



Visual Creativity

For the mobile age

Hello



Hi, i'm Alex

Creative Partner of Nimbletank, UK's most awarded Mobile Agency

Canne Lion Mobile Winner

26 Awards with Nimbletank

10 years experience

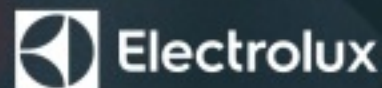
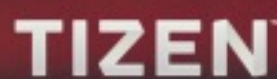
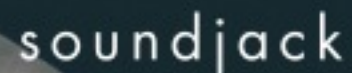
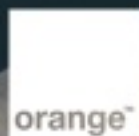
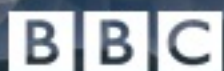
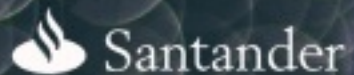
Mentor at the SCA

Judged at many leading awards

In short, we are

The Mobile Transformation Agency™





Today

Today

Visual Creativity



Live life.

CREATING
THE
LIVING
NETWORK

INTERDIGITAL

Tomorrow never wait

When will you
by what

The Best-Run Businesses Run

Digital Core

SHINE
WITH
METAL

ALWAYS
IN POWER

TECHNOLOGY
IS
GREAT

AGE, IT'S NOT
WHAT YOU THINK

CAPTURE
AWESOMENESS

beat
yesterday

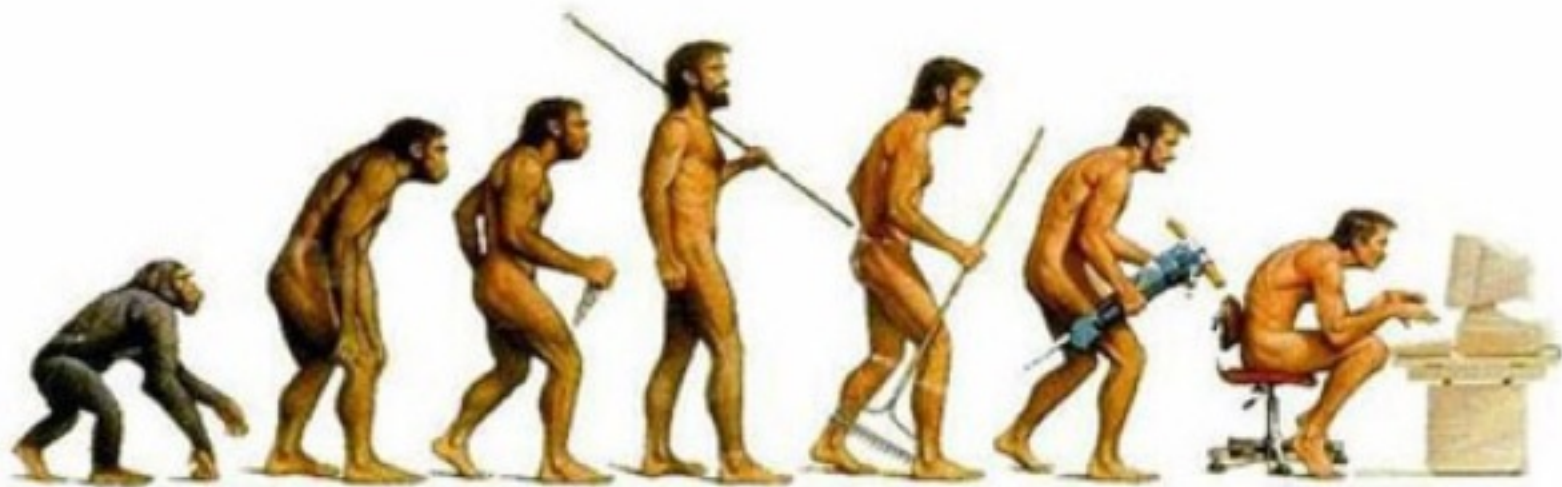
ST
life.augmented

VIVE

THIS IS REAL
virtual reality beyond imagination

Why is visual creativity important to mobile?

