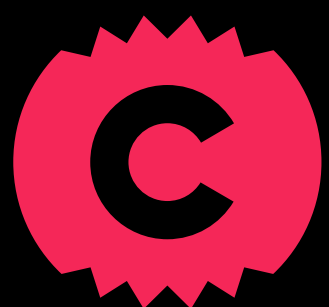


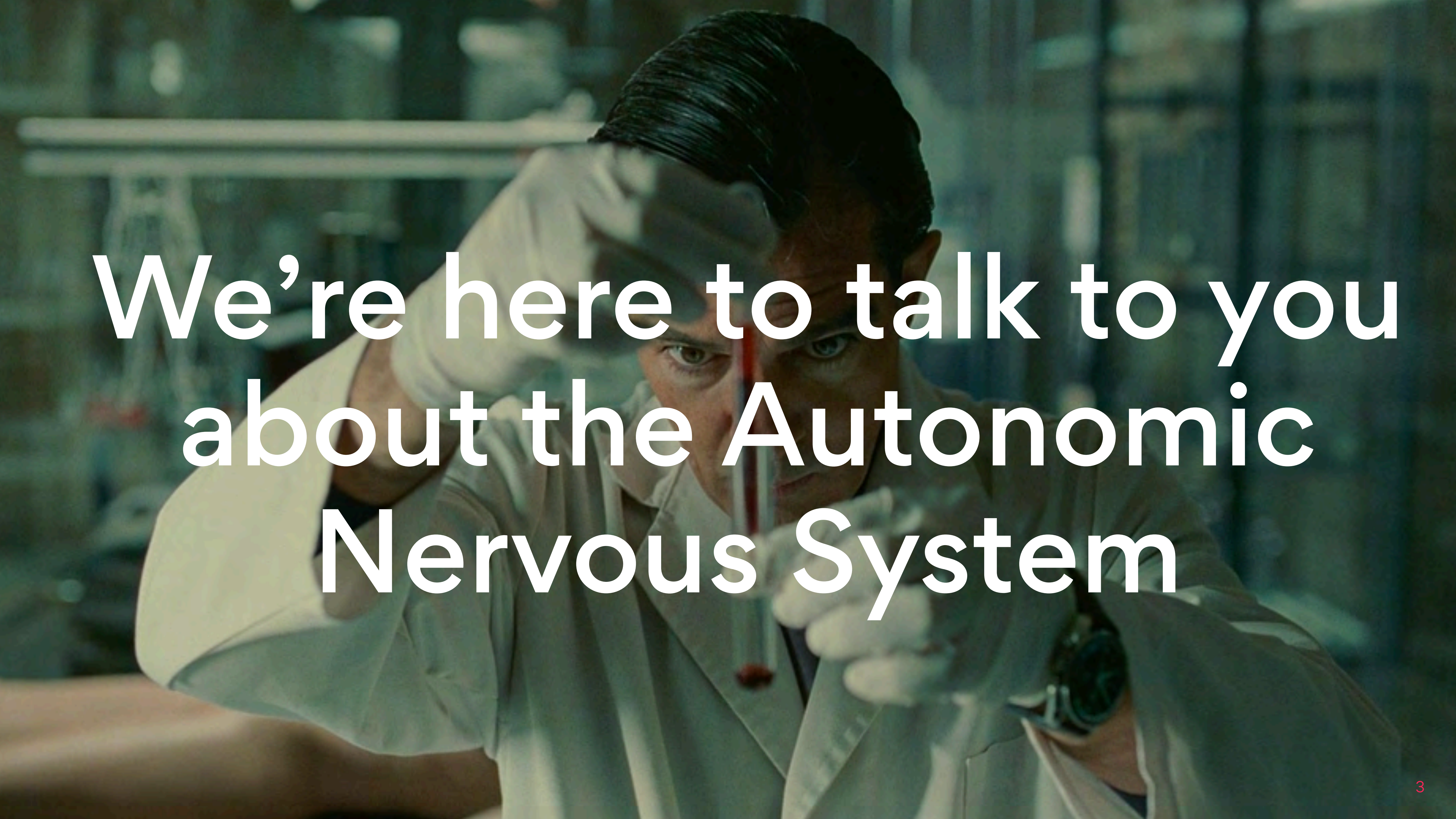
Fight, Flight or Freeze?

Fight, Flight or Freeze?

Or 'why throwing a few punches is
often the best way to win a fight'



CREATURE

A close-up photograph of a man in a white lab coat, wearing white gloves, looking intently at a test tube he is holding. The background is a blurred laboratory setting with shelves and equipment. The overall tone is professional and scientific.

We're here to talk to you
about the Autonomic
Nervous System

But it'll be fun.



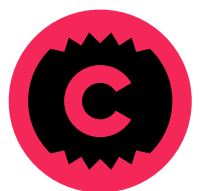
But it'll be fun. Promise.



But it'll be fun. Promise.
(And hopefully relevant, too.)



See, the Autonomic Nervous System is what governs our response to threat





When faced with
this guy...



**Real people have a built
in response**


A cinematic scene showing a man in a tan suit performing CPR on a man lying on the floor. Two other men in dark suits stand in the background, observing. The scene is set in an industrial or warehouse-like environment with a metal fence and concrete floor.

**Blood pours to our
extremities**



Our pupils dilate.

