

147: Creative Director at NATIVE VML on ideas vs execution

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 3 September 2015, from 9-10am, when show host Warren Harding is joined by Christian Horsfall, Creative Director at NATIVE VML.



We speak to Christian to find out more about his recently published opinion piece, titled: *The idea is not in the execution*.

We also chat about how creative, ideas and execution work together to form a cohesive message. Which comes first, the platform or the idea? We look at what makes ideas successful in execution and how technology is nothing without great creative ideas.

Lastly, we look at how ideas have changed within the digital landscape.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Via Phone:* Christian Horsfall

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)

- Previous Biz Takeouts podcasts: [Bizcommunity](#)
 - Bizcommunity: [twitterfall](#)
 - Twitter Search: [#biztakeouts](#) OR "Biz Takeouts"
 - Email: biztakeouts@bizcommunity.com
-

For more, visit: <https://www.bizcommunity.com>