

# BIZ 2011 TRENDS



Not since Moses descended from Mount Sinai have tablets been so eagerly anticipated.

Also inside: Biz opinion leaders on whether Google will join Facebook on the grandest

social platform ever, what the ad agency of the future will look like, social CRM, ORM, BBM, the

rise of MMS as a business communications tool, 3D, 3D Stereoscopic, touch screen

engagement, a networked Africa, the creative corporation, email video, to locate or not to locate

and insights on mobile and the mighty app. To paraphrase the mighty Steve Jobs, "Appy 2011

everybody" - enjoy the read>



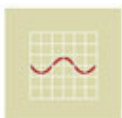
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# Adene van der Walt

## Ever-changing ad industry, constantly developing trends

So what we can expect to see in 2011? The industry is always changing and new trends are constantly developing and therefore it is crucial to keep the following top of mind.

So what we can expect to see in 2011? The industry is always changing and new trends are constantly developing and therefore it is crucial to keep the following top of mind.

### 1. Add value:

Value is the bottom line with any brand - we need to be adding value in everything we do. This is a trend that has always been around, and will stay around. With budgets still being tight, it is crucial to provide value in every single way possible.

### 2. It's all about relationships:

2010 saw South Africa and the rest of Africa - its brands, its people and its companies - unite as a continent. By building relationships and collaborating with our neighbouring countries, we strengthen what we have to offer as a country. This is a growing trend in the industry and we are slowly starting to get our foot in the door across African soil.

### 3. Creativity counts:

Creativity. Full stop. Creative ideas are the backbone of any successful advertising campaign. The advertising industry is competitive and it is essential that all creative ideas set an agency apart from their competitors; the trend for constantly breaking borders with creativity is growing rapidly.

### 4. Local is lekker:

Localised orientation and content is a trend in SA (and African) advertising campaigns. SA cultures and brands go hand-in-hand and advertising campaigns are focusing on specific SA cultures, visions and achievements.

### 5. We get you:

Getting to know your client, brand and consumer is crucial. No campaign can be successful without a proper understanding of client culture. There is a growing trend to build direct relationships with clients and thus gain a greater understanding of the brand, and therefore their advertising campaigns.

### 6. Strategy:

This is obvious and still remains a trend. Strategy is the backbone of any good advertising campaign and is crucial from the get-go. An advertising strategy makes great advertising.

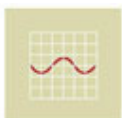
### 7. Digital destiny:

Digital ad campaigns are growing at a rapid pace. Social networking, viral and website marketing are all trends that we have seen and we will be seeing more of in 2011. The world is going digital and it is important that we are all aware of this and follow these trends. →



#### About the author

Adene van der Walt is the strategic planning director at Ireland/Davenport ([www.ireland-davenport.co.za](http://www.ireland-davenport.co.za)), where she is the brains behind brands such as MTN, BMW and South African Tourism. Deeply curious, Adene has worked in strategy around the world - from Cape Town to New York - and has working experience in Hong Kong, Shanghai, Tokyo, Singapore and America. She has a BA in journalism and a postgraduate degree in strategic marketing from the AAA School of Advertising. Contact her on tel +27 (0)11 463 2252 or email [adene@ireland-davenport.co.za](mailto:adene@ireland-davenport.co.za).



# Adene van der Walt

## 8. Go green or go home:

As clichéd as it might seem, more and more brands are “going green”. Brands are beginning to focus their advertising campaigns around “going green”, illustrating that they are aware of the impact of global warming, and what they are doing to make a difference.

Consumers are also aware of what brands are “green” and this sets some brands apart in consumers’ minds.

## 9. Emotions:

Targeting people’s emotions has always been a trend in the advertising world. We are, however, seeing more of this, especially in SA. When a campaign has an emotional element or something people relate well to, it works. Whether it’s heart-warming or something comical, there has to be some level of emotional impact.

## 10. Make us part of your plan:

Advertising plays a huge role in every business strategy and there is a trend with companies incorporating this into their overall business strategies and plans. When a company strategises their overall business objectives, goals and roles, advertising plays a crucial part in the development of these.

## 11. Collaboration with creatives:

The collaboration between advertising agencies and other media related agencies (PR, digital, etc) is becoming a constant with nearly all campaigns. Developing these relationships results in seamless brand understanding and therefore better advertising.



# Dr Andrew Hutchison

## Clouds up ahead in 2011

Some of the trends that have already started to pave the way for imminent developments in the year ahead and where further growth is anticipated are cloud computing, green IT and effective data centre management.

### Cloud computing

Cloud computing is becoming established in many international markets, however, locally we have not necessarily been able to experience the impact in a big way. Fortunately, the wait is over as major players have started to mobilise their efforts locally and in the year ahead, companies and individual users will be able to embrace 'the cloud' and enjoy the benefits that come with a manageable, cost-effective and on-demand resource.

An IDC forecast predicts that worldwide investment in cloud-based services will increase from US\$ 17.4 billion in 2009 to US\$44.2 billion in 2013, and South Africa falls under this umbrella. This corresponds to an average annual growth of 26%. Significantly, the forecast predicts that cloud services will achieve a growth rate six times higher than traditional IT offerings.

By definition cloud computing represents the utilisation of infrastructure, software and bandwidth under defined service conditions. These components can be adapted dynamically to the customer's needs, and can be provided with the highest availability and security. The user companies receive end-to-end Service Level Agreements (SLAs) and are billed according to service consumption. In this way trading peaks (for example experienced at year end by retailers, or month ends by many businesses) can be accommodated without having to carry this additional capacity for the non-peak periods. From a financial perspective the significant point is that organisations can reduce Capex, and convert this to Opex with a service provider bearing this burden and making additional capacity available.

This increasing focus on the cloud will however also come with some challenges; one being security and performance another. Global providers such as T-Systems are deploying local replicas of cloud engines to ensure that this mode of operation can be deployed locally for SAP and other solutions by large local corporates.

### Green IT

A second important technology development in 2011 will be continued realisation of green IT, with an emphasis on realising the vision of initiatives such as the DataCenter 2020 industry initiative in Munich, Germany.

Since last year, various industry players, led by Intel and T-Systems, have been experimenting with scenarios to reduce the PUE (power usage effectiveness) value in data centres. For example, the companies found the point which creates a perfect balance between cooling energy and processor performance.

The results in a concept test data centre also showed that data centre cooling did not need to be as high as was often assumed. The experts also improved the data centre infrastructure by closing open gaps between servers, and optimising airflow in server rooms.

This points to the fact that the energy consumption of data centres can potentially be greatly improved. Overall the findings of the concept data centre showed that data centre PUE could be reduced as low as 1.4, when compared to the industry power usage average of around 1.9, and this is just the beginning. The DataCenter 2020 initiative is also experimenting with the use of gas as a (natural) power resource and assessing what impact alternative energy sources have on systems under management. →

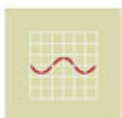


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# Dr Andrew Hutchison cont.

## Gadgets

To conclude on a more gadget-centric topic, the launch of the iPad Tablet and subsequent competitor offerings, will undoubtedly continue to make some exciting waves in the year ahead. It will be interesting to see what these companies offer with regards to usability and productivity, particularly to the workplace. Offerings from vendors like RIM will ensure that this becomes a fiercely contested environment.

Overall, 2011 promises to be an exciting year for both companies and individual users as the cloud impacts both and greener IT is for the good for all and the planet as a whole.



# Angelo Coppola

## South African PR needs to lose its cottage industry perception

The public relations sector in South Africa is going to be an exciting environment in 2011.

1. The “techies”, geeks and online players will have almost completed their takeover and domination of the local PR sector when it comes to social media client management and, despite a few outliers, the trend will continue.
2. The growth in online reputation management (ORM) specialists will continue until traditional PR agencies get to grips with the various social media platforms and how to position their clients in that space.
3. There will be consolidation in the traditional PR space as those agencies - struggling to justify their huge monthly fees - get forced to meet their equally huge overhead structures by reducing staff and cutting other costs.
4. Clients will continue to apply pressure to provide a full-service offering for reduced monthly fees. Clients will also start pushing to interact with the pitch team that originally won the business. The ‘juniorisation’ of the interaction between client and agency will be reversed.
5. Long-term contracts that were signed at the height of the latest recession, in a defensive move by agencies to hold onto business, are coming to an end and there will be numerous large account moves.
6. Clients will continue to look for real value-added services from PR agencies.
7. Measurement of actual value provided in PR terms will move away from the traditional AVE approach, to a triple- and quadruple-bottom-line approach, much like what their clients are being forced to measure themselves against, in terms of the various King Codes.
8. BEE will continue to be a non-starter in the PR space as skilled black PR professionals will be poached by clients and brought in-house to bolster their senior management BEE profiles.
9. Automatic annual fee increases remain a thing of the past. Clients will be more inclined to introduce a hybrid fee structure, partially based on a base retainer and topped-up with an incentive programme, measurable by coverage or non-coverage received.
10. The SME portion of the market will continue to grow and will be bolstered by new entrants as the economy begins to show signs of growth again.
11. Students in PR will continue to struggle to find internships as SMEs still don’t understand the dti guidelines and access to internship grants.



### About the author

Angelo Coppola runs his own PR shop, Channel Managed PR ([www.channelmpr.co.za](http://www.channelmpr.co.za)), when not he’s not looking for something worthwhile to champion. He’s also an ex-financial journalist. Email him at [angelo@channelmpr.co.za](mailto:angelo@channelmpr.co.za), follow him on Twitter at [@angelo2711](https://twitter.com/angelo2711) and read his musings at: [www.posterous.com/angelo2711](http://www.posterous.com/angelo2711)



# Ashraf Garda

## It's time to socialise

The following list of 2011 media and marketing trends, plus one wish, has been informed by the various interactions I have with guests, media personalities, creative directors, digital marketers and consumers of media and marketing on my [radio show](#).

### 1. Stand-up comedians as social/political commentators:

Comedians are being taken a lot more seriously- both in their endorsing of products and in delivering a message to an audience. I foresee a growing trend of these funny people passing judgment on politicians with impunity, in a way talk show hosts or political reporters cannot do. Soon political parties will cotton on to their value and will be signing them up to knock out the opposition, all for fun. Trevor Noah's Cell C collaboration has paved the way for the blurring of lines

### 2. Wikileaks:

The Wikileaks cables have proved very embarrassing for diplomats around the world. I foresee diplomats now ensuring that all discussions are minuted and agreed by all parties -getting an official on-the-record transcript may be easier than stopping any cover ups, now that the Wikileaks information dyke has truly opened. Also expect a flood of Wikileaks copycats, which will be fuelled by the public and the media's naturally inquisitive nature

### 3. Bizcards:

Business cards or name cards will be experiencing the first signs of a slow death. With applications to mobile phones already providing contact lists and South African company IMPI now finally providing BlackBerry users with business card capability, I foresee a surge in database updates via mobile data transfer, with all the bells and whistles of a traditional business card. The Japanese must be cringing at the thought.

### 4. Integrated advertising:

The drive towards convergence will continue to grow rapidly, and marketers and ad agencies will find themselves pressured to do so.

### 5. Converged sales teams:

With the emphasis on convergence, account executives will need to multitask, too. An account executive in radio will have to have a sound knowledge of mobile marketing and social networking marketing, as well as print and visual, to make a mark on media planners. Campaigns cannot be viewed in isolation. The days of Jack-of-one-trade-in-media sales are over.

### 6. Twitter as a news medium:

Twitter has experienced a rapid growth as a deliverer of news to the newsrooms in real time. But the mass retweeting of the rumour of the death of former South African president Nelson Mandela proved embarrassing. →

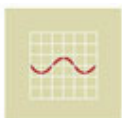


#### About the author

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# Ashraf Garda cont.

Twitter will have to look at ways to filter tweets - particularly when it concerns world leaders and political hotspots. Failing that, it will lose credibility with more tweeters pushing for immortality by prematurely killing off world leaders.

## 7. Social networking tutorials:

School teachers are becoming Facebook friends of their learners. I see this trend increasing, with even school principals finally realising the need to communicate to learners in their space. Official School Facebook pages will become the norm.

## 8. Social networking lessons:

And this leads me to the next step in the school/learner relationship: I can see tutorials actively promoted and workshopped by teachers through social networking sites such as Facebook and Mxit. Time to take the medium seriously!

## 9. Talk show call-in:

Radio stations will come under pressure to hold callers to talk shows more accountable. A trend has developed where callers have become unaccountable on-air activists, doing their on-air toyi-toying with up to three - and maybe four - different radio stations in one day. While their right to voice their opinion has to be maintained, it cannot come at the expense of a quality interview.

## 10. Social networking activists:

2011 will see an increase in social networking activists - the Woolworths Christian books row and the political change in Tunisia are examples of this. The public's share of voice will grow, leaving companies which ignore the sheer force of social media vulnerable to huge reputation loss. Expect growth in social media consultancies converging with PR and reputation management companies

## 11. The double editorial:

This is on my 2011 wish list rather than a trend: I look forward to the day when competing newspapers carry the editorial of other newspapers alongside it, all in the name of nation-building . For example, Beeld newspaper carries an editorial supporting labour brokers and publishes the Sowetan's opposing editorial view alongside it. This should help polarised South Africans understand each other a little bit more than we do.



# Bradley Maseko

## Social media's impact on youth marketing and media

Social networking and smartphones will play an all-important role in the youth marketing and media trends for 2011, as they have become part of the youth lifestyle and culture. The following trends will make it easy to see why they are and will continue to be a dominant force in the youth market for the year 2011 and beyond.

### 1. Social media

Seen by most as the biggest shift since the industrial revolution, social media has become an important aspect of the youth culture. 2011 will see more youth becoming addicted to social networking and more companies targeting the youth through this means, due to its great viral effect.

It makes it also easy to understand why Time magazine named Facebook founder Mark Zuckerberg man of the year for 2010.

### 2. Smartphones

Standard phones cannot fully cater to the online and social networking craving of the youth and, as more companies and universities introduce policies that limit the use of social networking sites during the day/working hours, this has led to more youth jumping onto the smartphone bandwagon as a means of countering these restrictions.

The increase in the number of smartphone users has also been greatly fuelled by the decrease in prices, which has made the phones more affordable for the youth.

### 3. Apps

More youth are discovering that they can do more with their phones and this interest has given rise to the downloading of different applications. Different brands have different apps ranging from business applications to entertainment, but the one thing apps have in common is the fact that they make it easier and more exciting to use phones.

With Apple alone having over 300 000 applications to choose from and it having opened its Apple Mac application store on 6 January 2011 - with over one million apps downloaded in one day - and with all the new apps for the tablets, we can expect 2011 to be a year of apps.

### 4. BBM

BBM - BlackBerry Messenger - has taken the youth market by storm, and it is easy to see why RIM is one of the fastest growing companies in the world. The youth love sharing and staying connected and this is what BBM does, enabling them to share through instant messaging (IM).

The idea behind BBM is to make it easier to share with friends, BUT, since it must be BlackBerry to BlackBerry, we can expect to see a rise in the number of youth making use of BBM, since by word of mouth more and more youth are convince their peers to join the family. →



#### About the author

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# Bradley Maseko cont.

The youth are getting big on cellphone banking and making payments via their cellphones, so 2011 will see more youth doing mobile transactions.

## 6. Mobile learning

The increase in the number of youth with smartphones and the increase in the time spent online will lead to more institutions and educational heads looking into conveying some of their educational material through cellphones, as a way of making education relevant to the youth culture and lifestyle.

## 7. Online advertising

Traditional media platforms, such as television, radio and magazines, are under great threat from the Internet and its online community. As more people spend more time online, companies and brands are being forced to target them through this form of media.

2011 will see a continued rise in online advertising, targeting the youth, from both local and international perspectives. Consequently, we can expect to see an increase in online advertising spend targeting the youth.

## 8. Corporate social websites

We are going to see a rise in website integration for companies or brands that are targeting the youth market. Previously, websites were all about the company; however, the new shift has seen a change to cater to the dialogue with the youth and encourage them mostly to “follow” through Twitter feeds and “connect” through Facebook fan pages.

## 9. Blogging

The youth of today are very opinionated; they want to be able to express themselves. More often than not, this expression gives rise to word of mouth.

2011 will see the rise in the number of youth bloggers, who will post opinions about products and brands, and, with this kind of social activism on the rise, this is really going to keep a lot of companies on their feet.

## 10. Tablets

For the early adopters and those that can afford it, the likes of the Apple iPad and the Blackberry Playbook are going to be the must-have tech gadgets. With Hewlett-Packard announcing its own webOS-based PalmPad, we can be sure to expect a decrease in price of the gadgets on the local market and more youth being able to afford and taking up these gadgets. The newest version of the Android 3.0 Honeycomb was developed for devices such as tablets and is going to make them a pleasure to use.

## 11. Wifi hot spots

Wifi hotspots will attract more youth as they strive to stay connected, even when they are out and about. We are therefore going to see more cafes and restaurants catering to this by enabling wifi on their premises - it's no longer just what you have on your menu, but rather if you can stay connected while you eat and/or drink.



# Colleen Funkey

## Brand trends for 2011

Trends can be likened to ocean waves, as a force of energy moving across the water, building in momentum and size until breaking and becoming one with the ocean, the norm. Much as the ocean, consumer values, attitudes and behaviours are in constant motion and, as marketers, we need to understand and predict these waves in order to respond and adjust so as to ride them and not be crushed because we didn't see them coming.

*They (surfers) keep their eyes on the horizon," Shaun Tomson - Surfer's Code.*

Here are my predictions for some of the 2011 waves:

### Changing status

As experiences become increasingly more valuable, consumers are opting to spend their money on acquiring skills, building their knowledge and self-discovery rather than on traditional consumption with its visible status symbols. Consumers are sharing their experiences and earning status through the stories they tell.

Think about who you would want to sit next to at a dinner party - the banker who pulled up in a Porsche or the guest who has just backpacked through Nepal? Who do you think has the higher social status at that dinner party?

What is your brand doing to support and enable self-development of your consumers - and are you enabling them to share their stories?

### Great expectations

Driven largely by increasing access to information through the online world, consumers are more informed and empowered than ever before. They are demanding more, as they take control and seek interaction and meaningful relationships with brands.

Does your brand listen, engage and encourage participation from consumers? Have you allowed and enabled co-ownership of your brand with your consumers? Think of the Apple app creators who certainly must feel a part of the brand as they have participated in its creation. They are not just loyal consumers, they are evangelists.

### Choice curators

Consumers are time poor, overloaded with information and seeking trusted guides to help them navigate through the choice overload. Decisions are influenced by peer reviews online and referrals from people and brands they trust. According to the 2011 Trend Report (Trendwatching.com), "roughly 25% of Tweets contain links" - consumers are increasingly taking on the role of curators as they comment on, share and recommend to one another. Word of mouth is becoming even more important as decisions are based on trust.

To build trust and earn curator status, brands need to be committed to honesty and transparency. Is your brand honest? Does your brand support and enable consumers to make the right choice for their needs? →



#### About the author

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# Colleen Funkey cont.

## Green, greener, greenest

Sustainability is no longer fringe, as consumers take ownership of the problem and demand that brands do so too. The status associated with green credentials is fuelling demand for eco-easy and affordable products. To earn credible eco-credentials, brands must educate and enable consumers to make a positive change and to feel and see the difference they make to the planet and for its people. Carbon credits cannot be felt but watching a plant grow and develop over time or a child acquiring a new skill (see the wonderful initiative in UK travel tourism [www.footballs4fun.co.uk](http://www.footballs4fun.co.uk)) can be deeply fulfilling and rewarding.

Is your brand providing consumers with a platform to make a difference to the planet and people? If so, can they feel and see the difference they make?

By keeping our eyes on the horizon, we can watch how changing consumer values and attitudes begin to influence behaviour. As you see a trend slowing building, wait until it gets just big enough then capture this energy to move your brand and business forward. Trend watching... it becomes a way of life!

References: 2011 Trend Report ([Trendwatching.com](http://Trendwatching.com)).



# Daniel Munslow

## A year for communication to shine

For many, 2010 did not turn out to be the great economic turnaround that everyone had hoped it would be. In fact, when you speak to many businesses - small and large alike - most agree that the economy only started to shift in the last quarter of 2010. Now, we have an exciting 2011 ahead, which by all indications so far should bring about a more prosperous economic environment.

### 1. Internal communications

2010 started to see South African companies adopt the international stand point that internal communication is just as important as external communication. It speaks to a company's enablers - the people who actually deliver the brand. All the external communication efforts are void, if people cannot experience the brand promise when they engage with the brand.

Given that measurement is moving away from eyeballs to engagement, this element is more critical than ever. Do your people embody your brand and live your values through tangible behaviours? Companies can no longer function on internal marketing alone; they need robust leadership communication and strategic employee engagement strategy.

Research has shown, for example, that an organisation of 1000 people can be wasting about R17 000 000 per year on lost productivity due to poor internal communication practices that prevent people from accessing information timeously.

Talk2Us research has demonstrated that only 24% of surveyed companies measure the impact of their communication. Much research is focused on channels and platforms, with little attention being paid to the actual behavioural changes that are delivered as a result of communication efforts.

### 2. Consolidation

The last decade was characterised by a tendency to go to market with many one-off campaigns - even social media became a 'let's do it because everyone's doing it', without really looking at long term implications.

Now that the market is flooded with so many messages, we need to stop, take stock, and reassess whether a back-to-basics approach of focused reach and frequency is not the right way to go. Communicators need to optimise cross-platform usage and maximise specific and measurable objectives.

### 3. Social media

For the past couple of years, social media has been on everybody's minds. And every year we only see a handful of really innovative and success campaigns in this space. Will 2011 be different?

The secret resides in the relevance of messaging, not only the platforms upon which they are carried.

As an example, in the last quarter of 2010 Jacaranda 94.2's social media drive to use Facebook as a platform for multidirectional engagement with the Just Plain Breakfast was a good example of how you should use social media. It managed to hit 80 000 friends in the space of one month. It further ensures it offers something through the platform that is not available elsewhere and that this is integrated into the programme itself. →



#### About the author

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# Daniel Munslow cont.

## 4. Agencies

Agencies are also changing in the new decade. Speaking to many corporate communicators, they want to see agencies focused on business results, as opposed to simply media results. This seems to be a reflection of the Stockholm Accords and the Barcelona Declaration which call for a more robust and rigorous assessment of public relations efforts.

With the diversification of communication into a myriad of niche disciplines - public relations, social media, internal communication, advocacy, etc - strategic partnerships are the order of the day.

## 5. Economy and measurement

Given the economic climate, brands all round will be more conscience of meeting key performance areas and reaching specific return on investment targets. In a challenging economy, the use of measurable platforms becomes key, or at the very least the ability to demonstrate a direct correlation between efforts exerted and the return that has been achieved.

Financially stressed brands will focus more narrowly on the platforms that give them that return, and invest in frequency - many will focus more on customer service, which continues to suffer from a lack of adequate corporate attention.

As with 2010, the King Report III has created a great opportunity for communicators to raise their profile to a strategic level. For this to happen, communicators need to be held accountable to specific deliverables and measurable criteria.

Simply put, 2011 must be about impact and making a different. A year in which outputs will no longer suffice. We need a year of outcomes.



# Darren Woolley

## Measuring marketing success in a mass-customised fragmented world

With the slow emergence from the global financial crisis, there is now a focus on the role of marketing to drive sales performance. This is impacting not only on how marketing needs to be structured and the approach to the market and the consumer, but also in the way the engagement third-party marketing services providers.

### 1. Marketing is about mass customisation

There are market segments, and then segments within segments within segments within segments, down to the individual. Technology now provides us with access to not only identify these segments within segments but to be able to customise content, messages and communication with each of these at a personal level.

It is this mass customisation that builds brands and ultimately sales.

### 2. Data is king, but insights will be god

To make mass customisation possible requires “knowing” the segments and individuals, which requires data. But data is just the tool.

The real value is in the insights derived from this data. Much like any tool, the value comes from the skill of the tradesperson using it. Therefore, insights are the holy grail of data.

### 3. Increasingly a world of media, channel and audience fragmentation

Much has been written about the fragmentation of media, but the fragmentation in audience segments has seen a corresponding increase in specialist service providers.

As a result, marketers now engage with multiple disciplines, multiple segments and multiple markets, resulting in increased complexity, which only continues to grow.

### 4. Glocal will become mainstream

Global or local communication strategies? The fact is it is now both - glocal. No local brand can be local only, what with the Internet providing a global audience to any brand with an online presence.

Likewise, we have found that one size does not fit all in a mass-customised world, with global brands now requiring localised customisation.

### 5. Customer experience surpasses customer awareness

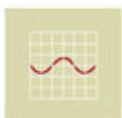
While the traditional role of advertising was to drive awareness and consideration, the customers’ experience of the brand builds a deeper relationship.

