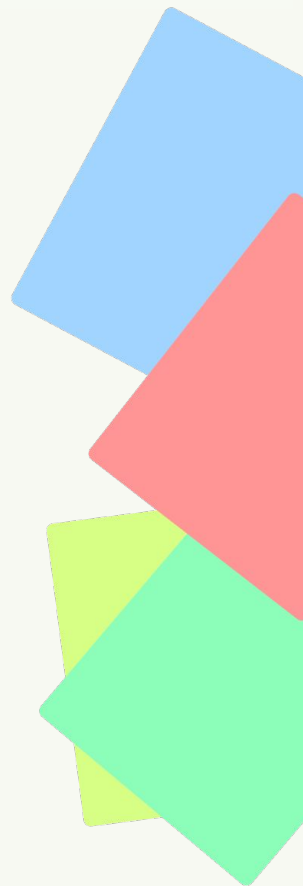


# Resource Hub

## OVERCOMMITTED: THE ART OF DOING LESS

Books and resources recommended by our speakers, that will help you unlock your creativity.



## 1. Books & Literature

- **"The Creativity Leap"** by Natalie Nixon

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- **"Sorry, Spock, Emotions Drive Business"** by Adam Morgan

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- **"Discipline of Market Leaders"** by M. Treacy & F. Wiersema

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- **"Use Design to Design Change"** by James Hurst

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- **"Positioning: The Battle for Your Mind"** by A. Ries & J. Trout

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## 2. Blog Posts & Articles

- **A report for creative leaders: "Overcommitted"**

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- **Blog: "The state of in-house creative teams"**

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- **Deep Dive: "Overcommitted, but still strategic"**

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- **Playbook w/Palo Alto: "Not Your Average Cybersecurity Playbook"**

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- **Medium articles by Adam Morgan: "Real-world experience rebranding enterprise companies"**

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## 3. Commercials & Case Studies

- **Old Spice "The Man Your Man Could Smell Like"** – A case study on creative differentiation through audience insights.
- **Airbnb "Voicemail Islands" Campaign** – A case study on balancing brand storytelling and performance marketing.
- **Nike & Colin Kaepernick "Just Do It" Campaign**
- **Patagonia's "Don't Buy This Jacket" Ad**
- **Ben & Jerry's Activism-Driven Marketing**
- **Amazon Web Services' (AWS) Data Use in F1**

## 4. Websites & Links

- **Marketoologist by Tom Fishburne** – A collection of humorous insights on marketing.

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- **System1 Research on Creative Advertising** – Data-backed insights on how emotion impacts ad effectiveness.

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- **"Using AI to Build Aesthetic Intelligence"** – James Hurst's Online Course - deep dive into AI's role in creative workflows

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- **Gift from Natalie Nixon, PhD** - Unlock your creative potential with Natalie

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- **Overcommitted Summit Slack Community** – A place to continue networking and discussions post-event.

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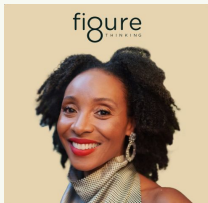
- **Superside's Virtual Event** - Website that will help you stay up to date without virtual events.

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# Speakers' Slide decks

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**Session #1:** Thriving as a Creative Thinker: Balancing Vision and Execution ([SLIDES](#))



**Session #2:** Building a Brand That Lasts: Strategy, Emotion, and Execution ([SLIDES](#))



**Session #3:** The Funny Side of Creative Marketing ([SLIDES](#))



**Session #5:** The New Era Of Creative Leadership ([SLIDES](#))

Summary of Session 4:

## BEYOND THE NUMBERS: THE CREATIVE POWER OF DATA



In this session, Ryan Hammill (Creative Director at ServiceNow) and Malik Sulieman (Creative Director at Cash App) discussed how data and creativity intersect in modern marketing. The conversation explored when to rely on data, when to ignore it, and how creative storytelling can turn insights into impactful brand experiences.

See our key learnings:

### Key Takeaways:

- **Balancing Data and Creativity:** While data is essential for optimizing performance, over-reliance can lead to generic, uninspired marketing. The best creative work balances insights with human intuition to create campaigns that resonate emotionally.
- **Data-Driven Storytelling Creates Impact:** Numbers alone don't drive engagement—stories do. The most effective brands use data to inform narratives, ensuring campaigns not only perform well but also build long-term brand affinity.
- **Short-Term vs. Long-Term Thinking** – Performance marketing is essential, but strong branding ensures lasting customer loyalty. Striking the right balance is key.



## BEYOND THE NUMBERS: THE CREATIVE POWER OF DATA



### Key Learnings & Actionable Insights

1. Know When to Follow Data vs. When to Trust Intuition
  - Data helps refine audience targeting, messaging, and performance. However, following data too rigidly can lead to “wind tunnel marketing,” where all brands start to look and sound the same.
  - Creatives must recognize when the data is leading them toward a saturated, crowded space and instead seek differentiation through unique insights.
  - Example: [Old Spice's](#) rebranding success came from realizing that their true audience wasn't men but the women who bought the products for them.
2. Use Data to Enhance Creativity, Not Replace It
  - Strong creative teams work closely with data analysts to extract meaningful insights rather than blindly optimizing based on surface-level metrics.
  - Case Study: [Airbnb](#) shifted their marketing focus from performance-driven ads to brand storytelling, leading to greater long-term success.
3. Embrace Risk and Experimentation
  - Not all creative decisions should be dictated by past performance. The best marketing teams take calculated risks to create something new and unexpected.
  - Example: [AWS' F1](#) partnership wasn't initially backed by clear data, but it ultimately led to increased brand visibility and business growth.
4. Avoid the Pitfalls of Data Homogenization
  - Data can lead to overly safe, predictable creative decisions, making brands indistinguishable.
  - Brands that stand out are those that use data to inform creative choices, not dictate them.
5. Build Teams That Balance Data & Creativity
  - The best creative teams hire for curiosity—people who can interpret data while maintaining a strong creative instinct.
  - Encouraging collaboration between data analysts and creative professionals fosters more insightful, high-impact campaigns.
  - Leaders must cultivate a culture where both creativity and analytical thinking are valued equally.

Thank you **for being**  
**with us!**

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