



The three things that will make an impact on Advertising Creative in India, on the road to 2010

The Indian advertising industry will go through its own share of changes. So by the time we will reach 2008, the advertising world will look very different to what it is today.

To start off, the advertising agencies in future will have to deal with the problem of talent shortage. The creative business will get fractured more with time. All this because it would get difficult for agencies to find good talent first; and secondly, pay them as per their requirement.

Experience and creativity do not come cheap, and to have some of the best people working for you, one needs to compensate better. Keeping the current fee-based remuneration in context, this is the critical area where agencies will see their selves in trouble. Not to mention that experienced talent is, even as we speak, barely enough to keep current businesses happy.

Moreover, with number of hot creative shops increasing in the country, one would also witness a phase where creative people will align with clients. The so-called traditional client servicing department would be completely missing from these boutiques.

Even today, an adequately experienced marketing division has begun to question the relevance of hiring a full agency when interaction is often limited and guided by just the creative people.

Over the years, technology and focus on quality have really gone ahead and narrowed the tangible differences between products – and even services.

For instance, all most all the refrigerators have similar offerings, and the difference is just in their looks. Advertising agencies then are left with little physical superiority, and when it comes wooing the consumer, one can barely find any tangible product difference.

The game here is to drive the intangible – through sheer creative, and through consistently delivering the brand promise.

To an extent, it has become difficult for agencies to segregate the market, despite planning and research inputs. And in the future, companies will hire expertise from outside the advertising agency to originate consumer stimuli, psychoanalyze consumer behavior, innovate new trends, track new communication vehicles etc.

With the economy booming and evolving, technology specialist advertising agencies have made their way into the country. The day isn't far away when we will have exclusive

agencies that only do retail advertising, health, hospitality, tourism etc.

Until now, these business have been handled by the traditional agency but with more and more creative people moving out on their own, specialized creative shops dedicated completely towards one sector will open up.

Brands will no longer remain the property of companies. A large part of their fate would also depend on the consumer feedback, and user generated content will gain a big peak.

With websites like YouTube, it would be difficult to control the destiny of the products and brands by the companies. Rather, consumer interaction and participation with brand communication is inevitable.

More than that, there will be customization of everything – from products to services. The freedom to create your own package deals... for example, if your are making your travel plans, you'll have the facility to choose the hotel of your preference, as many a time deals are struck between airline companies and hotels and one has no choice but to pick the same hotel. The freedom of making choices will be a consumer right.

Like everything else, Internet is gaining pace and is spreading across the whole country faster. The amalgamation of mobile and Internet will give a boost to both the advertising world and the corporate world. The availability of Internet on mobiles has already started, and soon it will become the one advertising medium that will stay with the consumer 24x7.

Last but not the least, we would go back to the old days, where media and creative were together and part of one team. Or media will hire creative people.

For media to deliver explosive effectiveness, the spark of a creative person cannot be ignored. Even now, in the diversified scenario, I know media planners are in close cahoots with friendly creative people to deliver extra zing to their media plans. With the way technology and the world is going, media businesses will have creative machinery in place to separate quality from quantity.

In all, three years from now, advertising will be bolder, audacious, smart, clever, and will actually become the only tangible difference between equally good products and services.



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