

# Positive outlook for commercials industry

By [Gary King](#)

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Here are various trends we can expect and some that we are currently seeing on the commercials industry front, from budgets and brands to collaboration and technology. There have been many challenges on this front, but the future of the industry is positive.



## 1. Budgets:

Even though money is tight, we are able to work within given budgets and produce great work. We just have to work harder and cleverer; I think it makes for a healthier business.



## 2. Viral commercial campaigns and new media:

We have seen a rise in new media, which includes social networking as well as viral campaigns. This is definitely a trend to look out for. New media types should be used, as they play a massive role in the production value department and they open up various options for the execution of the campaign. Production companies also need to be open to a varying brief.

"Trends are always subject to change and a trend never sticks around for very long, so don't believe a word I'm saying," say Gary King, grinning.

## 3. The African continent:

The 2010 FIFA World Cup saw many African countries uniting, proving that the African continent shares a common understanding and a deeper connection. There is definitely a growing trend towards South African brands working with other African countries' brands, as well as expanding more and more into extremely viable markets.

## 4. Brands:

It feels as though brands are becoming stronger. Solid ad campaigns for these brands in tough times breeds greater success. The cellular networks are busy and extremely competitive- long may this last.

## 5. Collaboration with agencies:

In order to get on top of the commercials stage, we need to collaborate with ad agencies. There is far too much advertising done in isolation. This means that we need to become more of a team player, rather than just a supplier, which will result in better advertising being created.

## 6. The globalisation of brands is a threat:

Yes! With globalisation comes more meetings, more people with a say and less creativity. The briefs become boring.

## 7. Destination South Africa:

Talent is key. If we supply a good service, we will continue to get the business. Obviously exchange rates influence this, but talent is still key.

## 8. Electronic communication types:

The differences and similarities between product-integrated feature films, product placement, virals and TVCs are becoming more and more merged.

## 9. Direct contact:

Our clients are ad agencies, and we continue to support that relationship.

## 10. Technology changes:

Movies are being shot on the iPhone 4 and so too, can commercials. We all need to acknowledge all digital formats without forgetting about film. They all have their place, but they also have their pitfalls.

## 11. Creativity still remains key:

Creativity has to be key. Offering creative solutions to the creative ideas in an ever increasingly difficult market.

### For more:

- Biz Trends 2011: [Marketing & Media South Africa](#)
- Biz Trends 2011: [Marketing & Media Africa](#)
- Biz Trends 2011: [Retail](#)
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## ABOUT THE AUTHOR

Gary King, executive producer of Picture Tree ([www.picturetree.co.za](http://www.picturetree.co.za)), a Johannesburg-based commercials production company. His producing career spans from beginnings at David Feldman Productions to The Gatehouse, before opening Camera Culture in 1995. Most recently, in 2003, alongside Sherry Bush, they changed the name to Picture Tree. Gary is passionate about the production industry, and is known for his strong ethics and values. Contact him via [gary@picturetree.co.za](mailto:gary@picturetree.co.za) or tel +27 (0)11 787 7446.

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