The interactive environment creates opportunities for customers to experience the brand and share that experience with others as an advocate for the brand. →



#### About the author

Darren Woolley is the founder of Trinity3 ([www.trinity3.com](http://www.trinity3.com)), an Australian-based marketing management consulting company with an international network of more than 30 industry professionals that helps people to achieve commercial purpose through creative process. He has been named in *AdNews* Power 50: The Most Powerful People in Advertising since 2005 and is a regular commentator to *AdNews*, *B&T*, *Marketing* magazine and *Procurement Professional*. Email him at [darren@trinity3.com](mailto:darren@trinity3.com), read his blog at [www.trinity3.com/blog/](http://www.trinity3.com/blog/) and follow him on Twitter at [@darrenp3](https://twitter.com/darrenp3).





# Darren Woolley cont.

## 6. Small ideas will become the big idea

Many marketers are often fixated on the “big idea” but, in the world of mass customisation, the big idea is the brand strategy and the advertising execution is becoming a succession of small ideas aligned to the big band idea, customised to the various and increasingly fragmented segments, down to the ultimate one-to-one conversation.

## 7. All will be digital but not all will be online

Many marketers still think of digital as the Internet, but digital technology has impacted on every level of communications. Digital out-of-home, digital television, mobile, APIs are all creating new ways for consumers to access information, control flow and content, and contribute to the conversation.

So the same technology that has enabled mass customisation has also added to the complexity of the process, providing increasing numbers of channels for interacting with customers.

## 8. Aligning to the customer is essential

In the face of this increasing fragmentation, the greatest challenge for many organisations is how to align to the customer. But, in the face of siloed business units, multiple geographic markets, cultural differences, increasingly specialised and diverse service providers, the ability for organisations and brands to be customer-centric is challenged.

Add to this the fragmentation of the customer segments and you can see why it is essential for marketing to align its activities to the customer.

## 9. Marketing will continue to be held more accountable

Return on investment (ROI) is the catch cry of marketing accountability, but sales results alone are a short-term business view of marketing investment. A customer-centric company should be measuring ROI based on metrics such as share of wallet and lifetime customer value.

Marketing is about creating, building and developing the customer relationships that move beyond simple initial acquisition and looking at the longer-term value of customers to the organisation.

## 10. Remuneration for marketing service providers (agencies) will be results-based

Just as marketing is more accountable than ever before, suppliers and agencies are also being called to account. The issue is that, in many cases, the value of their contribution is often ill-defined and obscured.

Often, the agency is seen as a cost-to-business and the pressure to reduce this cost continues to be applied. Marketing service providers and agencies that can prove their value will move to a results-based remuneration, where they increasingly share in the financial value created.

## 11. Production will continue to be under commodity pressure

In a digital world, production of marketing content is converging, yet the service providers are fragmenting with an increased number of specialist providers.

Companies which have identified this trend are increasingly looking for ways to consolidate the production function to achieve economies of scale on a local, regional and global basis.



# Daryl Ilbury

## The year SA's radio industry gets the serious jolt it needs

2011 is going to be a particularly interesting year for radio in South Africa, dominated by how the industry will respond to one of the most exciting, and potentially devastating, innovations to strike the electronic media environment.

At the beginning of last year, I started explaining to radio leaders that they have to fundamentally change the way they see radio. It's no longer about broadcasting a product, or what I call 'old radio'. 'New radio' is about 'connecting'.

### Connect

During 2010, a number of events seemed to echo my sentiment, and the term 'connect' seemed to inch further forwards in the lexicon of those driving technical and social innovation. In July last year, when the world's smartest thinkers convened in Oxford for the TEDGlobal Conference, the ringing mantra was "chance favours the connected world".

And later in the year, when Microsoft released its eagerly anticipated new Xbox controller-free entertainment platform that completely revolutionised gaming, what did it call it? Kinect.

In 2010, driven by the explosion of social media, the word 'connect' seemed to be everywhere where people were trying to incorporate the latest social trends into their products or services. Everywhere that is, except radio.

### Fundamentally human

The radio industry in South Africa seemed desperate to retain its stature within the realm of 'old radio'. It thought the growing electronic media space was something it could simply trawl through to fine-tune its product. It failed to realise that it was now colonised by social media - the second phase of the democratisation of the media - and bristling with people reaching out and connecting with each other, not because they could, but because to do so is fundamentally human.

And it is this that has brought about a revolutionary change in the way radio needs to operate, communicate, and even speak with its audience. In brief, it has completely changed the game.

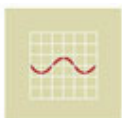
With that in mind, here are the 11 trends to expect in radio in 2011:

- 1. Celeb-jocks** - in the fight to grab the attention of an audience at increasing ease with creating and disseminating its own electronic content, radio stations will fight back with their access to one of the cornerstones of social media chatter - celebrities. Expect stations to lure TV, music, comedy and socialite celebrities - with little or no radio experience - behind the microphone to host their own radio shows.
- 2. The next big thing** - for too long, stations have downplayed the personality of their radio talent in favour of the station brand. Expect higher profiles of leading radio talent in an attempt to boost their celebrity status. The question is: who will be the next big thing, and which station will create them? →



### About the author

Daryl Ilbury is an op-ed columnist, radio analyst and consultant who specialises in the critical arena of talent development. He is a veteran of over 20 years in breakfast radio, having worked for East Coast Radio and Talk Radio 702. He is also a judge for the 2011 MTN Radio Awards. His website [www.darylilbury.com](http://www.darylilbury.com) features an original, free online resource for radio professionals. Contact Daryl on cell +27 (0)82 445 8141, email him at [daryl@darylilbury.com](mailto:daryl@darylilbury.com) and follow him on Twitter at [@darylilbury](https://twitter.com/darylilbury).



# Daryl Ilbury cont.

**3. The growth of NTR** - for decades, consumers have been tolerant of commercials as a necessary evil of traditional programming. However, social media is, to a large degree, commercial free; and consumers are becoming increasingly intolerant of the obtrusive nature of commercials. 'New radio' stations will have to become increasingly creative in their implementation of non-traditional revenue streams.

**4. More talk** - radio is no longer about broadcasting content to an audience, it's about connecting with that audience; and the most effective way to do this is through the spoken word. Music station PDs should ignore this at their peril.

**5. Well-planned spontaneous programming** - with democratisation of the media comes spontaneity of expression. Say goodbye to firmly structured and repetitive programming. 'New radio' will be designed around fluid and creative, but carefully balanced, programming.

**6. Radio gets real** - expect the language of radio to change. 'Jockspeak' speaks volumes of how a presenter sees the listener - as a distant consumer they are speaking to. New radio demands that presenters speak as if they see the listener as much closer - someone they are speaking with.

**7. Radio gets responsible** - the monolithic mentality of corporate media will have to recognise that they will have to touch base with their consumers more. Get out of the studio and mix with the masses. In 2011 the shift in corporate social responsibility will be from 'corporate' to 'social responsibility'.

**8. Radio as social media hub** - if consumers are going to talk, create and share content, let them do it through their favourite radio station. A radio station that becomes a social media hub will become a relevant radio station.

**9. More producers** - outside of talk format radio, producers are normally only found on morning and afternoon drive shows. With an emphasis on the need to continually process content across different media streams, every daytime presenter will need a wingman. Producers will become more necessary and top producers worth their weight in platinum.

**10. Growth of community stations** - as consumers connect with those in their social media community, they will look for a radio station they can connect with. Community stations provide this, and often with fewer commercial intrusion.

**11. Radio apps** - in the third quarter of 2010, over 77 million smartphones were shipped around the world, and the market for these phones has increased by a staggering 78%. Already, 10% of Clear Channel's digital audience tune in on their smartphones. In 2011, if your station isn't designing an app to be used on these phones, you're not going to be heard on your audiences' preferred mobile device.

Yes, 2011 is going to be an interesting year indeed, but only for those with the insight to change. For the rest: expect to lose listeners.



# Diane Charton

## Key trends for digital marketing

2011 looks set to be an exciting year for the digital marketing world, with a great deal of action likely to take place in the mobile and social media spaces. Here are a few of the trends I expect to see shaping the year ahead.

### 1. Content as engagement

Quality content will be more important than ever before during 2011, for publishers and marketers alike. To be truly effective, content will need to be useful and interesting to the user, as well as easy to distribute through social networking services.

Users will want content that they can shape and engage with - the days of static content are coming to an end. There are great opportunities to get your website visitors and customers to help you spread your content around.

For example, allow people to spread the word for you with social bookmarking and Facebook's 'like' button, or put up your own YouTube videos and RSS feeds. Be aware, however, that paying lip service to the concept of engagement is no longer enough. Be prepared to interact and engage with users, rather than blasting content to them in a one-sided conversation.

### 2. The real-time marketer

Once you start engaging with consumers using social media, you need to be ready for anything - just ask Cell C or Woolworths. That means marketing plans can't be carved in stone at the beginning of a campaign.

You need to watch and measure social media buzz and be ready to respond quickly to any new opportunities that arise, depending upon how consumers are reacting to your campaign. Companies will need to embrace online reputation management (ORM) tools and strategies to monitor and analyse what people are saying about them online.

'Planned spontaneity' will be a buzz phrase for marketers during 2011 as they make more use of social media channels for advertising and marketing. They will try to anticipate user response to their campaigns and be ready with responses of their own that drive further user interest and engagement.

### 3. Location, location, location

2011 could be the year that location-based services really take off and start to deliver some interesting options for marketers and advertisers.

Services such as FourSquare are starting to become increasingly popular, and many of the early concerns about privacy are likely to evaporate if users see value in these services.

Marketers could start looking at some interesting options, such as giving users loyalty points or discounts when they check in at a store or restaurant using a service such as FourSquare. Or, provided it's permission-based, there could even be opportunities to send targeted communications to customers based on their geographic locations. →



#### About the author

Diane Charton is MD of Acceleration Media ([www.accelerationmedia.co.za](http://www.accelerationmedia.co.za)), a strategic digital media consultancy solely focused on helping agencies and marketers make the most of the digital marketing channels. Diane oversees the growth of South Africa's leading online media strategy, planning and buying company, and helps clients to maximise their use of the Internet. Contact Diane via tel +27 (0)21 001 8020 or email [dcharton@accelerationmedia.co.za](mailto:dcharton@accelerationmedia.co.za).





# Diane Charton cont.

## 4. The real value of data

Marketers are increasingly seeing their campaign and customer data as one of the most valuable commodities at their disposal. During 2011, we can expect to see marketers focus more closely on gathering and analysing data that helps them to understand campaign performance and consumer behaviour.

Many marketers will be making more extensive use of web analytics tools to understand return on investment and refine campaign performance. Remarketing will become especially popular.

Remarketing allows you to deliver a targeted ad to a consumer that showed an interest in a buying a product - for example, by following an ad or placing a product in a shopping cart - but did not conclude the purchase.

## 5. Keep it integrated

Successful marketing is about integrating all the online and offline tools you have at your disposal to get the best possible ROI.

Increasingly, we're seeing marketers adopt strategies that pull together search, email, display advertising, social media and other online tools in a holistic manner.

They are also aligning online and offline marketing strategies more closely with each other. This reflects a reality where customers consume information across fragmented print, online, mobile and broadcast outlets, and need to be reached with consistent messaging across all of these points.

## 6. Mobile web vs apps

One of the most interesting debates that will continue to play out this year is what the future of the mobile Internet will look like. Will we see the app stores from the likes of Apple and BlackBerry become even more powerful or will we see a move towards a more open mobile web?

How this dynamic plays out in the years to come will have profound implications for marketers trying to use the mobile channel to reach their customers.



# Eddie Groenewald

## Mobile comes into its own

*Mobile is now mainstream.* Mobile technology has come into its own over the past few years, emerging from being a new technology to a mature one, with mobile websites (mobisites) and mobile communication being seen as mainstream channels to communicate with people. Here are some examples of this and how things will evolve in 2011 in the mobile and particularly the mobile marketing sphere.

### 1. Mobile statements:

This was one on the highlights of 2010 in terms of mobile technology. Instead of delivering statements via email or post, many companies have begun sending statements via MMS.

The advantage of MMS is that it is cheaper than posting statements and more direct than email, which often gets blocked by corporate firewalls or ignored by users amid the masses of email they receive every day.

With financial institutions, retailers, broadcasting companies and more now using mobile statements in South Africa, in a short space of time mobile statements have become a phenomenon in the mobile space.

### 2. Advanced mobile statements:

Mobile statements started out as what their name implies - a statement of an account received via MMS - but they have developed from there. MMS have multiple slides allowing statement information to be accompanied by marketing slides or information about the company.

Mobile statements are therefore been used in a similar way to how physical statements included brochures, but they are far more cost-effective and the uptake in readership is far higher.

### 3. The use of mobisites:

Mobisites have run in parallel to traditional websites in many companies. However, there is a growing recognition that they are useful for users on the go as they load quicker and provide faster access to information from a mobile phone.

Some people might have expected mobisites to fade away as smartphone browsers improved, but their usability and easy access to information have made them extremely successful.

Media companies across the world have adopted mobisites and locally we've not only seen the media companies do the same but retailers, ticketing companies, entertainment companies and more are following suit.

M-commerce is coming into its own here as mobisites offer payment options.

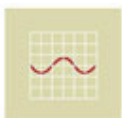
Furthermore, in an African context, the cost of browsing on a mobile website is so much cheaper and faster than browsing a traditional website on a mobile phone, making mobisites an attractive alternative for people in lower LSM brackets to browse on. →



#### About the author

Eddie Groenewald is the CEO of mobile marketing company Multimedia Solutions ([www.multimediasolutions.co.za](http://www.multimediasolutions.co.za))

He has 18 years experience in the telecoms industry, of which more than a decade has been in the mobile sector. He is responsible for driving multimedia solutions business strategy both locally and internationally.



# Eddie Groenewald cont.

## 4. MMS:

The use of MMS campaigns continues to grow in SA and there is no sign of it slowing down.

Companies are increasingly using MMS to drive traffic directly to their mobisites. This provides a key indicator for the success of campaigns because companies can now track how many people followed the call to action from the MMS and visited the mobisite via the mobile phone number.

Video MMS also is growing and will gain more traction in 2011 as more companies use actual video clips in MMS to communicate with consumers, employees and so on.

## 5. Smartphone apps:

Last year saw the introduction of the iPhone 4 and a number of handset manufacturers releasing Android-based devices. The iPhone app store, together with the Android market, opened people's eyes to downloadable applications for their phones.

This made many people familiar with the concept of buying an app (mobile commerce), ads being served adverts in free apps (mobile advertising) and the power of an application customised for mobile viewing. In fact, many adverts in apps take users through to mobisites, opening the concept to them of accessing content on their phones from a mobile website.

App downloads will increase this year, with more people using mobile apps and with a greater degree of services delivered to people through them. Many companies will add mobile apps to their traditional websites and mobisites as a way to communicate with people.

## 6. Social media explodes:

Social media has had a huge uptake in terms of mobile access. Facebook now has over 500 million active users globally or around 25% of the people on the Internet in total.

Of that, 200 million people (40 % of Facebook users) actively use Facebook from their mobile phones or around 10% of the world's population, according to the company. In SA, Facebook estimates there are 3.35 million users. If the 40% ratio applies (although it is likely higher) that is 1.34 million active Facebook mobile users in SA.

Then you have other channels like Twitter, Foursquare and instant messaging applications like Skype, Windows Live (MSN) Messenger and integrated applications such as Nimbuzz and Fring. *[A newcomer on the block is mobile social networking platform Motribe, which on Thursday night, 20 January 2011, reached over half a million registered users after launching in only September 2010 - managing ed]*

Combine user stats together off all these apps and it represents a substantial portion of the population in SA and highlights why companies should look to use mobile channels to reach people.

Furthermore, social media and instant messaging (IM) intensify people's dependency on their phones because they are using their phone far more to communicate with people. This elevates the importance of mobile marketing to a whole new level because of the impact communicating with people on their mobile phones now has.

Companies are increasingly looking to spread content from their mobisites through social media channels in order to increase readership and awareness. →



# Eddie Groenewald cont.

## 7. Database diversification:

One of the key things about knowing who people are and where they are situated is that messaging can be more specific in a mobile context. Databases can then be segmented via province or even cities and towns to send out mobile messaging based on where people are to direct them to local branches, as opposed to giving out a national call centre number, for example.

This can be developed further to communicate with people based on their interests or preferences, making mobile messaging even more effective.

## 8. All about content:

With so many people accessing mobisites, the demand for content becomes critical. More people are on the mobile web for longer and they crave new content to read, apps to download, music to listen to, etc.

Mobisites will need to be updated regularly to keep people coming back for more.

## 9. Integration integration integration:

Mobile integrates extremely well with other media forms, too, such as mobile messaging with TV advertising, for example.

In 2011, we'll see mobile become far more integrated within companies' marketing strategies, being used as a support to other campaigns or as the lead in a campaign with other channels backing up the mobile element.

And that's just the beginning. With the commercial launch of DVBH in this country, mobile is also being integrated on a technological level. The concept of watching a music video through mobile TV and then choosing to download the song to your phone as a ringtone or video ringtone or full track download for your music player on your mobile phone is not as far off as some might expect.

## 10. Mobile recession proof?

The global economy has been hit by recession and budgets are being cut across the board. But mobile technology is proving resilient because it's cheaper to communicate with, the mobile user base is extremely active and it's more measurable.

While traditional media continues to consolidate and battle for advertising revenue, expect mobile spend to increase in 2011.

## 11. Positioned to connect:

The power of mobile lies in the fact that it is viral and it's interactive. Mobile messaging has become multimedia-rich with MMS and it's captivating. People's interest can then be captured and a call to action can be made to respond via short code SMS, mobisites, call centres, even by going into a retail store.

Most people's phones are within reach 24/7 and as soon as that phone rings it receives the person's attention. The mobile phone therefore provides a captive audience to connect with and companies need to carefully use this fact to build a sustainable relationship with their customer bases.





# Fiaz Mahomed

## 3D in cinema: a host of new opportunities

3D breathed new life into the cinema industry and has seen remarkable growth from just one screen in 2007 in South Africa to 58 3D screens on the Ster-Kinekor circuit alone in 2010. In 2011, 3D will open up a host of new opportunities, from content to advertising.

And cinemas will no longer just show the latest blockbusters; they are shifting into a much broader territory. The possibilities are endless and exciting and point to an exciting 2011 in cinema.

### The cinema experience

Experience in cinema will become more critical as customers look for more than just a great movie. In addition to sight and sound, closer attention is being paid to the physical environment with seating configurations, for example, becoming much more luxurious and innovative to include bean bags, large luxury single seats and double-seat configurations. [Would someone please fix up the toilet experience, too, especially at Sandton City? - managing ed]

### 3D growth - product and quality

While 3D has been around for decades, the new digital format combined with 3D digital recording has allowed for the quality and quantity of 3D films to become more viable.

There will be more and better 3D films, as well as the launch of new franchises, particularly in 3D. These include The Hobbit, Tron, Tintin and The Smurfs. We will also see many re-releases in 3D, including Titanic and Star Wars, and the reinvigoration of franchises such as Spiderman 4 with a new lead.

Perhaps worth watching is the role of 4K in the future, particularly in the 3D space.

### Art films - back to pure art

SA will remain one of the few countries worldwide to offer a dedicated art cinema circuit. There will be a trend back to pure art films and rare content, alongside the best foreign language films, award-winning productions, and film festivals.

### Rise of 3d advertising

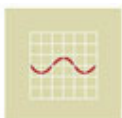
Over the next five years, 90% of the world's commercial advertising screens will be converted to Digital D-Cinema. 3D advertising will also increase with the greater 3D screen penetration underway.

Digital cinema offers advertisers a host of advantages including: constant and consistent commercial quality, shorter lead times allowing advertisers to take advantage of last minute opportunities, a major reduction in production costs, opportunities for local and regional advertising as well as alternative content screening, greater creative flexibility, strategic advertising and point of purchase retail advertising opportunities and a strategic link from on-screen to foyer. →



#### About the author

Fiaz Mahomed is CEO of Ster-Kinekor ([www.sterkinetor.com](http://www.sterkinetor.com); [@sktheatres](http://www.facebook.com/sterkinetortheatres)), the largest cinema group in South Africa. Under his leadership, Ster-Kinekor has grown into a successful entertainment business, with innovation and technological advancement being key. Easygoing and laidback, Fiaz is a father of three "sports-crazy" sons, enjoys Hollywood and Bollywood movies and respects the creativity of Bollywood's musical dance sequences.





# Fiaz Mahomed cont.

## Non-traditional content

Cinema will continue to see growth as a channel for alternative or non-traditional film content.

The huge success of the New York Metropolitan Opera cinema screenings prompted various other theatre productions to offer their material on the cinema platform, including the NT Live series (London's National Theatre) and "recorded live" events from Broadway.

The trend in 2011 will be growth in the theatre and music offerings, with live sporting events being the next big thing.



# Gary King

## A positive outlook for the commercials industry

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.

### 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. →



#### About the author

Gary King is the executive producer of Picture Tree ([www.picturetree.co.za](http://www.picturetree.co.za)), a Johannesburg-based commercials production company. His production 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.



# Gary King cont.

## 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.



# Gillian Rightford

## External movements to force creative change

I predict a whole bunch of things that I think should happen, certainly based on global trends, and on emerging South Africa trends. Of course, they may not - although ad agencies live in a creative environment that changes by the minute, the one thing they seem less able to do is change! But in some of these instances, change might well be forced by external movements.

Should be interesting to watch!

1. I foresee **many lists of eleven things**: top 11 news stories, 11 best National Geographic pics, 11 most downloaded apps.
  2. In the advertising world, I predict that agency groups will start **breaking their internal walls down**, that the divide between ATL and BTL/digital/design/activation/PR/eventing/whatever will be removed to focus on the core business challenge, then the core creative idea, and then how to get to market.
  3. That the **"fee" model will be revised** and revamped around the notion of 'value', not billable hours. The billable hours model undervalues conceptual big-value thinking, and overvalues day-to-day implementation work. This results in marketers finding agencies way too expensive overall, and believing that their work can be done by anyone.
- Some of it can, but not all of it will be done well. Agencies need to isolate what's worth more and what's worth less, and charge appropriately.
4. The **role of the 'production house'** and the expensive director will be challenged by ever-improving technology, the desire to bring costs down to palatable levels, and the desire lurking in every art director to create content.
  5. More ad agencies will start making products and creating their own brands, creating a symbiotic revenue stream (a la Rockfish in the US).
  6. **Mobile as communication medium** to explode into the emerging markets, challenging the place of traditional media - an audio-visual, interactive selling (and buying) tool, wherever there's a cell signal.
  7. **Mobile interactivity to explode**. More of above, but much more than we even imagine.
  8. The concept of **crowdsourcing ideas will grow** as corporates look to broaden their network of creative suppliers, and lower their costs.
  9. **Online shopping to take off** - growth of mobile to assist this.
  10. **Smaller, more virtual offices** will be the name of the game - why waste rent money when only 10% of your workforce may be in the office at any one time? Plus you give them the freedom to work in their PJs till noon, if that's what they want.

Technology will allow more personal, customised advertising - whether it's on the Internet, on your phone, on a billboard you drive past, walking in a mall. The ads will know you, your friends, what you like and don't, and talk to you in ways that will either give you the creeps or make you wonder how they knew that?!



### About the author

Gillian Rightford's CV is a mix of marketing, advertising, and management. A former group MD of Lowe Bull, she started Adtherapy ([www.adtherapy.co.za](http://www.adtherapy.co.za)), a company that aims to improve the quality of advertising out there through better skills and better client/agency relationships. Contact Gillian on tel +27 (0)21 761 2812 or email [gillian@adtherapy.co.za](mailto:gillian@adtherapy.co.za), read her blog at [adtherapy.blogspot.com](http://adtherapy.blogspot.com) and follow her on Twitter at [@grightford](https://twitter.com/grightford).



# Gisele Wertheim Aymes

## It's a Wild. Wired. Wellthy. World!

The recent global recession has changed our world forever. In a new digital age, characterised by oversupply and too many product types in almost every market, the challenge for companies will be to locate and capture pools of high-profit demand and be able to move with speed and flexibility to take advantage of them. Here are 11 trends for 2011.

### 1. Lions on the move:

This is how the McKinsey Global Institute refers to Africa's economic growth, which they say is "creating substantial new business opportunities that are often overlooked by global companies. Consumer-facing industries, resources, agriculture, and infrastructure, together could generate as much as [US]\$2.6 trillion in revenue annually by 2020, or [US]\$1 trillion more than today. The rate of return on foreign investment is higher in Africa than in any other developing region. Global executives and investors must pay heed."

Unsurprisingly, Africa expects an Internet revolution. According to the Trends in Africa 2010 report by World Wide Worx, more than 90% of business decision-makers across Africa are expecting prices to drop and competition to increase dramatically in 2011.

"ADSL is fast becoming the standard form of business Internet access across Africa - more than 40% of businesses in these 20 countries are using it," says Arthur Goldstuck, MD of World Wide Worx.

Expect more double-digit growth in users of general Internet applications, email on cellphones, banking and the emergence of cloud computing in Africa.

