

Mobile moments and human-focused problem-solving - 5 Dec 2016

BY [LEIGH ANDREWS](#)



Welcome to December! We have a number of interesting reads to ease you into the month.

First up, Nirmal Nair suggests forgetting 'mobile-first' as your customer is demanding [mobile-always](#). Nair says this is especially important as we plan for the rise of Generation Z, who is comfortable with as many as five concurrent screens, as opposed to millennials, who opt for two.

Broadening the scope, Helna Brown says we need to become more [human-focused when problem-solving](#). Because it doesn't matter whether the problems we try to solve are business, social or environmental; all problems are connected to people. Brown offers three ways to make your problem-solving more human-centred.

I also chatted to M&C Saatchi Abel's Cape Town ECD Gordon Ray and Gauteng ECD Bridget Johnson on this year's [Loeries' rankings](#), and they shared why they admire the King James Group.

Get reading for this week's creative headline inspiration...

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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