people started to really work with pure branding, posters and slogans. "Even though I'm not a slogan-guy, I think that's pretty cowboy".

S: Do you wish you would have contributed to Coca Cola's shaping of Santa Claus, around that time period?

B: 100%. Absolutely. It's brilliant. If I can use Sinterklaas for an idea, I wouldn't think twice. That's the fun of this job.

S: I think there is much potential for a rebranding of Sinterklaas.

B: Yeah man.

S: Let's do it.

B: Let's do it. I'm writing this down.

How to you prevent a creative block, and how do you deal with one?

B: Sex.

S: Is sex your source of inspiration?

B: Sex gives everyone sacral energy, the energy needed to be creative. And there are many ways of having sex. My head is all over the place, which is good, but if it doesn't work, I have to align with my body. Surfing has a similar effect to me.

You graduated at a hotel school and snowboarded professionally. How do you think your background contributes to your creative productions?

B: At the hotel school I learned how to create experiences, that's what it's all about. Competitive snowboarding didn't work out exactly, apparently there was a snowboard scene where people made snowboard videos. After a few years you realise "hey wait, we're making actual movies". Because of this I learned that you can sell everything that is an experience. Because of the hotel school and snowboarding, I am where I am today. Kinda funny actually.

Dutch laws surrounding ads targeted to children says it's forbidden to mislead children. Are adults misled by advertisements? If so, why is that allowed?

B: One-hundred-million percent. Adults are expected to think for themselves, unlike children. I even think products targeted to children aren't regulated enough. It's insane. How in the hell is it allowed to show children that a Kinder Bueno is a reasonable snack???

Children shouldn't be targeted, it's important for children to grow up without too many identities from outside.

1 mei 2021

S: I've got a cheeky question for you then; didn't I see you shooting a clip for New York Pizza? Why is that allowed?

B: It's not targeted to children.

S: So, people are allowed to mislead adults?

B: It's not misleading if I sell what I promise. We are just adding a bit of spice, just like how you wave differently to different people on the street. ( . . . ) Look, sometimes you just need money.

Would the world be a better place without advertising?

B: Advertising isn't just selling stuff. If you would get rid of capitalism as a whole and return to a tribal society, I think advertisers would fulfil the role of informing and activating people. My role in a tribe would be connecting people.

Inclusivity, equality and pollution are more and more important themes in society and therefore also in the advertising-world. Are these themes just trendy or will these become the foundation for branding?

B: Trendy. But maybe the question is too suggestive. These themes are trends, but it's no question that it's a good thing for these to become a foundation in advertising. Advertisers can play an important role contributing to this. Look at Suit Supply's campaign: half-stripped French-kissing men, brilliant. I love it. What Suit Supply is doing, is disrupting the status quo. Eventually these themes aren't shocking anymore and standing out is advertising.

What can we expect from you the coming years?

B: I honestly think that in ten years, everyone knows my agency. ( . . . ) No, in ten years I will still be doing what I am doing today, my agency will be larger and located in multiple countries. Look it may sound "haute" but I need to travel to have some peace of mind to stay successful at what I'm doing. In the future I hope I'm happy and that I don't have to worry about money. That's my goal.

S: I hope you succeed.

B: No doubt about it. You're able to influence everything in life. I can give you a breathing exercise and afterwards you'll be fucking sharp. You won't be needing any Ritalin anymore.

S: \*Shows Bob my bag of Ritalin\*

B: My turn to ask.

1 mei 2021

Trying to make a structural document out of our talk was a bit of a challenge. Bob answers a question by giving answers to three different questions at the same time. The best way to describe Bob therefore is with his own words: "My head is all over the place". I will make a portrait out of this description.

I want to thank Bob for his honest answers, his time and his advice he gave me after our interview. I hope he succeeds in all his plans.

Find Bob at this website: <https://www.zephyrcreations.com/>

1 mei 2021

This is my portrait prototype. I will RISO-print this image on A3 soon and give it to Bob to thank him for his time and enthusiasm.

