

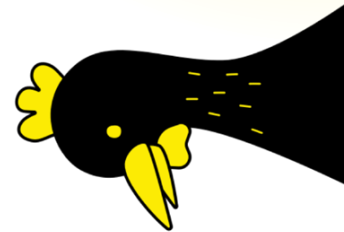
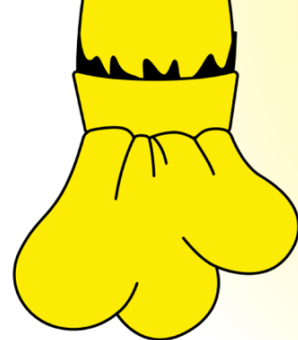
HELLO WEEK 4

**IT'S US
EMMA + DARIO**



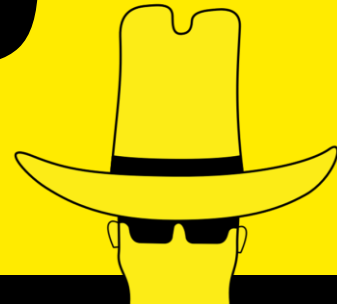
M+C SAATCHI
OPEN HOUSE

AND SPECIAL GUEST STAR DAN BORGHESI



THE RULESSSS

- 1) Chat will be disabled when we start, don't panic.
- 2) Use the Q&A function instead throughout the presentation, Dan will be picking the most popular questions for us to answer at the end.
- 3) This session will be recorded, so you can watch us on repeat as many times as you like.
- 4) There is a transcript button if you need subtitles.



THE ADS



THE CULTURE

THE PLAN

- Us and how we got here 5 mins
- Read the Room 10 mins
- Skip VS 7 mins
- Make love not ads 5 mins
- Your turn. The brief 5 mins
- 20 mins





OUR STORIES

READ THE ROOM

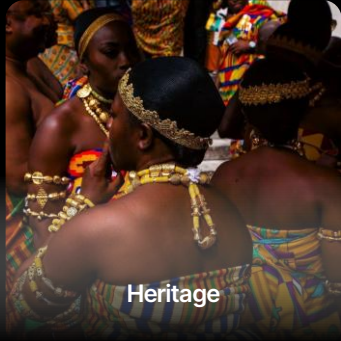


Culture is the game. This is how you play.

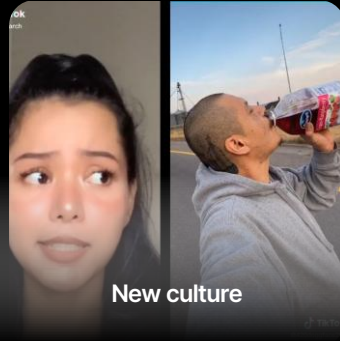
WTF IS CULTURE ANYWAY?



Old school culture



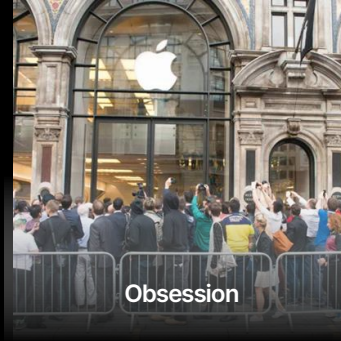
Heritage



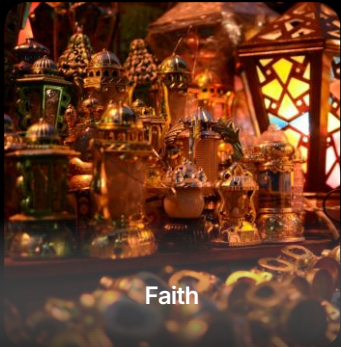
New culture



Taste



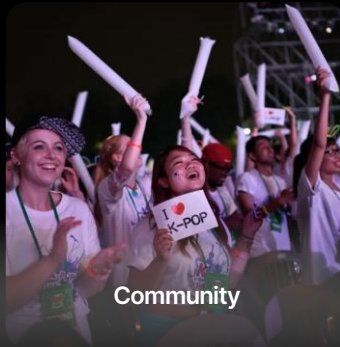
Obsession



Faith



Expression



Community



Ritual

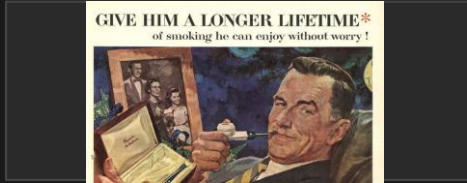


That's it. Our job is to make something worth agreeing on.

