



RISTO MEJIDE

Publicist, music producer,
host and media product

LANGUAGES **ES** **CAT**

_GENERAL TOPICS

Creativity and Innovation
Entrepreneurs
Marketing and
Communications

_SPECIFIC TOPICS

Advertising
Social Networks and New
Technologies
Annoyance Marketing
Personal Branding
Branding

Risto Mejide's fame is irrefutable proof that his method works. This Barcelona-born publicist, TV host and writer is an expert in branding and brand content creation, particularly in relation to **personal brands**. So what defines him? A caustic, direct style that brims with irony, with which he has been able to stand out as a producer in a really competitive way.

The founding principle advocated by the agency of which he is a partner and Creative Director, **Aftershare.tv**, is that brands can and must be co-producers of their own content. Risto Mejide maintains that advertising should create experiences and engage people not through formats but rather ideas.

During his career he has been involved in some of the best-known advertising campaigns in recent years, as Creative Director for brands including **Danone** (the Dannon Company), **Turespaña** (the Spanish Institute of Tourism), **BBVA** bank, **Vodafone**, Munreco (**Viceroy**), **Diageo** (J&B, Buchanan's), **Ikea** and **BMW**. He calls his method **annoyance marketing** and it is connected with

his ability to identify positioning opportunities in current popular culture. He demonstrated it as a bold, critical judge on the famous talent show *Operación Triunfo* and it has enabled him to become Spain's best-known publicist.

Since then he has published several books on marketing and entrepreneurial initiative: *Urbrands*, *No busques trabajo* (Don't Look for Work), *#Annoyomics* and *El sentimiento negativo* (Negative Feelings). He has also contributed to the book *Marketing para Dummies* (Marketing for Dummies).

He has been a judge on the television talent shows *Operación Triunfo* and *Tú sí que vales* and host of **G-20**, (a show that criticizes and ranks 20 well-known personalities in each program), *Viajando con Chéster* (in which he interviews important figures in the current social context) and *El invento del Siglo* (that searches for the best new inventions). In 2015 he began working on the TV channel Antena 3 on the talk show *Al rincón de pensar*.

"If you don't have a
product, sell
yourself"

_BOOKS



Urbrands: Crea tu marca personal como quien construye una ciudad
(Build Your Personal Brand Like You Were Building a City)
Espasa, 2014



No busques trabajo: 50 excusas para no autoemplearse
Don't Look for Work: 50 Excuses for Not Becoming Self-Employed
Gestión 2000, 2013



El sentimiento negativo: Si estás conmigo, estás contra mí
Negative Feelings: If You're With Me, You're Against Me
Gestión 2000, 2013