

Super growth brands - Do brands change advertisements too often?

 By [Erik du Plessis and Neil Higgs](#)

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It is often said that brands change their advertisements before they have worn out.

This can only be a generalisation and an opinion at that. And, given Kahneman's System One thinking, as explained in the video embedded below, one can even ask if ads ever wear out.

The reasons given for brands changing ads too frequently include:

1. Agencies put pressure on the marketers;
2. Brand managers want to extend their CVs;
3. Marketers think too short-term (a two-year horizon); and
4. Management see their ads much more than the consumers do.

The counter argument - that brands should change their ads often - is mainly that this creates excitement around the brand – which is good.

[Click here](#) to view the article in full, and [here for more information](#) on the authors' availability to do keynote talks at company

strategy conferences.

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ABOUT ERIK DU PLESSIS AND NEIL HIGGS

Erik and Neil are the 'old folk' of marketing, with a mountain of experience between them. They love watching brands grow, have seen brands die and have consulted with nearly every major brand in SA at some stage. They have published papers in accredited journals, won awards and are honorary members of AMASA and SAMRA. They've also talked at major international conferences as well as local keynote talks on the state of the market.

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