**Because we believe it
helps drives emotional
engagement**



**Our expectations of creativity are constantly evolving,
with users hungry for a deeper emotional experience**

Our current mobile expectations

Why




Expectation
Food one tap away

Why

Expectation
Content at your finger tips



Why



Expectation

Socialising around the world

Why

Expectation
Being connected 24/7

02:25:43



**Humans
now have
a worse
attention
span than
Goldfish**



**Humans in 2015:
8.25 seconds V
Goldfish 9
seconds**

**Humans in 2000:
12 seconds V
Goldfish 9
seconds**

**How can we stay
creative and relevant
for our user?**

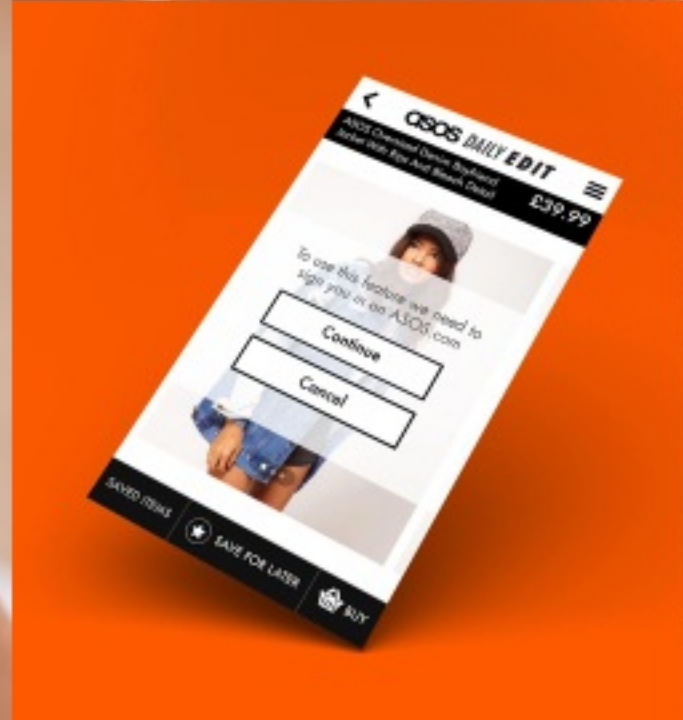
5 Principles

01

**Aim for the heart:
deliver content + context**

asos



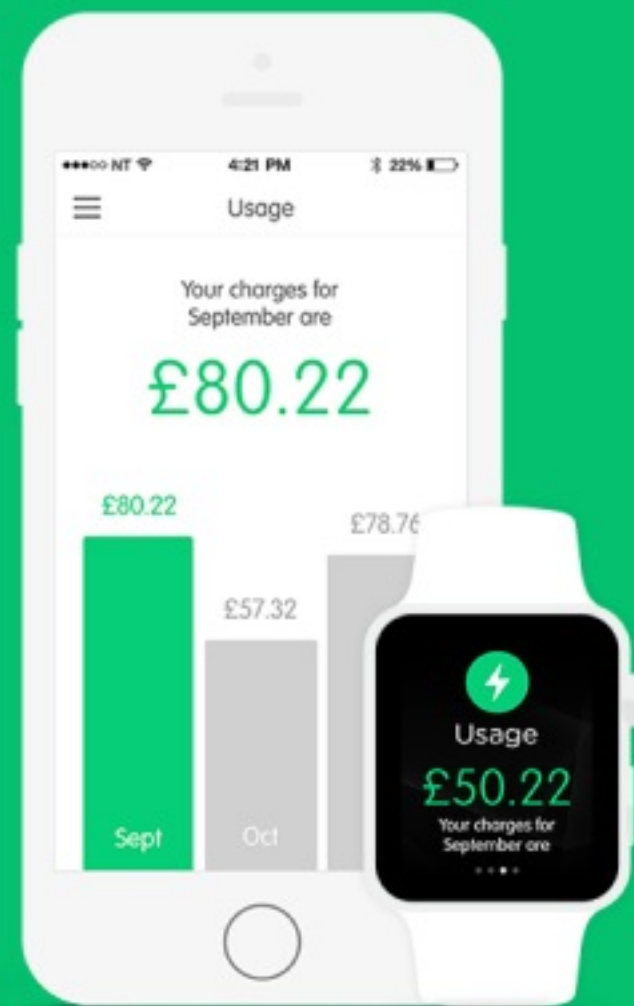


02

**What's
the story?**

03

**Surprise
& Delight**



04

**Listen to
the data**



SNAPPA

05

Make it fun

- 01 **Aim for the heart: deliver content + context**
- 02 **What's the story?**
- 03 **Surprise & delight**
- 04 **Listen to the data**
- 05 **Make it fun**



Thank you

Alex Mulder

Creative Partner

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