"THANK U, NEXT"

- ARIANA GRANDE (AND ALSO CULTURE, CONSTANTLY)

ALL OF THIS USED TO BE COOL.



What's cool changes. What's offensive changes. What's funny changes. Culture doesn't wait for you.

SAME PLANET. DIFFERENT ROOMS.

HOMER SIMPSON
Couch. Beer. Bad
decisions.



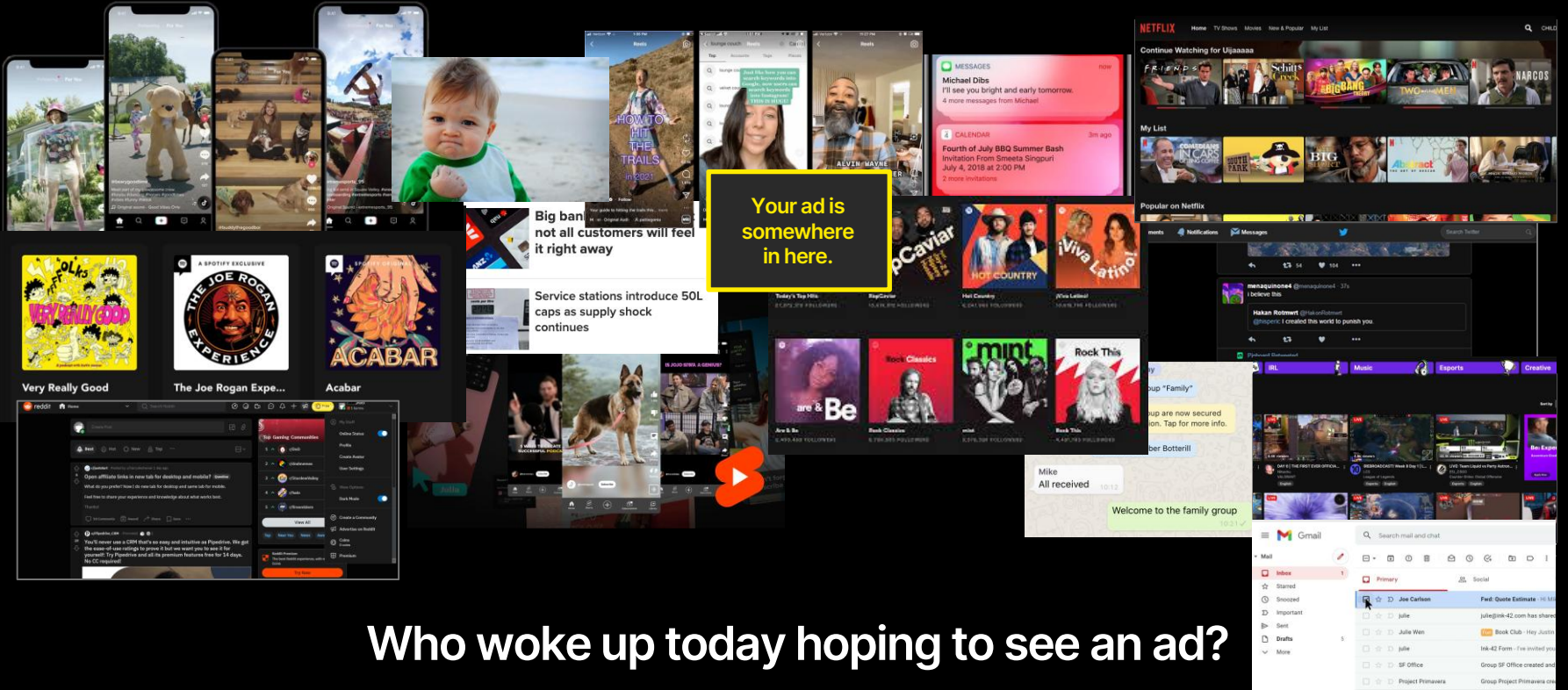
36 Seasons.

OMAR SHAMSHOON
Soda. Manners. Well-behaved.



Not even one.

THE SKIPTUATION



Who woke up today hoping to see an ad?