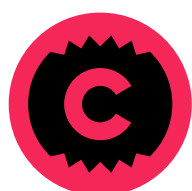


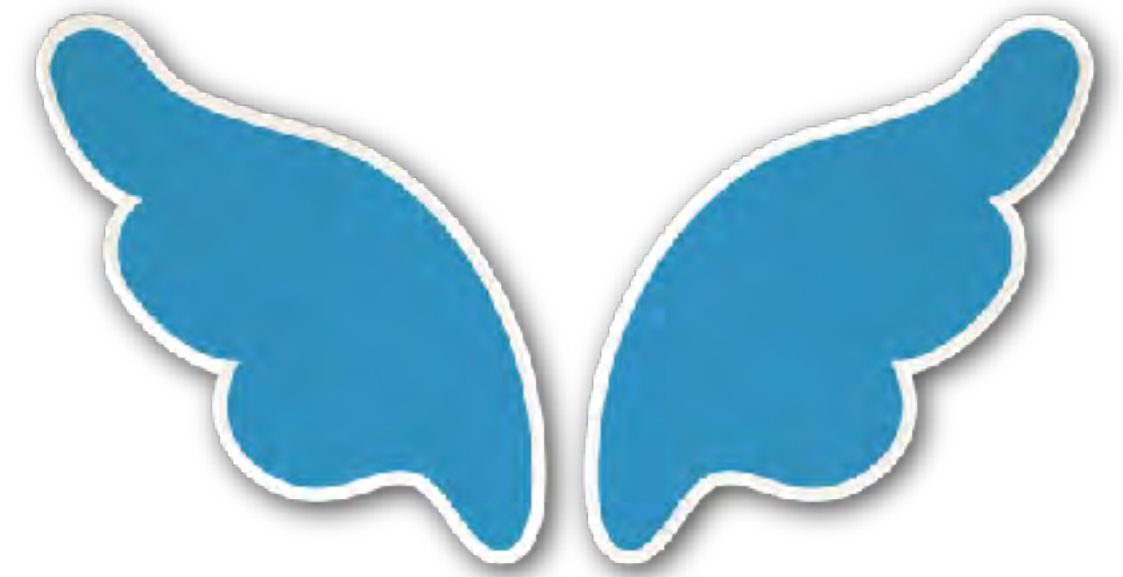
A woman with dark hair, wearing a red quilted jacket over a patterned top, is shown in a close-up shot. She has a surprised or concerned expression on her face. The background is a blurred office environment with cubicles and fluorescent lights.

Our bodies are
preparing to make a
very quick choice:



Fight?





Flight?





Or Freeze?





These are
fundamentally human,
evolutionary responses
designed to protect us
from this guy



And you see it all over
the natural world

A person wearing a red tracksuit stands in the center of the frame with their arms raised in a 'V' shape. They are positioned on a paved plaza or street. In the background, a city skyline is visible under a sunset sky with warm orange and yellow tones. Several cars are parked or driving in the distance. The overall scene conveys a sense of triumph or achievement.

**We're here today to
talk about fighting.**

And this guy is, in many ways, the hero of the story.



Meet the snapper shrimp





**While all other species
of shrimp froze their
way to the bottom of
the food chain**



Or did their best to make themselves invisible





The snapper (or pistol) shrimp developed one absolutely massive claw.

And now a 3cm long shrimp is capable of producing the loudest sound in the animal kingdom.



**In the entire animal
kingdom.**



218 decibels.