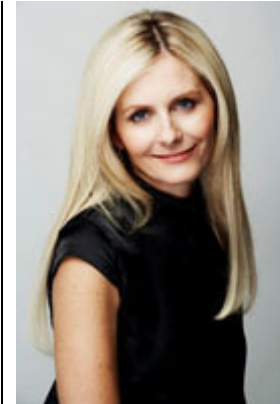
### 2. Wild ascent of the 4th screen (mobile):

More eyeballs and more money will be invested in this channel in 2011. South Africa's mobile penetration rate is more than 110%. Mobile is über-omnipresent and transcends most barriers - solar panel technology is even enabling poor isolated rural communities with no electricity to charge their cellphones and connect to the commercial world.

Apart from offering mobile transactions, local banks led in 2010 by enabling mobile money transfers into cash in pocket. Growing affordability of smartphones will put the www in more South African hands than ever before. These devices will increasingly enable consumers to participate in social and mobile commerce, find or receive dynamic deals right at the point of sale, compare prices online, partake in group or member deals and buy, buy, buy!

Collective buying models such as Groupon, with 35 million registered users, make social mobile commerce very appealing. Trendwatching.com warns companies to watch out for pricing pandemonium where "consumers are constantly connected, and when they hear about new deals online can quickly and easily spread them through their social networks."

Think group member sales and flash sales! →



#### About the author

Gisele Wertheim Aymes' media career of over 20 years spans a broad range of experience, from editorial, marketing, publishing and advertising sales to media innovation and strategy. Among the many hats she wears is being publisher editor of *Longevity* magazine ([www.longevitymagazine.co.za](http://www.longevitymagazine.co.za)), which she bought from Avusa in 2010. Email her at [gisele@longevitymag.co.za](mailto:gisele@longevitymag.co.za) and follow her on Twitter at [@giselewaymes](https://twitter.com/giselewaymes).



# Gisele Wertheim Aymes cont.

## 3. Gadgets, gadgets and more gadgets:

Technology will continue to change the way we live and consume.

The recent International Consumer Electronics Fair in Las Vegas revealed key trends: forget 3D television, which is still slow in its uptake; new gadgets and software will let you create your own 3D photos and videos using 3D consumer cameras.

Smartphones are becoming more capable, and wireless streaming technology is becoming more faster than ever. Consumers will also be able to use their smartphones as remote controls and there are developments in 4G Wireless and Windows Phone 7. All the major chip companies are touting new, mobile-focused versions of their processors.

While there is some product availability lag in South Africa, we don't lag in desirability! SA is still waiting for decent availability of tablets, but it will come. Industry analysts predict as many as 20 different varieties of tablets to premiere globally over the coming year.

## 4. Integration and innovation:

Investment in brands remains under pressure.

Advertising spend in SA showed little real growth for the past two years, if you exclude rate increases and spend directly related to the 2010 FIFA World Cup. In 2011, prospects will be more positive; however, only double-digit growth (real) will come from digital channels.

As this category is hopelessly under-read, we won't really know how much, only that it'll grow in leaps and bounds off its small base.

Certainly, though, we can expect more competition between and innovation from SA media houses, which will ramp up efforts to integrate media platforms and offer consumers multiple entry points to access information and content (web, radio, print, TV, mobile, out-of-home) and provide advertisers more integrated cross-platform advertising opportunities.

## 5. Move out of traditional sponsorships deals:

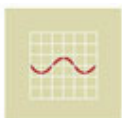
In the latter half of 2010 Standard Bank, one of South Africa's largest advertising spenders, announced its decision to withdraw investment by May 2011 from its sports sponsorships. It had invested around R100 million a year into Cricket South Africa; it also announced a cut in ties with Kaizer Chiefs and Orlando Pirates.

This has sent a strong message to the sponsorship community and also to other marketers who invest in traditional sponsorships. It's hard to believe they won't question the value of their deals.

In 2011, where will the money that was invested in the 2010 FIFA World Cup be redirected? Will it be reinvested in company margin or will we see some new innovation in the sponsorship area?

## 6. More digital newsstands:

It's been reported that Google may build a digital newsstand for Android in order to compete with a similar service offered by Apple via its iTunes store. This is clearly a major challenge and one to watch in 2011. Digital newsstands will impact traditional newsstand sales of a variety of media and entertainment products. They break geographic boundaries and open products to new markets and consumers. With the very high mobile penetration in SA and increased accessibility to smartphones, this cannot be underestimated. →



# Gisele Wertheim Aymes cont.

Some believe successful digital newsstands will not focus on brands, but will focus on artists, authors, topics and articles. That'll really pose a major shift for brand, media and entertainment companies if it becomes a reality!

## 7. Social media gets sexier:

And continues to change the way in which consumers interact with media, brands and companies. Everyone will be taking social media more seriously in 2011.

Expect more companies conversing with more consumers on Facebook (there's no single traditional media channel that holds captive the sheer number of consumers that social phenomenon FaceBook has – 600 million users and growing); more businesses and their CEOs on Twitter and other networking platforms; and more money to service providers which generate effective brand solutions and creative, profitable, ideas to companies.

Consumers are no longer just content generators; they are also content curators and don't necessarily want their "walls turned into malls," so companies have to learn from best practice and understand consumer needs in much more precise ways than ever before.

Social gaming is predicted to become the "Super Bowl of Marketing." Companies must come up with clever ways to incentivise social media participants in games with rewards.

## 8. More consumer consciousness:

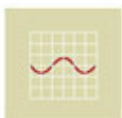
This social world is leading to more consciousness, and more sharing of this consciousness with their communities. Whether it's concerns about the effects of global warming and a greater appreciation for environmental issues as communities feel the full effects of floods, snowstorms, earthquakes and many other disasters sparked by environmental disruption; worries about the abuse by political leaders of their power of office; global human or animal right challenges; or even just the challenge of basic labour rights of workers in a local corporate institution, unquestionably consumers are more empowered than ever before, with information brought real-time to their mobile or pc devices.

## 9. More consumer activism:

A more conscious and connected consumer will have a profound impact on the growth, or not, of brands, companies, countries and even individuals - a disturbing trend in Asia of late is the rise of "hate mobs", spawned by social media.

Consumers are realising they have a voice online and with this comes more risqué behaviour and brashness, including fair dollops of brand-bashing, as increasingly open and transparent conversations about brands and companies take place on social media platforms. They are more powerfully organised and networked, so news travels fast. More companies and governments named and shamed, Wikileaks or other "leaks" and, yes, it's unlikely that Julius Malema will topple Twitter.

South Africans will see the introduction of the new Consumer Protection Act in 2011, which will add serious weight to consumer rights, so companies had better be prepared for active and intelligent engagement! Think more reputational management, a renewed focus on values and adherence to a moral marketing code! →





# Gisele Wertheim Aymes cont.

## 10. Consumer longevity:

According to the UN Population Division, “by late 2011 there will be seven billion humans on earth”. Today, half the world’s population, that is three billion people, live in urban areas. Also, close to 180 000 people move into cities daily, adding roughly 60 million new urban dwellers each year. (Source: Intuit, October 2010).

Not only are there more people but also people living longer, and scientists estimate the population may reach nine billion before 2050-in 2045. Obviously, not all are active consumers. However, the progress is notable.

It took more than 20 000 years to reach one billion consumer participants in the world. It took 20 years to reach the second billion. By 2012 ,we’ll have reached the third billion. The effect this is having on Earth is critical and Africa and South Africa are no exception!

As National Geographic reports, “Water tables are falling, soil is eroding, glaciers are melting, and fish stocks are vanishing. Close to a billion people go hungry each day. Decades from now, there’ll likely be two billion more mouths to feed, mostly in poor countries. There’ll be billions more people wanting and deserving to boost themselves out of poverty. If they follow the path blazed by wealthy countries-clearing forests, burning coal and oil, freely scattering fertilisers and pesticides-they too will be stepping hard on the planet’s natural resources. How exactly is this going to work? “

## 11. ‘Wellthy’:

In humankind’s desire for longevity, good health is becoming as important to some consumers as having the biggest, newest or shiniest status symbols; there is a growing appreciation of the priceless value of good health.

Around the world, increasing numbers of consumers will expect health products and services in 2011 (and beyond) to prevent misery and improve their quality of life, rather than merely treating illnesses and ailment. So says Trendwatching.com, which adds: “An estimated 500 million people worldwide are expected to be using mobile healthcare applications by 2015.”

In SA, the planned introduction of a National Health Care system over the next few years will have a fundamental impact on a consumer’s personal health and management thereof! Information and technology will be a key and positive enabler of consumer health consciousness. In 2011, be wellthy.



# Janice Spark

## A year of hard work for brands

If 2010 could be summed up as soccer, vuvuzelas and national pride, 2011 will be all about the hard work of restoring the economy to sustainable growth, paying attention to environmental concerns and mastering the technologies that are changing the world. Here are a few trends to watch in 2011.

### 1. Conservatism and caution

A full recovery of the global economy remains elusive, and growth is stagnant or even declining in many major economies. For that reason, many investors and multinationals are looking for growth from Africa, with its underdeveloped infrastructure, young population, high interest rates in some countries, and fast-expanding middle-class.

Despite Africa's political and social challenges, expect massive interest in the continent's economies in the year to come.

### 2. The African Internet revolution - time to get naked?

Bandwidth is becoming cheaper and more abundant in South Africa and other parts of the continent, thanks to all the new submarine cables linking Africa to the rest of the world. That will create massive new opportunities for businesses and drive big changes in the way that consumers (the middle-class ones, at any rate) behave.

Video-streaming, music downloads and other attractions of the Web 2.0 world will become a South African, and African, reality. Companies will need to look at ways of integrating these more tightly into their branding, marketing and sales strategies.

### 3. Multi-level devices

Smartphones, gaming consoles, tablet computers - true technological convergence has become a reality as consumers embrace online devices that allow them to access a multitude of services, applications and entertainment products.

While innovations such as 3D TV will capture many imaginations, it's going to get harder and harder to tell the difference between the TV, the computer and the phone. Leveraging these channels to communicate with consumers will be a major challenge for marketers in the year to come.

### 4. Consumers are demanding - and defining - value

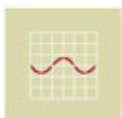
Consumers, shaken by the prolonged economic downturn, are seriously questioning their basic 'reason to buy'. Unlike a few years ago, if a clear reason doesn't exist, the sale may not happen. And where value does exist for the consumer, in 2011 it will be tightly defined.

Brands that clearly 'stand for something' will win over those with vague identities and those just riding on the latest trend wave. Those brands that facilitate personal connections and authentic, human communities are likely to stand out. →



#### About the author

Janice Spark is a director and managing partner of Idea Engineers ([www.ideaengineers.co.za](http://www.ideaengineers.co.za)), an advertising and PR agency which she co-founded in 2002. She has directed the marketing efforts of leading global organisations for over 20 years. Contact Janice via tel +27 (0)11 803 0030, email [janice@ideaengineers.co.za](mailto:janice@ideaengineers.co.za) and follow her on Twitter at [@janicespark](https://twitter.com/janicespark).



# Janice Spark cont.

Today, consumers aren't just paying attention to word-of-mouth referrals; they're getting serious about them. That means every connection with a customer could impact a brand's relationship with several people in his or her social network.

## 5. Green concerns grow in importance

With growing concerns about South Africa's water and power supplies, there is a distinct possibility 2011 will see environmental sustainability becoming a major talking point for government and the private sector alike.

In this scenario, feel-good 'green washing' brand campaigns could well start to rub up against the reality of environmental decay and degradation, and come off second best.

To operate successfully in this kind of environment, local brands will need to throttle back on the green washing and focus as hard as possible on humble, demonstrably practical and committed community involvement projects.

## 6. Think virtual, local and communal

Members of South Africa's Culture Club use the Internet to share information about local events, experiences and happenings around Jozi (Johannesburg), and frequently get together as a group for photo opportunity tours, theatre visits and so forth. This is one example of how social media is connecting local communities in the real world.

This is a massive shift for brands that have become very used to one-way, one-size-fits-all mass media communication - one that will require a far more fragmented, nuanced and localised approach to engaging consumers.

## 7. Social media - can it possibly get more fashionable?

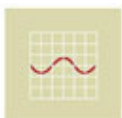
Both Cell C and Woolworths underestimated the power of social media in 2010. Cell C found a lot of people didn't appreciate being conned by a fake Trevor Noah YouTube post, while Woolworths received a quick social smack for ditching non-profitable Christian magazine titles, creating a tricky consumer context for the brand moving forward.

Combine these case studies with the real BP vs fake BP Twitter account debacle, and you have a South African business sector now taking social media very seriously. As it should, based on the evidence - social networks are already over-taking search engines as the biggest source of web traffic, for example.

In 2011 we can expect more advanced and complex (although not necessarily more illuminating) models to emerge from communications and brand agencies breaking down how and why to engage with consumers via social media. From bar graphs to flash movies and everywhere in-between, social media will be 2011's big brand trend.

## 8. Mobile on the move

And then, of course, there's mobile. As with social media, integration and convergence will be the real mobile watch words for brands over the next five years. The bottom line is that it's getting increasingly difficult (and pointless) to differentiate between mobile and Internet, between cellphones and computers, between a social media strategy and a mobile strategy. We're entering the era of ubiquitous connectivity - and that means that mobile is becoming a central part of the marketing mix. Watch this space!



# Janice Spark

## PR: adapting to change

The public relations industry, much like other parts of the economy, is going through massive changes, brought about by rapid and continuous evolution in communications technologies. PR professionals are under pressure to keep pace with the changing ways that people are communicating and with adapting their business models to the quick pace of change in a world where information flows faster than ever before.

### 1. A hybridising communications sector

The lines that separate different communications disciplines are not as clear as they once were. Cell C's use of comedian Trevor Noah as a prominent 'face' for its rebranding campaign is a case in point. Love it or hate it, Cell C's initiative blurred PR, marketing, advertising, experiential marketing, digital and social media into a powerful hybrid campaign.

In this world, communications agencies are increasingly delivering hybridised offerings. PR agencies now offer more above-the-line creative offerings, while ad agencies incorporate relationship and community elements that were traditionally the domain of PR. Digital agencies, once considered niche players in the communications mix, are enjoying boom times, while specialist social media agencies are emerging.

But one certainty is that strong relationship and reputation management skills are more important than ever in this fragmented, overlapping environment.

### 2. Social media

South African firms need to catch up in the social media space, but there is little doubt that they are beginning to understand its important role in customer service and reputation management. They will look to their potential PR partners to demonstrate social media theory in practice within their own businesses.

As a result, PR execs will themselves embrace the social media mediums and channels they are analysing and discussing on behalf of their clients.

### 3. Transparency as strategic asset (and operational challenge)

Transparency matters in a world where companies can no longer control the flow of information. BP, Toyota, Nestlé and Intel have all faced crises of transparency in recent years, providing case studies in the strategic importance of transparency and the bottom-line consequences of transparency failures.

Against that backdrop, the PR sector will have a major role to play in giving corporations and brands the tools to cope with this new strategic context. That's the theory, anyway.

In practice, PR will remain a reactionary tool in many corporations. Here, the specialists are called in as crisis managers, after all the important events have taken place.

In those contexts, the ability of the PR experts to engender meaningful organisational shifts will remain limited. →

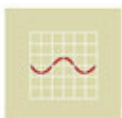


#### About the author

Janice Spark is a director and managing partner of Idea Engineers ([www.ideaengineers.co.za](http://www.ideaengineers.co.za)), an advertising and PR agency which she co-founded in 2002. She has directed the marketing efforts of leading global organisations for over 20 years. Contact Janice via tel +27 (0)11 803 0030, email [janice@ideaengineers.co.za](mailto:janice@ideaengineers.co.za) and follow her on Twitter at [@janicespark](https://twitter.com/janicespark).



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# Janice Spark cont.

## 4. The evolving SA social context

In the last two years, we have seen many major brands follow Outsurance's example by integrating corporate social investment (CSI) with their marketing efforts. This trend will continue throughout 2011, especially with many brands seeking to re-establish their social credentials in the face of increased competition and 'social clutter'.

Social development and community support is a complex area of brand operation. It involves the interaction of many people with dramatically different points of view and cultural contexts - from community members to the press, government representatives, corporate leaders and community activists.

Brands must ensure that nothing goes wrong - that false expectations are not created and that delivery on project promises is always on track. Communication will be the crucial factor to leveraging CSI to build brands and reputations.

## 5. Measurement

Historically, the benefits PR brings to an organisation have been notoriously difficult to nail down, with most companies today seeing limited value in benchmarks such as advertising value equivalencies (AVE).

Instead, expect to see new models emerging that attempt to quantify integrated PR value across a complex matrix of multiple dimensions. These new models are important steps forward for clients and agencies alike, especially in an environment where media agencies are offering hybridised, overlapping services.

Online reputation management (ORM), data analytics tools and other sophisticated technologies will be put to use to measure and understand customer behaviour, organisational reputation, and other factors companies wish to influence through their communications.

## 6. Mobile mobile mobile

If you need proof that mobile matters, consider the following: BBM (BlackBerry Messenger) - the instant messaging application written specifically for BlackBerry smartphone users - has seen a staggering 500% increase in use over the last year, and currently has more than 25 million users worldwide.

MXit, which allows for instant messaging without the hard cost of always on Internet connectivity that many other mobile phone applications require, now claims almost 27 million subscribers, most of them South African.

Data connectivity and phones are becoming faster and cheaper in leaps and bounds, so that is just a small taste of the future. The challenge for PR practitioners is to understand this new medium, use it appropriately (bearing in mind looming legislation such as the Consumer Protection Act) and measure the results of actions and interactions effectively.



# Jason Levin

## What's up for Generation Y?

For most young South Africans, 2010 was marked by the hosting of the 2010 FIFA World Cup, so what does 2011 hold for Generation Y and what trends will take-off in the months ahead? Connectivity remains key in young people's lives and, with even more technologies and mobile apps at their disposal, their appetite for social status grows.

Successful brands will have to become more resourceful in creating meaningful connections with this market in order to remain relevant and compelling.

### 1. Universe made for me:

High levels of entitlement have shaped young urbanites' consumer headspace. Their increased consumption of and access to a wide variety of media technologies has provided them with the tools and self-belief that they can control their lives. A limitless supply of free information at their disposal has shifted their attitudes towards paid-for content and instead created a generation of young consumers who feel entitled to an "all access" pass to the resources they want.

Brands that establish ways to maintain active conversations with their young consumers and involve them in the concept development have a greater chance of meeting the demands of the millennial consumer and staying relevant.

### 2. Game on:

This year, gaming becomes the new frontier for brand engagement. The proliferation of cellphone usage has provided urban youth with access to a pocket-sized gaming device. Add this to the growing number of young urbanites who have access to gaming consoles and it's possible to see why brands want a piece of the action.

And we're not referring to in-gaming product placement but rather a move towards consumer participation with the brand that unfolds within the gaming genre. ARG (alternate reality gaming) or LARPing (live action role playing) are the latest buzz words in the digital marketing fraternity as brands develop more interactive ways to connect with young urbanites by creating real-world gaming scenarios. [Science fiction novel *Halting State* by Charles Stross will help you make sense of this - managing ed]

### 3. TAC obsession/attack of the cellphone:

In 2010 we first reported on this trend of Tracking, Checking and Alerting and in 2011 we see this trend pick up speed.

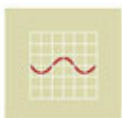
Whether they're tween girls MXiting their friends till midnight or young adults updating their Facebook and Twitter statuses throughout the day on their Blackberries - young urbanites are fixated with their cellphones.

This trend should not be misinterpreted as an open invitation for brands to channel all their communication into mobile content, but rather it presents marketers with a new playing field for connecting with the tech-savvy consumer. →



#### About the author

As MD of HDI Youth Marketeers ([www.hdiyouth.co.za](http://www.hdiyouth.co.za)), Jason Levin spends his time understanding what makes young South Africans tick. After a false start in the financial services sector, Jason spent 10 years in advertising, digital marketing and brand consulting before becoming MD of HDI in April 2008. Contact Jason on tel +27 (0)11 706 6016 or email [Jason@hdiyouth.co.za](mailto:Jason@hdiyouth.co.za).



# Jason Levin cont.

## 4. Facebook fallacy:

For many companies, Facebook promises instant access to the youth market and many of them have launched their own fan page or group in an effort to leverage their brand status. However, youth interest in Facebook is driven by extending connections with friends, not brands.

Brands that crack the nod on social networks establish worthwhile conversations with their target market and actively maintain these relationships so that their online presence is meaningful and relevant.

The fact that the six-member social media team which manages the Starbucks brand is considered small by international standards should give local brands a heads-up on what managing their online reputation involves.

## 5. Four-year chasm widening:

Following the release of another set of un-ideal matric results after an academic year that was hard-hit by teacher strikes, the year ahead will be marked by growing concerns among young South Africans towards the quality of the education available to them.

But, their unease towards their future prospects is matched by big expectations towards becoming successful and having access to material wealth (Being a CEO is polled as the Coolest Job in 2010).

The result of this is a growing divide between what kids aspire to reach and what their skills-set realistically enables them to achieve. Brands who want to make a real difference will look at ways of investing in the education sector in order to assist empowering young minds to actualise their potential.

## 6. 'Don't touch me on my studio':

Popular culture 'accidents' can infiltrate youth vocabulary overnight like "Don't touch me on my studio", which saw Chris Maroleng's TV interview get converted into over 93 000 YouTube hits and a variety of hip-hop remixes.

Similarly, South African Police national commissioner Bheki Cele's "Stomach in, Chest out" statement became the lyrics for DJ Excess's song and subsequently featured on 5FM's Ulti-Mix at Six compilations CD.

These unplanned incidents spread like wild-fire among peer groups and social networks. But the reality is that, while these incidents become media windfalls, they're not easily reproduced by brands. We are shifting into an era where the boundaries between producers and consumers are blurred.

## 7. The killer app:

To date, over three million BlackBerries have been sold locally and a fair chunk of those handsets belong to under-23s. By launching its free messaging service called BBM, BlackBerry created an irresistible app that largely drives sales of the product in this market - students brag about being hooked on BBM.

However, in 2011 we see a new player compete for marketshare called WhatsApp Messenger. This cross-platform app enables free messaging exchanging between different smartphone users.

Nevertheless, word on the street is that it's the "pleb version of BBM", making its accessibility less cool to BBM fans. Time will tell whether WhatsApp kicks BMM off its post and whether local contender MXit manages to leverage its appeal with an older market.

Also to watch this year is the uptake of the location-based apps such as Foursquare which invites fans to check into places where they like to hang out, and rewards them for their ongoing feedback. →



# Jason Levin cont.

## 8. Now wow!:

Exponential growth and access to technology has reduced time-frame intervals to milliseconds. "Living in the moment" has new meaning to millennials, who seek out ways to celebrate and maximise every hour of their day. Brands that get too caught up with planning youth strategies 12 months ahead will risk being unable to interact in the moment as an opportunity to engage arises.

In an effort to be truly free of the hassles and commitment associated with running their lives, teens and young adults will look at ways to momentarily "snap out of it".

UK mobile brand T-mobile has succeeded in introducing a measure of spontaneity into its communication, with flashmobs such as the one executed in Heathrow in November last year which resulted in over 6.3 million YouTube views.

## 9. Youth premiumisation:

As the spending power of teens grow, so too does the commercial interest in this market. In 2011, we see brands extending their offerings with premium ranges that cater exclusively to youth.

Last year the Sunday Times Generation Next study reported that local youth spend is R95.3 billion. This caters to a new level of pester power, where 10-year-olds are able to articulate their brand opinions and negotiate with their parents to purchase particular brands over others.

International brands are already capitalising on this growing trend by creating premium product extensions aimed at the youth market, such as the Barbie Pocket Learner which was designed to resemble the BlackBerry for little girls.

Locally, mega-brand McDonalds will switch to McCafés in all high-end urban areas.

## 10. D.I.E\* green (\*do it easy):

From an international perspective, going green has shifted from periphery non-profit organisations and into the mainstream as consumers adjust their buying habits in line with this trend. The reality is that the majority of young South Africans are not truly green-minded.

In 2010, the Sunday Times Generation Next study uncovered that, while 55% of young South Africans believe in recycling, 77% of hardly ever or never follow-through because it requires too much effort. This presents brands with the opportunity to make a difference in 2011: make going green easy and simple.

In 2010 we saw a number of successful socially responsible campaigns such as the Levi Strauss SA "Get Rid of your Jeans for Good" campaign, which invited customers to donate any pair of jeans to their local Levi's store to get a discount off a new pair.

In 2011 we expect to see more 'Do It Easy' green campaigns come to the fore. →

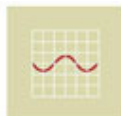




# Jason Levin cont.

## The Hot List:

- **BlackBerry:** having catapulted out of the office and into the youth space last year, we'll see this must-have smartphone continue to rise in popularity.
- **Tablets:** these are the next big thing in gadgetry. Apple iPads and BlackBerry's Playbook top the list this year, with other brands competing to create their own.
- **Toyota Aygo:** Toyota's affordable, sexy, diminutive Aygo is set to become the ideal set of wheels when it's launched in March 2011.
- **Consoles:** Nintendo releases its 3DS gaming console early this year, which adds a new dimension to the portable gaming experience. But the pricey Xbox 360 Kinect hasn't scored a thumbs-up.
- **Little Big Planet 2:** move over Sims, Little Big Planet gives under-16 gamers more scope to get involved in creating their own games
- **Headhoncho:** South Africa's freshest streetwear brand will get a lot of attention in 2011
- **Comeback artists:** the music scene will be marked by comeback albums from artists such as Blink-182, Backstreet Boys, New Kids on The Block, Avril Lavigne, Britney Spears and Justin Timberlake
- **Fantasy:** vampires, dragons and wizards continue to attract widespread appeal, with notable anticipation for the next in the Twilight series: New Dawn.
- **Super heroes:** whether it's the X-Men, Thor or die-hard Spiderman, these superheroes will return to the big screen this year
- **Healthy convenience:** healthy eating on-the-go gets easier with products such as McNab's energy bars, McDonald's shake salads and the roll-out of Pick n Pay Express Stores.



