

The year of the app

 By Louise Marsland

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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...

BIZ 2011 MARKETING TRENDS

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've 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 *Playboy* 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.

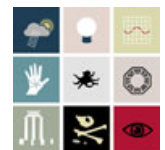
6. 2010 was the year of the iPad, the slate, **apps**... We will see an explosion in media and brand apps for the iPad when it finally launches in SA. I wouldn't say my iPad has significantly changed my life yet, but it has certainly changed the way I perceive media and what is media. It's become all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

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