

# Cool CuChulainn triumph

## APPRENTICE *round-up*

By Brian Purcell

Last week's task for Big Red Book was always going to be a greater challenge than the previous two.

Both teams had to devise a print advertisement and a media strategy targeting the business community and requiring greater inputs from all team members than before.

Team Platinum messed up this task. The team leader Setanta was a model of inconsistency and indecision.

All aspiring young managers will note that shouting and talking down at your team will turn people against you.

There is also a valuable lesson here when it comes to advertising and especially creative - KISS (Keep It Straightforward and Simple). Too many creative agencies and even start-up businesses try to be way too clever and over-complicated in their goals and creative, and often fail as a direct result.

In the increasingly cluttered world of advertising, sometimes you only have a few seconds to make your advert count, be noticed and suck people into your copy.

Team Platinum's choice of a cake as a central image had no relation to the simple effective solutions to business account-



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ing that Big Red Book has to offer. Team CuChulainn, led by a laid-back Breffny, scored a well-deserved victory.

Such a contrast in management styles will never be seen again in this series, as Breffny just sat back and let his team do the business well. They managed to pull a creative and very simple result right at the last minute.

Speaking to Big Red Book executives afterwards there really was no contest when it came to who the winner would be.

CuChulainn's simple and very effective imagery and tagline was easily understood and got all the messages home for the client, compared to the overly-complicated recipe cook book of ideas in Team Platinum's presentation.

In the boardroom, Setanta didn't do himself justice in the judges' eyes by bringing in the

wrong people. In the end, there were just too many factors that led to Setanta's demise: the indecision, his treatment of his teammates, the overcooked advert and overall poor management style which saw him lose the respect of his team.

Next week will be a television classic as the teams are

sent out to renovate two houses. This will be landmark Apprentice viewing - with a surprise at the end.

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