# Johanna McDowell

## Local and international trends for advertising and marketing

Here are 11 trends that apply to advertising and marketing, as well as the small, intermediary sector of agency review and pitching that is a part of those industries. A number of these trends come from both local and international intelligence, as well as trends observed together with the AAR Group UK (Independent Agency Search and Selection (IAS)'s international partner), and input from the October 2010 Ad Forum in New York City.

1. On an international level among the agencies, **the large international network agencies are continuing to invest** in countries where there is perceived growth greater than in the developed countries. This is good news for South Africa but we will have to continue to compete for funds alongside Brazil, India, China and Russia.

2. The **emergence of micro networks of agencies continues**, such as Arnold and even Droga 5. These micro networks have different centres of excellence which they draw upon, depending on the client brief.

Typically there are three to four centres in locations dotted across the world with specific areas of expertise, which are even easier to draw upon as a result of the digital age.

However, these agency networks do not have the intention of having offices in every country, as with the large international networks.

3. **Digital is at the heart of most agency groups** and this confirms the talk in New York in 2008 at Ad Forum. It was agreed then that, within three years, there would be no such thing as a "digital agency" as this practice would be prevalent among all agencies if they wanted to succeed into the future.

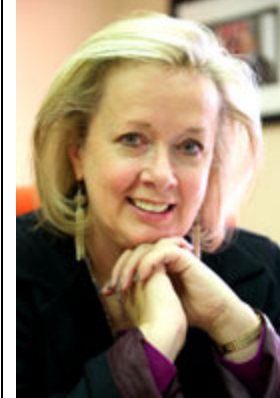
Our observation is that, while this is certainly true in most internationally sophisticated markets, it is not completely prevalent in South Africa and Africa.

4. Among the consultants (intermediaries) such as IAS, **the need for an international code of practice** when we met in Copenhagen early in 2010.

Although we all agreed that it would be desirable to have a code which would protect the integrity of the consultants' work, we believe that as long we (the consultants) keep to the international codes of practice in advertising and marketing in our respective countries, there is no need for a code that might be difficult to enforce.

As our forum is a loose association, it does not have a whole lot of rules and regulations and we believe that there is little need for that at this stage.

5. **Procurement, marketing and consultants** - procurement specialists continue to be more and more important in the marketing sector. Some of them are willing to work with consultants like the IAS but others believe that they know a great deal about the advertising, media and PR agencies and do not need assistance to make a selection. →



### About the author

Johanna McDowell counsels clients and agencies on expectations in the advertising and marketing process. She is CEO of the Independent Agency Search and Selection Company (IAS) ([www.agencyselection.co.za](http://www.agencyselection.co.za)), a division of black-owned marketing services group Mazole Holdings. Affiliated to the AAR Group, UK, IAS is an independent advisor to both parties during the pitch process. Johanna is chief executive and 33.3% shareowner of Mazole Holdings. The group consists of the IAS and HMC Seswa Corporate Communications - where McDowell acts as chairman. Contact Johanna on + 27 (0)11 462 3750 or email her at [Johanna@agencyselection.co.za](mailto:Johanna@agencyselection.co.za).



# Johanna McDowell cont.

This is an ongoing debate and we predict that this debate will intensify over the next 12 months as procurement and its role will continue to develop, despite the fact that there is often a big gap between the procurement and marketing departments of many organisations, both locally and internationally.

6. Among South African advertisers and marketers, **Client's use of intermediaries (consultants) will continue to grow.** In developed countries, the statistics for clients using consultants to help find agencies is interesting: 90% of all pitches in the US is being conducted via intermediaries, 65% in the UK and Europe and about the same in Australia.

In SA, we think the percentage of pitches conducted with intermediaries is less than 15% but that percentage is growing quickly if we look at our own statistics. It is very evident that clients are using intermediaries more and more frequently in pockets of marketing across their organisations.

7. **The need for regular assessment.** IAS is of the view that pitching should be the last resort and that clients and agencies should work on their relationship constantly - just like a marriage - in order to avoid a break up.

We predict that the trend for regular assessment work will increase as clients and agencies recognise that an early diagnosis, along with some speedy remedies, can save a relationship breakdown.

8. **More careful spending of budgets.** The recession was a real wake-up call for many client companies and we believe that the care taken over budgets and costs will continue to be a reality in the industry.

We see the emergence of media auditing and evaluating as a growing trend, along with the need for independent companies to conduct those evaluations. Such exercises have to be independent of a client's agencies.

9. **Fewer people in marketing departments** with more to do and less time and money is another result of the recession and we do not see any change in this trend for some years to come.

Clients are employing part-time marketing experts and consultants rather than full-time marketing directors in order to keep the head count and costs low. This means that agencies have to work even harder at implementing their ad campaigns for clients.

10. **Shorter honeymoon periods** after the pitch. Clients used to be prepared to allow agencies a settling in period of three months - now it is more like three weeks, with agencies expected to know a client's business in depth from the word go. This will continue into 2011.

11. And **finally among agencies, more competitive than ever with new startups**, new international players entering the SA market, and the ever-present need to win awards.

Agencies that have worked smart in the past two years will continue to do well and attract great clients. We observe a constant redefining of the role of marketing and advertising and the impact that this has upon agencies and their future growth.

In the public relations space, we see an increasing trend among clients to use PR more effectively for brand-building campaigns, rather than the old "tactical" style of PR that was prevalent in the '90s.



# Kevin Meltzer

## Self-service will increase as strategic priority during 2011

As large customer-carrying organisations such as banks, telecommunications companies, insurers and retailers try to manage their growing client bases and spiralling customer support costs during the year ahead, they will increasingly embracing online self-service as a strategic priority rather than treating it as an emerging technology. This is a trend that we can expect to accelerate sharply during 2011.

### Research results

During 2010, the company conducted its third self-service survey in partnership with World Wide Worx and saw evidence that companies no longer see self-service as a nice to have but as a ticket to play in a world where clients are more demanding than ever before.

One sign of this is the fact that companies in the 2003 and 2007 surveys saw self-service as a benefit mainly for their customers. They now overwhelmingly see it as a benefit to them. In the 2007 study, half of all respondents said they would charge for self-service. In 2010, not a single respondent intended charging for self-service.

This new understanding of self-service has taken root in an economy where support costs are rising and companies are desperate to save money where they can. Shifting customers away from branch and call centres to cheaper electronic channels is becoming essential for companies managing millions of customers.

Another sign of the strategic importance of self-service lies in the fact that it is no longer left in the hands of the CIO and the IT department. Respondents to the survey indicated that they now see it as a customer care function rather than a technology function.

Compared to 2007, double the proportion of respondents saw self-service as a strategic, board-level issue rather than a tactical and operational concern. This is encouraging, since it means companies are seeing self-service as being more about customers and a channel to market rather than just a technology solution.

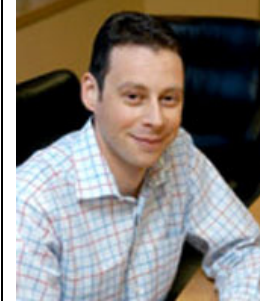
### Blazing a trail

There are a number of important reasons that self-service will matter more in 2011. The first is that South Africa's online population has grown into a significant chunk of the average company's addressable market. With broadband costs expected to continue to fall in the year ahead, even more people will be moving online.

The business model for self-service is now a proven one. Banks have blazed a trail for online self-service with online banking and other industries are also keen to get in on the action.

Self-service also grows in importance in a tight and uncertain economy when companies must drive down their costs of doing business to remain competitive and sustainable. Online self-service solutions are among the few tools they have to cut cost out of their businesses while enhancing rather than hurting customer service.

In our survey, we saw some signs that companies have still not fully got to grips with self-service. The respondents agreed that the cost of Web-based transactions was fairly low, but this goes up as soon as e-mail and voice calls are involved. Only a single respondent was able to give the cost of servicing customers through self-service and a quarter said their own employees were not familiar with their companies' self-service initiatives. →



### About the author

Kevin Meltzer is the business development director and co-founder of Consology. More information about Consology is available at [www.consology.com](http://www.consology.com)



## Kevin Meltzer cont.

This indicates that the next phase of self-service in South Africa should see companies really wrestle with the costs of customer service - perhaps by benchmarking costs and transaction times across channels so that they can invest with their eyes open. This is one trend to watch for in 2011.

### Further challenges

The other challenge that South African companies still face is to align their self-service offerings with other channels and to integrate them into their customer care approach in a strategic manner. We still see a great deal of fragmentation between the channels that companies are using to market in South Africa. We expect to see this picture start to change as companies make a concerted drive to push millions of customers towards self-service in the year to come. Companies will also leverage social networks as a way of enhancing customer care and communications.

On the whole, self-service has come a long way in the short space of seven years since our first market survey. Online self-service is now thought about as seriously and strategically as call centres, branches and other channels by customer-facing companies. And the benefits for both customers and companies will continue to grow as usage of self-service channels increases in 2011 and beyond.



# Dr KF Lai

## Harnessing the mobile Internet in SA

Recovery of the global economy continues, although the extent of the recovery varies for each region and economy. The emerging economies, mostly in Asia, maintain stable recoveries, while developed economies have slow recoveries. Meanwhile, figures released by South African Statistics (23 November 2010) show that the country's economic growth slowed to 2.6% between July and September 2010.

This was a marginal decline from the 2.8% growth recorded in the previous quarter and below an expectation of steady growth from economists. Despite the sluggish economic growth of 2010, mobile advertising and marketing became the fastest-growing marketing medium.

Here's what to look forward to in 2011:

### 1. More use of mobile tools

Brands and agencies are expected to use more mobile tools - SMS, mobile display ads, applications, in-game ads, search, location-based services, etc to help with branding, customer acquisition and retention efforts.

In South Africa, the use of USSD (unstructured supplementary service data) is growing due to mass market appeal and low cost engagement. Airtime giveaways and competitions are being run by brands using USSD. But, as messages sent over USSD are not defined by any standardisation body, each network operator can implement whatever it finds suitable for its customers.

### 2. Mobile audience continues to grow

Africa has seen phenomenal growth in mobile Internet usage. Compared against October 2009, SA has grown by more than 200%.

Mobiles have become affordable to use by many and the falling cost of all sorts of technologies means more possible uses for mobiles. Another reason for this is the challenging price plans by African mobile carriers.

South Africa has some of the cheapest data costs in the world, due to healthy competition among mobile carriers. Recently, carriers such as Vodacom and Cell C slashed their mobile surfing rates. Mobile surfing on Telkom's new service 8ta costs a mere US\$0.25 per MB and MTN offers Facebook browsing at no cost.

### 3. Insatiable demand for information

The rapid rise of mobile social networking (and user-generated content) suggests an insatiable demand for information, and the key to meeting this demand for media lies in understanding users, and their usage of mobiles.

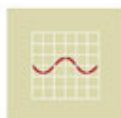
### 4. Mobile commerce

Mobile phones have become a dominant force in banking and commerce, with the mobile channel proving to be a great servicing and customer acquisition tool. However, many are not aware of the m-commerce services offered by banks and other organisations in South Africa. →



#### About the author

Dr KF Lai is co-founder and CEO of BuzzCity ([www.buzzcity.com](http://www.buzzcity.com)), a mobile media company in the development and marketing of mobile services and entertainment globally. Prior to founding BuzzCity, Dr Lai worked as an applied researcher in laboratories funded by the Singapore government, specialising in pattern recognition and text retrieval. He graduated with first class honours in electrical engineering from the National University of Singapore and obtained his Doctorate in Electrical Engineering from the University of Wisconsin-Madison. Email [hawa@buzzcity.com](mailto:hawa@buzzcity.com).



# Dr KF Lai cont.

Here are some examples.

- FNB launched the eWallet solution in 2009 to enable the 'unbanked' population to use their mobile to do banking transactions such as sending and receiving money without paying exorbitant bank fees or transport costs.
- After successfully launching broadcast mobile TV services in Namibia, Ghana, Kenya and Nigeria in 2008, MultiChoice, through its mobile division DStv Mobile, launched the service recently in South Africa for selected Nokia handset models.
- By partnering a WAP-enabled mobile phone with a content-rich paper workbook, Star Schools has deployed a tagging solution that allows it to build into the illustrations on a paper tag which, when read with a cellphone camera, activates a wide range of functional mobile phone-based options. The 'mystar' mobile platform has created a virtual classroom that can be accessed anytime, from anywhere and is an important solution for a severely under-resourced education sector.
- Prezence Digital created a commerce-enabled mobi site using extensive handset content adaptation (HCA), which is a one-stop mobile destination where consumers can browse, book and pay for tickets to their favourite events.
- Retail outlets such as Spar sent out text-based mobile vouchers for all handsets across all carriers for selected FMCG products with discounts of up to 30%.

From the examples above, we can safely say that mobile phones will continue as a dominant force in socio-economic development and organisations will carry on using mobile and m-commerce to drive reservations, to promote events, and to increase general awareness of their destinations and venues.

## 5. Mobile content

The audience continues to devour mobile content and foreign players are cashing in on the SA audience. Mobile commerce and marketing, of course, depends on content, particularly product information.

Why SA marketers need to convince clients to build mobile sites (mobsites) has been answered, but the challenge now is how they will figure out how to do this. Most understand that the medium is growing but implementation still remains a mystery.

Mobile marketers are working relentlessly to ensure that marketers understand the value of a mobsite, taking into account the user journey, brand longevity and conformity, and then developing sites that are of value to the user.

## 6. Vast opportunities in the "unwired" group

With networks lowering browsing costs, mobile is becoming more accessible and perceptions around the mobile Internet are changing. There are vast opportunities that lie in the "unwired" group - people who are using mobile phones as the primary (and perhaps the only) device to access the Internet. These consumers are presenting themselves on an interactive medium for the first time, and brands can interact with them.

The growth of mobile advertising is inevitable, but in order for South Africa to take advantage of this, understanding the needs and wants of the mobile consumer plays a crucial role in the battle for marketing supremacy. Once this is achieved, more content needs to be deployed in order to fuel the users thirst for content.



# Lana Hindmarch

## Exciting times in the visual communications industry

With the power of visual communication becoming increasingly acknowledged, its scope is getting broader every day. Here are the 11 trends that I believe will have the most significant impact on industry in 2011.

### 1. Life after death by PowerPoint:

As presentation technology becomes more sophisticated, audiences will come to expect high-end, flashy presentations that use the full functionality of what today's presentation programmes have to offer.

Microsoft's latest version of PowerPoint, for example, brings huge advances in video and animation capability which means the program has more to offer than ever before. We'll also see an uptake in the use of Prezi, a web-based, Flash presentation tool that uses a single canvas instead of the traditional slide show as its mechanism and allows presenters to interact with their content.

### 2. Social media goes visual:

Video and photo content will be the focus of social media platforms in 2011. YouTube is already the second most popular search engine after Google, and as far as searches go, posts with visual content most often feature at the top. It's inevitable then that social marketers will use visuals as their prime bait in 2011.

### 3. Not lost in translation:

With communicators taking heed of the multilingual dynamics that exist in many business environments, they will acknowledge the need to present their ideas in a universal medium. To ensure messages don't get lost in translation, communicators will increasingly use visual means such as images to convey their message.

### 4. Smart videos:

No longer will viewers be restricted to just watching visual material. Expect to see more online content where viewers can interact with the video and have a say in the outcome. It is this capability that will make interactive smart videos a hot viral marketing success in 2011.

### 5. Internal communication goes visual:

Due to its ability to engage stakeholders in ways that other forms of communication cannot, visual communication will infiltrate further into the internal areas of business that were traditionally kept on paper. The use of visuals to engage staff in induction programmes, for example, will become more pervasive. We can also expect to see more visuals in high stakes scenarios, such as the launch of new projects or big board meetings, where employee and shareholder buy-in is key.

### 6. Simplicity:

Just as consumers are seeking refuge in simplified design, so too are companies looking to unclutter their visual communication. →



#### About the author

Lana Hindmarch is the MD of HolyCow ([www.holycow.co.za](http://www.holycow.co.za); [holycowproduction.blogspot.com](http://holycowproduction.blogspot.com)), a visual communications agency formed in 2003 that brings business stories to life across all media platforms. Prior to joining HolyCow in 2007, she spent seven years in the PR industry, which she draws from daily to ensure every piece of visual communication delivers on a client's key messages. Lana is also a qualified life coach. Contact her on tel +27 (0)11 483 2702 or email [lanea@holycow.co.za](mailto:lanea@holycow.co.za).





# Lana Hindmarch cont.

Design across all forms of visual communication will revert to its core design principles - clean lines, use of negative space, appropriate use of imagery and colour, and no unnecessary decoration.

## 7. Instant gratification information:

Here we see another extension of our personal lives into the business environment. People don't want to spend time interpreting information. They want to understand now so that they can act immediately, if necessary.

So, expect to see more text being replaced by appropriate imagery - because images require much less processing than text, helping audiences quickly digest and understand content.

## 8. The creative corporation:

After years of economic pressure, consumers need some levity and will be looking for a sense of fun in their lives. This requirement will extend into their work as well.

To satisfy this need, companies must inject creativity into their day-to-activities, especially in communication. As a result, we'll see visuals being used daringly to grab attention and get employees talking and then acting.

## 9. Animation on the rise:

If a picture's worth a thousand words, what's a moving picture worth? Animation will be used increasingly to bring information to life, especially in industries such as IT where animation makes invisible concepts such as cloud computing more tangible.

## 10. Visual stories:

Visuals will be used to do more than just convey information. In 2011, visual storytelling will start to surface as communicators recognise the need to engage audiences.

Infographics were a big trend in 2010 and this year we can expect to see even more raw data being converted into powerful stories. Rather than just impart statistics, media such as infographics will be used to make these statistics meaningful.

## 11. Email video:

2010 did not deliver the much-anticipated technology that would allow email to play videos seamlessly within the body of an email. If this happens in 2011, the realm of visual communication will enter a new era.



# Llew Claasen

## Everybody's doing it mobile in 2011

Apple was the telecommunications industry's flag-bearer during 2010, finally delivering on the promise of the year of the mobile, initially with the launch of the iPad in April and continuing with the launch of iPhone 4 in June. What will 2011 hold for mobile?

### 1. iPhone sales will rocket on the back of the Verizon deal

Apple will sell another 10-12 million iPhones in 2011 through its new deal to supply the US carrier Verizon with CDMA handsets. In 2010, Apple sold approximately 40-45 million iPhones. The top of the market for smartphone handsets will continue to be dominated by Apple worldwide.

### 2. iPad 2 will set the bar higher for tablets

The next generation iPad will be announced in early 2011, to ship by April. Some of the expected features of the newer tablet, include a camera, gyroscope, USB card and SD slot, thinner and lighter form, a faster processor and more memory. The iPad 2 will further entrench the tablet as the media consumption tool of the future, with 10-13 million units of the original already sold.

### 3. Apps will replace mobile web content

Much of the way that mobile content is increasingly being consumed is not by accessing mobile web pages, but rather through applications. At the end of 2010, the iPhone app store offered 300,000 applications, the Android store 130,000, Blackberry 18,000 and Nokia's Ovi store 25,000 apps. The trend towards an app-based mobile presence and customer engagement will accelerate.

### 4. Android will continue to create credible iPhone competitors

Google Android handsets surpassed the number of iPhone handsets shipped in the US during the first half of 2010 for the first time. As the Android operating system continues to advance with the Google billions and sheer will behind it, new versions scheduled for early 2011 will mean that handset manufacturers will differentiate on hardware and branding.

### 5. Bifurcation of web and mobile social networking

For a long time, mobile social networking was something that you did while you didn't have access to your desktop or notebook computer. This is quickly changing, so that mobile social networking is actually carving a content niche called the real-time web. Masses of rich social content with tremendous contextual relevance and stickiness will be created on the back of user mobility, handset camera availability, location information and the social graph.

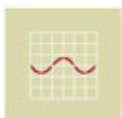
### 6. SMS messaging and MIM

The high costs of personal SMS will continue to drive adoption of Mobile Instant Messaging (MIM) applications (like Whatsapp or MXit) that are increasingly capable of operating system-driven message push. All significant handset providers will offer similar services, so that mobile messaging costs will become the cost of the transferred data. →



#### About the author

Llew is VP: marketing at Clickatell.com, an online SMS mobile messaging gateway covering 869 networks in 223 countries and territories. Llew is a member of the [Chief Marketing Officer \(CMO\) Council Advisory Board](#) for Africa, the global Advisory Board to the [Forum to Advance the Mobile Experience \(FAME\)](#) and the [Customer Experience Board](#). He is also a member of the Research and Metrics Committee of the international [Mobile Marketing Association](#). Contact Llew at [llew.claasen@clickatell.com](mailto:llew.claasen@clickatell.com).



# Llew Claassen cont.

Organisations on the other hand, will use SMS more than ever to engage with stakeholders in Personalised Priority Messaging (PPM). The growth in PPM will be driven by key benefits and advantages including immediacy (message push is inherent), relevancy, ubiquity (more than 70% of the world's population can be reached via SMS), simplicity and actionability. PPM will be widely used in risk mitigation, business process improvement, demand generation, product consumption/usage, market engagement, customer affinity, transactional flow, service delivery, and behavioural activity.

## 7. Location based-services

Increased handset and network support for location information utilisation will drive application development and increased adoption of location-based services. This will in-turn drive richer experiences in-app than is currently possible through Foursquare, Facebook or Google Latitude and their ilk.

## 8. Augmented reality

Augmented reality is today where social networking was in 2007. Increased smartphone adoption will drive augmented reality application development. 2011 will be characterised not by massive growth in augmented reality usage by the general population, but rather of crucial progress made in meta-tagging the real world by a fairly small group of early tech-savvy adopters.

## 9. Mobile coupons

The massive growth in the value and distribution of Groupon during 2010 (even acquiring South African coupon provider Twangoo in January 2011) shows that people are keen to save a buck in the current economic climate. Expect to receive mobile coupons via SMS far more regularly; because mobile coupons are the easiest coupons to receive, store, mobilise and use and enjoy the highest rates of redemption.

## 10. Mobile payments

Two types of mobile payments will see widespread adoption in different markets, reflecting different use cases:

- mobile cash transfers in developing markets, like African countries, where final transactions will be mostly handled with cash (MPesa broke new ground here in Kenya), and
- mobile point of sale payments using Near Field Communication (NFC) technology. The US seems to be driving this category with Android 2.4 support for NFC and US Citibank trialing NFC payments aggressively during 2010. The cashless society will be that one step closer towards the end of 2011.

## 11. Privacy

Julian Assange and Wikileaks recently lay bare the extent to which personal privacy has been invaded while we weren't paying attention. No longer does law enforcement have to compel you open your house, office, notebook computer to search for evidence or information, they simply go straight to your freemail provider, Facebook or similar data repository with a court order.

Suddenly, the cloud doesn't seem like such a safe place to keep your personal information. New peer-to-peer communications technologies will launch in 2011 that will make it easier for you to communicate securely and retain your privacy.

We've waited such a long time for mobile data to really make an impact to how we live our lives, but boy, it's not going to disappoint in 2011. Vive le mobile!



# Louise Marsland

## The year of the app

I'm lucky to work in an industry with some of the smartest people in the world - and get a chance to interact with many of them regularly. So, between summing up the highs and lows of 2010 for *AdVantage's* Year in Review, December 2010 issue and our annual special Trends issue for 2011, for our January edition, I consider myself pretty informed about what to expect this year...

1. We're not out of the woods yet with the **recession**. 2011 will be a recovery year for many businesses, particularly for the media and advertising industry, as well as those brands which didn't benefit from the 2010 FIFA World Cup.

2. But 2011 will also be a **growth year** - there's nothing like a recession to stimulate innovation and new strategic thinking. We're already seen it with big brand campaigns in 2010 (think Cell C, Kulula, Nando's and Telkom's 8.ta); the launch of brand new agency shops (such as MC Saatchi Abel, +one, &co., etc); significant mergers (Native, the new digital agency powerhouse from Cambrient, Stonewall+ and Brandsh); as well as the launch of a myriad of media brand extensions (see You/Huisgenoot's books; Sarie's new supplements); RamsayMedia's specialist research department; and the relaunch of Playback back into South Africa.

I'd also like to mention AdVantage's partnership with international brands such as Facebook, the New York Festival of Advertising Awards and the AMEs in order to add value to our industry. We'll see a lot more innovation in 2011, I predict.