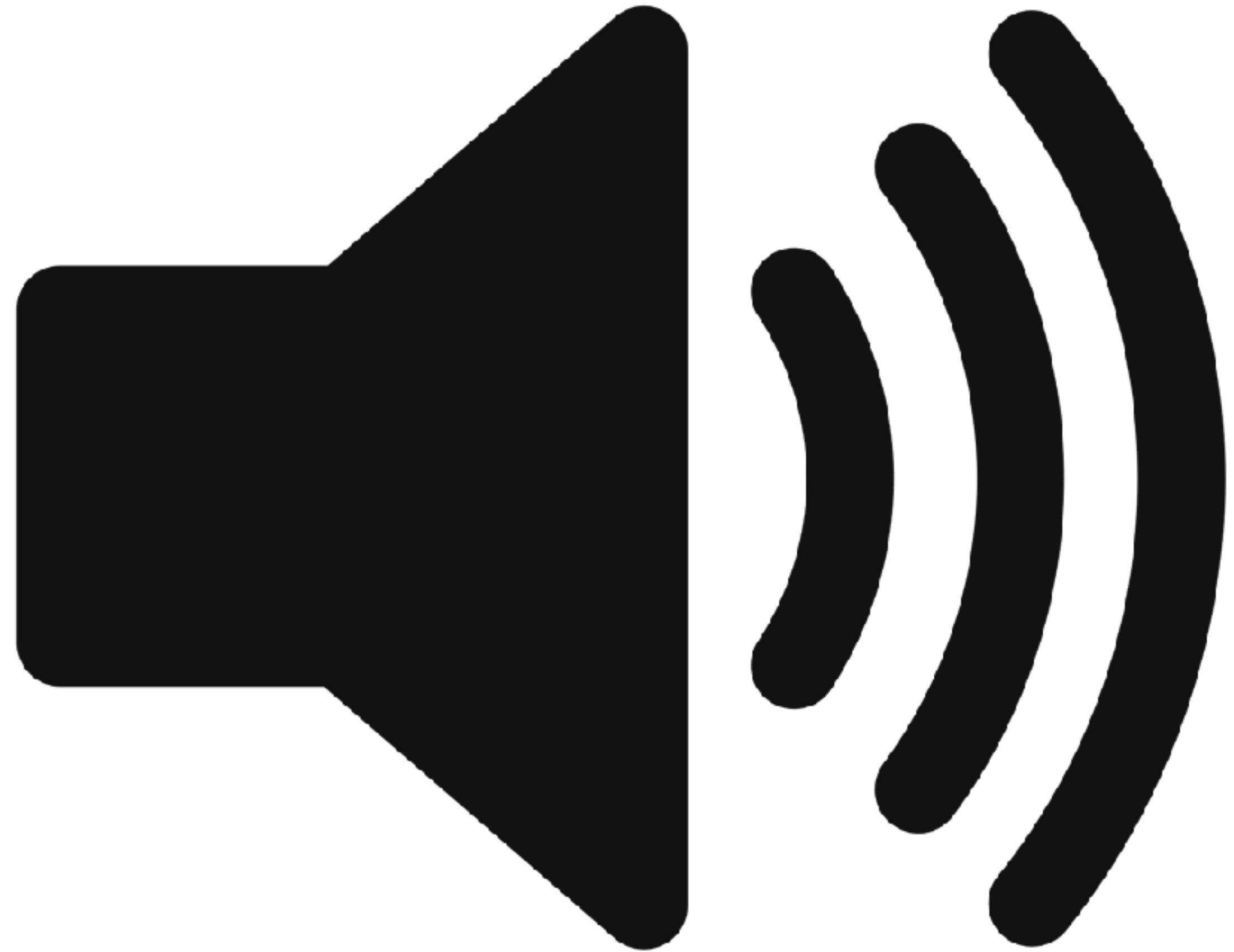
A musician wearing a black hat and sunglasses is playing a gold electric guitar on a stage. To his right is a large stack of Marshall amplifiers. The top amplifier is a 'MURDER ONE' model. Below it are several other Marshall amplifiers, some with the 'Marshall' logo visible. The background is a blurred stage setting with warm lighting.

Louder than a
Motorhead gig.

Louder
than a
tonne of
dynamite
exploding.



**THIS
LOUD:**



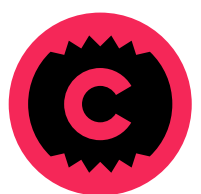


Not really. That would be
horrible.



Loud enough to not create a wave of sound, but a pressurised bubble of sound, as hot as the sun, that knocks out its prey or stuns a predator

The snapping shrimp is now thriving to such an extent that it is single-handedly making the whole ocean louder.





**Boss.
Ass.
Bitch.**

**Cool fish story, Dan, but
how does that apply to me?**

An understandable response





Well, we may not
face these guys on a
daily basis



But businesses have predators of their own...

GOVERNMENT ON THE BRINK

Utter chaos

THE BIG SQUEEZE

THE TIMES
Britain slides into crisis

Bank raises rates and warns of 13% inflation

The big squeeze

Missing in action

FINANCIAL TIMES
BoE warns of long recession as interest rates rise by half-point

Daily Mail
FREE DELIVERY FOR 6 WEEKS
LOCKDOWN BRITAIN

THE Sun
HOUSE ARREST

The Guardian
PM: 'Stay at home, this is a national emergency'

UK'S COST-OF-LIVING CRISIS
PAIN IN THE GAS

And perhaps too often
they choose Flight or
Freeze

(Because business leaders are real people with
ANS responses too)



**So we want to talk about
brands that choose to fight;
and how effective that can be.**

**In the face of all manner of predators
over the last 20 years.**



**Can we hear the creative
one talk now, please?**

Another understandable response.