**IF YOU'RE NOT
PART OF CULTURE,
YOU'RE JUST NOISE.**

(Spoiler: People hate noise)





CULTURAL POWER

Read the room.

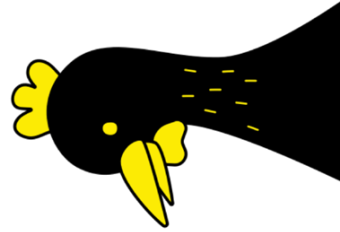
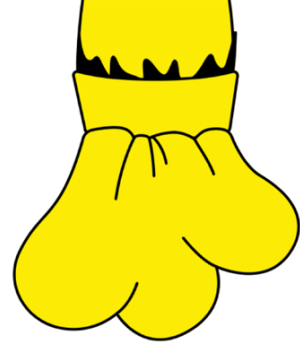
Belong in it.

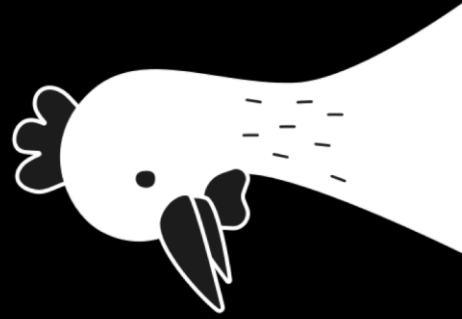
Shape it.

The brands that win don't just show up to culture. They move it.



**YOU'RE ALREADY
CREATIVE DIRECTING
EVERYDAY**

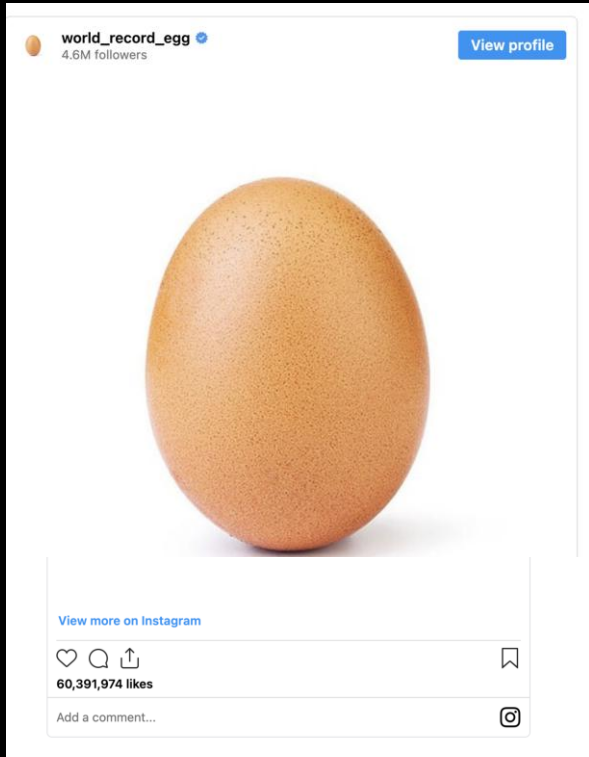




LET'S POLL

Hello SuperBowl







leomessi 140w
CAMPEONES DEL MUNDO!!!!!! 🌍🏆

74,511,383 likes



espnfc and 2 others



espnfc Edited • 28w
Lionel Messi's post after winning the World Cup is still the MOST liked Instagram post of history 🏆👀

Will it ever be topped? 😊



suleimansaad5049 15w
Wait for Ronaldo winning world cup 2026 1hour he just 100'000 million likes
1 like Reply



la_simia_mas_trota 15w
Bravo messi sigue haci te amamon ❤️
Like Reply



ardiles366 15w
🔥🔥



542.2K



2.6K



August 26, 2025

[Log in](#) to like or comment.