3. Twitter will do to **social networking** in 2011 in South Africa what Facebook did, two years ago. Mainstream media have finally embraced it, making reporters tweet from key events as well - something many of us have been doing any way for a couple of years.

4. Foursquare, the **location-based social network**, is where the geeks (early adopters) are busy escaping to, as Twitter becomes more mainstream. We will see advertisers locally start to explore location-based advertising on such networks, too.

5. Mobile, mobile, mobile. **Mobile** has been on my trends lists for three years, and the uptake of services such as Mxit and Twitter among the youth has been staggering - as have mobile services across Africa, with prepayment models, banking, social networks, crisis management, education, research, etc.

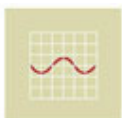
Mainstream mobile uptake will be boosted further by new technology such as augmented reality which is perfect for mobile apps. I predict more ads and more print media will use QR codes to draw users/readers to online messaging, competitions and extra content.

6. 2010 was the year of the iPad, the slate, **apps**... We will see an explosion in media and brand apps for the iPad when it finally launches in SA. I wouldn't say my iPad has significantly changed my life yet, but it has certainly changed the way I perceive media and what is media. It's become all about CONTENT and the best way to get our content out to our readers and still build a viable business. →



### About the author

Louise Marsland is editor-in-chief and brand strategist of *AdVantage* magazine ([www.bizcommunity.com/advantage](http://www.bizcommunity.com/advantage)). Email her on [louise@advantagemagazine.co.za](mailto:louise@advantagemagazine.co.za), read her [www.bizcommunity.com/Blog/LouiseMarsland/](http://www.bizcommunity.com/Blog/LouiseMarsland/) on Bizcommunity and follow her and *AdVantage* on Twitter at [@Louise\\_Marsland](https://twitter.com/Louise_Marsland) and [@advantagemag](https://twitter.com/advantagemag).



## Louise Marsland cont.

7. Movie-going has certainly not been this much fun since 'talkies' were introduced; 'real' **3D movies and animation** makes going to the cinema an exciting event again. The rollout of 3D and **HD technology**, not only in cinema, but television too, will transform advertising, and we will start to see more 3D and HD advertising emerging.

8. **Integration** has been on my trends lists for about five years... there is no 'digital medium' nor 'Internet' category any longer and it should not be categorised in any marketing plan or media schedule as such - that's 'middle earth' thinking. Every ad should have a digital call to action, whether it be via mobile, QR codes, website, app, whatever.

9. We're all **broadcasters**. Some of the local influencers I follow have more followers than some total magazine ABCs. They are not 'media people'; never were, don't aspire to be. Many are experts in their own right; some are just smart. Particularly about using social media. They entertain me, educate me, make sure I'm informed daily, provide social commentary, provide another view, they influence me, sometimes they irritate me too, but I remain engaged. And it turns what 'media' is, on its head.

10. **Memes**. Do you know what a 'troll' is? Have you told someone to 'Don't touch me on my... (insert word)? Do you know what they found in the mine (apart from the Chilean miners) #thingstheyfoundinthemine? Do you even know what a hashtag is? Well, find out because some memes are changing the world and the way we think and communicate.

The struggle over media freedom between Government and South Africa's Fourth Estate will continue to dominate the headlines and social commentary for the year to come. It will probably get a lot messier.

\**AdVantage* magazine's annual special Trends issue, January 2011, features 111 global trends exclusive to *AdVantage* from JWT Johannesburg and JWT New York. We will be releasing all 111 trends via Twitter - follow [@advantagemag](https://twitter.com/advantagemag) - as well over the coming months.

\*\*And, if you currently receive *AdVantage* magazine for free or are in the industry and want to receive *AdVantage* monthly, go to [www.businessmags24.com/register](http://www.businessmags24.com/register) to subscribe in compliance with the new National Consumer Protection Act.



# Luke McKend

## Full steam ahead in the digital world

The world of technology didn't slow down for a minute in the past year, and developments are set to continue at a fast pace in 2011. The 11 trends that I've flagged below firstly highlight some high-level predictions for what we at Google see ahead for the Internet, mobile and devices, before going a little deeper into marketing and advertising.

In a nutshell, these are my 11 areas to watch:

### 1. Everything gets connected:

Infrastructure investments will increase the availability of Internet access across Africa, thereby driving mobile web adoption, new cloud computing services, and in turn, demand for media and advertising.

2011 is the year where we no longer think anything unusual of being connected to the Internet and finding information relevant to our daily lives as a computer- or phone-based phenomenon. Tablets, although initially expensive, will start to become mainstream; televisions will start to operate as hubs for online-based entertainment offerings; and even appliances will start to become 'smarter' as they become connected.

### 2. Mobile continues to boom:

Mobile computing bridges the online and offline worlds. The volume and variety of devices based on Android, our free, open-source mobile platform, continues to exceed even our most optimistic expectations. There are now 300 000 daily Android activations.

Increasingly, we'll see apps launched simultaneously on both iPhone and Android, and over the coming year and beyond, we expect to see some fascinating 'plug-ins' emerge to add functionality to phones.

In terms of devices, we'll see sophisticated 'superphones' (equipped with interactive sensors) become mass market devices, because the costs of the hardware will decrease so dramatically. Touchscreens will inspire new approaches to displays, and will affect how users interact with content.

### 3. Search:

I may be biased about online search, since it's at the heart of what Google does, but it's clear that search is becoming increasingly influential on an almost daily basis as it becomes more contextual, more mobile and more personal.

We'll see many more geolocation applications and more clever algorithmic-based suggestions, as well as more social elements in search - for example, what your friends think about a website or a review, which in turn may influence your opinions and choices. →



#### About the author

Formerly an industry head for Google UK, Luke McKend is the new country manager for Google South Africa

([www.google.com/Africa](http://www.google.com/Africa);

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[@googleafrica](https://twitter.com/googleafrica);

[adwords.blogspot.com](http://adwords.blogspot.com)). Luke has

worked across a wide variety of businesses, ranging from the classifieds, dating and job sectors to property, restaurants and education. Prior to joining Google, he was the commercial director of a startup tech company which was one of the fastest growing UK tech companies in 2005.



# Luke McKend cont.

## 4. Better communication:

Developments in translation and text-to-speech technology such as Voice Search will help people easily communicate across languages, no matter which country they're in, breaking down cultural barriers and increasing opportunities for social and commercial interaction.

## 5. Telemedicine:

Increased mobile penetration means better access to cutting-edge health technology, potentially improving the health and welfare of people across Africa and further afield. For example, phones that double up as tools for eye-tests or, as currently being researched at Oxford University, as heart rate and foetal health monitors.

## 6. Transformation of education and learning:

It's not just devices that are changing the way we learn: 'open learning' is transforming the way that learners access information, facilitating ongoing learning - regardless of age. For example, iTunesU and YoutubeEDU provide high quality educational content to global audiences, regardless of whether they are 'registered' students or not.

And on the marketing and advertising front...

## 7. Huge growth in online advertising still to come:

At Google we think that there is huge growth in online advertising still to come, including in Africa. Mary Meeker estimates there is an extra US\$50 billion to be made globally from closing the gap between time spent online (28%) and advertising spend (13%).

Yes, you've heard this before from us, we know, but I go into some of the new factors and trends below.

New signals emerging that revolutionise online ad targeting:

There are two key navigation pillars to consider here: search and recommendation. Search remains the strongest signal for marketers: people tell you what they want. Now we also have strong recommendation signals: social (eg Facebook), purchases (eg Amazon), location (eg Foursquare), and taste (eg Boutiques, Hunch).

Increasingly, marketers have tools to take advantage of new signals. We are on the cusp of revolutionising target precision, giving the right message to the right audience at the right price. Businesses need to think about what signals they need to acquire or maybe even think about creating signals themselves.

## 8. 'Real-time' advertising:

Real-time optimisation of online marketing campaigns will become crucial to advertisers' online success. As bid management tools become the norm for managing large search marketing campaigns, and advertising exchanges augment the display ad world, having access to real time data and optimising campaigns in response to real-time feedback becomes possible.

Advertisers will have to learn new skills that enable them to compete in a real-time, data-rich ad environment.

## 9. Mobile commerce and marketing:

Digital is already invading real-world ads with the help of mobile eg the use of QR codes, and Google Goggles to recognise ads. Financial transactions over mobile will increasingly become a primary source of commerce, and will create new forms of currency and credit, as well as entirely new areas of economic activity. →



## Luke McKend cont.

Mobile location will continue to bring another dimension to digital marketing, eg a coupon on your phone for the shopping mall you'll be driving past in 10 minutes' time.

We're also seeing the rise of augmented reality apps such as Layar, which helps you to find the things you can't see -- just point your mobile towards Sandton and you'll find out which restaurant is located behind that garage.

### 10. Social media engagement rather than brand awareness:

Most of us already know that flourishing social media has become one of the most cost-effective ways of creating a global space for your business or organisation. Online video now enables a new level of emotional engagement, and is more social, customisable, personal and viral than TV.

In the year ahead, consumers will choose how to engage with brands and their friends using different formats in new, creative forms of media and commerce and, indeed, in many other ways we haven't thought of yet!





# Michael Said

## Back to the dinner table: 11 restaurant trends

Each year I return home from the National Restaurant Association Show in Chicago and wonder which of the latest trends I had just witnessed will take South Africa by storm. There's been the Low-Carb/No-Carb Trend, the Zero Trans Fats, the Organic Trend, The Mini Dessert Portion Trend, the Health Trend and the 'that looks like another trend' trend.

For some reason none of them really seemed to find a place in South African mainstream and when I was offered the opportunity to research restaurant trends for 2011, I was once again more than a little sceptical about how relevant it is to our market. So here are 11 international predictions for 2011 and how I feel they will be received in South Africa.

Restaurant operators can't be certain about much for 2011, as recent improvements in guest traffic, same-store sales and hiring are far from guaranteed to continue. About the only thing they can expect as they hope for traction in the economy's wobbly recovery is that the industry will continue to look different than it does today.

In forecasting what changes may lie ahead, Chicago-based market research firm Technomic Inc. identified 11 restaurant industry trends for next year.

### 1. Action in adult beverages

Restaurant owners internationally are predicting that as optimism grows in 2011, consumers will want to celebrate with some higher-end alcoholic drinks. As such, retro cocktails and high-end spirits may get more play at fine-dining and independent establishments, craft beers could gain in popularity against their mass-market counterparts, and fast-casual concepts could turn to alcohol as a way to differentiate themselves.

**TEST THIS ONE** - *This may be slightly tempered by the AARTO demerit system that is due for implementation and may see a responsible shift towards a greater selection of Non Alcoholic cocktails and alternatives for designate drivers.*

### 2. Beyond bricks and mortar

Food trucks are poised to move beyond New York and Los Angeles and Chicago and possibly all the way down south (and I am not referring to Louisiana). This will require a complete mind shift at both operator and customer level and will require the cooperation of the various city councils.

**INVEST IN THIS ONE** - *In South Africa, a "food truck" is still a caravan without wheels on the side of the road. Who will be brave enough to invest and roll out this concept in South Africa with great success. A restaurant without a RENT account sounds pretty good to me.*

### 3. Farmers as celebrities

The era of the celebrity chef may soon give way to that of the star farmer. American trend watchers are expecting this to start taking off with farmers featured in commercials and television interviews. →



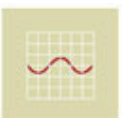
#### About the author

Twenty two years in the hospitality industry, working from the ground up, has left Michael Said no wiser to understanding the workings of waiters, customers or franchisees BUT he insists he will keep on trying. In January 2006, he founded

[www.brandStrategy.co.za](http://www.brandStrategy.co.za), which develops brand strategies and integrated marketing plans, including internal and external marketing policies and the overseeing of all ATL and BTL campaigns. Email Mike at [brandStrategy@gmail.com](mailto:brandStrategy@gmail.com), find him on [Facebook](#) and follow him on Twitter at [@mike\\_said\\_what](#).



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# Michael Said cont.

**REST THIS ONE** - *This one I wouldn't bet the house on! I am not even certain that the SA public are aware that the food chain extends beyond the supermarket shelves. We are yet to explore home grown Celebrity Chefs, I am not certain Farmer Brown is going to develop a huge Facebook and Twitter following in a hurry.*

## 4. Social media and technology: evolutionary spurt

Look for more restaurants to gain a competitive edge with new technologies and applications, including kiosks for ordering and displaying nutritional information, iPads containing wine lists, and hand-held devices for tableside payments. Widespread adoption of location-based social media has a lot of room for scale.

**REST THIS ONE** - *Hmmm, with the knives and forks, Tabasco and pepper grinders disappearing out the door in customer handbags and pockets, why am I unsure we will be handing out iPads and PDA at the tables anytime soon? Possible increase usage of behind counter displays with changing information is probably as far as this one will go in SA for a while still.*

**INVEST IN THIS ONE** - *Widespread use of Social Media Marketing, Location Based Advertising & Online Reputation Management are all sure to grow in SA over the next few years. Do it properly or don't do it at all. This is not a new way to SPAM everyone, like all other marketing it requires strategy, planning and implementation.*

## 5. Korean and beyond

Internationally there is a very strong trend toward "The Korean Influence" but one must realise that this is fuelled through immigration and social adoption.

**TEST THIS ONE** - *Once again I wouldn't place too much stock in this one BUT there may be some homegrown fusion that is just waiting to burst onto the scene. Global Wrapps have been brave enough to introduce the TORTIZZA a thin crispy Mexican version of a pizza, Debonairs is always pushing the boundaries and there are others dipping their toes at the moment.*

## 6. Tired of being poor

Consumers who are able to treat themselves again in 2011 will do so - meaning that restaurants with a few indulgent menu items or experiences could see an uptick in orders of high-margin and high-price-point dishes. This could spell opportunity not only for casual-dining chains to entice diners with more premium dishes.

**INVEST IN THIS ONE** - *The interest rate drop will certainly put a little extra money in the hands of your customers at just the right moment (providing your target market is not pensioners living on interest payments!). Not all your customers will be out to blow the budget, just ensure you can accommodate those who wish to!*

## 7. How low can you go?

On the other hand, customers will continue to demand everyday value when dining out. As part of any balanced-menu strategy, restaurants should have permanent value fixtures available, not just limited-time offers.

**INVEST IN THIS ONE - EVERYBODY** *understands VALUE, ensure you are geared up and ready for those still feeling the pinch who would like to at least stop eating EVERY meal at home! →*



# Michael Said cont.

## 8. Carefully calibrated brand action

Expect to see a number of chains introducing new branding and new looks. Many chains have begun on that front already, Mugg & Bean, Dulce Café and Bugatti's to name but a few. Customers re-entering the market will not settle for the same old same old as they look for new and exciting places to celebrate the new found financial freedom.

**TEST THIS ONE** - *You may not be feeling flush just yet and feel that paying off that mountain of debt is more important than a revamp BUT don't get caught with your paints down (yes that was deliberate). As the market slowly recovers, those that have been able to invest in their businesses will be the first to benefit as many scramble to play catch-up.*

## 9. Back to our roots

Consumers will continue to turn to comfort foods when dining out, creating demand for traditional Southern African foods, retro Italian favourites like meatballs, or gourmet updates to nostalgic favourites like doughnuts and popsicles. There also could be more opportunities for family-style service and family-size portions.

**REST/TEST THIS ONE** - *I am not certain that the South African public slowly recovering from some pretty lean times really want to go out and eat what they have been eating for the past two years AT HOME, even if you can cook it better! They are going to start filling the restaurants again in search of the foods and flavours they have missed for the past few years. Welcome them back with old favourites, new experiences and plenty of "love". Remind them there is a reason they chose your restaurant. Wildfire Restaurant in Chicago has a great slogan "As good as you remember".*

## 10. New competition from C-stores

Some time ago I wrote an article which said "Watch out, Woolworths wants your customers". There eat at home for R100 campaigns and Valentine Solution offers are aimed at taking customers out of the restaurants and into the aisle. Pick 'n Pay are investing heavily in high quality meals and products and restaurants need to be aware of this.

**WATCH OUT FOR THIS ONE!** - *But warmth & hospitality they cannot get at home! You had better start understanding and acting upon this differential.*

## 11. Healthful versus indulgent: The little angel says one thing, the little devil another

The balance that restaurants usually strike between healthful and not-so-healthful food items could get complicated in 2011 when many menu-labelling requirements take effect. The Consumer Protection Act (if we ever get to see it) will certainly influence this and how restaurants describe their dishes to their customers.

**TEST HIS ONE** - *Sure a few healthy alternatives on the menu are always a good thing, but eating out is about indulgence. Cover your basis... healthy starters and decadent desserts is the way to go!*



# Mike Abel

## Growth of real meaning, real-time value

My crystal ball is currently in for a service so I've had to rely on tea leaves. Rooibos this year, vs Aussie Ceylon. At a top level, my prediction is the ongoing growth of that which has real meaning. Not just a historic perspective on "meaning" but now including real-time value.

In this busy world, convenience beats traditional loyalty. Consumers have finally entered both a creative and emancipated age. The web as we know it today has given them an accepted voice via social networks and the like. Give feedback to the world instantly from your couch versus the hushed historic void of the "complaints department".

This will force brands, much like "trip advisor" does, to ensure that they are reported upon favourably. Therefore they need to behave and deliver favourably.

Consumers want technology, previously a cold word, to start delivering a greater experience to them and one just need play with an iPad, the latest iPhone or BlackBerry to see where technology, ergonomics and experience can intersect.

So thinking about some of these influencers, what will this start to look like:

### 1. The web is no longer free:

Kindle, iTunes and killer apps are training people to start paying for the content they want vs that which is freely available. This is good and right.

It will also make the current paper-based migration of newspapers and magazines that much easier for the media owners that have been grappling with the post-1995 abyss of their advertising and subscriptions revenue models.

### 2. Ebooks, emags and everything in-between:

Related to the previous point, the Kindle and iPad have taken paper-based communication one step closer to extension amongst the higher LSMs - and given the rain-forests a fighting chance.

### 3. Economies of ethos:

Brands increasingly must stand for something beyond just rational items. Brands can't, however, just "stand for" the cause du jour. Doing what others do, just because they're doing it, won't work very long or very effectively.

Corporate social responsibility efforts will need to be believable, sustained, and engaging. Some of the strongest will come from those brands that connect the public and the personal in today's financially-strained world.

### 4. Next door smarts:

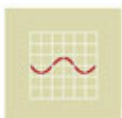
Influence by "friends" will also increase. If consumers trust the community, they will extend trust to the brand.

Not just word-of-mouth, but the right word-of-mouth is what matters. Look for more websites using Facebook Connect to share information with the friends from those sites while trying not to annoy anyone. →



#### About the author

Mike Abel is chief executive partner of M&C Saatchi Abel ([www.mcsaatchiabel.co.za](http://www.mcsaatchiabel.co.za)), which he launched in South Africa in February 2010. He is the former CEO of Ogilvy South Africa and CEO of M&C Saatchi Australia. Contact Mike on tel +27 (0)21 418 0950, email [mike.abel@mcsaatchiabel.co.za](mailto:mike.abel@mcsaatchiabel.co.za), follow him on Twitter at [@abelmike](https://twitter.com/abelmike) and read his blog at [mikeabel.wordpress.com](http://mikeabel.wordpress.com).



# Mike Abel cont.

## 5. Prolifetition:

Look for increased competition - and not just from traditional brands. The Internet changed the game from consumers feeling they had to know a brand to even consider it.

Ubiquitous awareness is replaced by strong word of mouth and positive viral sharing. Knowing what drives a category, what consumers really expect, and what creates loyalty, can give you a meaningful advantage when entering new and uncharted categories populated by strangers to your brand.

## 6. "Social CRM":

It's already happening, with some big brands playing in this space, but in 2011 it will find momentum.

More and more, marketers will realise that the customer service model has changed for good. Call centres will need to be re-tooled as "social centres", equipped and ready to deal with customers via the new channels in which they play... Facebook, Twitter etc.

## 7. 3D advertising:

We've seen the impact and appeal of 3D movies in cinemas, and in some cases, we've seen some 3D advertising in cinemas. But 3D advertising will start taking shape and form beyond the cinema. Affordable 3D TVs will be the order of the day shortly.

Ad campaigns will be made specifically made for 3D, eg Courvoisier cognac, secured its position at the forefront of a 3D revolution as the first brand to create a specific 3D advertisement on UK terrestrial TV. The ad, 'Cognac With Another Dimension', shows cognac in a balloon glass exploding and then spinning into a vortex that forms a cocktail. The ads naturally make the consumers feel more involved.

## 8. Storytime: turning products into icons

More and more, consumers want to understand the 'story' behind a product. This gives it value beyond the functional use and surrounds it with history, heritage and, often most importantly, a 'real' reason to charge a premium for it.

Knowing the history of the Nike Air Max and the reason why it's billed as the 'world's best running shoe' has allowed it to become an iconic sneaker and, as a result, sell well into the millions.

The product 'story' now gives retailers an angle, a reason to engage with a consumer. It empowers them. Customers feel a sense of satisfaction, knowing that the product they are buying comes from a lineage or has a real reason to exist.

## 9. Shop in-store; buy on-line:

Etailing is going to continue to grow in leaps and bounds. Consumers will use shops more as an experience and opportunity to engage with the tactile product, and then they'll buy it online from an etailer which doesn't have the expensive rent or staff overhead and can therefore offer the item at a reduced price.

In conclusion, brands will need to be more consistent in their communication, more single-minded in their messaging and the offers will need a clear and real focus on benefits. This does not mean compromising on creativity or charm.

In fact, quite the converse.



# Paul Meyer, Jason Cullen & Gerhard Painter

## Five key trends for SA's animation industry

The current animation and digital content creation industry in South Africa is growing at a phenomenal pace and fast becoming on par with the best in the world. The way digital content is created and delivered has changed dramatically over the last few years and the abilities of animation are becoming ever more powerful and more accessible, leading to a revolution of the creations possible and the creators making it.

### 1. Collaborations:

Competitor behaviour is set to change this year. 2011 looks to be the year for growth and change in the industry, with many companies spreading their wings to take on international work, and also collaborate in many cases.

The calibre and affordability of digital work produced by South African digital studios is gaining increasing confidence abroad, which will lead to more workflow from international sources. This international inflow of work has two positive implications for the industry.

- First, due to increasing international demand, the local studios become less dependent on the local pool of work, becoming truly global players and opening the doors for others to follow, while at the same time creating more room on local soil for smaller upstarts and more jobs, but also more competition.
- Secondly, with generally larger international projects coming into a fragmented and very competitive local pool, most studios actually can't handle a single big project on their own, so they are 'forced' to look at creative ways of delegating the workload, often resulting in collaboration with other studios.

This collaboration between studios then allows for strategic partnerships between what would otherwise be competitors, allowing for the tackling of larger more ambitious projects often hard to take on for one studio alone.

This will hopefully have an accumulative effect, helped along by the film industry, and will gain momentum to a tipping point where SA becomes more of an all-round creative destination and not merely an outsource destination or a shooting destination.

### 2. The rise of real-time visual effects:

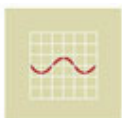
We are also seeing the end of 'purist' views of medium, with digital firmly entrenched as the de facto standard, and this in turn will lead to new ways of filming. One such advance would be real-time visual effects, where instead of inserting backgrounds and editing post-production, this is done in real time as filming takes place.

As this all filters down to the man in the street, it puts the power of the few into the hands of the many, providing the platform for almost anyone to be able to create a basic production. This will also lead to a scenario where we will start seeing more local talent taking part in international filmmaking, whether it be as actors or behind-the-scenes production. →



#### About the author

Paul Meyer, Jason Cullen and Gerhard Painter are the three partners of Luma ([www.luma.co.za](http://www.luma.co.za)) - the favoured animation, commercial production and motion graphic design company of many of South Africa's advertising agencies. Their extensive local and international experience in their field has allowed them to offer these key insights into how the South African animation industry is set to change in 2011. Contact MD Paul Meyer on tel +27 (0) 11 463 5250.



## Paul Meyer, Jason Cullen & Gerhard Painter cont.

### 3. Settlement in human capital movement:

There are huge discrepancies between the best and the worst of talent, as well as what they earn. Currently, there is a lot of movement in the industry, what with all the recent retrenchments as well as the apparent over-supply of new graduates.

Although digital content creation is still very much a growing industry and, in general, digital content artists are still very much in demand all over the world, periodic slumps happen and the sector has not yet come to maturity or stabilised. We foresee a settling effect occurring, where talent and demand will reach equilibrium, creating less discrepancies but more to go around for everyone.

### 4. Bigger focus on SA-animated short films:

We also expect to see a bigger shift in short film entertainment, rather than the traditional 30-second hard-sell.

Our audiences are now demanding a character they know a little more about; they don't want 'perfect' characters that have no weaknesses or faults. They want a character they can relate to. They're becoming tired of the little cute character pointing to a title that reads, 'Limited time only R99.99!' It doesn't entertain them, and they don't relate to that. The new 2011 brand mascot will have more depth, a bigger opinion, collaborate with the cool and be socially aware.

We also expect to see trends in the film industry having an impact on the commercial market.

