

ISSUE 9

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THE HALLOWEEN ISSUE

FIRST
FIVE
RUNS

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Meet Molly Missen,

the first ever winner of the
**LUMO x First Five Rungs Rising
Star Award!**

We recently introduced the LUMO x First Five Rungs Rising Star Award to celebrate and support emerging talent, quietly shaping positive change for younger professionals. Molly, alongside future winners will receive a cash prize alongside industry recognition. We launched in Wellington, and will soon venture north with updates to come for nominations, should you be interested in

nominating a pal or self-nominating. Hailing from MCCANN Wellington, she's cutting shapes in the industry. We had a short and sweet catch-up to figure out why Molly never misses (couldn't help it, sorry).

ONE

What was the best part of finding out someone had nominated you?

It was such a nice surprise! I was overseas when I found out, and had a rough start to the day on a very early and very rocky ferry. The news of my nomination definitely made my morning.

TWO

This award celebrates people who make the path easier for others. Who has done that for you, and what did they teach you?

I have been SO lucky to work with an amazing team at McCann/FCB. Everyone I've worked with has always been so kind and helpful. Working with people who genuinely make the work fun is something I don't take for granted. They've taught me the balance between hard work and enjoying the journey.

THREE

Of the four judging qualities: Peer Uplift, Collaborative Mindset, Generosity with Knowledge and Positive Example, which feels most naturally "you"?

Collaborative mindset – I enjoy working with people and working in an environment where everyone can bounce ideas off each other.

FOUR

What is one small thing someone in their first five years can do to make their workplace or the wider industry better for the people around them?

I reckon take on any opportunity that comes your way

FIVE

Random one: you have control of the office playlist for the entire day, what song are you putting on first, and what song are you banning?

First song of the day – any song by Raye

Song to ban – Sure Thing, Miguel

JAFAs, A.K.A Aucklanders – don't worry. The LUMO x First Five Rungs Rising Star award will make its way northwards. Updates to come soon, promise.

Upcoming Events



Save the date for the annual First Five Rungs Quiz night, on Wednesday, November 18th from 6 PM onwards at NZME (4 Graham Street, Auckland CBD). RSVP details to come soon!



Mark your calendars: the next quarterly WIP is locked in for 3 December, at a café near you. Keep an eye on your inbox for the details, and bring your mates!



THE COMMS COUNCIL

The Effectiveness Breakfast

Join the Comms Council and top advertising effectiveness expert James Hurman for the Effectiveness Breakfast at 9 AM on November 13th, hosted at One New Zealand (30 Daldy Street, Auckland CBD).

James will be presenting the latest findings from the Aotearoa Effectiveness Database, plus some of the surprising drivers of profit, covering the use of humour, the role of craft, and what role influencers have in our most profitable campaigns. We'll also feature the Effie Download - the lowdown on the stickiest insights and case studies from this year's Effie Awards Aotearoa.

This is an opportunity for the industry to come together and sink into the world of effectiveness over a cuppa.

[See Details & Get Tickets Today](#)



MENTALLY HEALTHY

Have Your Say: Our Industry and Mental Health Survey

Our mates across the ditch at Never Not Creative - the Aussie peeps dedicated to safeguarding mental well-being across our industry - are calling for voices from Aotearoa to respond to their latest survey. Past data has shed crucial light on how we can better champion and uplift young talent, so do take a quick moment to chime in!

[Take the survey](#)



Johlida's

FOOD
FASHION
FILM
FUTURE
FUN

FAVE FIVES

For this month's edition of Fave Five, we're joined by the ever-lovely, endlessly loveable Johlida Van Schalkwyk, Art Director at True.



