# Michael Lee on the importance of creative consistency in advertising



Michael Lee, a prominent figure at VCCP, shared his insights on the concept of creative consistency in advertising, drawing parallels between his admiration for the band The Fall and effective branding strategies. In an article for The Drum, Lee reflected on his experiences attending Fall concerts, noting that even a poorly received performance could be part of an overall narrative that contributes to the band's unique appeal. He recalled one concert in 2011 that his colleagues deemed the worst they had ever attended, yet a subsequent gig by the same band within months proved to be an exceptional experience, leading to a deeper understanding of the band’s consistency.

Lee's observations intersect with findings from the IPA/System1 report on Compound Creativity, which emphasises that brand consistency has a cumulative effect that can enhance brand equity and profitability. He articulated his belief that this principle has been fundamental to VCCP's successful partnerships with clients over its 22-year history. Lee observed a common misconception that ties consistency to monotony, arguing instead that consistency does not equate to a lack of creativity. He contended that many clients and agencies mistakenly apply terms like “wear out” to justify chasing novelty rather than valuing established creative platforms that have proven successful.

He further elaborated that while creativity must remain vibrant and appealing, it should arise from a consistent foundation rather than a repetitive model. This approach is meant to fend off boredom and homogenisation within branding. Citing major brands such as Marmite, McDonald’s, Specsavers, Cadbury, and Compare the Market, Lee highlighted that over a five-year span, it’s not the sameness of advertising campaigns that stands out, but rather the diversity of creative output anchored by a coherent brand identity.

Lee referenced Adam Morgan of eatbigfish, who described the "Beautiful Constraint," where consistent parameters can drive innovation. This principle allows brands to capitalise on a solid foundation to develop fresh ideas rather than having to start from scratch. This method translates well into the fast-paced world of social media and digital advertising, where attention spans are diminishing and the challenge is to create impactful content in mere seconds.

In conclusion, Lee presented the rise of Generative AI (GenAI) in the advertising landscape as both a challenge and an opportunity. He suggested that as the automation of marketing continues to increase, it will likely lead to a saturation of content that lacks distinctiveness. He reinforced that brands grounded in a consistent platform will thrive, claiming that such brands have the tools to navigate the complexities of modern advertising effectively, leading to creativity's unparalleled compound effect.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.campaignlive.com/article/year-ahead-2025-strategy/1901090> - This article supports Michael Lee's emphasis on the importance of consistency in branding, highlighting how successful brands balance stability with fresh ideas. It also touches on the role of creativity in challenging prevailing pessimism in the industry.
2. <https://www.vccp.com/news/2022/mar/michael-lee-in-campaign> - This piece features Michael Lee discussing influential advertising campaigns, such as Persil's 'Dirt is good,' which exemplifies how brands can successfully imbue their products with purpose, aligning with Lee's views on creative consistency.
3. <https://www.federalregister.gov/documents/2023/10/05/2023-21078/guidance-for-grants-and-agreements> - Although not directly related to Michael Lee's insights, this document illustrates the broader context of strategic planning and innovation, which is relevant to discussions on creative consistency in advertising.
4. <https://www.apg.org.uk/single-post/meet-the-new-apg-chair-michael-lee> - This article introduces Michael Lee as the new APG Chair, highlighting his background in strategic thinking and creative output, which supports his expertise in discussing branding strategies.
5. <https://www.noahwire.com> - This source is mentioned as the original article's source but does not provide additional information beyond what is already discussed.
6. <https://www.ipa.co.uk/> - The IPA (Institute of Practitioners in Advertising) is referenced in discussions about the Compound Creativity report, which supports the idea that brand consistency enhances equity and profitability.
7. <https://www.thedrum.com/opinion/2025/02/24/creative-consistency-doesn-t-have-mean-unchanging-monotony> - Please view link - unable to able to access data