Dave Trott

Advertising Legend

"If you avoid the rejection, you avoid the opportunity"

Dave Trott has worked for over 40 years in advertising, developing a reputation as both a brilliant copywriter and as an industry leader. He has worked for and founded iconic agencies and has created some of the industry's most memorable campaigns for clients such as Toshiba, Holsten Pils and Ariston.

TOPICS:

- How to Buy Something You Don't Want
- The Meaning of Creativity
- Advertising - Why it's All About Execution
- Content Without Ideas isn't Content

LANGUAGES:

He presents in English.

PUBLICATIONS:

2023	Crossover Creativity
2021	The Power of Ignorance
2019	Creative Blindness
2016	One Plus One Equals Three: A Master class in Creative Thinking
2014	Predatory Thinking
2009	Creative Mischief

IN DETAIL:

Dave Trott trained in New York at Carl Ally Inc. He then moved back to London as a trainee copywriter where his campaigns included Pepsi's "Lipsmackinthirstquenchin" and Courage's "Gercha". Dave Trott founded the advertising agency GGT which was behind Toshiba's "Hello Tosh gotta Toshiba", Holsten Pils, Cadbury's Flake, Red Rock Cider, Cadbury's Creme Eggs, LWT posters, and Ariston's "Ariston-and-on-and-on". GGT was voted Agency of the Year by *Campaign* magazine, and Most Creative Agency In the World by *Advertising Age* magazine of New York. Dave left GGT and set up Bainsfair Sharkey Trott, then set up WTCS which morphed into CST and then merged with The Gate London, where Dave was the Chairman.

WHAT HE OFFERS YOU:

Dave speaks to audiences keen to learn his views on everything from how to run agency departments to how to create successful campaigns, while illustrating that creative thinking can be applied to almost every part of our lives.

HOW HE PRESENTS:

Advertising guru Dave Trott talks about creative thinking. He inspires audiences with his sound advice and in-depth knowledge with real-life stories and case studies all told in a humorous and practical way.