

Q&A: Susan Hosking

Worldwide Creative Director, Mother



Susan's bio is the shortest ever recorded at The Caples. 57 words that tell you she's a New Zealander in London looking out at the world.

Doesn't tell you how highly she is regarded. Or how damn good she is at this perplexing thing called advertising.

Anyway, here you go. Susan, to the point:

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

S: It's been ok, I'm pretty lucky really so can't complain. Very keen for it all to be over though.

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?

S: I'm normally a big traveller, but that's been thwarted these last couple years!

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

S: We recently did a piece for Bloody Good Period, which I hope is doing some good out there and helping to normalise periods and remove stigma and shame for everyone who bleeds.

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

S: I'd be a marine biologist in a remote area off Indonesia.

Q: Are awards important?

S: Yes, if approached in the right spirit!

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

S: It's wonderful to be a part of The Caples, and especially with Ben Mooge at the helm.

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

S: Work that surprises me.

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?

S: Viva la Vulva. Great category-breaking work that changed people's behaviour – and brilliantly executed by Kim Gehrig. Love.

