

Inspirational disruption from 2015's industry leaders

 By Leigh Andrews

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Future thinking you can apply to make this continent a better place from Ran Neu-Ner and Gil Oved of The Creative Counsel (TCC), jointly named The Annual AdFocus 2015 Industry Leaders of the Year.

It's been an [amazing year](#) for The Creative Counsel, with the latest accolade that of group co-CEOs Ran Neu-Ner and Gil Oved both named *Financial Mail's* The Annual AdFocus 2015 Industry Leaders.



Annual AdFocus 2015 Industry Leaders of the Year: The Creative Counsel group co-CEOs Ran Neu-Ner and Gil Oved

The award is given to individuals who have made an impact both in their own organisations and in the industry. The 40-year-old duo have definitely done so, as the largest local ad agency group by turnover and staff. Their recent acquisition by Publicis Groupe is testament to this. But things weren't always plain-sailing from the start of the race as they always stood out for going against the grain.

I caught up with Neu-Ner and Oved to find out more...

■ 1. What does the win mean for you both individually to be seen as industry leaders?

Neu-Ner and Oved: We appreciate any recognition, in particular that from our own industry. When we entered the industry we never imagined that we would ever be industry leaders; we were always seen as the black sheep - no adhering to any of the norms or rules. We also never entered any creative awards as we believed the only award that was important was happy clients that stayed with us. This seemed foreign in the agency world, which was obsessed with awards. Perhaps this award shows that the industry is finally getting the disruption it so badly needs.

■ 2. What does it mean for the agency's already stellar reputation?

Neu-Ner and Oved: The award really cements our position as a creative force in the industry as opposed to that of 'the execution guys!' This is where we see ourselves heading - leaders in creativity that drives action and transaction.

■ 3. Sounds great. Any plans for 2016 you can let us in on?

Neu-Ner and Oved: Yes, 2016 will be the year of transformation and expansion into Africa. We are very serious about

transforming the industry in a sustainable way. The current transformation model in the industry is unsustainable. In fact, it sets up young black entrepreneurs to fail after a year. Too many costs, unstable revenue and little loyalty doesn't allow these talented guys an opportunity to build infrastructure - and that sets them up for non-delivery and failure.

That's why their advice to others in the industry is to champion innovation and, in doing so, create a new era that advocates creative excellence, adds to the bottom line and spurs transformation across the continent. Little wonder they're seen as the best of the best.

[Click here](#) for the full list of Annual AdFocus winners, [here for more on The Creative Counsel](#) and [follow their Twitter feed](#).

ABOUT LEIGH ANDREWS

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