# How to Be Consistently Creative, According to Burger King’s Global CMO

Burger King CMO Fernando Machado and his team of ingenious creatives return from another Cannes Lions Festival of Creativity with a handful of Gold, Silver and Bronze awards. Last week, before departing for Cannes, Machado presented a case study of Burger King’s work at our Elevate: Creativity event in New York City. Here, Machado tells… https://www.adweek.com/creativity/how-to-be-consistently-creative-according-to-burger-kings-global-cmo/