

Q&A: Lucas Peon

Chief Creative Officer, The Gate London



As Executive Creative Director at JWT London Lucas helped the agency achieve its best performance at awards shows in 30 years with over 200 awards won including 10 Cannes Lions. The work for BT Sport, “Unscripted”, won three Silvers and Gold at The Caples 2020 and HSBC UK’s “Not an Island” won Best in Show in 2019.

Now at The Gate, Lucas has led the agency to become probably the UK’s top-performing small agency. The Childline campaign has been winning significant awards around the world.

Q: These are strange and unusual times. How has the pandemic been for you personally?

L: The pandemic has been an extremely challenging time for everyone --period. So it’s hard to sit here and speak about the positives. But I personally can say that I’m thankful to be in good health, and grateful for the extra family time that the lockdowns and working from home gave us. That said, I can’t wait to go back to normal, because creativity thrives on interactions, discussions, laughs, quick comments, spot meetings, unordered questions. And no matter how much video calls have helped keep some of it going, it’s not the same. But again, I’m still very grateful that video calls were around, as we managed to stay together and keep on going thanks to them, and we created some of our best campaigns during this time.

Q: Do you have a side-hustle? What do you do outside your job as a counterbalance to the stresses and strains of your job?

L: I have three kids. They take me to another galaxy every time I spend time with them. It’s a great counterbalance to the stresses and strains back on earth. I also dream big about big passion projects, and I procrastinate big, too.

Q: In your career, which one piece of work are you most proud of?

L: It’s like asking me to pick a kid... but if I absolutely must, I think NOBODY IS NORMAL, for CHILDLINE, was a great piece of work to be part of. It was for such an important cause, and it resonated so strongly around the world. I still run into organic posts from people outside our industry calling it out on their social feeds, sharing it with their friends, with their family celebrating the message and the story –that means a lot.

Q: If you weren't in advertising, what would you be doing now?

L: Telling stories in whatever medium I could. Making movies, or writing, or posting. Nothing is more satisfying than telling a good story and having it enjoyed by the audience.

Q: Are awards important?

L: They are. Very important. Commercially and culturally for agencies. And they are important for the team, as motivation and reward, for giving it all you got. You can't win awards unless you've given it all you got.

Q: What does it mean to be a juror of The Caples Awards 2022?

L: I'm honoured. And grateful. The Caples are judged by creatives only. There is so much respect for creativity. It's been designed to help elevate the level of work the industry produces, not only to judge it. So yes, very honoured to be included in such an impressive community of creative professionals. And I can't wait to dive into it and enjoy the great work produced by creatives around the world.

Q: What sort of work are you hoping to see?

L: I think the main thing we need to do as advertisers is to catch people's attention, make sure that they get us, they don't forget us, and they ultimately take action when it counts. To do that, we need work that surprises people, that people feel they haven't seen before, that they enjoy so much that it stays with them. That's the type of work I'd love to see, no matter the medium, no matter the category.

Q: What is your one all-time favourite piece of advertising, the one idea you both admire and envy and wish that you'd done yourself?

L: That is a difficult one. Because there are sooo many ideas out there I admire and envy! But if I have to mention just one, I'll go with Sony Balls. It's real, you want to look at it, you are captured by what you see, moved by what you hear, you drool, you wonder, you want to give it a try, and when your guard is completely down, you read: "Color, like no other" --delivered at the perfect moment, so you believe the unique point of difference they are going for, and you don't forget it. Perfect.

Thank you, Lucas.