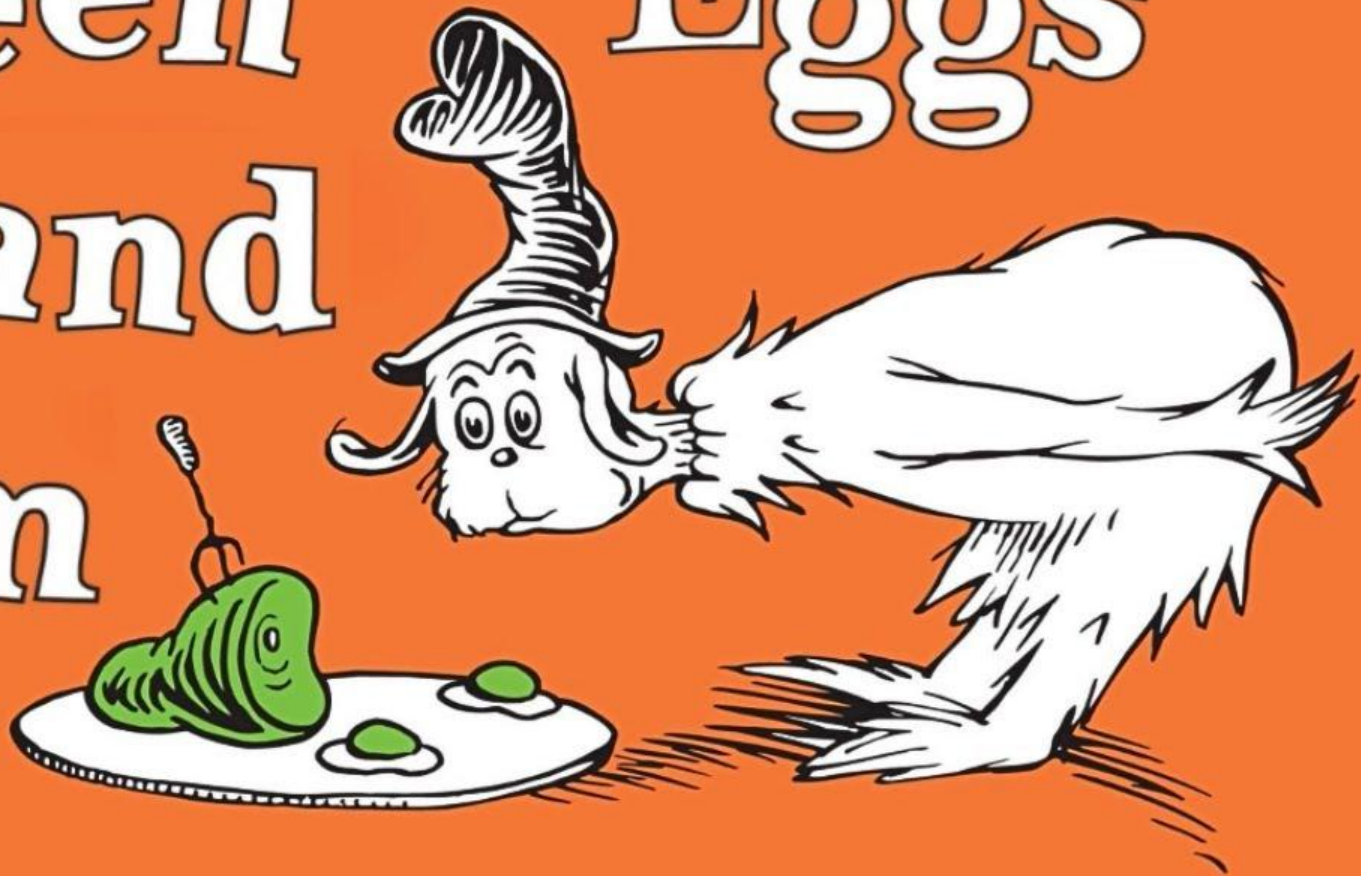


**MAKE LOVE
NOT ADS**



Green
and
Ham

Eggs

















*I like working
with you
is impossible.*

*For all life's twists and turns:
Flexible financial plans.*



*You are
the only
woman I
love a
man now.*

*For all life's twists and turns:
Flexible financial plans.*



*I never
want
children
are great.*

*For all life's twists and turns:
Flexible financial plans.*



*I love my
house
now belongs
to my
ex-wife.*

*For all life's twists and turns:
Flexible financial plans.*





Travis Scott by Ray P.



Shot on iPhone On Tour

verizon

W013

OUTFRONT
30'x50' PERMIT
#835294

ALL SIGNS
MUST DISPLAY A
PERMIT NUMBER
IF APPLICABLE

City of New York
Department of Transportation

City of New York
Department of Transportation

ONE WAY

W.N.E.



