

The media agency future

By [Graham Deneys](#)

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First of all - 2016 aside - I'm already seeing quite a different approach to the definition and the role of a media agency in the actual agency mix when it comes to overall business outcomes for clients.



The approach to objectives is morphing and there is definitely a lot more creativity and new approaches to tasks that might have been seen as "out of scope" before.

With this said, there are certainly a few trends that have caught our attention as an agency and could be game changers going forward.

1. Disruptive technology

Reach versus Frequency conversation rooted in Ehrenberg-Bass thinking is challenging our conventional thinking and new disruptive technologies like ad blockers are forcing us to box smarter.

2. Millennial converged consumer

In addition, understanding the millennial converged consumer in this digitally forward environment is taking centre stage. Understanding how he or she is juggling their multitude of devices and touch-points in order to make decisions is a key challenge and an opportunity at the same time.

3. Data collection

This also informs a discussion around data collection methodologies outside of standard audited data - something I feel we are going to be exposed to as new technologies provide interesting opportunities to better understand our audiences.

At Carat SA/SSA, we are placing a huge amount of emphasis on better understanding the converged consumer and how our strategic approach within this ever-morphing ecosystem will ensure clear business results for our clients.

We are also then layering new technology opportunities and planning ways to ensure disruptive communication ideas and services can be utilised and not feared. For example, ad blocking in the digital arena - is it something to fear from an advertising point of view or do we just need to adjust our thinking as marketers?

How can we learn from this disruption and improve what we are currently putting out there? Is the answer based in native content?

4. Employ storytellers

We've all heard the phrase "brands are becoming publishers" but I still ask how many brands currently employ an editor or skilled storyteller to run their communications on owned platforms? News rooms, both old and new (Vice.com), would not exist without these skills - we need to make sure we have the same people in place if we are now going to produce our own content.

We should also be looking at placing more emphasis on partnering with experienced content producers that have an established audience and trusted voice that our consumers enjoy engaging with. Good content can greatly reduce the impact of the mighty ad blocker.

5. Creative media planning

This also lends itself to the issue of creativity in our approach to media. There are many different formulas and approaches to budget allocation around this but no matter how you break it down, we have to be responsible with our budgets and make sure we are achieving maximum reach at optimal frequency whilst in the same breath cracking something absolutely off the wall that grabs attention and gets chins wagging. (Like/share/heart) creating great organic reach.

Keeping up with these trends is key, but complementing this with an in-depth understanding of our consumers through our tools and methodologies and layering this with creativity enables us to deliver even more as a media agency than ever before.

Bring on 2016!

ABOUT GRAHAM DENEYS

- Graham Deneys is the chief strategy officer at Dentsu Media Brands.
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