



#KEYINSIGHTS | What are the biggest challenges facing traditional creative agencies today?

- The smaller agencies are able to move and adapt faster
- Bigger agencies take a while longer to change and adapt and in many cases just “buy up” a smaller specialized digital agency and bring it into the fold.
- It is vital for agencies that the communications and strategy people have a true and deep understanding of digital in order to truly integrate the whole process as the digital arena changes almost on a daily basis.
- It's also more than just a communications issue, agencies need to truly get to grips with the actual business of the clients and work from a business perspective and not just a creative perspective. True integration is the full understanding of your client's business operations and what they want to achieve from a business perspective, this comes before the creative process.
- The process of integration goes as follows; understand what your clients business objectives are first by truly understanding their business and their goals, then formulate the big idea and from there how creatively this process will be executed by utilizing all the media channels – what we are seeing currently in the industry is creative's coming up with the big idea and then trying to figure out how to execute it. However what is being noted globally is that the big idea comes second and the business goals first as the brands consumers/clients are moving at such a fast pace and almost pre-determining where the brand goes.
- What brands are looking for is an agency is someone that can assist them in navigating them through this process to achieve their goals and ultimately agencies need to have a completely integrated approach and solutions to offer the brands.
- Media today also often influences what the big idea will be – we have seen a major shift by media owners and agencies who are now working much closer together and often this relationship will allow for the big idea to flow and then by working together the execution will be developed to work with the brand to achieve their business goals.
- We are also seeing that often the brands have young and inexperienced marketing teams and they need guidance from the agency as to how to achieve their business goals – it's not always just a quick TV or radio ad – but the working together to achieve the best execution possible to achieve the business goals.
- In many instances we are now seeing the digital guys leading the creative process as we have seen an almost complete convergence internally at agencies between the above/below/digital departments into a single department.
- The great positive that we are starting to see in our industry is that the OOH segment is now almost leading the creative pack as more and more people are spending more than 50% of their time out of their homes/offices and have access to so much more than just a billboard.