### 5. Super-realistic animation on the rise:

Character animation in commercials will follow the trend set by the long-form market, with more super-realistic characters being developed for brand use. The strides in technology demonstrated by films such as Avatar and the soon-to-be-released Tintin movie will soon be used by animation studios producing commercials.

Animation studios will no longer just focus on the basic principles of animation; rather, more so now than ever before, we look at breathing life into our animation performance. Technology is helping us along the way, as we see some of the leaps that game development studio Rockstar ([www.rockstargames.com](http://www.rockstargames.com)), the company that brought you the bestseller GTA IV, is busy with on its new title La Noire.

We will see more and more of this type of technology coming across into our commercial production models. As we see with the up-and-coming animated films of 2011, there is a continual drive to create the leading characters out there.



# Rob Stokes

## Turning digital interest and momentum into action and ROI

2010 saw digital really hit the map in South Africa. It's now fully on the radar of any competent marketer and 2011 is about taking that interest and momentum and turning it into actions which deliver real business returns. Here are a few trends which I believe should elevate our industry beyond the hype and onto the top table of marketing.

### 1. Emerging marketing thinking to challenge purely campaign-driven advertising:

A digital-driven shift is taking place, with marketing moving beyond mere consumer interruption and towards creating online experiences that build and maintain relationships. Advertising is often part of an on/off campaign mindset, which still has its place, but digital brings more cost-effective experiential marketing options that are potentially far more effective. Campaigns are also easier to run when built on the back of an existing platform.

### 2. Shift to mobile:

As the mobile platform begins to deliver a richer experience to the average user (look how many of your friends now have smartphones), we can now start moving to more interesting mobile campaigns, and not just the low tech, low engagement, SMS/MMS options. This is exceptionally exciting for marketers as mobile devices are always on and always personal. No other medium can match this.

### 3. Email will not die:

Despite talk of social media replacing email as the primary communication channel, for the average business consumer, Twitter DMs and LinkedIn messages can't replace email. Not only would it be too confusing, but people prefer to create a Chinese wall between their business and personal lives - even if that wall becomes increasingly blurred.

People have been predicting the death of email for years, but the truth is, email is not broken and is still the most effective emarketing tool if you have got a high-quality opt in database.

### 4. Social CRM becomes more than just a buzzword:

In customer service there are always two common factors: a customer with either a complaint or opportunity, and a customer service representative who cares about the customer and the brand (we hope). The medium through which the interaction between these two happens is becoming increasingly irrelevant, especially to the customer.

Last year we saw the emergence of social CRM, but this is still being done on a very ad hoc basis. The traditional contact centre handles the traditional channels, and a couple of people manage the social media side of things.

I think this year we will start to see a real integration between the two, driven by better software and business processes. →



#### About the author

Rob Stokes is the founder and group CEO of Quirk eMarketing ([www.quirk.biz](http://www.quirk.biz)), Africa's largest full service online marketing agency, founded in 1999 towards the end of his marketing honours degree at the University of Cape Town. He is driven by his love of technology and the constant search for innovative and fresh ideas. Contact Rob on tel +27 (0)21 462 7353 or email [rob.stokes@quirk.biz](mailto:rob.stokes@quirk.biz) and follow him on Twitter at [@robstokes](https://twitter.com/robstokes).





# Rob Stokes cont.

## 5. The gradual death of the focus group continues:

I remember as a student being roped into many focus groups, and I would tell the moderator anything they wanted to hear as they were giving me free food and drink. As such, the act of observation influences the outcome of the experiment - not ideal.

In social media, this observation effect is far less pronounced. Even though many people realise that brands are monitoring social media, that knowledge doesn't necessarily impact their behaviour as much. For this reason, social media monitoring is a far more effective way of gaining an understanding of a target market.

## 6. Facebook becomes unstoppable, but Google will respond:

Facebook is the most powerful social platform on earth. What will be interesting to watch in 2011 is where it takes its power. It is going to be very difficult, if not impossible, to topple Facebook from its position - it has that compounding network effect, Metcalfe's Law, working in its favour - and it will be interesting to see what Google's response will be.

I predict we are going to see a massive social play from Google. I can't see it launching a social network, but it will increasingly add a social layer under its services and I think there's more than half a chance it won't work.

It's also now too late for it to buy Facebook so this battle is only going to get more interesting. I love competition!

## 7. Social search goes head to head with algorithmic search:

If Facebook's prediction that socially driven search will be more powerful than Google's algorithm-based search is correct, then Google is in even bigger trouble. It won't be an overnight shift, but it would require it to go back to the drawing board in terms of revenue.

My feeling is the best solution lies in a combination of algorithmic and social search, but the challenge for Google is that engineers can code better algorithms but they can't code social graphs. These have to be built organically and Facebook has that one wrapped up.

## 8. The rise in social shopping:

The ability for people to shop online in a social way is an obvious next iteration for ecommerce operations.

For many people, shopping is a social experience and, if brands want to capitalise on that, they will need to make the online shopping experience a more social one - even if it's just the ability to easily share a shopping cart with a friend. A good example is the Levi's social shopping store.

While I think this trend will begin to emerge in South Africa, it won't hit the mainstream until 2012.

## 9. The year of the tablet :

In 2010, the iPad was the catalyst for the creation of a new device that offers almost as much portability as the mobile phone with the usability and processing power of the laptop. Most manufacturers have major tablet plans for 2011, which, due to their lower cost, will put powerful mobile computing into the hands of more people. This is exciting for marketers, but does require a different approach. →



# Rob Stokes cont.

## 10. Where you are in the world matters:

Facebook Places, Google's Hotpot, Foursquare and Gowalla - there is an increasing number of location-based applications. Location matters to marketers because where someone is determines what they are able to buy or give their attention to.

Key to getting location-based services right in the long term is to make people's lives easier without expecting them to really do anything to facilitate that. The emergence of smarter phones makes LBS a real possibility for the smart marketer.

## 11. Video Gaga:

Web video has incredible marketing potential and, as such, I expect to see more agencies building video competencies internally, to enable them to offer relatively low-cost productions to clients.

We will see a much better understanding of how to market video online, using services such as Promote Your Video and the other various advertising mechanics which YouTube and others have to offer.

Content has always been king and marketers are starting to realise the power of owned media.

In 2010, digital really grew up in SA. In 2011 I look forward to seeing this adolescent begin to emerge into adulthood.



# Sally Falkow

## Rapid adoption of new tech and media presents opportunities for PR

2010 was the year of social media adoption - according to the annual [Social Media Adoption survey](#) more than 60% of the global Fortune 500 now use some form of social media in their marketing and PR strategy and, for the first time, the spread was across all 500 on the list, not concentrated in the top 100 companies.

2010 was the year of social media adoption - according to the annual Social Media Adoption survey more than 60% of the global Fortune 500 now use some form of social media in their marketing and PR strategy and, for the first time, the spread was across all 500 on the list, not concentrated in the top 100 companies.

The study, conducted by Dr Nora Barnes, director of the Center for Marketing Research at the University of Massachusetts in Dartmouth and a senior fellow with the Society for New Communications Research, also found that smaller companies, those listed in the Inc 500 list, were adopting social media at an even faster pace.

This rapid adoption of new media and new technologies presents some interesting opportunities for the PR profession:

### Reputation management:

The availability of easy online publishing tools has given everyone a voice and the power to reach an audience. This has many positive aspects, but it also opens the door to greater risk and the need for constant vigilance.

Inaccurate information and bad news can spread rapidly online. Reputation management has long been a core PR function and now, more than ever, we have to be aware of what is being said about the organisation and be able to take effective action to correct any threat to the organisation's image.

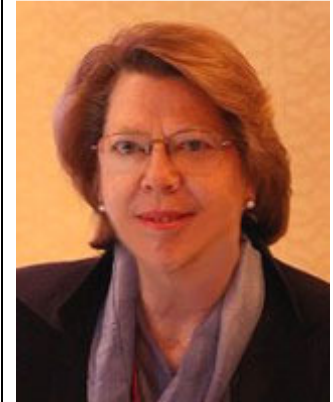
Listening to the online conversations and having a PR team that is trained to react effectively is no longer an option - it is a necessity. You can't afford to be caught unawares or react incorrectly. Nestle's response to the Greenpeace attack is a case in point: several social media and PR analysts have commented that the initial handling of the attack only made things worse. One case study refers to Nestle's "seemingly unprepared and not particularly PR-savvy social media team."

Web strategist Jeremiah Owyang warns that citizen activists and organizations such as Greenpeace are incredibly well organised and that every company must have a well-trained PR team that can handle a social media attack and have a digital crisis plan in place.

In the past, PR agencies have provided media training to their clients. It's time to expand that to social media training. But that, of course, assumes that the agency has the knowledge and experience to impart that training.

### Getting smart with the data:

One of the positive aspects of the online world is that there is a wealth of information available and this makes it possible to measure outcomes, not just outputs. →

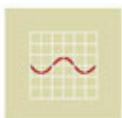


### About the author

Sally Falkow APR is president and co-developer of PRESSfeed ([www.press-feed.com](http://www.press-feed.com)), the social media news hub. Originally from South Africa, Falkow now lives in Pasadena, California. She is an adjunct professor for social media strategy and content for public relations at the Annenberg School for Communication and Journalism at USC in Los Angeles, California. She blogs at [www.proactivereport.com](http://www.proactivereport.com) and you can follow her on Twitter at [@sallyfalkow](https://twitter.com/sallyfalkow).



2011 Biz Trends Report



Marketing | Africa | Retail | International

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# Sally Falkow cont.

In the summer of 2010 The International Association for Measurement and Evaluation of Communication (AMEC) met in Barcelona to discuss PR measurement. AMEC is the global trade body and professional institute for agencies and practitioners who provide media evaluation and communication research.

- The Barcelona Principles that were adopted at this summit made a very strong case for the need to move to more progressive measurements that show the organisational impact of PR activities:
- Goal setting and measurement are important
- Media measurement requires quantity and quality
- AVEs are not the value of public relations
- Social media can and should be measured
- Measuring outcomes is preferred to measuring media results (outputs)
- Organisational results and outcomes should be measured whenever possible
- Transparency and replicability are paramount to sound measurement.

In this interview, Philip Sheldrake, chair of the Measurement Group at the Chartered Institute of Public Relations, runs through the principles and interviews AMEC's executive director Barry Leggetter and Katie Delahaye Paine of KD Paine & Partners (the 'Queen of Measurement'!) about the principles and what they mean for PR practitioners.

Listening to the conversation is a given; digging into that data and extracting actionable insights that can drive content strategy and engagement is a skill PR folk have to master in 2011. Building relationships is done through communication. That means developing good content.

PR content in 2011 will go way beyond press releases - it should include website meta tags, page content and blog posts. Twitter and Facebook content, along with white papers, case studies and journalistic-quality articles, will be required.

Using data analysis to discover what content to create and how to deliver it can make the difference between just 'throwing some content against the wall' and hoping for the best - or developing a finely targeted and focused campaign that meets the information and emotional needs of your community and contributes significantly to the bottom line.

Data mining will uncover opportunities and threats and identify all the influencers are you should be working with. The PR team at SAP, the world's leading provider of business software, found that while they were working with 15 influencers, there were in fact 45 important influencers they should be engaging.

## Media relations:

The international media landscape is dramatically different from what it was five years ago. As media consumption patterns change, so too does the PR media-relations function have to change. Every media outlet has a website and is eager for online content. Journalists are looking for more than just a print press release - all news content has to include multimedia digital assets.

Although a recent Statistics South Africa report shows that only 10.9% of South Africans have access to the Internet, it would be wise to keep an eye on the rapidly expanding use of mobile phones to access the web for news and information and to communicate with peers. →





## Sally Falkow cont.

The International Telecommunication Union estimates that there will 5.3 billion mobile subscriptions worldwide by the end of 2010. That's equivalent to 77% of the world population and it's a big jump from 4.6 billion mobile subscriptions at the end of 2009.

In this arena, SA is not lagging far behind: 62% of SA adults with a per capita income of less than R5 per day personally own, rent or have use of a cellphone. According to South Africa.info, 60% of mobile phone users are able to browse the Internet on their device. It would be productive to make all company news content accessible online via a mobile device.

2011 promises to be an exciting year. The PR profession is well-placed to reap the benefit of these changes if we embrace the new technology and master the skills necessary to deliver these new ideas to our companies and clients.



# Sue Disler

## May your forefinger be with you...

Upon entering a new decade while a mere 45 minutes away from civilisation (Cape Town) this summer, my observations of how technology has changed our lives have grown far more acute.

### Ten years ago...

There were no Facebook, Twitter, Flickr, Instagram, BBM, WhatsApp, Skype and VOIP phones, digital/mobile TV, 3G, flash drives, the iTunes Store, the Kindle, Tablets and the list goes on... We still relied on a physical newspaper, TV or radio to give us the weather forecast and we consumed far less media to devour content. We actually spoke face-to-face or over landlines to our friends (our social reality) to find out which restaurants to go to, which movies to see, what car to buy etc... and we all owned a computer mouse!

We sat hunched at our desktops for hours and hours, suffered bad eye site, frozen shoulders, sore backs and necks, and some of us (including me) had to resort to dry needling to be virtually pain-free...

The fact that now I am sitting in bed (with a startling view of the sea and a 39 degree wind-free day ahead) with my MacBook, taking pictures courtesy of my iPhone, charging my iPad as the battery finally went dead after watching Season 4 of Dexter in HD (downloaded yesterday) and a marathon Scrabble game last night, plus writing this article... is indicative of what most people across the world have gotten used to.

### So what's in store for 2011?

It's easy to come up with a list of what will/could be big this year (see below)... but in reality they all lead to one thing that will remain a constant: on-the-go content experiences.

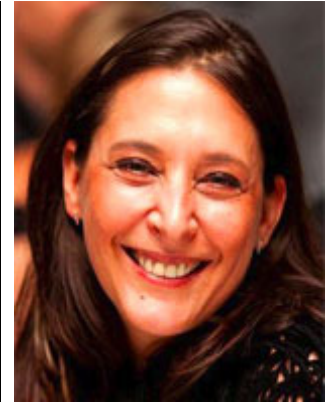
We wolf down information and it's in our nature to want to be entertained, and today's mobile devices allow us to read, listen to music, watch movies and play games whenever or wherever we want. The experience itself has become so much more immersive than before and the interfaces that we are starting to navigate our way through are a designer's dream.

This is really exciting, as my biggest bugbear with Web 2.0 was it stripped out beautiful visual design. We wanted simple, quick and easy-to-download solutions to obtain information and we allowed our view to be more or less dictated to by programming techniques, bandwidth and file size. It were as if we were wading in a world of icons, icons and more icons that may have traversed language barriers but almost put us on the same planet as the Telly Tubbies!

We really need to thank the mobile phone and, particularly, the mobile app. Its role in starting to change our behaviour when interacting with content, coupled with a resurgence of 3D animation and design from CD-rom days gone by, is what's capturing our imaginations - again.

### Touch technology transcends boundaries

Added to this, touch technology has allowed us to transcend the boundaries of the "old web", giving us far more instinctive ways to navigate through the clutter. →



#### About the author

Sue Disler has over 20 years experience in advertising and marketing as a designer, art director and strategist - the last 15 largely dedicated to a fast-moving cyber train! Currently, she is head of digital at New Media Publishing

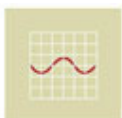
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## Sue Disler cont.

For those of us in South Africa, high-priced mobile data will continue to curb the majority of our population's immediate experience of these changes, but there are some we can all look out for:

1. Facebook or Google?
2. The tablet wars
3. The privacy wars
4. Apps, more apps and apps stores
5. Aggregated and segmented content
6. Geo-location and geo-content
7. Who owns the brand - the consumer or the brand?
8. Who breaks the news? Media sites (journalists) or social sites (bloggers, Twitter or Facebook)?
9. Monetisation - could the 99c app or in-app buying be the answer?
10. Engagement - what does it really mean?
11. The mobile youth

However you look at it, these are exciting times for us as marketers. The digital world has forced us to change the way we view our consumers and how we interact with them, and the insights have truly added another dimension to what we do. Guaranteed, we will still be kept on our toes.

So, here's to great design finally making its way back onto our screens, repetitive thumb syndrome and more real-world experiences. And while you're at it, please say a prayer for the dying mouse while your fingers do the walking.



# Sylvain Béletre & Russell Southwood

## 11 ICT trends for emerging Africa

The ICT sector is one of the fastest growing on the African continent. Fueled by heavy investments, telecommunication infrastructures have improved drastically. Over the past five years, Africans have embraced ICT innovations fast especially in the mobile telecommunications and in the IT segments.

The next wave that is about to hit the continent will include new infrastructures such as broadband fibre optic cables and data centres, telecoms added value services and IT innovations. Here is a review of 2010 and key trends to prepare for 2011.

### 1. Africa now officially a new emerging market thanks to ICT demand

Over the past 12 months, there has been continued activity and interest in Africa despite increasing competition, particularly in mobile markets. For example, Orange has officially announced that Africa has become an important market for the future and MTN keeps investing everywhere on the continent. Two Indian carriers, Bharti Airtel and Essar have made key acquisitions in the mobile sector.

ICT growth - particularly within the mobile sector - has focused interest on the continent as a place with interesting emerging markets in North and sub-Saharan Africa (notably South Africa, Nigeria, Kenya, Senegal and Ghana).

The telecoms and internet sectors in Africa have come out of 2010 with greater confidence but there's that nagging feeling that things will never be the same as they were in the earlier golden years.

### 2. More telecoms infrastructure investments

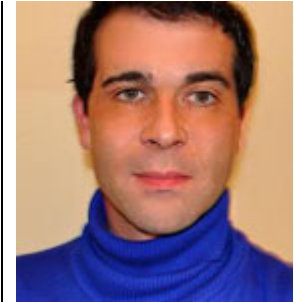
2011 will see renewed telecoms infrastructure investments, not only in mobile and satellite but also in fixed infrastructure including national fibre backbones and local data centres to meet growing demand.

Since going live in July 2010, capacity sales on EASSy, the 10,000km high speed fibre-optic cable connecting southern and eastern Africa, have outstripped initial forecasts. As a result, WIOCC, the largest shareholder in the cable, has announced that the system will be upgraded in 2011 to more than double its current capacity. Operators such as Econet Wireless Zimbabwe will invest additional money on expanding and upgrading their networks.

Operators of all kinds ramped up their bandwidth requirements considerably in 2009, some by as much as ten times as they finally got their hands on even cheaper bandwidth on Africa's east coast. So, for those selling international bandwidth, 2010 was inevitably a somewhat quieter year. The steady downward cascade of retail internet prices was slower than might have been anticipated but it's begun to happen.

### Africa, too big to dominate

Coming out of dealing with over-staffed and unreliable incumbents, it was hardly surprising that mobile operators did not trust others to do things like provide network infrastructure for them. So a number of mobile operators have poured money into acquisitions and fibre network roll-out. →



#### About the author

Sylvain Beletre is associate editor and senior research analyst at Balancing Act. He has more than 14 years experience in international research and consultation including nine years in the UK (PBI Tarifica and other companies) and eight years for US analyst house Current Analysis. Contact him at [sbeletre@balancingact-africa.com](mailto:sbeletre@balancingact-africa.com).

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## Sylvain Béletre & Russell Southwood cont.

But 2010 will probably go down as the year when many companies realised that it was not possible to dominate the national or international fibre space in Africa: it's just too big and will cost too much.

Year 2010 saw the arrival of the EASSy and Main One cables. Read: [Main One looks set to extend itself to South Africa](#).

O3B will not start its service until the first half of 2013, well after all the remaining international cables (WACS and ACE) are finished. Prices for international fibre keep coming down, although it's happening more quickly on the east rather than the west coast of Africa. With some exceptions, satellite operators and resellers are either reporting some degree of revenue loss or through gritted teeth saying things are "holding steady."

MWeb has landed SAT-3 cable capacity in its Cape Town node, after the internet service provider was affected by Seacom's downtime in July and announced that it would source additional capacity. It says this forms part of its ongoing bandwidth capacity upgrades and brings a degree of resilience to its network.

Read: [Satellite to fibre - Africa's big change is really under way](#), says new report and [The imminent arrival of "fibre heaven" in Africa spoiled by a number of nagging questions](#) on [www.balancingact-africa.com](http://www.balancingact-africa.com).

### 3. New race for spectrum ownership

Another trend to watch is the start of a potential war for spectrum. Several telecoms licences need to be renewed and ICT regulators will start to call for bids. However, the market has become much more competitive, margins have dropped and we hope that licence fees will reflect this difficult context. Particular pressure is coming from both the introduction of WiMAX and before too long LTE (Kenya's Safaricom is testing it and Vodacom says it's on their road map).

Kenya's regulator CCK may yet be a trend-setter in saying that it will review downwards licensing and spectrum fees for a commitment from operators to extend coverage to rural areas. However, spectrum will be auctioned so we await the outcome with interest.

### 4. More mergers and acquisition and partnerships

2010 saw some interesting deals including Bharti's acquisition of Zain's assets in Africa back in March 2010 for US\$9bn. African operators have remained focused on cost control which has driven some cost sharing examples.

At Africom, there was much talk of Bharti Airtel's focus on its OPEX costs through outsourcing and its ambitious plans to make an impact on several different parts of the industry outside of their own operations. Their focus on the cost side of the business will affect all operators and 2011 may be the first year in which we see mobile casualties. They won't go bankrupt but be quietly absorbed by their competitors for less than stellar deal prices.

As competition and the need for more revenues increase, Balancing Act expects strategic partnership between operators, vendors and even TV players. The most successful players will be the ones who form alliances with key players in the equipment, IT, content providers (ie. media companies, especially audiovisual) to offer a wider range of services to their customers. Affordable bundled packages, especially multi-play will start to emerge in the most advanced African countries.

### Creating a national structure

If at an international level you can create a structure several companies will trust, why not at a national (or indeed cross-border) level? →



## Sylvain Béletre & Russell Southwood cont.

The approaches may differ between small markets (with an SPV such as the Burundi Backbone System) to more informal alliances over trench digging as has happened in South Africa. We also expect more sharing of tower infrastructure between telecoms operators. (Read: [Tower sharing can save mobile operators “north of 20%” in costs](#), says Eaton Towers CEO).

The second, more virtual alliances (think airline service companies) are where several companies are able to offer a single branded service to move traffic around the continent: in other words, putting together the bewildering jigsaw puzzle of fibre network that is coming into existence so that it can work in some more unified way.

### 5. Demand for new models, technologies and apps

Niche competitors may yet have a more successful service focus than the “do-everything, control everything” big company. Operators and governments will have to choose between several complex and expensive technology upgrades (LTE, Wimax, 3-4G).

On the enterprise side, technologies such as cloud computing and virtualisation will disrupt old models and help companies cut costs or improve productivity and efficiency. Business analytics will shape new IT strategies and support further growth. (Read: [Africa’s Cloud Computing: what will it take for it to become big across the continent?](#)).

Areas like the Maghreb, South Africa, Kenya, Ghana and Senegal will drive cloud services adoption on the continent. Large enterprises and government organisations are expected to deploy IT projects using those technologies.

Read:

- [Creating the right weather for Africa’s services and applications entrepreneurs - new money and opportunities open up](#)
- [AfricaCom 2010 - Bigger than ever but wide-scale changes as the industry seeks to absorb changes](#)
- [AfricaCom: Africa’s mobile industry needs to re-invent itself to meet tomorrow’s challenges](#) and
- [Time is ripe for African innovators in the online services and apps market to up their game.](#)

As a consequence, Orange has recently set up a new technocentre in Abidjan to better understand local needs.

### 6. More ICT equipment

As with telecoms services spending, IT spending is expected to grow by around 10% across the African continent. IT investments in the public and private sector are due to boost IT levels and standards.

As prices drop, smartphone and tablet (ie. iPad and cheaper alternatives from Asian manufacturers) demand will lead to more growth, but also to more content and application creation. Their adoption will spread like wildfire across Africa.

As submarine fibre optic cables extend further from landing stations to key cities, enterprises, and within five years from now, households will start equipping themselves with modems, IP phones and multi-play boxes.

Read: [Launch of Samsung’s Galaxy Tab will spark the beginning of device wars with Africa’s mobile operators offering tablets.](#) →



## Sylvain Béletre & Russell Southwood cont.

### 7. More local content

The demand for more broadband and what it can deliver to Africans has become a reality, especially among the young generation. More broadband subscribers are expected to generate more local content in the shape of text, audio and video.

As attention shifts from building networks to providing service and applications to African users, there are some big challenges ahead. Thus far Africa's mobile operators have loaded the dice too much in their own favour in terms of revenue splits. They have also not really paid enough attention to how content can be developed in the medium- to long-term as smartphones and feature-rich phones replace handsets offering basic SMS. The operators will protest that they take the percentage slice they do out of the value chain because they do all the marketing and there's more than a grain of truth there: few African content providers have built well-known brands or have the money to do so.

Apps appear to offer a tantalising way of African developers generating enough money, both on the continent and elsewhere. But a number of key players are suspicious of proprietary apps and fear the inevitable consequence of Africa's larger mobile operators sitting astride the market with their own app stores. Africa's not facing this problem alone as it's part of a bigger global issue but money makes things harder in Africa. The top YouTube channel generated millions and millions of views but its operator got the princely sum of just over US\$120,000 for his troubles: this is no way to finance a content ecology. Since it's either going to be advertising and/or pay-per-view/use, this is something Africa will again perhaps have to find innovative ways of tackling this issue in 2011.

