


# Shifting the traditional agency model

 By [Jonathan Deeb](#)

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***"Surround yourself with the best, most talented people."***

**Q: Your most significant industry trends for 2015?**

**A:**

- Different models of operation - the scope of offering of the "traditional" agency seems to be widening and shifting.
- Incorporation of production capabilities into agencies.
- The ability to be a more robust, nimble operation for our clients.
  
- CONTENT, CONTENT, CONTENT - Content killed the commercial.

Increasingly, we are exposed to the latest trending video to watch. A life hack or an inspirational story/video on BuzzFeed. We find them on all our social media platforms and this content has become so much a part of our daily lives that it is spoken about on radio, TV shows and sometimes even the news.

So, has content killed the commercial? No, I don't believe so... but it does present a huge opportunity for brands to take advantage of this content. Either in terms of creation of their own content or utilising and sponsoring content that appropriately brings their brand message to life. South Africa is far behind the rest of the world in terms of content creation. And with such a great opportunity to create content that is uniquely South African with cultural nuances and will engage and excite people with its relevance, this is an opportunity that can't be ignored.

**Q: Your 'game changer' trend in 2014?**

**A:** Brands utilising technology in communication, not for the sake of the tech side of it, but to enhance an emotive experience. [BA Billboard](#) Cannes winner was a good example of this. The [Print ad for Nivea](#) (Cannes Grand Prix for Mobile) - shifts from communication that people connect with, to communication that actually enhances people's lives. We need to see more of this kind of useful approach happening in communication.

**Q: What do you hope to see less of going into a New Year?**

**A:** Less communication with no idea. Weak production... Advertising pollution doesn't achieve clients' objectives and isn't welcomed by the consumer... so let's put a stop to it.

Then, speed and accessibility of tools to create communication has allowed for the creation of weak idea-less ads.

**Q: What do you hope to see more of in 2015?**

**A:** More appetite for experimentation with the role that communication plays; more communication that leads initiatives that positively enhance lives; creative agencies taking back some power and producing more content they believe in.

**Q: What advice do you have for your employees/peers for the next year?**

**A:** Surround yourself with the best, most talented people and spend time and effort to build close bonds with your clients to forge true partnerships - with aligned objectives, because then you will truly make magic.

**Q: What would you like to tell your clients?**

**A:** Continue to be more focused on the idea that will solve your business problem rather than a pre-determined idea of what that solution looks like/ The power of ideas these days is transcending what we associate with the traditional commercial.

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