



On My Radar: Laurie Malaga

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Catching waves in Costa Rica, shooting film on phone and fun with Edie Falco feature in this latest Radar piece.

Laurie Malaga is vice president of integrated production for innovative cross-cultural agency **The Community**. During her time at the company she has worked on projects for clients including Virgin Mobile, Corona Extra, MTV and more. Prior to her current role was involved in creating promo work for the likes of Bjork, Foo Fighters and Garbage at Propaganda.

Below she talks about her personal creative inspirations as she tells us which websites she most likes to visit, the ad campaign that's caught her eye and how mobile makes her day.

What's the best ad campaign you've seen recently?

Guinness *#MadeofBlack* is one of the best ad campaigns I've seen recently. **Sam Brown** did a fantastic job in the execution of the launch video and I thought the overall campaign was bold, empowering and authentic. Great work.

What website(s) do you use most regularly and why?

I am more of a 'mobile first' when it comes to where I get my info and distractions but TED Talks, *it'sNiceThat*, *The Huffington Post* and ESPN for the latest on the NBA.

What's the most recent piece of tech that you've bought and why?

I want to say Fitbit, but I would be lying.

Facebook, Instagram or Twitter?

Instagram.

What's your favorite app on your phone and why?

Interview magazine has this great app called The Talks where they feature all the best interviews across film, fashion, tech and art.

What's your favorite TV show and why?

Nurse Jackie with Edie Falco has been my latest. I love watching seriously flawed characters who you still can't help but love. Plus, Zoey is genius.

What film do you think everyone should have seen?

Is the Man Who Is Tall Happy?

Where were you when inspiration last struck?

Learning to surf with my husband and son in Costa Rica.

What's the most significant change you've witnessed in the industry since you started working in it?

That you can shoot a feature film or an ad campaign on your phone.

If there was one thing you could change about the advertising industry, what would it be?

The creation of the phrase 'snackable content'. Love the idea of easy to consume, on-the-go social content... just over the buzzword.

What or who has most influenced your career and why?

My previous boss from Propaganda Films, Steve Golin. He taught me that being a great producer is the constant balance between art and commerce.

Tell us one thing about yourself that most people won't know...

I had a speaking role in the movie *The Bodyguard* with Whitney Houston and Kevin Costner.

Creative connections

Production **The Community**

Vice President of Integrated Production **Laurie Malaga**