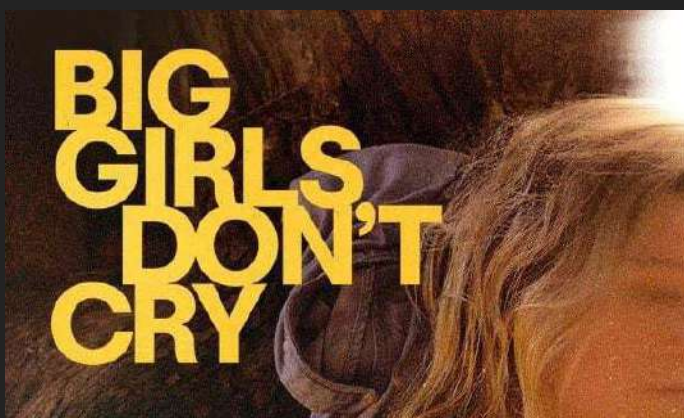
FASHION

Faradays has opened on Queen Street. Among the sea of overseas luxury brands are some Kiwi favourites, like Beach Brains. And if you are able to peel your eyes from the artful clothing and look up the walls are hung with New Zealand artwork.



FOOD

Mother is just around the corner from the True office, and it tastes as good as it looks. I recently heard the counter's shape is inspired by flaky pastry. How delicious is that?!



FILM

Big Girls Don't Cry is Paloma Schneideman's first feature film. I was lucky enough to see it on opening night of the NZ International Film Festival, and it's still with me. It's in NZ cinemas so don't miss it!

FUTURE

Summer's just around the corner so... strawberry season and real fruit ice-cream!



FUN

Cooking and getting creative in the kitchen. Some cookbook recommendations with beautiful food photography:

Appetites: A Cookbook - Unity Books

HALLOWEEN HOROSCOPES

This spooky season, the stars have aligned.
Unfortunately those stars are against you. 🍷

Discover your Halloween horrorscope and find out what the universe has in store for your role in advertising and PR. Spoiler alert: it's not looking good.

YOUR ROLE	YOUR UNLUCKY NUMBER	WHY
Copywriter	72	The number of stakeholders' non-advertising related family members/ gym buddies/dogs who will have an opinion on your art direction.
Account Manager	4:59	The time your client will spam call you 5 times wanting a quick chat. Spoiler alert: it is not a quick chat.
Strategist	64	The number of slides in the deck nobody will finish reading. Go cry on your anon Substack about it.
PR Consultant	17	The number of minutes you'll get to write a "quick little" PR release. It's a "bold" new piece of work. For a concrete supplier. It is not bold. They are a concrete supply company. You do the math.
Media Planner	43%	The percentage of your budget that will disappear without reducing the reach target.
Producer	1	The number of days before the shoot that the client will request a completely new ending for the AV you're shooting.
Social Media Manager	12	The number of likes on your meticulously crafted post. The next post down is an AI dog dancing to Thriller by Michael Jackson. It has 1 million likes, including one from your mum.
Influencer Manager	24	The number of hours past deadline your creator will upload their content. They will DM you on IG "soz, life happened..."
Client	17	The number of rounds of amends they'll request after saying they "love it".
Intern	3	The number of people who will give you conflicting instructions, none of whom will be your actual manager.



I hate Kiwi advertising Halloween, what do you mean you're:

2degrees chameleon
(where you just turn up naked but covered in blue paint)

The sexy Kiwibank sheep
(NSFWHP – not safe for work Halloween party)

Boobs, crotch or bum from 3B Action Anti-Chafing
cream ad

Tina from Kerners
(the alternate reality Tina from Turners where she works
at a design agency)

The piece of LEGO from that ACC ad where the mum
falls through the table

What we're loving

Here's what the FFR crew have been a bit kinda maybe obsessed with lately:



LILY LOVES

Maptap.gg

A great browser game to get the whole office on board for 5 mins of healthy competition every day.

[Check it out](#)



CRYSTAL LOVES

krillion.io

Everyone can use an extra tab in their browser to escape work. My escape tab of choice recently has been Krillion.io, a game where you're tasked with coming up with rare answers to category prompts in exchange for a deeper dive into a bottomless ocean. Thassolophobics beware.

[Check it out](#)



ANDREW LOVES

Connections

Wordle's smaller and more frustrating cousin. If you need another reason to keep you white-knuckling through the day, this game might be for you...

[Check it out](#)