

# STRATEGY ISN'T THE ENEMY: How to Elevate Creativity & Deliver Results

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## ABOUT STRATEGY ISN'T THE ENEMY:

### HOW TO ELEVATE CREATIVITY & DELIVER RESULTS

#### Overview:

What if strategy wasn't a barrier to creativity but its biggest champion? Truth is strategy and creativity aren't at odds: they're partners in building work that truly resonates. This masterclass is for those who want to bridge the gap between big ideas and business results, using strategy as a springboard for pushing creative boundaries. Dive into how aligning culture, creativity, and commercial goals leads to campaigns that don't just shine but stick, while discovering tools and mindsets that make the journey more exciting for everyone involved.

#### Objective:

Show how strategy isn't the enemy, but rather a powerful ally in elevating creativity and making campaigns that both shine and resonate with the stakeholders and audience alike. This is for those who want to collide creativity, culture and business results - to create better, more interesting work with a great journey getting there.

## ABOUT THE SPEAKERS

This workshop will be hosted by **Nicole Ingra**, Insights & Strategy Director, from Ingra Labs, Barcelona.

Nicole Ingra is the founder of Ingra Labs, a strategy consultancy helping brands - and the people behind them - navigate change. A Global Insights & Strategy Director with a decade of experience shaping narratives that bridge culture, technology, business and creativity for some of the world's most iconic brands, she has worked with Netflix, Heineken, TikTok, Beats, and Samsung across markets spanning the Americas, Europe, the Middle East and Asia.

Known for transforming complex ideas into sharp insights that spark creative solutions, Ingra thrives at the intersections of creativity and innovation, inspiring teams to think differently and create work that connects on an emotional and cultural level. Her speciality is uncovering the cultural tensions that drive behaviour and turning them into actionable strategies that resonate locally and globally.

A sought-after speaker, host and workshop leader, Ingra brings clarity, curiosity, and grounded enthusiasm to every stage, empowering creatives and decision-makers to navigate the challenges of today while building relevance for tomorrow. She aims to always leave her the audience with the thrilling feeling of "I haven't thought about it that way".

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## SCHEDULE

Date: Saturday 22<sup>nd</sup> March 2025  
Time: 11.00 – 12.00  
Venue: Room Pattaya 6, Mezzanine Floor, PEACH  
Remark: Pre-Registration is required

## ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2025
- To register, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to only **50 delegates only.**

For more information, contact [Workshop@ADFEST.com](mailto:Workshop@ADFEST.com)

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