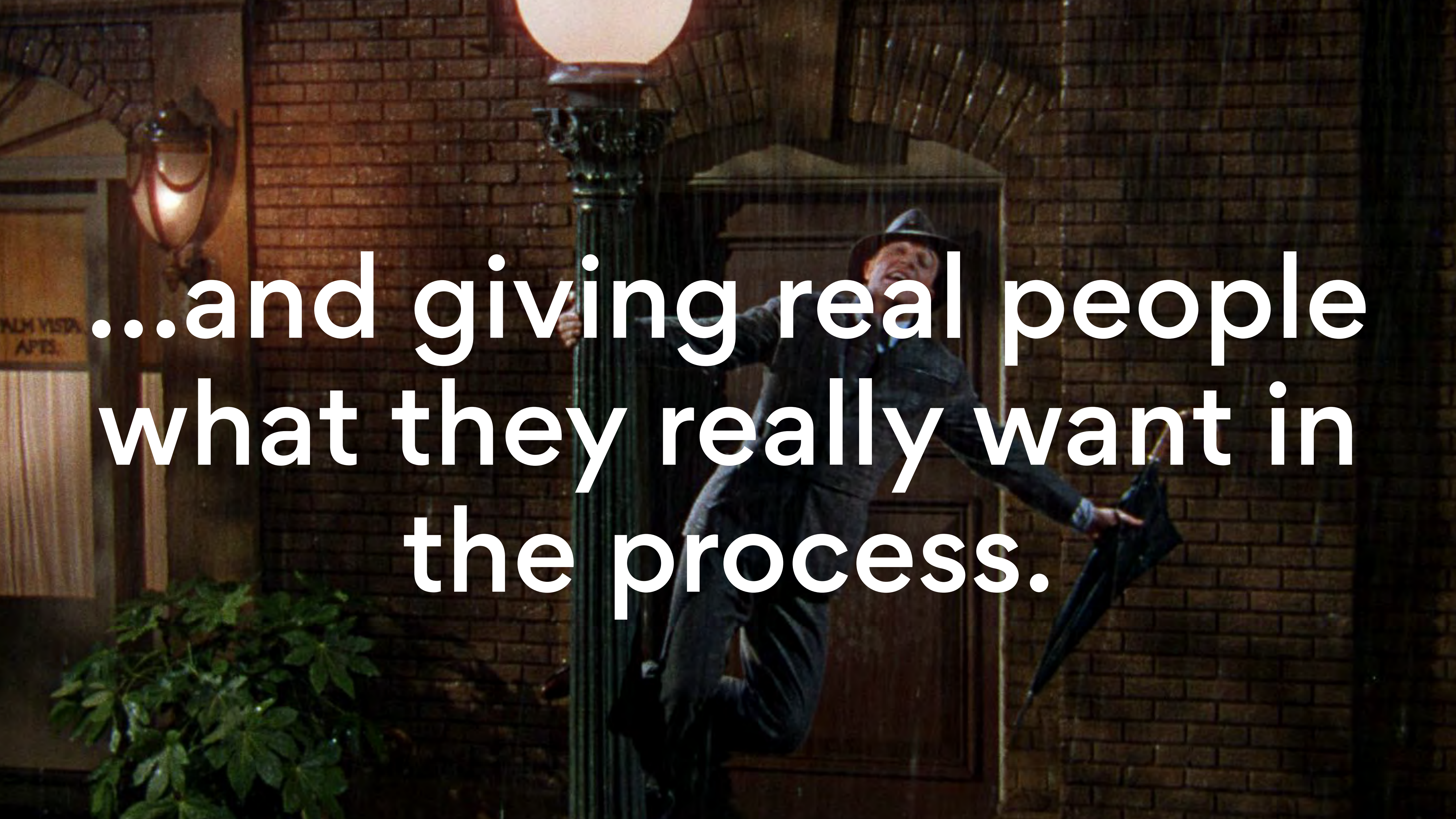
And maybe see some cool
ads or something?

One, last, equally understandable response.





Flying in the face of
convention in the face of
adversity...



...and giving real people
what they really want in
the process.

Predator 1 Circa 11/09/2001

Hot on the heels of the dot com bubble bursting, it's fair to say the world was not a particularly cheery place.





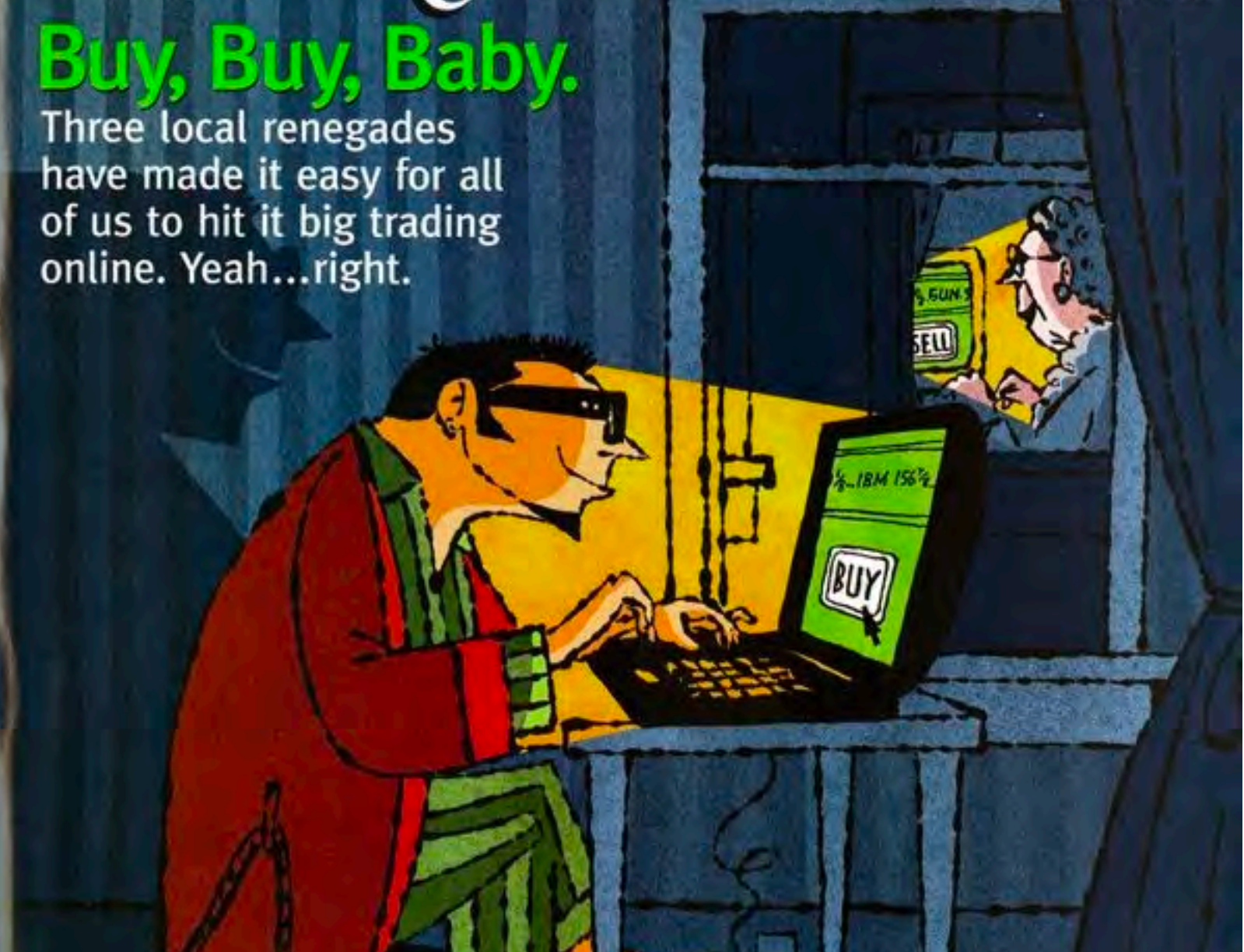
MADE YOUR MILLION YET?

