

Gaston Legorburu

Global Chief Creative Officer, SapientNitro

Gaston Legorburu is co-author of the *New York Times* Best Seller *Storyscaping—Stop Creating Ads, Start Creating Worlds* and Worldwide Chief Creative Officer of SapientNitro, a new breed of agency that is redefining storytelling for an always-on world. Recognized by “Adweek 50” as a game-changer who is modeling the agency of the future, Gaston sets much of the strategic and creative vision for the agency and provides clients with forward-thinking insights on their most critical marketing challenges. This has earned him a seat on the juries of such prestigious advertising award shows as D&AD, Art Directors Club, Cannes Festival of Creativity, New York Festivals, The One Show and the Webbys. Gaston is also a participating board member of the International Academy of Arts and Sciences (IADAS).

Recent Speaking Engagements:

Meet the Disrupters Seminar w/ Spike Jones

2014 Cannes festival of Creativity

Revolutionizing the Art of Storytelling

Adobe Digital Marketing Summit EMEA

<http://2014.summit.adobe.com/emea/>

Creativity and Technology: Moving from a Story Told to a Story Lived

SXSW Interactive Festival 2014; OMMA at SXSW
Keynote session

Florida Governor’s Conference 2014

<http://floridatourismconference.com/speaker-lineup/gaston-legorburu/>

Topics To Be Presented:

Storyscaping, Creativity, Creativity & Technology, Digital Marketing & Advertising, Storytelling in an Always on World

Video Link:

Book Talk & Reading July 2014

<http://new.livestream.com/uainmedia/storyscaping>

The Reinvention of Brands & Marketers

<http://tv.adobe.com/popout/1507/23280/allowRestoreOnly/autoplay/>



To inquire about speaker availability, please contact Sarah Bruckner (sbruckner@sapient.com) 617.336.5478.

“ I have known Gaston for years. He has always been a big advocate of story and storytelling systems. In this book he reveals his in-depth passion alongside a set of inspirational practices that will help us all become better storytellers, better story-doers and better story-systems builders.”

--Jonathan Mildenhall, *Former Senior Vice President, Integrated Marketing Content and Design Excellence, The Coca-Cola Company*

“ During the 2013 Meet the Disruptors seminar at Cannes, Gaston led a provocative interview with Dame Vivienne Westwood. Together they investigated the importance of capturing the human story and how having a true purpose behind your brand is necessary and timeless. The packed house responded with a rare display of appreciation; a standing ovation.”

--Alison Fulker, *Former Director of Content, Cannes Lion*

“ As a trailblazing visionary in the world of advertising, Gaston conceived the Storyscaping approach to redefine the way brands connect with consumers. He has a unique ability to pull the ever-morphing pieces together, making them all fit, look great and work effectively. His presentations are not only enjoyable, they actually inspire us because the way he presents the content is so simple - it's kind of like that moment where you wonder, 'why didn't I think of that?'”

--Mark Zablan, *President of Adobe EMEA*

A story lived is better than a story told.

Creating worlds of immersive experience – a book on Storyscaping by Gaston Legorburu and Darren McColl.

Storyscaping is a fresh approach to making meaningful brand-consumer connections. It takes the power of story, adds the necessary element of experience and creates worlds where consumers connect with brands – not just by seeing clever ads, but through immersive experiences with the brand. One main goal is to surprise and delight consumers so much that the brand becomes part of the consumer's story.

This book explores the use of storytelling to build emotional connections, demonstrates the value of real engagement through immersive experiences and it illustrates how to create an Experience Space of consumer participation. A practical guide; giving a step-by-step approach on how to move beyond telling brand stories, to creating robust, engaging worlds, that more effectively resonate with today's highly connected and digitally-empowered consumer.

The philosophy, approach and application model are all described in depth, encouraging readers to think about businesses and brands differently and walk away with a new approach that offers practical structure and function.

Learn more about Storyscaping: Stop Creating Ads, Start Creating Worlds www.storyscaping.com



SapientNitro SM, part of Sapient © (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapientnitro.com

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