

MEDIACOM

NEWS

How MediaCom's Tom Curtis became Instagram-famous

MBA RECOGNITION SOCIAL MEDIA

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Following the success of his Instagram account, MediaCom's Tom Curtis has released a book featuring his kids' drawings in a bid to encourage the next generation to unleash their creativity.

Curtis' Instagram account ['Things I Have Drawn'](#) went viral last year when he decided to photoshop pictures of creatures his children had drawn and transpose them onto real life animals. In just a few months, the account had gained a large audience and now has over 120,000 followers.

Tom Curtis, head of MediaCom Beyond Advertising, MediaCom said "‘Things I Have Drawn' is scratching the surface of a much bigger issue and that is the fact that creativity amongst kids is kind of under threat from lots of different things, not just funding, but also

from the unknown impact of screens in the home and the fact that many kids just want to play Minecraft and computer games.

“I think that there’s a big opportunity to really encourage children to draw; I think there are many other opportunities for parents out there to get their kids to be creative and celebrate their creativity.”

The account was inspired by a drawing Curtis’ son drew, then aged five, of an animal with both of its eyes on the same side of its head. This spurred on what has become a creative side-hustle, resulting in the publication of a book.

“I thought; what about if the world really did look like the way kids drew them, drew animals or drew objects around them. So I thought, this is a very simple idea; let’s turn the thing that he’d drawn into something real.”

This article was first published by Campaign. Read the full article [here](#).

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