

Newsflash: TV will not die

 By [Stu Stobbs](#)

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"Brands will strive to deliver work that shows they care."

1. TV will not die

Every year, someone predicts the death of TV ads. They claim the evidence is everywhere, from rising digital media consumption to the increased popularity of the PVR, to the common (if not absolutely 100% legal) practice of downloading movies and series. The only thing is that no one seems to have told TV. In fact, I have created more TV ads in 2014 than I have done in the last few years combined. TV will continue to march on strongly through 2015.

2. Digital will not replace TV

I have also heard many times that digital content will replace the TV ad. Nah. But brands will invest more in content, albeit off the back of TV shoots and big campaigns. So, TV and content will spur each other on with longer versions or offshoots, or out-takes or behind-the-scenes of the TV ad, running online. The two bounce beautifully off each other and the client and brand get so much more out of a single production.

3. Brands will invest big budget

Despite the economic climate, some brands will spend more on bigger and more lavish productions. When I look around me, I see clients and agencies coughing up more than ever on big productions - be they brand or even product pieces. Clearly, both feel the investment is justified and the results forthcoming.

4. There will be greater emphasis on results

Today, it's very easy to see when a campaign is working or not, because it is becoming easier and easier to measure performance regardless of the metrics. In 2015, there will be more focus on results and campaign performance, so it will be important for the client and agency to agree on the relevant metrics from the outset. That may sound rather obvious, but in a sea of metrics, from net sales to Facebook likes or YouTube views, it's important to know just what will constitute 'success'.

5. Brands will grow a conscience

In 2015, brands will strive to deliver work that shows they care about the environment, communities, South Africa and its people, or animals. The cynics will claim this is an easy way to buy goodwill (of course that is the aim), but I have witnessed brand custodians putting out these campaigns because they also want to do some good, and to find more meaning in their jobs. When the opportunity arises, they grab it with both hands and work beyond the call of duty to ensure these campaigns succeed.

In conclusion, like every year before it, 2015 will throw us numerous curveballs and land us with loads of hard work. But there'll also be amazing opportunities. We only need to grab them.

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ABOUT STU STOBBS

Stu Stobbs is CCO at 1886. Stobbs started in advertising in the 90s after a failed drag queen career. Worked above, below and all around the line - but never quite understood why it was there in the first place. Has won numerous local and international awards including Cannes, Caples and Loeries and has judged extensively, both locally and abroad.

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