

developing your  
own planning style

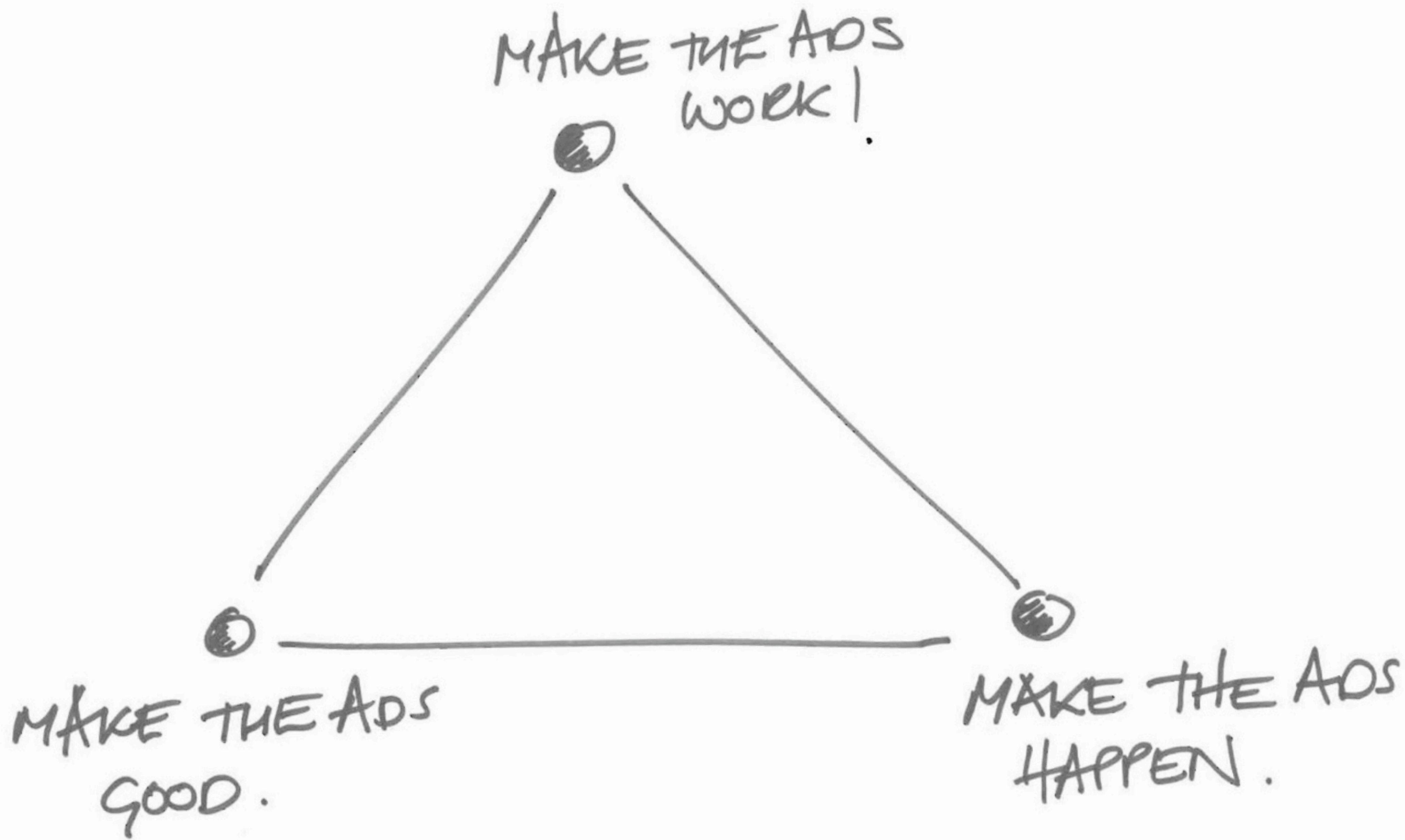
THE  
*MODERN*  
SEX  
MANUAL

David Bain, Richard Storey,  
Malcolm White, Neil Goodland,  
Charlie Snow, Guy Murphy, Giles Hedger  
and Richard Huntington

I would describe both as gonzo

David Bain

One eternal objective



MAKE THE ADS  
WORK!

MAKE THE ADS  
GOOD.

MAKE THE ADS  
HAPPEN.

**Better beginnings**

instinctively rigorous

Giles Hedger





simple  
enthusiasm

Charlie Snow

I see the truth as my client and I  
ask difficult questions in order to  
get to it. And somehow people  
seem to trust me

Guy Murphy

# Uncomplicated

Neil Goodlad



Malcolm White

Richard Storey

1.

I inevitably aim for obvious. It can be a criticism (its a bit obvious isn't it) but the right kind of obvious can be dynamite

2.

There is a style of planning based on understanding, mirroring and reflecting what people think (you love football we love football). I instinctively aim to change the way people think (we are not a drugs company we are the enemies of disease)

3.

There is also the 'dress it up in fancy talk to make it look clever' approach. I am at the opposite end the spectrum from that



I look for what's interesting not  
what is right

Me

make your limitation  
your selling point

style not just substance