



# The three things that will make an impact on the Advertising Industry, on the road to 2010

At the very outset, let me confess that when I began in the business of advertising in the year 1987, it was a business that inspired people with calibre to join in. There was an element of adventurism led by joi-de-vivre of being one with the client's mission, and agencies truly attracted good people being able to generate reasonable revenues to sustain these dreams and retain talent. The relationship was that of equals. Much like the fire and friction between renegades and the law abiding citizenry. Personality cult was there but not yet with the proportions of being an impediment. People with glamour star dust in their eyes had a short lived life and moved on, the resilient ones, those who had grit and extra dose of 'ginseng extracts' in their genes, moved further to stoke the brand hearth.

A quick trip to 2007 and the few years in the run up to that year - it is an industry that is struggling to retain relevance, obscured by its own self congratulatory efforts (that go under the euphemism of award and the more accepted industry jargon - *palli gali*). I am no pessimist part of the industry, I am a believer in the resilience of human endeavour and its ability to shrug away the feeling of being held hostage. A look at the archives of revolutions in the human history proves this beyond doubt.

Changes are afoot already and will impact us big time. We need to do more. Be the catalysts. The three I am zeroing in on that will be most critical, are:

Return to profitability without any grudge from clients and a defensive posture from within: We praise our clients when they post good figures and market caps. Why not go out and without any shame ask for our price? Why hesitate in charging a price that enables talent retention and farming? That gives us a swagger when we walk in to state our point of view.

End of Self Perpetuated Praise: the futility of such self inflicted prosaic moments is only well known. We need to go out and bell the cat. Some are doing that, some are

grumbling and some are waiting to follow the lead. So true of our segmentation psychographics! Well, I give it till 2009 for these MELAS to wind up. Instead, we will have genuine appreciation not from mutual admiration clubs but from people who matter - clients and their constituencies.

End of Idea & Strategy Landgrab by select/chosen/ anointed few : Democratisation of the ideation, creativity and strategic process is here. It is tearing thru all industries and individual domination forcefully. By 2010, surely, we will have a host of idea harvesters and strategy farmers - who will be daring and be in the face and not be dependent on their 'godfather'. User generated stuff is already a reality and we better pay heed to its impact. Time for us to grow the organisational talent outreach beyond the 'dada and his prodigies'. Team once again will be used as a collective noun instead of a description of an individual's effort at collecting every ones' ideas under his hat.

Moreover, the business of advertising will get its edginess back. Not playing safe any more because you need the client to waste the resources through some one. Rather, shun the safe for daring.

Rest assured, I will be around then and writing of how 2013 will get even better, and make the advertising industry a benchmark for what the future holds quite like the tech and software disciplines. And I will be there with my views yet again, from within the thriving, profitable and envied industry, not as a sad deserter on the side-lines! Not to forget, in the company of bright professionals who will swell the present depleted ranks.



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