

Q.

What do you believe are the biggest challenges and opportunities for the advertising and marketing industry in the new frontiers?

5 Henry Tajer
executive chairman,
Mediabrand Australia

Change has and continues to be the most significant dynamic we all are dealing with. This applies to all within from client to agencies to the media, not to mention the consumer.

Nothing has really changed in our industry. What has changed is the level of focus, interest and scrutiny on the output of what we all do day-to-day, or in other words accountability.

This is an area that hasn't really been properly embraced by the marketing sector. Most likely because if we do, our industry will see real change that has significant implication for many but most importantly will mean we survive.

Darwin's theory of evolution suggests that those who are most adaptive to their environment are most likely to survive. So with all the change going on, isn't now the time to get REAL about what REALLY works and what doesn't?

18 Martin Patton
managing director,
Foundation

I think the biggest challenge facing marketers and their agencies is penetrating the personalised cocoons people are creating around themselves. Personalised devices like PVRs and iPads are channelling behaviour and putting the user in greater control, this is also limiting exposure to opportunities outside their cocoon.

This means we need better insight born from proprietary research, designed for specific segments and brands. We need to be part of their lives, not just ads that they can avoid.

There's no question that media

owners are in a position of power, as they own run the content and advertising is the cracks between. On the most part, silo creative agencies don't have relationships with media owners and the silo media agency isn't helping to open the door. Clients end up losing and this is why clients are creating stronger relationships with media owners to make sure they don't miss out.

The model of the future will reflect client needs. There won't be individual creative, production, media and PR budgets, rather there will be one budget to fund the communication plan without individual agencies fighting over slices.

19 Darren Woolley
founder & managing
director at TrinityP3

The new frontier has been called "the world of mass customisation". In the face of media fragmentation, globalisation and technology-fueled innovation, marketers are being challenged like never before to drive growth in a world that is increasingly about the individual.

Gone are the days of simple reliance on mass-media channels alone. Marketers now turn to an increasing number of specialist service providers to untangle this Gordian knot of modern marketing strategy. This is compounded by the fact that their

organisations have often become increasingly siloed and therefore their view of their customer becomes increasingly fragmented, leading to less aligned and relevant communications.

The challenge is how to develop, manage and engage with customers in the most consistent and efficient way possible to maximise the effectiveness of the relationship with the brand. While some marketers believe this can be achieved by consolidating their service providers to the mythical full-service provider, the real opportunity is to align the relevant stakeholders to the customer needs through the appropriate channels to maximise the customer's experience.