The Greed Issue NOVEMBER 1999

San Francisco

www.Sanfran.com

Buy, Buy, Baby.
 Three local renegades have made it easy for all of us to hit it big trading online. Yeah...right.



The status quo is left tired, bewildered and searching for answers.



Nikon



CELEBRATING 200 YEARS

NEW YORK POST

METRO EDITION

ONLY 50c

Wednesday, September 22, 2002 / 9am / 50¢ / Weather: Page 70

www.nypost.com

ACT OF WAR



Ever since we introduced our new Coolpix® 5000 digital camera, the status quo has not been quite the same. That's because this camera has a 3 megapixel CCD to capture crisp, brilliant images with ease. A high-resolution 3x Zoom-Nikkor lens (28-85mm equivalent). A top shutter speed of 1/4,000 second. A built-in multi-mode flash and hot shoe. And a variable-angle LCD for increasingly easy viewing. Because at Nikon, great enough has never been good enough. The New Digital Coolpix 5000.



X-Box - Champagne (March 2002)

LIFE IS SHORT

PLAY MORE



XBOX

WWW.PLAYMORE.COM

One of the first ever viral videos thanks to being deliberately smaller than 2mb (and thus sharable via email)

Coming from well behind, Xbox had its best ever month of sales following the advert going live, selling out Gamecube 2 to 1 and selling 34% more games than Nintendo

This was when Microsoft arrived in console world.





PlayStation - Mountain (Nov 2003)

This approach contributed to a massive Christmas period for sales of the PS2, with Value Share of the console market increasing by 3pp to 77%.

fun, anyone?



Predator 2 Circa 2008

Time to take a breath, right? Nope. Barely 5 years later, the fall of Lehman Brothers kickstarted the greatest global crash in decades. More fun times for businesses and brands.





The how and why of Doctor Who

THE TIMES

Monday September 16 2008 Timesonline.co.uk No 69430 80p

Lehman collapse sends shockwave round world

Shares and oil prices plunge, thousands lose jobs

IN THE NEWS
Zimbabwe demands cash for white farmers
Deadly dam operation
Clogging problem
RSPCA quits Crufts
Tennis mega-deal
Armstrong & Miller Listen to our cultural critics argue about how to put laureate Ralph Vaughan Williams

FREE HOME DELIVERY

THE Sun 30p
Tuesday, September 16, 2008
ALL FOR A CREDIT CRUNCH-BUSTING
30p

FREE Jamie Oliver DVD
WITH THIS PAPER
RECIPE CARDS VOUCHER ON DVD BACK PAGE

£50bn WIPED OFF SHARES

CRASH BANG WALLOP

- Mega-bank Lehman Bros folds
- 25,000 fired, 5,000 in UK

William singles out RAF

Satanist gang kill 4 teens

FREE HOME DELIVERY





Advertisement

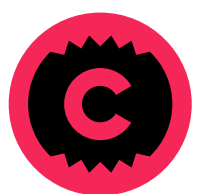
T-Mobile - Dance (Jan 2009)

This campaign directly led to:

- **16% increase in in-store footfall**
- **20% increase in online orders**



Life's for Sharing





Cadburys - Eyebrows (Jan 2009)

Most watched Ad of 2009
With more more than 16 million
views on YouTube by 2010

But most importantly: every £1
spent on advertising achieved
£4.19 in revenue



And the ad achieved Cadbury's
ambition for fame by
becoming embedded into
popular culture



Predator 3 Circa 2013

A slightly more UK-centric predator this one - as years of austerity started to bite, and the waters of political turmoil started to stir, politics in the UK started to get pretty messy...





Vote Conservative

Fairy lasts 2x longer than the next best-selling brand



Over the years, generations of families have trusted Fairy's cleaning power because it lasts a long, long time. And today it lasts twice as long as the next best-selling brand.

That's FAIRYCONOMY

Based on all claims developed 3 months



from 2013 The Guardian



Thanks for sharing a Coke. with us this summer.



A man in a dark suit and tie is seated at a white grand piano, playing. The scene is dimly lit with a strong blue color cast. The piano is on the right side of the frame, and the man is seen in profile, facing right. The background is dark and indistinct.

