

M. Harfouche: Passion is the key

Mounir Harfouche is a self-made man, and proud of it. He stepped out of “his own world” for just long enough to share with AcademiX his two main loves: advertising and his trainer-turned wife.

Where did you go to university?

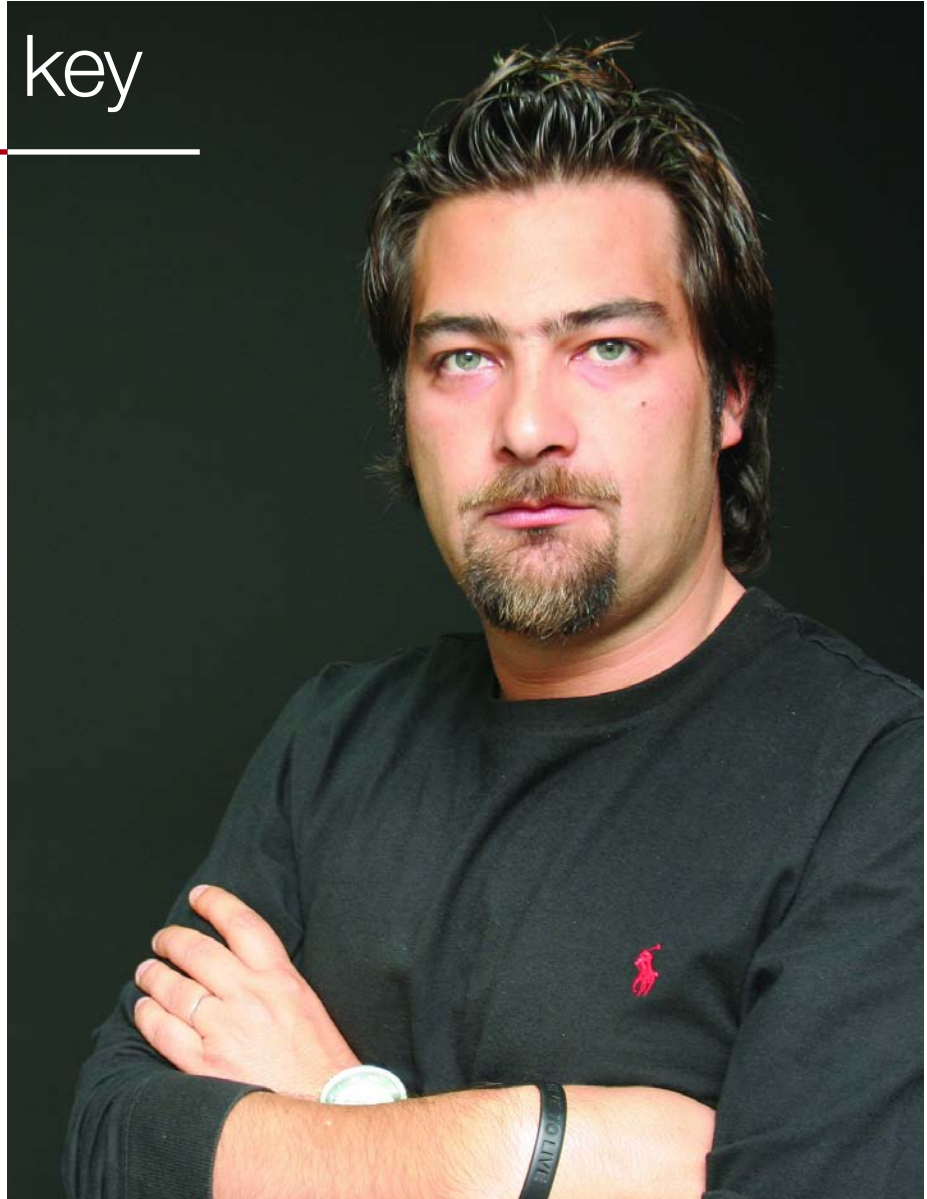
I went to a university in Beirut called ALBA (Academie Libanaise Des Beaux Arts). I completed my studies in advertising with a specialisation in conceptualisation and copywriting, after a five-year extensive program.

Can you describe your first professional advertising experience?

I was still a student, in my second year at university. The first day I went to an agency I knew that I had made the right choice. Since then, two things have changed my life drastically. First, I fell in love with advertising. Second, I fell in love with the creative person who was training me. Asking her to marry me is still the best concept I have ever come up with.

What was your most memorable ad campaign?

The most memorable campaign is always the last one you worked on. That’s how creative people keep challenging themselves. They are never satisfied. So my most recent memorable campaign is “in the oven” so to speak. Sorry, I can’t mention it – it’s still confidential!



What is the single accomplishment of which you are most proud?

I’m a self-made man. That is the ultimate goal a person can achieve.

What is the key to success in creative advertising?

Passion. Passion. Passion.

We have heard that people in an ad agency’s creative department are kind of moody. Is that just a myth?

Creative professionals are artists under very real stress. They are also very emotional and sensitive. One would tend to think of them as moody, whereas in fact they’re in their own world, thinking, dreaming, analysing, feeling, imagining. That’s how creative people live; a small moment of inspiration can “kidnap” their brain for hours. 🎓