

THE GLOBE AND MAIL

per·sua·sion

QUOTED » CREATIVE CHAOS



It's virtually chaos, but not quite.

Ben Malbon, BBH

If the advertising landscape is changing at breakneck speed, few agencies are transforming as quickly. But this week at the ICA's Future Flash conference in Collingwood, Ont., BBH NY's executive director of innovation Ben Malbon sketched out a bracing image of how his agency is adapting. Client teams work together in one room, negating the need for meetings or e-mails, which he called "cancerous." Clients work on-site, embedded as part of an agency's team. And while it used to be that the development of strategy would inform a creative approach, which was then put into production and placed in paid media, all of those steps (strategy, creative, production, media planning) now occur simultaneously. Sure, he says, it can be terribly inefficient and exhausting, and sometimes creative approaches are developed even before strategy. But that just means the strategy changes, he says. We'll admit, the launch spot of Google's Chrome browser, which BBH created with Google employees working in-house to contribute to its development, is an inspired piece of work. If they can keep up that pace, we'll be impressed. Also, we'll prescribe them an IV-drip of Vallum. » *Simon Houpt*