

Q&A: Martin Peters Ginsborg

Co-founder of Creative Think Tank KeepItStupidSimple, Copenhagen

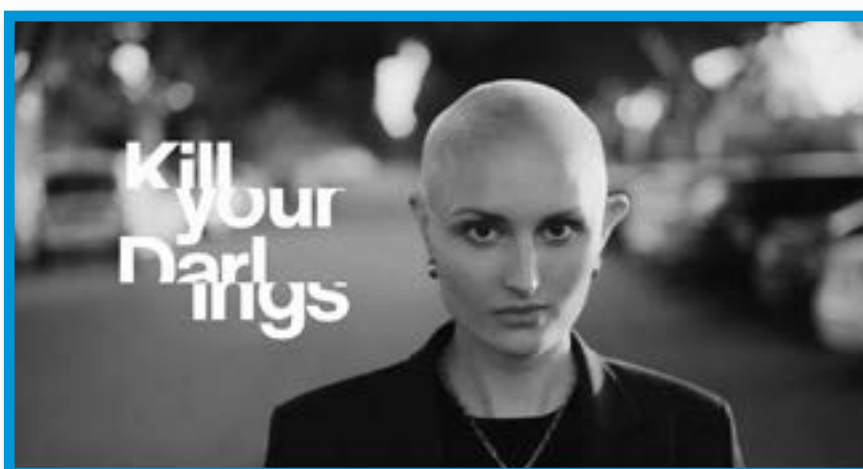
10 answers to 10 questions that let us peer into the mind of one of the world's leading creative directors.



In his bio, Martin forgets to mention that D&AD ranked him one of the world's top 20 copywriters in 2022 and The Drum did the same in 2023.

He was the writer of Rolling Stones Magazine's 'Rockstar of the Year' campaign (see below) which picked up a shelfload of awards.

He's also one of the driving forces behind the 40-minute documentary about advertising, "Kill Your Darlings". Young creative Anouk Jans sets out to ask the great and the good in the industry whether she has a future in it. (At the end, she quits her job.) Watch the film [HERE](#).



So, Martin, you're a top creative director. Do you have a side hustle? What do you do as a counterbalance to the pressures of your workplace?

When we started KeepItStupidSimple.Studio the idea was to keep it, well, stupid, simple, fun and fluid. To work in a way where we can live on different continents, work with brands and agencies, travel, surf, do yoga and raise families too. So far, we're keeping that stupid promise.

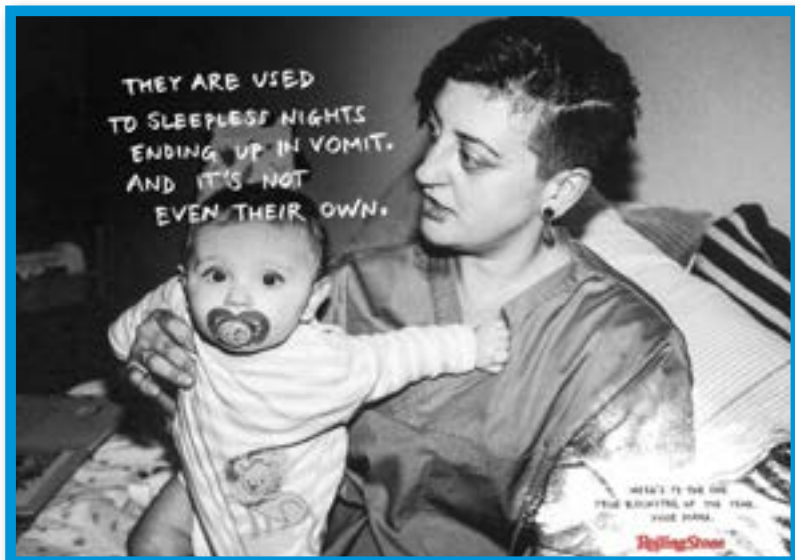
If you hadn't ended up in advertising, what would you be doing instead?

Like Jaques Seguela said, my mom still thinks I'm playing piano in a brothel.

In your career, what one piece of personal work are you most proud of?

During covid we collaborated with the director AliAli, Rolling Stones Magazine and VLMY&R to honour moms as the “Rockstars of The Year”. My mom really, really liked that one.

See the other ads and the case study [HERE](#).



What work has your agency/team produced you're particularly proud of?

At a time like this, when short-termism rules, our creative antidote has to be crafting ideas that last a little longer, and stay with us. When Carlsberg inked a new sponsorship contract with Liverpool FC, we worked with the lovely folks at WorthYourWhile and GlueSociety to tell that story. In permanent ink. On Liverpool fans.

See the campaign work [HERE](#).

What recent work have you seen from another agency (or agencies) that you would really like to see entered into The Caples? And why?

I really hope to see Stella Artois by GUT. In my book, that's just a phenomenal piece of work that fuses art, history, technology and brand in a perfectly effortless way.

The case study is [HERE](#).



Can you identify any trends which you and your fellow judges should be looking out for at The Caples 2024?

According to the internet, trends are dead. If there is something we should look out for and reward, it's the idea that brands should make themselves worthy of our time. Regardless of media, budget and technology.

Are awards important?

What is important is that we continue to talk about how we put a real value on creativity.

Impossible question. But what is your one all-time favourite piece of advertising, the idea you most wish you'd done yourself?

VW's "The Man Who Drives The Snowplow" is a great ad. Even by today's standards. And proves that storytelling is storytelling. It's funny, insightful, and relevant. What more do you want?

See the classic ad [HERE](#).