Green Party - Harmony (April 2015)

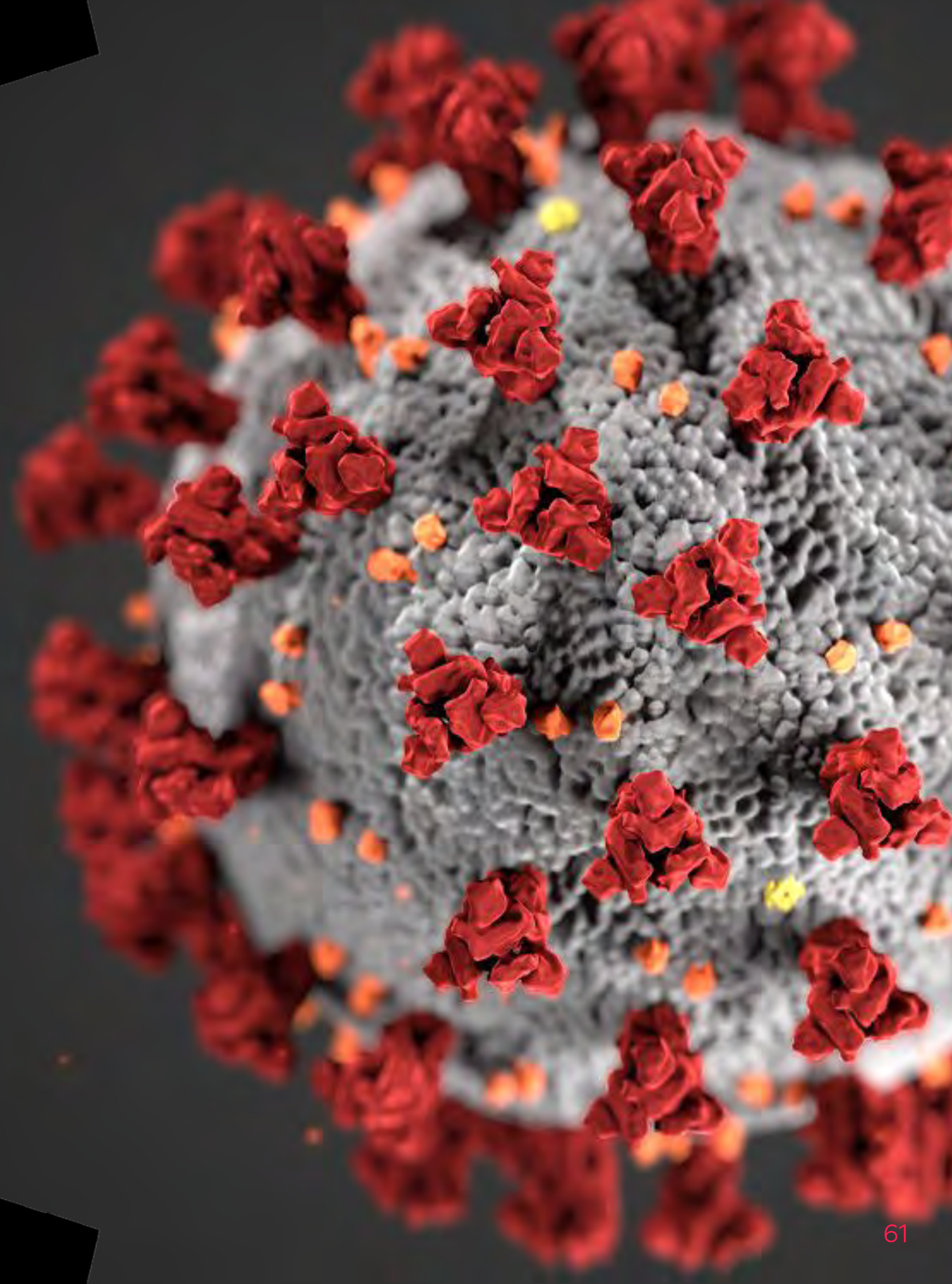


Membership of the Green Party grew by 300%, making them the largest political party (by membership) in the UK; and, most importantly, all of the other political parties realised how silly they'd been, and everything's been totally fine ever since.



Predator 4 Circa March 2020

We probably don't need to
explain this one, do we?





-LIFEBUOY-
THE WORLD'S 1ST
 TO REPORT THAT IT
IS OVER 99.9% EFFECTIVE*
AGAINST THE COVID-19 CORONAVIRUS

*As per lab test.
 Washing hands with soap & water or use of alcohol-based sanitizer is one of the recommended measures to reduce spread of Coronavirus.



GUINNESS

**EVERY
 COVID-19
 COMMERCIAL IS
 EXACTLY THE SAME**

NHS HM Government

LOOK HIM IN THE EYES

AND TELL HIM YOU ALWAYS KEEP A SAFE DISTANCE.

Anthony
 Covid-19 patient

STAY HOME ▶ PROTECT THE NHS ▶ SAVE LIVES

NHS HM Government

LOOK HER IN THE EYES

AND TELL HER YOU NEVER BEND THE RULES.

Lorna
 Covid-19 patient

STAY HOME ▶ PROTECT THE NHS ▶ SAVE LIVES

NHS HM Government

LOOK HIM IN THE EYES

AND TELL HIM THE RISK ISN'T REAL.