CeraVe

DEVELOPED WITH DERMATOLOGISTS

Moisturizing
Cream

ESSENTIAL SKINCARE



The Brief

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OPEN HOUSE

**Thank
you**

633 SUBMISSIONS!

Massimo + Jakob read them all and said:

“We cherry-picked from the best statements we received. Many played around with similar content.

This has been a genuine ‘co-creation’ where the result is bigger than the sum of the parts.

Everyone contributed and legitimately can feel part of it.”

Thank you for your time and insight and being part of setting The Brief for the next Creative task...



THE BRIEF

A GLOBAL CAMPAIGN TO RAISE
AWARENESS AND
DESIRABILITY OF THE GERMAN
BUNDESLIGA IN THE GLOBAL
AUDIENCE UNDER 25.

OUR CREATIVE STRATEGY JOURNEY - YOUR TASK

Challenge



Market Truth

People Truth

Cultural Truth

Brand Truth



Proposition



OUR CREATIVE STRATEGY JOURNEY

Challenge TO MAKE BUNDESLIGA AN ENTERTAINMENT PLATFORM THAT CUTS THROUGH THE NOISE. A SHARED EXPERIENCE THAT BUILDS A GLOBAL SENSE OF BELONGING.



Market Truth

WE COMPETE FOR OUR SHARE OF TIME, IN A WORLD WHERE ATTENTION SPANS ARE FRAGILE AND SECONDS ARE THE CURRENCY.



People Truth

UNDER 25S DON'T JUST FOLLOW LEAGUES AND GAMES; THEY FOLLOW CULTURE, PERSONALITY AND MOVEMENTS.

AUTHENTICITY AND EMOTIONAL CONNECTION CAN HAVE MORE POWER THAN LEGACY, STATUS OR TRADITION



Cultural Truth

IN OUR DIGITIZED AND SCRIPTED WORLD, PEOPLE CRAVE RAWNESS, IMPERFECTION, THINGS THAT FEEL EARNED AND SHARED.

IN THIS WORLD YOU DON'T SIMPLY WATCH, YOU 'CO-AUTHOR' THE EXPERIENCE.



Brand Truth

IN THE BUNDESLIGA, THE SHOW STILL BELONGS TO THE FANS.

THIS GIVES IT UNMATCHED AUTHENTICITY.



Proposition

PLAY FOR REAL



YOUR CREATIVE TASK

One Idea. One Slide. PDF
(Doesn't need to *look* beautiful)

Submit via the Open House site
by Wednesday 8 April



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OPEN HOUSE

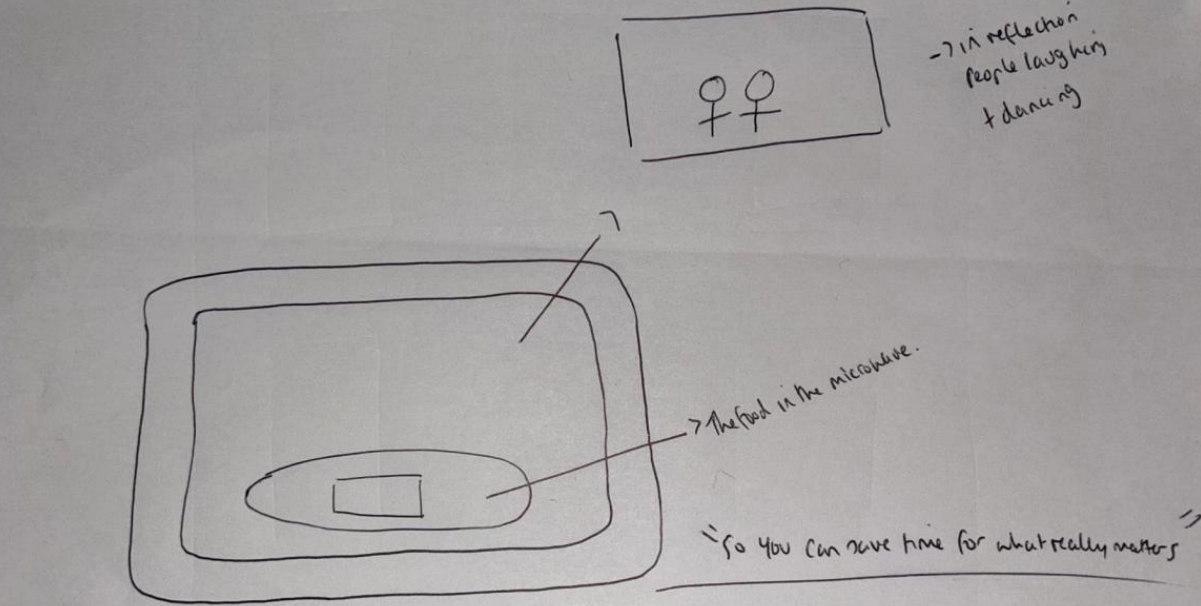
Don't wish your freezer was stocked like me

