

Hot list for 2012 in January's *AdVantage*

JWT Johannesburg and JWT New York's global trends forecasting for the year is again published in the January issue of [AdVantage](#), with its sneak preview of what's hot in South Africa and around the globe.



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Judy van Dam, MD of JWT Johannesburg, says, "This is the third consecutive year that we are submitting our list of annual 'things' to look out for, exclusively to *AdVantage*. It is great to see how each year these trends become part of society."

Overall design look and feel

"Some of our predictions for 2012 include 'Gamification' (marketers engaging with consumers whilst they are playing online games like Farmville on Facebook), voice controlled apps for iPhone 4 and Blackberry and the Blue Movement, which expands the scope of the green movement. Music becomes social again with services such as Spotify, Vevo, iHeartRadio and Mixcloud offering share services."

JWT Johannesburg designed the front cover of the issue, which played a key role in influencing its overall design look and feel.

[Louise Marsland](#), editor in chief of *AdVantage*, adds, "This 'hot list' for 2012 is part of our special trends feature, which focuses on what can be expected across the media, marketing and advertising industry. The online version of the magazine will be available for download shortly after its printed counterpart."

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