Tony
 Covid-19 patient

STAY HOME ▶ PROTECT THE NHS ▶ SAVE LIVES



Tesco - Nothing's Stopping Us (Nov 2021)

- 5,000 complaints, sure. But:
- 6.1% YoY revenue growth for the 19 week Christmas trading period (to £19.7bn)
 - 7.8% YoY revenue growth for the 3 weeks preceding Christmas



Predator 5 Circa March 2022

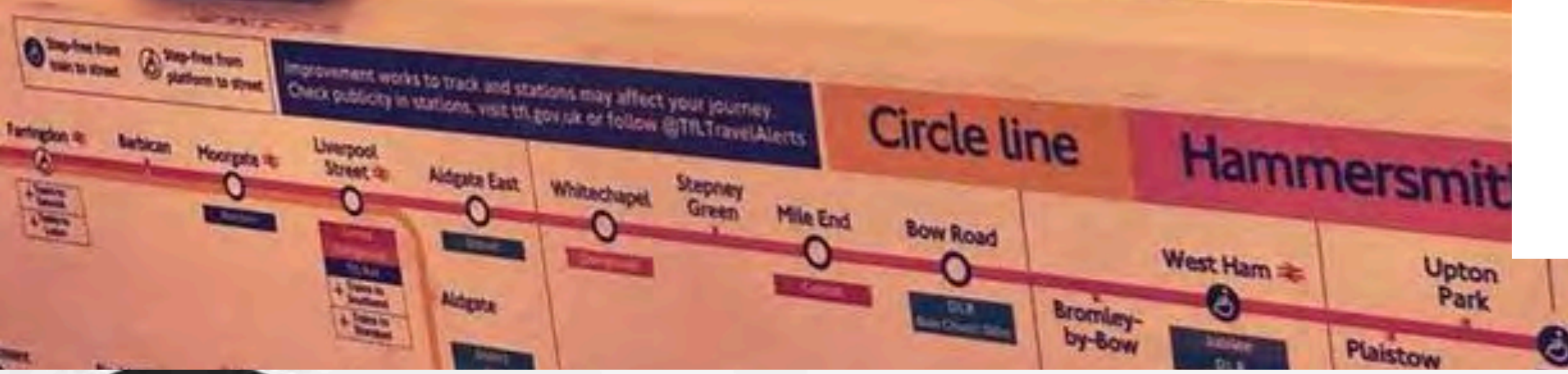
And right now... Well,
honestly, where do we
fucking start?



No fuss, low cost
cremation – £1,195.

www.beyond.life

Compare funeral directors | Bespoke funeral plans | Free will writing | Estate administration



Now on Channel 4,
a special ad break brought to you
by companies who want to highlight some
of the ways they can help their customers
during this difficult time of rising prices.

Support 110 years of independent journalism.

Subscribe | Sign In

All Sections | Q

Politics World Culture Ideas Comment Long reads Business State of the Nation Spotlight Magazine

THE NEW STATESMAN

Quickfire • 3 November 2022

Advertisers, please stop exploiting cost-of-living anxiety

At best, it's an unhelpful reminder of the financial issues we face. At worst it's cynically capitalising on our anxieties.

By Hugh Smiley



We want you
to spend less
with us.

We know it's tough right now. Which is why we want to show you all the ways we can help you spend less and use a Clubcard to get more for your money. From your food and fuel, to your phone and finance.

Because right now, every little helps.

TESCO
Every little helps



Dunelm - Wits' End (Nov 2022)

This campaign saw an 11% uplift in sales vs. a control region and Dunelm overtook Ikea as the highest considered homeware brand nationally for the very first time



Predator 6 Circa right now

Friend...



Predator 6 Circa right now

...or ruthless killing machine sent from the future ultimately to destroy all of humanity as we know it, and make really beige creative work in the meantime.



BBDO WARNS AGAINST GENERATIVE AI FOR CLIENT WORK

BBDO Worldwide President and CEO Andrew Robertson encourages exploration but raises copyright concerns

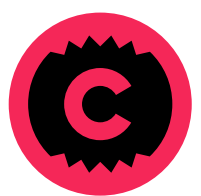
By [Aleda Stam](#). Published on April 25, 2023.



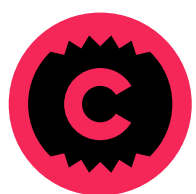
Is it something
that's going to
destroy creativity
as we know it?



Just dick about
with it?



Or might there be a world in which the people you trust to drive value through creativity can use it to open doors?



**SOME KIDS
DREAM OF
RIDING
MYTHICAL
CREATURES.
OTHERS DREAM
OF OWNING
A BIKE.**



CHILD
POVERTY
ACTION
GROUP
help us
imagine
a better future

**SOME KIDS
DREAM OF
FLYING CARS.
OTHERS
DREAM OF
OWNING
A VIDEO
GAME.**



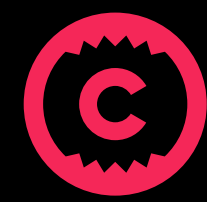
CHILD
POVERTY
ACTION
GROUP
help us
imagine
a better future



