

# 147: Jason Xenopolous and Christian Horsfall from NATIVE VML

On Thursday, 3 September 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined by Christian Horsfall, Creative Director and Jason Xenopolous ([@JasonXenopoulos](#)), CEO Cape Town, both from NATIVE VML ([@Native](#)).



We chatted to Christian to find out more about his recently published opinion piece titled: The idea is not in the execution. We cover 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 and technology changes?

[Get Christian's opinion piece here.](#)

Then Jason Xenopolous, CEO of NATIVE VML Cape Town, joins us to talk:

- Cannes in Can, what he learnt at Cannes this year.
- NATIVE MEDIA, the newly launched division in the agency.
- Loeries 2015, what Jason thought about the venue and the event.
- We chat about Digital Edge Live happening next week in JHB and what we can expect.
- We end the chat with trends currently happening in the industry and look forward to next year.

Check out NATIVE VML [here](#).

[Check out The Digital Edge event details here.](#)

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

## The news roundup:

- [A glimpse of the SA social media landscape in 2015](#)
- [We mobile, we digital, WeChat](#)
- [Digital Masterminds executive workshop](#)
- [Ornico and Fuseware launch Africa Brand Index](#)
- [Featured Job: Head of Digital \(Communications group\)](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).

## Podcast

If you missed the show, [download](#) (99.8MB) or [listen](#) to the podcast (54:34min).

**Episode 147: Creative Director at NATIVE VML on ideas vs execution.**

**Date:** 3 September 2015 **Length:** 54:34min **File size:** 99.8MB **Host:** Warren Harding



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