### 8. New web strategies:

Large players have invested in their new web strategies and [encouraged content production across the African continent](#).

Local organisations in Africa will need to further invest in their websites to get wider visibility if they want to attract more clients and partners. Some government organisations, especially telecoms regulators will be required to provide more transparency about their market and will need to improve their web visibility with up-to-date information. This will further attract investments.

We have also witnessed the creation of new webTVs covering various angles of the African continent, requiring more local bandwidth and storage.

### 9. More applications

As ARPU has been decreasing over the past few years, telecoms service providers are looking for ways to increase margins with new applications.

However, operators are still not wholly confident about new markets like retail household broadband and mobile internet. After years of selling premium price bandwidth to corporates, it needs a different mindset and attitude to branding and quality of service that is not yet completely in place.

Mobile networks in Africa - the most adopted - will give birth to new applications and will grow data revenues.

The most obvious application technology will be mobile broadband. Read: [Open Innovation Africa Summit focuses on ways to expand the mobile internet market](#). →



## Sylvain Béletre & Russell Southwood cont.

The growth of mobile money applications will also drive more investments and more transparent transactions.

Read [Orange Money nears critical mass in Cote d'Ivoire and will launch in all African territories by end 2010](#) and [M-Money reaches critical mass of users in East Africa - Where next?](#)

### Combating falling revenues

Mobile money will also continue to help combat falling revenues with potential extensions into mobile commerce to purchase goods and solutions. Mobile phones as Africa's credit cards have gained critical mass and are now widely used. The next stage of development is the steady weaving of a web of relationships with merchants to accept M-Pesa everywhere from African supermarkets to the more traditional market stalls.

Beyond that, operators have to figure out a way to create seamless interconnection between the users of different M-Money systems. The problem's not a technical one but again an issue of mindset: mobile operators believe that they can somehow do better by themselves than with all the potential customers interacting. What might be born if the whole M-money proposition didn't sit so uncomfortably between the banks and the mobile phone companies, would be the phone as a credit card. Not the ridiculous spending limits found in developed countries but helpful modest credit amounts that can be paid back after a month that will iron out the ups and downs of life in the informal economy.

With the rising popularity of open mobile device technologies (ie. iPhone or Android), operators, developers and handset manufactures will have to select the right smartphone platform strategy.

Read [Africa's mobile market will go open access - it's not if but when and how it all work out.](#)

### Emergence of open source

On the fixed network, the emergence of open source will also ensure further growth and business continuity.

Operators and equipment vendors have started to focus on vertical markets such as e-x (e-government, e-health, e-learning) and LBS where there are still wide opportunities. Read [Geo-location - The what of the where is it begins to be the next apps wave in Africa.](#)

Some African countries like Morocco, Mauritius, Senegal and Ghana have established themselves as business process outsourcing (BPO) destinations. Others like Kenya and Madagascar may follow.

### 10. Better customer relationships

Fibre roll planned between now and 2015 along the African coasts will involve more aggressive efforts to attract customers, enterprises and service providers to join their networks. Operators will then need to establish strategies in order to keep them loyal.

More competition is likely to lead to improved customer relationships, reinforced by better web management strategies. Operators have the opportunity to engage with social networking services to generate additional clients, traffic and revenues.

### 11. More ICT training

Lastly, the growth of more complex ICT usage will require more local competencies. IT security concerns and compliance will also generate new jobs and skills on the continent.



# Tara Turkington

## An A-to-Z of social media trends to watch

The social networking phenomenon is moving at meteoric rates, and in 2011, it will evolve quicker than ever before. To avoid becoming a technological dinosaur, here's an A-to-Z of social networking and media trends to watch this year...

### A

**Apps** (short for "applications") on cellphones such as iPhones, Blackberries and Android phones (open-source phones) and even other gadgets such as iPads and Kindles are so big, Apple CEO Steve Jobs tweeted "Appy new year!" to herald in 2011. In the US, big brands such as Pepsi, Macy's and adidas, among dozens of others, have come up with special apps to talk more directly than ever with their customers.

We haven't seen many corporate apps in South Africa yet, but watch this space.

### B

**Blogosphere.** With more than 100-million blogs in the world, blogs will still be big in 2011, but are becoming more specialised and niche. If you or your company is not blogging yet, it's time to get fingers to keypad, because there are audiences and markets out there to win over with well-written blogs.

### C

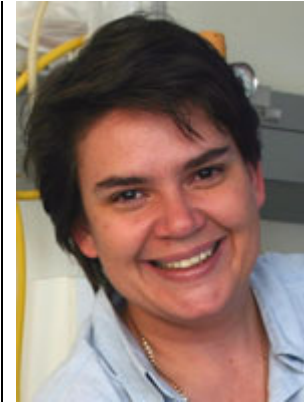
**Corporate tweeting.** According to a study by social media agency Fuseware in 2010, the corporates in SA most tweeted about include Vodacom, Microsoft and Eskom (although these three receive more negative than positive attention).

Many corporates are becoming more active as SA's Twitter community grows daily (Fuseware put it at 55 000 people last March; it's probably safe to say this number has at least doubled by now), but there are many that haven't even woken up to the Twitter phenomenon yet (even Microsoft, which is so talked about, doesn't have a SA-based Twitter account; neither, almost unbelievably, does Eskom).

Corporate tweeting will become more prominent and more professional in 2011, with some corporate Twitter accounts actually working around the clock, including weekends (are you listening, [@vodacom](#) and [@kulula?](#))

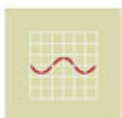
### D

**Design** on the web will evolve hugely in 2011 as SA web users become more discerning about the websites they visit, and how those websites make them feel. Website owners, too, are becoming more educated, understanding that not all websites are created the same. We're five years behind design in the US and have a lot to catch up. →



#### About the author

Tara Turkington is the CEO of Flow Communications ([www.flowsa.com](http://www.flowsa.com)), which specialises in web development, e-marketing, journalism, design and media training; has over 80 clients; and employs about 30 staff members in Johannesburg, Cape Town and Durban. With a background in journalism, she's worked for a variety of newspapers and magazines and as a journalism (?) lecturer, teacher and heritage manager. Follow her on Twitter at [@taraturk1](#).



# Tara Turkington cont.

## E

**E-commerce.** South Africans are flocking online to purchase goods and services like never before, and now spend billions a year online. The spectacular growth trend in e-commerce in the past few years, led at first by our airlines, is likely to continue, as our connectivity to the rest of the world improves, prices drop, and more people have access to the Internet.

Mobile payments from phones are likely to be the next big thing in the e-commerce space in SA.

## F

**Facebook.** Sad, perhaps, but true. According to Facebook itself, it currently has about 500 million active users (around three million or so in SA), 50% of which log in each day, collectively spending over 700 billion minutes per month on the social network. As of 2010, Facebook now commands more of users' time than Google and more web traffic, and its popularity continues to grow and grow...

## G

**Group buying.** Online group buying is based on the concept of individuals coming together via the Internet to leverage good discounts. The global leader of this is Groupon, which turned down a US\$6 billion purchase offer from Google late last year.

We saw some group buying sites starting up in SA in the last half of 2010, including Collective Cow [disclaimer: Tara Turkington is a part owner in Collective Cow], Wicount, Twangoo and others. These are offering excellent discounts - often 50% or more off a wide variety of deals from restaurants to hot-air balloon rides and spa treatments.

This space is like to heat up with loads of competition among group buying sites in 2011 - which should be ultimately good for both online consumers and businesses looking to market themselves in an innovative, direct and low-cost way.

## H

**HTML5.** You're going to hear this geeky term a lot, as websites start to take advantage of the latest web publishing language. With it comes better audio and video support, local storage (which will help you to browse your social data while offline, for example) and more targeted geo-location services, among other advantages.

## I

**iPad.** This must-have tablet computer-cum smartphone that weighs next to nothing and costs a lot (around R10 000 in SA at the moment if you can get one) smashed sales records when it was launched last year, selling over eight million units by the end of 2010.

Expect the prices to come down, and to see more of these nifty little gadgets around and about.

## J

**Jargon.** Yes, this is an industry where acronyms and jargon rule. We're way past "Google me"; now people say "Facebook me". People on Twitter "tweet" and "DM" each other. Blackberry users "BBM" each other. Social bookmarkers "Stumble" their favourite sites.

In 2011, social networking jargon is as sure to grow and evolve as Apples once grew on trees... →



# Tara Turkington cont.

## K

**Kindle.** Amazon's lightweight hardware device to read e-books has been one of the greatest business ideas of our time. The sale of e-books surpassed the sale of paper books in 2010, which is a good sign for booklovers living in far-flung places without good bookshops and the world's rainforests alike.

If you don't already own one, start saving - they start at around R1300 and the only place you can get them is [www.amazon.com](http://www.amazon.com).

## L

**Location-based social media.** Services like FourSquare and Google Latitude will plot our social interactions in real-time. People are likely to become less worried about revealing their location in 2011. That said, in places like South Africa, it's worth thinking about giving away your location...

## M

**Macs** of the Apple variety are arguably more stylish, more stable and simpler to use than PCs. Five years ago or so, only designer types carried them under their arms to meetings. Now, they have more than 10% of the world's market share for personal computers.

## N

**Newsletters.** Good-looking, well-targeted html newsletters delivered by email are still few and far between, yet are a great way for building and engaging audiences that might not otherwise interact with your brand on your website or social networking platforms.

While emailed newsletters are surely set to grow as a media and marketing channel, the rules of engagement are about to get a lot stricter for unscrupulous operators that buy and sell email lists and bomb people with newsletters and emails they never subscribed to. SA's new Consumer Protection Act, if passed, will ensure by law that this is not allowed, and that all mass newsletters and emails will have easy unsubscribe buttons.

## O

**Optimisation** - or the technique of reducing file sizes to as small as possible, while retaining a degree of quality for the user's benefit - is becoming ever-more important in this age of multimedia on the web. It's even more important in Africa, where bandwidth is comparatively very expensive, and Internet access is limited. If your videos and pictures aren't optimised, don't even bother uploading them.

## P

**Phones** used to ring down the passage, bearing the crackly voice of a far-off relative. Now, there are more than 40-million cellphones in South Africa, they're in our pockets, and marketing budgets are going to start following them more than ever before in 2011.

Writes Angelo Coppola on behalf of SA's BuzzCity mobile advertising network, "[In 2011], marketing budgets will continue to shift towards digital. This makes sense as the audience on mobile continues to grow as handsets get better and cheaper, and data rates continue to fall... There will be an increase in brands and agencies using more mobile tools - SMS, mobile display ads, applications, in-game ads, search and location-based services - to enable them to engage with their target audiences for branding, customer acquisition and retention efforts." →



# Tara Turkington cont.

## Q

**Qzone** is arguably the biggest social network in China (it claims more than 300 million users). If you've never heard of it, don't feel bad - Wikipedia currently lists more than 100 major social networks, most of which you have probably never heard of either. (Biggadda, Hyves, Skyrock? Told you so.) By the end of 2011, there will be even more.

## R

**Reconnection.** Social media allow us to reconnect with people we were once closer to such as school and university friends and past colleagues. It's now easier than ever to keep in touch, even if it's only a few lines once a year on LinkedIn, a happy birthday post on a friend's Facebook wall, or sharing photos of a trip long since taken on Flickr.

Social media speaks to a basic human instinct to connect and reconnect with others: this is surely the rocket fuel behind its rise in the past decade or so, and it doesn't look like it's running anywhere near empty just yet.

## S

**Smartphones** and more smartphones. These do more than just make and receive calls: you can email on them, work in Word or Excel, and they support applications such as Twitter for Blackberry and YouTube for iPhones. Our Internet experience is growing ever-more mobile, so smartphones are getting smarter all the time.

## T

**Twitter** is already one of the top 10 most popular websites in SA, and the Twittersverse - the universe of tweeters on Twitter - will grow hugely in SA in 2011. This is especially so if we do reasonably well in the upcoming Cricket World Cup.

The 2010 FIFA World Cup was Twitter's biggest ever event; while the global cricket following is smaller than soccer's, South Africans are crazy about their sport. Some good tweeps to follow during the #cricket: The Star's chief sports writer, Kevin McCallum ([@KevinMcCallum](#)), sports presenter Kass Naidoo ([@KassNaidoo](#)), Cricket South Africa ([@OfficialCSA](#)) and SA cricket captain Graeme Smith ([@GraemeSmith49](#)).

## U

**u.** Written just like that. Social networking is all about u. It's personal, it's direct; today the advertising and information finds u, not like in the old days when u read a paper or watched TV and u had to go find the information.

## V

**Vlogging.** Video-blogging (taking videos and uploading them directly to blogs instead of - or as well as - writing the blogs or taking still photographs for them) will start to gain real traction in SA as bandwidth, and video cameras/camera phones, become cheaper.

## W

**Wikipedia**, the online collaborate encyclopaedia, now has more than 17 million articles (only 3.5 million of these are in English) and will continue to grow. Though Wikipedia critics abound, studies show that it's more accurate than Encyclopaedia Britannica and is in the top 10 of the world's most visited websites. →







# Tara Turkington cont.

In 2011, Wikipedia turns 10 - it was founded in 2001 by Jimmy Wales and Larry Sanger. Prediction: Wikipedia will reach 20 million articles by the end of the year.

## X

**Xbox** is still the most popular video gaming platform and has become a popular medium for direct marketing and product placement. Barack Obama used in-game advertising in Xbox 360 racing game Paradise Burnout while campaigning for US president in 2008, and tough-guy heroes such as Snake in Metal Gear Solid: Peace Walker drink Mountain Dew and eat Doritos.

This is a controversial marketing medium, but one that's likely to mature further in 2011 and beyond.

## Y

YouTube is turning six on Monday, 14 February 2011. The popular video sharing network is now the world's second most popular search engine (after Google, which bought YouTube in 2006 for US\$1.65 million).

The stats are incredible: according to YouTube itself, the site attracts more than two billion views per day, with 24 hours of video uploaded every minute. More video is uploaded to YouTube in 60 days than the three major US networks created in 60 years.

No social media campaign today is complete without a YouTube component. SA has also had its five minutes of fame on YouTube, with the Battle of the Kruger video showing a herd of buffaloes rescue a baby from lions and a crocodile reaching almost 60-million views to date.

To see YouTube's impact for yourself, I bet everyone reading this has seen at least one of the videos spliced together here to make up some of the most popular YouTube videos of all time: 100 GREATEST HITS OF YOUTUBE IN 4 MINUTES. It will become even more popular in 2011.

## Z

**Zuckerberg.** Facebook founder and chief executive Mark Zuckerberg was Time's person of the year in 2010. The Social Network portrays Zuckerberg as scheming and nasty, but the Time interview makes him much more personable.

Whatever you think of him, it's hard to think of a 26-year-old (he was just a 19-year-old Harvard student when he created Facebook) who's changed the world more. (Oh, and in case you wondered, he has more than 2.5 million fans on Facebook...) Yip, 2011 will see Mark Zuckerberg becoming even more of a household name than he already is.



# Terry Levin

## The shift hits the fan

You don't have to be clairvoyant to figure that this is the time of year for scenario planning - but this, the year that kicked off so neatly with its demonstration of pure binary code 1111, that has had mathematicians all atwitter about its status not only as the first prime year since 2003, but also the year that is the sum of no less than 11 consecutive prime numbers, will be more than different.

So what does 'primeness' mean now?

### 1. Prime numbers:

Indivisible by any number except itself and one, a prime number by its very nature signifies UNION - standing to together, aligning oneself within the whole or standing alone to be counted.

The trend for groups, tribes, associations, networks, cults, crowdfunding eg Flattr.com, crowdsourcing etc will be intensified this year - liking, joining, participating, belonging, communing, conversing, donating, sharing in pursuit of common cultures in the new self esteem economy - it's the new inclusivity.

Coincidentally, calculators, computers and other digital devices use binary operation = { 0 ; 1 }, which is the smallest field of characteristic 2 which happens to be the only even prime number. Prime numbers are also apparently used for the encrypting and security codes that ensure credit card transactions and other personal information such as PINs and are kept secret on the Internet. Prime keeps things tight.

### 2. Prime time:

In media terms, prime time is associated with optimum revenues and viewing. An interesting trend to watch in this regard is one which sees retailers becoming publishers, allowing them to promote their product offerings in across multiple channels without the need for brokers.

This will likely put increased pressure on existing media and suppliers to act as partners, rather than competitors, all denoting a year for seriously getting our shift together.

Prime also means early - fast turnarounds, first to market, top of mind, a year of clear and decisive action.

### 3. Prime minister:

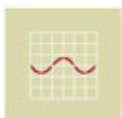
A title abandoned in most African countries in favour of Presidents. If you don't believe me, check out the table at the bottom of this link. Perhaps it is the accountability inherent in the word minister ie someone who serves others [rather than someone who presides?] which causes an aversion to this title of office in our region?

As much as African governance demonstrates itself to be a primary hindrance to the economic advancement of its people [think Cote d'Ivoire, Uganda, Sudan, DRC, Malawi, Somalia, Zim etc], new dialogues and resource sharing must emerge out of necessity. The Mo Ibrahim Prize, which supports and rewards African leaders with the best track records in democracy and transparency in Africa, did not unfortunately find a worthy candidate last year. This is why initiatives such as Creative Africa Network, created by global sportswear brand Puma, are becoming increasingly important. →



#### About the author

Terry Levin is the custodian of Off the Shelf Marketing ([www.offtheshelf.co.za](http://www.offtheshelf.co.za)), whose mission is the creation of new global African empires via the creation of iconic Pan-African product and brand development solutions. Terry is a regular contributor of events coverage and opinion to Bizcommunity.com. Email her at [terry@offtheshelf.co.za](mailto:terry@offtheshelf.co.za) and follow her on Twitter at [@terrylevin](https://twitter.com/terrylevin).



# Terry Levin cont.

As demonstrated during 2010, sport and the arts can be used to create communities of like-minded people with common goals and aspirations beyond political affiliations. Locally, new initiative [www.mobilitate.co.za](http://www.mobilitate.co.za) may yet prove another example of effective digital community building.

## 4. In our prime:

The time of maturity when power and vigour are greatest, in full flower, a period of great prosperity or productivity.

2011 will spawn a proliferation of new “Afrocults” - virtual communities which celebrate a rich, vibrant and positive African experience. I love the fact that the words cult, culture, cultured etc all stem from the Latin “to cultivate” - implying an active, ongoing process not something we inherit.

A touching example was the 2009 award winning “Turn soldiers back into children” campaign from Young & Rubicam South Africa, commissioned by UNICEF. It demonstrates a refreshing break with the traditional “Oxfam-style” approach to charity communications, in favour of a cool and uniquely African solution, which garnered masses of Internet coverage, comment and community participation - the essence of what digital is all about. Creativity is the x-factor.

## 5. Primary - Education + Health:

If we can see our way clear to putting, into these sectors, the same amount of focused effort and resources that we put into last years’ civic improvements, how proudly prime we would all be feeling? Opportunities abound for increased collaboration between political leaders, NGOs, the private sector, the media and individuals to inspire and uplift these critical sectors. All those in favour of boutique hospitals, say aye!

If you’re looking for people of a benevolent bent with whom to align the good intentions of your company or brand, try [www.africaguide.com/charity.htm](http://www.africaguide.com/charity.htm) or [www.ngopulse.org/group/education](http://www.ngopulse.org/group/education).

## 6. Premiers - of premier rank:

A premier is the head of government of one of South Africa’s nine provinces, playing a role similar to that played by the president for that province. Also, possibly those with whom we might engage in greater mutual collaboration in pursuit of the above:

- Eastern Cape: Noxolo Kiviet
- Free State: Ace Magashule
- Gauteng: Nomvula Mokonyane
- KwaZulu-Natal: Zweli Mkhize
- Limpopo: Cassel Mathale
- Mpumalanga: David Mabuza
- North West Thandi Modise
- Northern Cape: Hazel Jenkins
- Western Cape: Helen Zille

## 7. Primer:

Laying foundations, bases for future flowering. In decorating terms, we might think of 2010 as having been the necessary preparatory coating before painting. Hindsight is allowing us to appreciate the significance of some of the initiatives we may not have had the perspective to fully appreciate. →



# Terry Levin cont.

For example, the much publicised posters inspired by Ghanaian movie industry [Gollywood?], which were produced for US sports cable channel ESPN by local outfit Am I Collective succeeded not only in creating a wider appreciation of African creativity but, even more importantly, in forging an array of new digitally like-minded communities who discussed, analysed, “liked” and commented on the series of 33 posters.

What do you know, art is no longer for art’s sake after all, but a powerful means towards the creation of cultures, communities and networks in which we can all participate? Expect the seeds of Afroculture planted by local and global trendsetting companies last year to bear fruit in the years to come.

## 8. Prime rate:

1998 was an all-time high for the prime rate, now levelling out at 9%. Good news, according to Futhi Mtoba president of the Business Unity South Africa, “against the background of stronger growth forecasts for the global economy, combined with positive domestic economic trends... interest rates ‘will remain low in 2011’.”

## 9. Prime mover:

“Mover” might yet emerge as the word of 2011 [to my mind, the word of 2010 was not “vuvuzela” for we South Africans but “LOADING...” I am hopeful this will be the year of the big Eassy for us at last].

The Twitter/mobile economy is thus still in its infancy in our region, but it is well primed. In the mobile economy, all veils of ignorance will be lifted, heralding profound and fundamental shifts in human empowerment.

Whether you have 1 or 1000 Twitter followers, you are on your way to becoming a mover. In print terms there was an old saying that “People always read the captions”. Twitter, with its 140-character limit, is just that: bite size captions from which you may choose to click through to a full article or profile.

Mobile has emerged as the place where opinionistas and popular figures can wield influence and all information about the world is available to us. From the wonder of National Geographic to every news and information network in the world, mobile will increasingly allow everyone to be a mover and a shaker.

## 10. Prime choice:

In the frenzy of communication channels and outpourings of self expression, choice is everything. Creative cream will rise to the top, with the traditional ad agency striking back to tell brand stories that capture heart and minds, that uplift, outreach and include.

There is the opportunity for marketing communication professionals to really take on the responsibilities of their influence in managing big corporate resources as integral players in vital community initiatives. In this, Africa can lead the way.

## 11. Primordial, primeval:

Belonging to the first or earliest age or ages; original or ancient: eg a primeval forest. Another big trend to get behind, the deep longing to return to paradise, also aligned to green or environmentally consciousness movements. In 2011 the United Nations Framework Convention on Climate Change will be attempting to UNFCCC the planet, by holding its annual symposium in Durbs [Durban], SA.

Also part of this trend are websites such as Primordia which seek to restore balance and sanity to planet earth through the collaboration of scientists and well-doers. →





# Terry Levin cont.

The 'primordality' trend is about fundamentals, pure and simple. Living light, mindfully, consciously and getting behind organisations that can make a difference. We are all custodians of our planet.

## 12. Prime Circle:

SA's most successful rock band: [@Prime Circle](#). Let's go out on a limb here and predict an international hit, if not from PC, then from one of our awesome local bands, in 2011. If nothing else, check out the latest PC album produced by Theo Crous and engineered in LA by my old pal Kevin Shirley aka Caveman.

That's all, have a totally primed 2011!!

*With deep gratitude to Wikipedia and to trend analyst extraordinaire Quinsy Gario, writing for [www.scienceofthetime.com](http://www.scienceofthetime.com) for his incredible insights and inspiration.*



# Tiffany Markman

## Less and more: 11 writing trends

I have high hopes for 2011. It's barely begun and already it's bursting with potential. Budding with promise. Blooming with opportunity. Or perhaps I'm still riding the holiday wave and soon, all of this optimistic beach-still-in-memory claptrap will vanish - to be replaced with rancid smells, flies and possibly mold. Who knows? That's one of the things that excites me about 2011: it could go anywhere.

But here are a few things my writing and editing clients are talking about and thinking about for our written output in 2011:

### 1. More professional input

I predict that more clients will start outsourcing strategic copy tasks to pros, and handling less of it in-house. Even the littlies - the micro-micro-micro-enterprises who wouldn't dream of using a copywriter or copy editor in the past - have started to recognise the enormous value of careful, clever copy.

Many clients have also realised how much they despise producing this writing themselves, because of how long it takes and how stressful it can be.

### 2. Shorter, tighter copy

The consensus appears - finally! - to be shifting in favour of shorter, tighter, more concise copy. For 2011 I predict a real awareness of how much more powerful clean writing is, and a strong movement towards getting to the point, avoiding waffle and offering readers the chance to make contact for more info.

After all, if they want more, they'll ask for it. And then, we've got 'em.

### 3. PDFs over print

More clients are going to start producing e-mailable PDF or HTML brochures, corporate profiles and fact sheets - instead of, not in addition to - expensive hard copies. They're easier to update, change, improve and customise. They're cheaper to generate and distribute. And they're more eco-friendly.