IMPALA
BY CREATURE

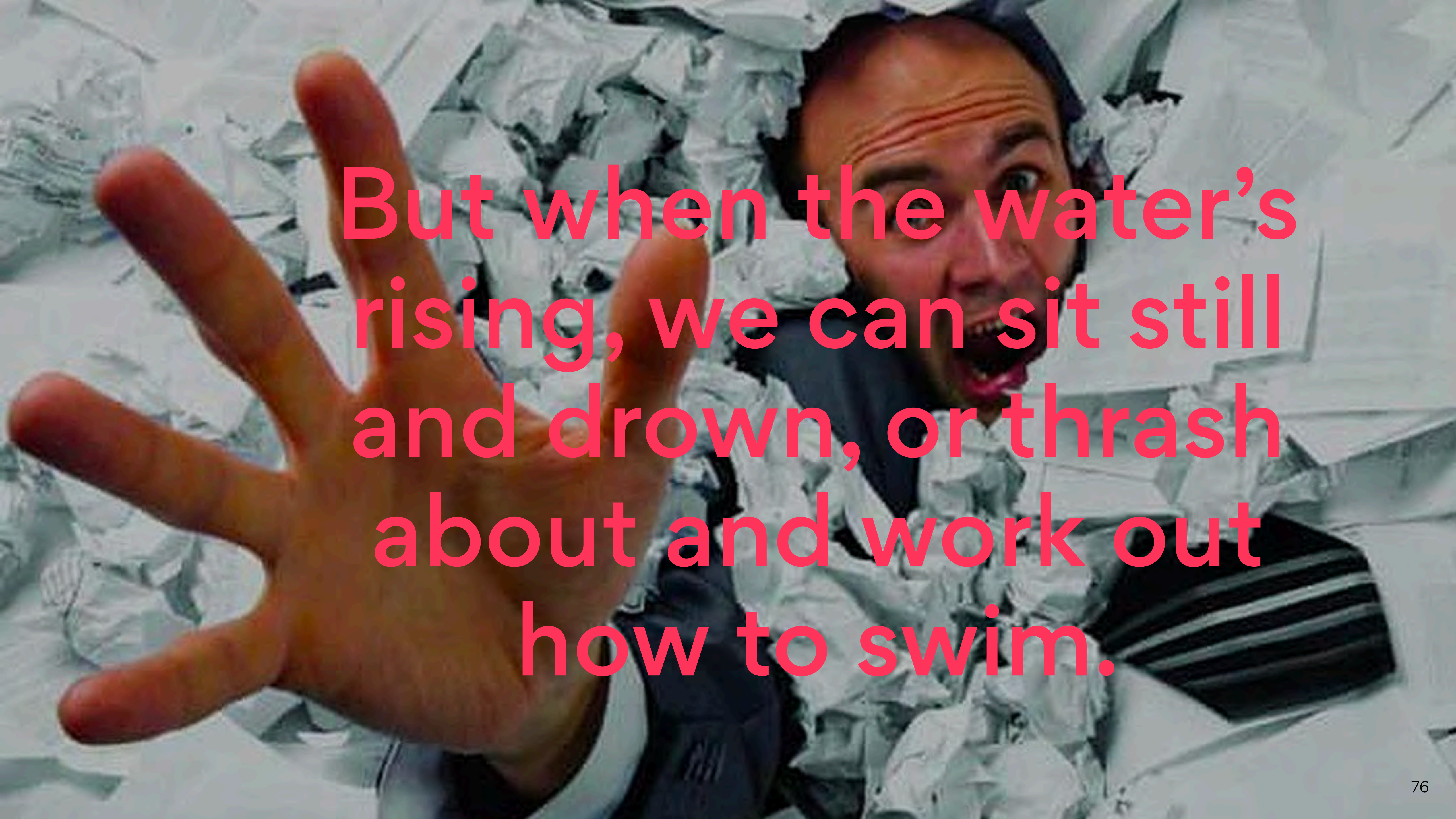


MAGIC ANT
BY CREATURE



An aerial photograph of a river with white water rapids. The water is a mix of dark green and white foam, indicating turbulent flow. The rapids are spread across the width of the river, with some areas showing more intense white water. The surrounding landscape is not clearly visible, but the focus is on the dynamic movement of the water.

**It's tough out there
at the moment.**

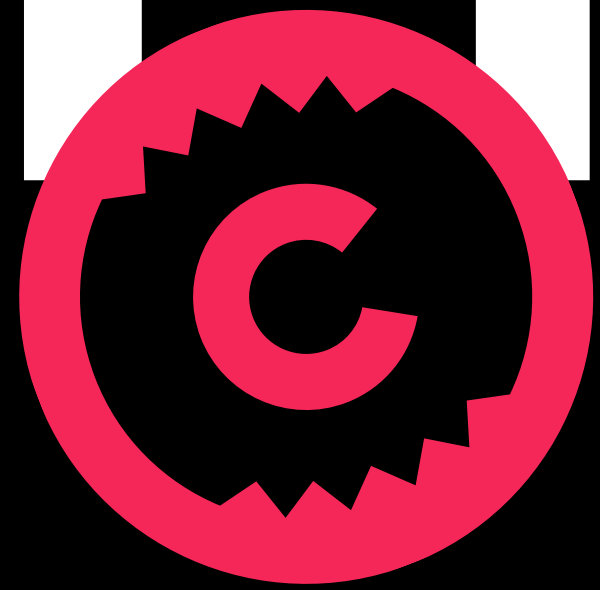


But when the water's rising, we can sit still and drown, or thrash about and work out how to swim.



**Or, to put it another way, grow a massive
fuck off power-claw.**

Thank You



Let's **Misbehave**