



D&AD STUDENT AWARDS 2008

6: If Only I'd Listened More Carefully / Ogilvy

Second Prize:

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The brief

Create a copy-based campaign promoting the idea of really listening as opposed to just hearing.

Brief set by

Will Awdry, Ogilvy and Ian Willingham.

Image source

Corbis GmbH



People who listen get more out of life.

Our campaign aims to address everyone who hears but doesn't listen carefully enough. Because only those who listen are able to talk and respond. A listener makes less mistakes by learning from the mistakes of others. Furthermore he can solve conflicts based on misunderstandings and he may help other people by listening and showing real interest.

This is our idea:

Everyone who listens gets more out of life.

And listening can be learned – in seminars provided by the „Foundation Listen“.



He can lift 450 lbs.



He can listen.



People who listen get more out of life.
But don't worry: the art of active listening can be learned!
If you are interested: www.foundation-listen.co.uk





She can type five pages in one minute.



She can listen.



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He's got the perfect present for his girlfriend.



He can listen.



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He beats up anybody who messes with him.



She can listen.



People who listen get more out of life.
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He's got two million in the bank.



He can listen.



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