

Creative director's life saved, 11 SA trends... all at the Marketing Circle

Duo Marketing's new format Marketing Circle event, held at the Winchester Mansions in Sea Point this week, proved to be a winning formula. Three speakers began the evening with brief presentations on the theme of "Hot Campaigns for 2005".

Gareth Leck of Joe Public shared the 11 trends that are shaping communication in SA today. "The politically correct honeymoon is over," stated Leck, capturing our attention with the first trend, and taking us on a brief, but fascinating odyssey to the 11th trend: a return to basic values.

Sid Peimer of stratplanning.com introduced the audience to ACH (analysis of competing hypotheses). This process (used by the allies in WW2) allows for a richer concept, counteracting our tendency to just find an idea and then flesh it out - a process that we often use for the wrong reason: it's easy.

Robbie Bailey of Pantsula Events then shared his extensive experience in the field of eventing. "If it does not pop for the client - walk away", was his advice. "Clients need to act on what you're saying - not react - if it does not 'pop' off the page into their imagination, then your idea is not working."

After the formal presentations, guests were offered the opportunity to introduce themselves to the audience with a brief 'elevator speech'. Most of those present took up the offer, demonstrating a wide spectrum of expertise in the marketing fraternity.

The informal networking (facilitated by SAB-sponsored Brutal Fruit) was a fascinating foray into the lives of the marketing community. Gareth Leck's story, however, stole the show.

A number of years prior to founding Joe Public with Pepe Marais, Leck noticed a surfer in serious trouble off Sea Point. He dived into the icy water, managing to keep the badly injured surfer afloat until the NSRI arrived. It was a narrow escape, but the surfer lived.

After Joe Public had been going for some time, Leck was shown an old photo of himself facing a large and angry man at a party. This man would have attacked Leck, were he not held back. The person holding the man back in the photo, sparing Leck physical harm was, would you believe, Pepe Marais? ...Leck then discovered the identity of the surfer whose life he had saved. It was, would you believe it, Pepe Marais?!

The Marketing Circle, with Bizcommunity.com as media partner, is an event not to be missed. The speaker presentations are available on the Marketing Circle website - www.marketingcircle.co.za

For more, visit: <https://www.bizcommunity.com>