### 4. Less spin

I predict that we're going to see more telling it like it is. Clients are growing increasingly conscious of the need to be honest with audiences, and to give them the real facts, so that they can decide for themselves how to proceed. The age of spin, haze and murk is coming to a close, at last, and what a boon this is for brave copywriters.

(The sceptics in the room at present have asserted that I'm deluding myself on this, and that clients are going to request that the copy look less like spin, but actually be finer spun... Let's see.)

### 5. Greater simplicity

Item 4 will translate, I believe, into copy that is simpler in terms of structure, messaging, tone and language. I'm hoping that this also means a lot more 'writing as you speak', and a lot less of that horrible businessy style that leans more towards pomposity and distance than towards engagement and proximity. →



#### About the author

Tiffany Markman ([www.tiffanymarkman.co.za](http://www.tiffanymarkman.co.za)) is a highly opinionated freelance copywriter, copy editor and writing trainer who has worked for over 180 clients in South Africa and across the world. She is an EMPOWERDEX-certified EME who hates misplaced apostrophes and dangling modifiers but loves pizza and pina colodas. Reach her anytime on [tiffany@tiffanymarkman.co.za](mailto:tiffany@tiffanymarkman.co.za) and follow her on Twitter at [@tiffanymarkman](https://twitter.com/tiffanymarkman).



# Tiffany Markman cont.

## 6. More risk (style and tone)

Item 4 may also yield more clients being comfortable to take chances on copy: using more irreverent wording than they once did, or being flexible about sentence fragments and starting with 'And', or using a helluva lot more second person ('you').

I'm getting a lot more briefs that say, "Let's make friends with the reader"; a lot fewer that say, "Let's impress the pants off them".

## 7. More SEO web copy

Anyone who isn't by now able to translate the acronym 'SEO' into 'search engine optimisation' or at the very least, 'Google-friendly', is going to have a hard 2011. Because web copy that isn't optimised for both search engines and the fickle reader may as well not be there.

In 2011, we will see more emphasis on high-quality SEO'd web copy... but what will happen to the old-world diehards who refuse to get into the lifeboats as the ship sinks?

## 8. More blog/Facebook assistance

Blogs and Facebook used to be about peddling your personal stories to whichever poor saddo was online with nothing better to do than attend. But in 2011, blogs and Facebook pages are going to continue to be populated with the insider detail, hot-off-the-presses updates and thought leadership coming out of the corporate world.

Companies are going to grow increasingly comfortable with these as channels that have their own perks, but they're also going to have to work harder to identify high-value news for them.

## 9. More Twitter input

If I can't vent about a brand on Twitter, I'm going to Hello Peter it instead, and that stays on the web a lot longer.

So best you get your company a Twitter profile; build it a following; find someone really committed, clued up and authoritative to manage it; and start talking with your audience.

I predict that 2011 is the year for this, with writers being called on to provide Twitter input for companies large and small - or even run profiles in their entirety.

## 10. Stronger, longer strategies

I believe that 2011 will bring more coherent short- to medium-term strategies for communicating with audiences, in place of the reactive methods we've used since 2008. More clients are starting to build plans, even simple ones, for conveying messages to readers (with room within them for unforeseens).

## 11. More auto-solutions

In this, the year of the Rabbit, more communicators are going to find speedy, tidy, easy ways to handle repetitive writing tasks - such as cover letters, billing messages, follow-ups and responses to enquiries.

There are loads of great online solutions that can be used to automate these, with sufficient flexibility to tailor and monitor, and I predict that more of us are going to rely on them.

*Disclaimer: This article was written by me, not by a bot. Promise. Swear.*



# Toby Shapshak

## Year of the tablet

2010 was all about the FIFA World Cup, so 2011 will be about brands re-establishing themselves and promoting themselves by their own intrinsic qualities. In post-production, it is becoming less about the tools (as that outdates itself so quickly) and more about the talent, service and delivery.

Apple sold more than 10-million iPads last year (giving it 95% of the nascent tablet market) and iPads accounted for 17% of Apple's revenue in the first quarter (to December). The iPhone contributed 39%.

We'll also see a lot more on apps and cloud-based computing, as well as the rise and rise and rise of Facebook and Twitter.

So, the top trends for 2011 will be:

### 1. Tablets:

The iPad showed that this new category of mobile computer has a place. Samsung's Galaxy Tab and BlackBerry's Playbook, Dell's Streak and HP's soon-to-run WebOS tablets will all give the slick iPad a run for its money. But the competition will need to raise its game.

### 2. Cloud computing:

The server-based way of working will go from strength to strength this year. Cell C last week announced a new service, called MyTools, to let its subscribers manage their contacts, call records and voicemail through a web-based service - something it claims is a world-first for a mobile operator.

### 3. The Social Network:

That the film about Facebook's origins is in Oscar contention (with eight nominations) is as revealing as our new-found joy for online socialising. There'll be more Facebooking, emailing, tweeting, as social networking becomes even more mainstream. Check-in services like Foursquare and Gowalla will be eclipsed by Facebook Places as location becomes all-important.

### 4. Apple iOS4 vs Android vs Windows Phone 7:

The three major cellphone operating systems are going head-to-head this year. Apple's iPhone OS is the oldest at four years, Android is two behind it and Windows less than four months but already the battle lines are drawn over which will be top dog. It's good news for consumers (isn't competition always?) and cloud-based computing features in all three.

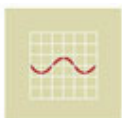
### 5. Chrome OS:

The Google alternative to Windows will make it's long-awaited appearance this year and it's going set the cat amongst the pigeons. Will it be a viable alternative to Windows as a laptop/desktop alternative? Or is it just going to be the operating system of choice on netbooks? Much is expected of Chrome OS, given the joyride with Android - which Google gives away free to smartphone manufacturers and which runs the current crop of non-Apple tablets, and saw 300,000 activations a day by late last year. →



#### About the author

Toby Shapshak is currently editor of Stuff magazine ([www.stuff.co.za](http://www.stuff.co.za)), and a columnist for *The Times* newspaper. A former senior newspaper editor covering everything from crime to politics, as well as former digital publisher of Avusa Magazines, he has been writing about technology, the Internet and the impact on our lives for more than 10 years for a number of newspapers and magazines. He also ran the *Mail & Guardian* website when it was the first news site in Africa. Email Toby at [toby@mavenmedia.co.za](mailto:toby@mavenmedia.co.za) or follow him on Twitter at [@shapshak](https://twitter.com/shapshak).





# Toby Shapshak cont.

## 6. Broadband takes off:

Faster wireless broadband, and cheaper wired broadband - a perennial Christmas wishlist from geeks and power users. MWEB's uncapped ADSL and Cell C's fast new network have spurred on competition. Vodacom is probably the largest seller of laptops, with USB data dongles, and is the largest internet service provider (ISP) in the country. Even though Telkom, and sadly Neotel too, are going through pain, the cellular operators will roll out innovative services and (hopefully) cheaper access.

## 7. Solid-state hard drive:

Using similar storage to those USB flash drives, they are much faster to access data and use much less electricity. They therefore speed up a computer and give a vital boost to its battery performance. Kingston, which makes its own range, predict that all mid- to top-tier laptops will come standard with them by 2012. You'll see these expensive options appear, but prices will fall as demand takes off.

## 8. Motion gaming:

Nintendo's Wii showed there's life after hard-core gaming - for a previously untapped casual gaming market. The Xbox Kinect and PlayStation Move are, respectively, Microsoft and Sony's powerful responses. Gaming just got more energetic, and more fun.

## 9. 3D:

After a slow start, 3D TV sales may (and the word is may) go up. As innovative as the technology is, there is still a significant barrier to entry: the 3D glasses themselves. Nintendo has released a handheld console, the 3DS, which does without them. Expect this trend to grow.

## 10. Apps, apps, apps:

Last year was a stellar year for these mini-programs that run on smartphones. They are going from strength to strength as Android, BlackBerry, Windows and Symbian's app marketplaces grow and more are available.

## 11. Goodbye feature phones?

The costs of smartphones keep dropping and so-called feature phones may be usurped by these more powerful handheld computers, certainly with Android being given away for free. Cell C CEO Lars Reichelt recently said eight out of 10 South Africans will be using smartphones by 2015.

It's early days but 2011 has already seen noteworthy growth in some key areas - especially mobile computing.

*This trends piece column originally appeared in The Times newspaper and has been republished and expanded with permission.*



# Tracey Williams

## Post-production: less about tools, more about talent, service and delivery

2010 was all about the FIFA World Cup, so 2011 will be about brands re-establishing themselves and promoting themselves by their own intrinsic qualities. In post-production, it is becoming less about the tools (as that outdates itself so quickly) and more about the talent, service and delivery.

### 1. 3D Stereoscopic:

S3D has captured both local and international cinema audiences, with audiences returning to cinemas and box office sales increasing. However, when it comes to creating S3D commercials, there has been little local activity.

A change of thinking is required, as a client would produce a 3D stereo ad first and then create 2D pictures for television from that picture. Normally, television campaigns are converted to go onto cinema, but now cinema would be considered before television.

In anticipation of this, our online grading suite (Baselight) and VFX suites have been upgraded to handle 3D Stereoscopic.

### 2. Film vs digital:

Digital camera acquisition has become extremely popular across South Africa in terms of cost savings on productions. In the ever-changing world of digital camera technology, there are post-production implications, as workflow processes vary hugely. Being able to handle both film and digital formats has allowed us to remain accessible for all types of filmmaking options.

The biggest issue in this digital world is the safety and future-proofing of the material. There is still a very strong case to be made for film acquisition, as digital cameras still cannot match the quality of it. Commercial clients still need to further explore the cost saving of film with 2-perf and 3-perf.

### 3. Turnaround time:

Faster turnaround time has always been a trend in the industry. We need to be able to produce top quality work in the shortest amount of time - as deadlines seem to be getting shorter and shorter.

There are treatments that require extensive and elaborate finishing and which cannot be rushed, so it comes down to more thorough planning and an integrated, efficiently networked facility. Having a number of talented artists who can work together efficiently across networks dramatically reduces finishing times.

The trend going forward is that of being able to maintain standards and timing expectations without compromising on our clients' and artists' vision.

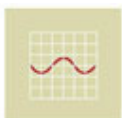
### 4. African continent:

As seen during the world cup, the African continent is definitely feeling a lot more united. We are forming partnerships and getting our feet in doors that were previously closed. The undiscovered talent and creativity that exists within our region is exciting, adding a new dimension and realness to a global market that sometimes struggles to deliver surprising and exciting content. →



#### About the author

Tracey Williams is director of post-production at Joburg-based post-production facility, The Refinery ([www.refinery.co.za](http://www.refinery.co.za)). She previously worked as The Video Lab GM (her TV and film career began as an animator in 1988), and has been the visual effects supervisor, producer and digital film producer on numerous features, not to mention hundreds of TVCs. Much of the talent that the industry boasts today - both locally and abroad - was discovered by her. Contact Tracey on tel +27 (0)11 799 7800 or [tracey@refinery.co.za](mailto:tracey@refinery.co.za).



# Tracey Williams cont.

## 5. Procurement

Globally, the trend of international procurement and sourcing preferred suppliers continues. Historically, the SA commercial market went through a trend of simply using international ads. While this creates continuity of brands internationally, there is a stronger trend when re-versioning to make it relevant to the local market. Local production and local agencies now produce work that is used globally.

## 6. The artist and technology:

Historically, post-production has tended to be more about technology, which gets cheaper and faster and everyone believes they can do it themselves (at home), but it is becoming more and more about the talent and the solution. Detail and crafted pictures require talent. Technology is accessible to everyone and talent is now being appreciated as a valuable commodity. The trick is to get the best out of both.

As technology changes, education and training remains paramount - using existing technology to its best advantage, while making way and training up on new innovations will allow us to maintain equilibrium between the “tried and tested” and “new and exciting”.

## 7. Creative collaborations:

Historically and globally, post-production facilities tried to focus on every aspect of the post-production process. While it is important to be a comprehensive one-stop shop, there is more collaboration with smaller specialised entities happening, where everyone comes together focusing on what is best for the job at hand. This does need to come together in a seamless workflow, to reduce any glitches and errors. It is a balance as to where to outsource and how to glue it together. Facilities have a strong role in this process.

## 8. VFX with intent:

There is a move away from glitzy, big VFX and “VFX for the sake of VFX” commercials. They must be real and enhance the telling of stories. VFX and animation must be part of and support the storytelling of the brand.

## 9. Web-based advertising:

Brands are looking at integrated solutions across all distribution platforms. Internationally, we have been exposed to many great Internet campaigns with high production value, which then drive the television campaign. No longer is the “television” department addressing what only goes on television, but they are becoming a “broadcast” department that handles all aspects of media across a variety of platforms. We will begin to see more money being allocated to “moving-picture” platforms and how it can all work together as an integrated whole.

## 10. Feature films:

2010 saw 21 local feature films being made with some good box office successes - films like Schucks Tshabalala (Leon Schuster), Spud, Liefling and Bakgat 2 - and we are seeing local audiences supporting local content. 2011 seems set to continue this trend, with numerous productions being scheduled. Local feature films are being beginning to compete with each other for screen time.

## 11. One-on-ones:

In this fast-moving world, the importance of relationships is critical. One-on-ones sort out many issues and allow for a lot of creative brainstorming. Client and creative collaboration is key to our production schedules, as it saves time and allows for an even greater scope of exploring possibilities.



# Walter Pike

## The rush for digital skills

2010 was the year that the penny indeed dropped. It was the year that the leading brands and marketing thinkers realised that the marketing environment was no longer the same; that the dynamics had changed. This was not a digital marketing epiphany; it was just an acknowledgment that something was different.

### A recap of digital in 2010

The ANCYL comically threatened to shut down Twitter when earlier it had written off the Internet as being irrelevant to its followers - not realising then that there are many a feature and smartphone in the hands of its support base.

Cell C launched a superior data product on the back of a naive attempt to manipulate social media and got a black eye. The biggest favour its campaign received was a banning from the ASA so that it could whoosh! Its speedstick to market - the buzz generated around that by the online community must have been eye-opening.

That it learned was evident from its response to the Nando's experiment in social media - the Cell C parody that quickly went viral. I suspect that that people will notice the effect of that Nando's toe in the water. Absa Bank, Standard Bank and Woolworths also felt the effect of social media in action.

### What next?

So if the penny has dropped - what next?

I believe 2011 is going to be the rush for skills. None of the formal educational institutions are turning out people with knowledge of this new frontier and, whereas the digital agencies know digital stuff, there are very few with an integrated knowledge of brands.

As demand increases for online advertising, social media, online reputation management and search engine marketing, we are going to need people with the skills.

This is a golden time for people who already have skills; they are in short supply and they are already being hunted down by the recruitment industry as media companies and agencies start understanding the need for an offering of some sort. The pressure to find these skills is only going to get greater and greater.

### Heavy pressure

The pressure on educational institutions and the few offering qualifications in this space is going to become very heavy and will not abate.

2011 will also see agencies trying to figure out what the agency of the future will look like. Not that they will crack it either, as they will be looking in the wrong place for the answer.

The model is neither the traditional agency nor a media agency with a digital division, nor even a digital agency with a traditional advertising capability - it's a new kind of agency completely. This new agency is going to bring a whole lot of new and different skills into the communications industry.

2011 is going to be another very exciting year. And I can't wait!

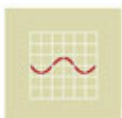


### About the author

Walter Pike is the founder of PiKE | The Integrated New Marketing Agency ([www.pike.co.za](http://www.pike.co.za)) and the Digital Marketing Academy ([www.digitalacademy.co.za](http://www.digitalacademy.co.za)), and was until recently head of faculty: marketing and advertising at the AAA School of Advertising. A well-known public speaker, he blogs at PiKE's Thinking ([walterpike.com](http://walterpike.com)). Follow him on Twitter at [@walterpike](https://twitter.com/walterpike).



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# Wilf Mbanga

## Zimbabwe: Brute force to silence the media

One of the first casualties in the onslaught against democracy is always the media. Elections, a key cornerstone of democracy, have been characterised in Africa generally, and in Zimbabwe in particular, by massive election fraud, voting irregularities, vote buying, voter and opposition party intimidation, bogus voter registration, rigged polling stations, corrupt election commissioners and so on.

These trends were common in 2010 in many African countries including Rwanda, Uganda, Nigeria and Egypt. In 2011, "elections" will be held in Zimbabwe, Chad, the Central African Republic, Malagasy, Uganda, Zambia, Nigeria and other countries.

### Trend 1: more stolen elections

As Zimbabwe limps towards elections, the government is becoming increasingly paranoid about criticism from independent media. Robert Mugabe and ZANU PF have begun once again to unroll the apparatus of violence in preparation for polls in 2011. The partisan police force has resorted to manufacturing charges against journalists in an attempt to silence them.

### Trend 2: persecution of journalists

"Publishing falsehoods" is a crime under the draconian and mis-named Access to Information and Protection of Privacy Act - AIPPA - that demands the registration and licensing by the state-controlled Media and Information Commission of all newspapers, media outlets and journalists. In its first two years, the MIC closed down five independent newspapers. Hundreds of journalists were arrested and many beaten - not one conviction was secured. The trend continues.

In November and December several journalists and editors were arrested, beaten up, locked up - all guilty of one thing: practising journalism. All were released, but face lengthy and expensive court cases.

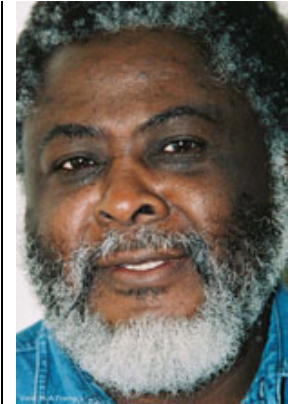
In November the state media carried announcements from the police spokesman, Andrew Phiri, that a warrant had been obtained for my arrest and that the Zimbabwe Republic Police (ZRP) was on a "manhunt for Mbanga - believed to reside in the UK". My telephone number and email address are published in every issue of the paper and I have made no secret of the fact that I am in self-imposed exile in the UK! Phiri has subsequently stated that the ZRP have asked Interpol to assist in "apprehending Mbanga".

### Independent media, the enemy

Since its power began to wane in the late 1990s, ZANU PF has seen the independent media as its enemy. Not only independent journalists operate in a constant climate of threats and fear. State editors and reporters, too, live in constant terror of the chop - and worse.

Before, during and after both 2008 polls, the state-controlled media went into overdrive - its ham-fisted spin and sickeningly blatant deception would have been laughable had it not been so tragic.

And if early indications are anything to go by, the 2011 elections will see similar, if not worse, horror. These pre-emptive strikes against independent journalists are the first, familiar, salvo. →

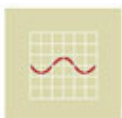


#### About the author

Wilf Mbanga is the founder of *The Zimbabwean* and its Sunday sister, which he has edited and published from the UK since January 2005. The newspaper circulates widely in Southern Africa and Zimbabwe as well as in the UK. The full contents are available free on [www.thezimbabwean.co.uk](http://www.thezimbabwean.co.uk). Contact Wilf on [mbanga@thezimbabwean.co.uk](mailto:mbanga@thezimbabwean.co.uk) or follow the Zimbabwean on Twitter via [@thezimbabwean](https://twitter.com/thezimbabwean).



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# Wilf Mbangwa cont.

## Formidable state media empire

Lined up against the formidable state media empire - which includes a total monopoly of radio and television, two national dailies, two national Sundays, several urban and rural weeklies, the national news agency Ziana and the Zimbabwe Information Service, with correspondents in the country's 52 districts, is a tiny array of independent voices.

These comprise one local weekly, The Independent, one local Sunday, The Standard, as well as The Zimbabwean and its Sunday sister - trucked in from South Africa because of the restrictive government licensing requirements. And the Sunday Times. On the broadcasting front, there is the London-based SW Radio Africa, South Africa-based Voice of the People and the US-based VOA Studio 7.

And still ZANU PF fails to control the hearts and minds of Zimbabweans - even rural Zimbabweans, whose levels of literacy and political sophistication surpass those of most other Africans. The widespread hunger for news is evidence that the state media has totally lost all credibility.

## Trend 3: The decent will endure

The ordinary, decent people of Zimbabwe, those without their snouts in the ZANU PF feeding trough, will continue to hunger for justice and truth and to endure with admirable courage the dastardly oppression of the Mugabe regime.



# Yoray Narainpersad

## SEO more challenging in 2011

2010 has come and gone and what a year it was. 2011 is upon us now, and I think it is time I prognosticate the digital marketing trends for this year. Here are my top 11 predictions.

### 1. Bigger marketing budgets will be thrown towards digital marketing

Consumers and potential customers are increasingly going online early in the buying cycle to gather information, forming relationships and making decisions about how they are going to buy. As a result businesses will surely move their marketing budgets to where consumers and potential customers are.

### 2. Social media marketing will mature

2010 was the year social media burst onto the marketing scene. In 2011, it will evolve from experimental campaigns to social tactics that are fully integrated into the overall marketing strategy. Research, planning, engagement, and measurement will definitely become a never-ending cycle of the social media marketing process.

### 3. SEO will become more challenging

With Google facing strong competition from Bing, and social sites like Twitter, Facebook, and LinkedIn, the task of getting your business on the first page of search results will become much more challenging. Be assured that Google will constantly modify its search algorithms in efforts to keep competitors at bay - so more 'calculated guess work' for SEO's.

### 4. Mobile marketing accelerates

Quite a few things happened in 2010 that set the stage for an explosion of mobile marketing in 2011. Apple's iPhone, Google's introduction of Android, and Apple's launch of the iPad mean that smartphone adoption has escalated. Mobile marketing can now move beyond mobile messaging; mobile email, mobile websites and mobile applications will become viable channels for marketers.

### 5. The 'marketing mix' will play a decisive role in 2011

The 4 P's of marketing (marketing mix) - product, price, place (distribution), and promotion will be the focal point of interest. The change in brands and advertisers' marketing mixes has already begun happening, but it will accelerate in 2011. Ad spending in TV has held fairly strong, with print (newspapers, magazines, direct mail) and radio in decline. The web (and digital as a whole) has been a significant growth area and will continue that way. In fact, brands that previously did not embrace digital marketing will be forced to in 2011.

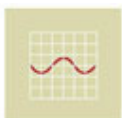
### 6. Social media advertising to soar

Facebook offers a diverse audience that shouldn't be ignored, especially after achieving over 500 million registered users. We will see social networks like Facebook as a hunting ground for online marketers providing targeted advertising opportunities that can tap into new customer niches and also serve as a complement to other paid search programs. More and more businesses realise that the opportunity to reach customers extends beyond traditional paid search into the booming social media space. →



#### About the author

Yoray Narainpersad has eight years solid, hands-on experience in SEO and internet marketing and has successfully optimised and marketed in some very competitive industries and countries including the US, UK, and Germany. Yoray currently heads up the digital marketing for FNB Online. Contact him at [yoray123@gmail.com](mailto:yoray123@gmail.com).



# Yoray Narainpersad cont.

## 7. More advanced marketing analytics

There are many digital marketing channels where data is collected from, and it can be challenging to consolidate all that data to develop insights. Marketers desperately need advanced analytical capabilities to identify, analyse and describe patterns amidst all the digital garbage. I'm sure in 2011 there would be a central place/applications that can integrate all the data from all marketing sources (web, mobile, social conversations, search, and video).

## 8. Content still remains king

Let's use social media (Facebook) as an example - the appeal of Facebook (at its hub), is that we are all content writers / producers. People, especially fans and like-minded groups - all like reading content. As the social web continues to emerge, successful brands or individuals will be the ones with value-added (or fun) content that entices people and gives them a reason to click and read. If you are a corporation or B2B, you at least need to be blogging and communicating with your clients, and if you are not thinking about your own content strategy, you will be left behind.

## 9. Multi-channel marketing at a steady rise

Why is this important? Well, for one thing, we've all heard the statistics that multichannel customers are more profitable than single channel customers. At least 70% of online consumers research products online and purchase them offline. The objective is to make it easy for a consumer to buy from you in whatever way is most appropriate, so it is a no brainer that one has to market using many different marketing channels to reach a customer.

## 10. Online privacy wars heats up

Online marketing relies on cookies to track and target behaviour, but consumers are rising up and demanding change. Privacy concerns arising from Facebook and Google were ongoing in 2010 and privacy experts don't believe it will pass in 2011. Facebook and Google are continually adjusting their business models as a result. As marketing becomes more social and more people use transactional sites, privacy issues won't be going away anytime soon.

## 11. Personalised marketing to become more prominent

Currently in SA, email marketing uses the personalisation capability rather well by using your name in their greeting, or subject line. In 2011, expect more personalisation capability to be embedded in websites, for example, regular visitors to a website will see a page based on all the information collected from their previous visits. We can also expect that personalised marketing will be extended beyond the website to other marketing channels such as social media, mobile etc.

I'm pretty confident that businesses and marketers that capitalise on these trends shall gain a competitive advantage. I personally will be watching these trends closely, and with so much that has happened in the digital space in 2010, we are surely in for something exciting in 2011.





# BIZ 2011 TRENDS

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for their thought-leadership

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