

# TRANSFORM

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Transform.

A word with a big promise to deliver, but what is expected of the creative industry.

Now more than ever, businesses need creativity to succeed in the digital economy, yet remain relevant.

Transforming ideas is our role. Tried and tested just doesn't work in today's fast paced evolution.

Creativity that helps brands, businesses and services engage with people to transform perceptions, experiences and lives

Nimble minds that see past habitual, well-trodden behavior and create fresh, new pathways

Simple ideas that make sense.

Using technology to connect, not confuse.

Personal messaging for easy access in a complex, global world.

Keeping things real. Keeping products and services relevant. Adding the human touch.

ADFEST has always put creativity first, celebrating the wonderful impact when inspiration combines with local culture and diversity. It resonates right through the 4-day event from its Young Lotus Workshop to its Lotus Roots Award. It looks through the different lenses of craft and creativity, providing the tools and stimulus for the next generation.

Now, more than ever we need to champion creativity and inspire people in our industry to produce stunning work that is recognized and rewarded.

Come to ADFEST 2018 and transform your ideas, absorb new thoughts and create new connections.