A salmon fillet is the central focus, positioned vertically. It has a simple, hand-drawn smiling face with two eyes and a curved mouth. On its side, the word "STOCKED" is written in a small, black, sans-serif font. The salmon is holding two pink dumbbells, one in each hand, as if exercising. The background is a solid, light blue color.

Example from Open House last year for Stocked

Amandeep Dhillon
Made us chuckle.

M&CSAATCHI
OPEN HOUSE



-> in reflection
people laughing
& dancing

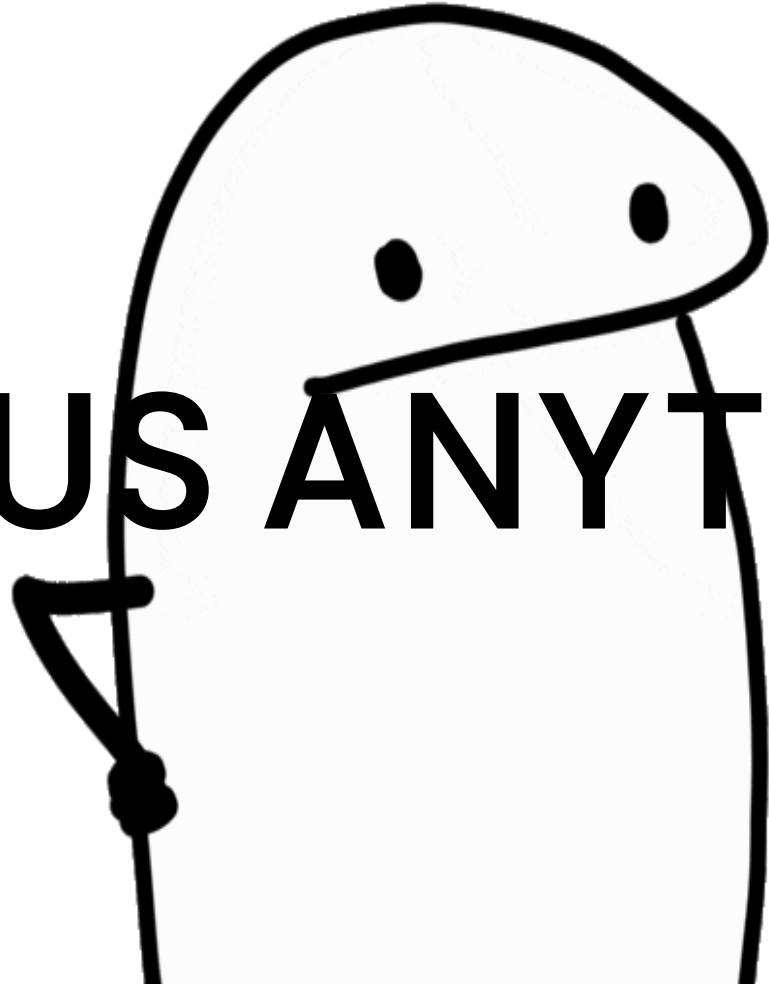
-> The food in the microwave.

"So you can save time for what really matters"

Example from Open House last year
for Stocked

Cameron Steele
Holly & Dan's top picks

ASK US ANYTHING



WHAT'S NEXT



8 APRIL: PRODUCTION

Join at 6pm BST to find out how ideas are made and brought to life across different channels including film, live events and experiences.

**Amy Cracknell, Head of Integrated Production M+C Saatchi UK +
Jonathan Dixon, Head of Live Events M+C Saatchi Sport &
Entertainment**



*Thank
you*

M+C SAATCHI
OPEN HOUSE



QUESTIONS?



Open

**M&C
SAATCHI
GROUP**

House