

# **ROB – PASSION FOR TEAMWORK**

## **Speaker key**

RO Rob Candelino

RO I've had the benefit of working with a broad cross-section of agencies. I've worked with digital agencies, I've worked with the big advertising agencies, I've worked with the small little hot shops who create the niche ads or the niche little campaigns. I think underpinning all of them, the challenge is identical, and that is having the clarity, we as a client having the clarity, the specificity and the ambition to pursue great work. And then you need to inspire them. So, yes, they may be suppliers per se but they're no different than the people who work for you.