

# Mobile motivation and the top global ads of 2015 so far... - 4 May 2015

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In this week's [TrendTalk] column by Louise Marsland, we look at [great ads in play](#), highlighting how this year's top industry trends such as branded content, social advertising and storytelling are taking the lead in branding, resulting in new advertising concepts and ideas.

We also investigate how [mobile motivation is sweeping across Africa](#), with insight from Amr Shady on how mobile's expansion is fulfilling the continent's growing needs for mobile solutions and creating more opportunities for its workforce.

Lastly, Leigh Andrews provides feedback on [how to build a strong brand](#) based on a presentation by Trevor King, marketing director of Caesarstone at the recent [Creative Business Exchange], where King shared his ideas and lessons learned throughout his career.

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