

AdVantage releases trends for 2011

JWT Johannesburg, in conjunction with JWT New York, presents a sneak preview of the hottest 'things' expected in South Africa and around the globe in the January 2011 issue of [AdVantage magazine](#). The list is part of the special Trends issue which focuses on what to expect across the media, marketing and advertising industry.



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"Every year the agencies' trend spotting departments get together and compile a list of what to look out for in the year ahead," says Judy van Dam, MD of JWT Johannesburg, "and we're very pleased to present these for the second consecutive year."

"Last year we predicted the mustache would make a comeback and look what happened in November as Movember hit the country. Some of the top "things" for 2011 include an African fashion renaissance, hier kom die bokke Rugby World Cup, plus the 'outing' of Stoney Ginger Beer."

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