

Agency hears:

It's definitely a "creative" idea
but can the branding be stronger?
And not sure about Snoop Lion. Cat,
Gerbil, whatever he is now.

Client hears:

This idea does colour outside the lines.
It's never been done for a diaper. But
the real risk is to play it safe.

Great work takes good ears.

This heads up is from Janet Kestin and Nancy Vonk, former co-chief creative officers of Ogilvy Toronto who run Swim, a creative leadership lab. They're teaching "Radical Listening" at Cannes to save ideas and relationships.