

Totally MAD

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Are you targeting the right media?

used in the past had served its time and that it was time for a brand new, more humorous approach. "The catalyst for our change in creative direction was humour," says Stegmann.

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The leading actors – two professionally trained dogs, Shanti (Big spotted dog) and Zippo (Small white dog), acting as stray dogs – engage in light-hearted, comical dialogue. Adding to the humour of the ad are well-known local comedians, Travers Solomon (Tyren from the Fresh Drive on 5fm) and Jody Abrahams. Travers lends his voice to the large spotted dog, Shanti, while Abrahams is the voice behind the smaller dog. The new 'in situation' ad campaign needed the right kind of animal for the model. "We considered goats, sheep, owls, eagles and squirrels, but decided those animals would not realistically be found in or near a home," said Stegmann. "Our creative collaborator and production house, Platypus Productions, presented us with various international ads using dogs and we decided that dogs it would be."

The campaign was created around Cash Crusaders' new range of musical instruments, emphasising the group's dominant position as the biggest outlet of new musical instruments in the country. M-Net's popular *Idols* time-slot seemed the perfect fit for the ad.

Target audiences are adults with school going children who'd like to start or are already playing a musical instrument, as well as teens who'd like to start their own band.

"We're hoping that viewers will realise what a large selection of new musical instruments we're selling," says Stegmann.

Shanti and Zippo will return on screen from time to time to showcase more musical instrumental deals from Cash Crusaders and will soon show their faces in other media too.

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Adspend... where's it going?

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The face of advertising is changing, partly based on the effects of the double-dip recession, which has made advertisers a bit more hesitant about spending money to get word of their products 'out there,' and also on the need to keep up with the digital age, resulting in greater advertising migration to this new space.

By Leigh Andrews

And as more advertisers are venturing into the [online](#) space, we could say it's not advertising that's pulling in the 'digital dollar', but paid-for, quality [editorial](#) content. After all, the online [audience](#) isn't actively searching for ads to click on – they go online to access breaking news; clever commentary; and to interact with their peers. Advertisers are a fickle bunch, they like to be seen on sites with 'the most visits', in places with the highest rate of passers-by; and in such a way that they spark conversation and interest.

There are mumblings that an advertising revolution is underfoot. Advertising revenue is sliding down a slippery slope in traditional media – as printing becomes more expensive, so do ad rates, and the space for advertising in publications has also been cut. We are therefore left with a greatly reduced proportion of the 'ad revenue' pie, thanks to the effects of the double-dip recession. Of this reduced amount of money available for advertising, the majority still goes to the proven broadcast advertising avenue, although it is becoming easier to 'not pay attention' to radio and

TV ads, especially with the rise in popularity of the PVR, which lets consumers fast-forward through ads that they've seen before and know won't tickle their fancy.

Added to this, while ad spend increased for radio and TV advertising during the soccer spectacle, it was [not](#) to the extent expected – RAMS figures for the period are proof of this. That said, while internet ad spend increased by a whopping 268% from 2006 to 2009, (and was thus seen as the 'top ad vehicle for the future' back then), it only accounts for 1.3% of last year's total advertising expenditure.



So, with advertising seemingly in decline, what does the future hold? Will advertisers fold up their billboards; scrap their media planning schedules; and move to brighter pastures? Not likely. Chantelle Benjamin [quotes](#) Dr Azar Jammie as predicting that the industry is in for changes for the better in the near future. And the future is undoubtedly online and mobile, with South Africa's internet penetration finally above the 10% mark, and mobile at close to 100% - everyone and his dog now has a cell phone. This means consumers can be targeted wherever they are, whatever their mood, as opposed to traditional advertising methods, which rely more strongly on targeting consumers when they physically switch on the TV or turn to a full page ad in the magazine they are browsing through.

This points back to the fickleness of both advertisers and consumers, as alluded to in my opening paragraph. They want a measurable ROI, which can prove tricky in the [online](#) realm, if blogs and social networking are taken into account. Use of pay-per-click and impressions is on the rise, while banner ads are losing their appeal. In the same breath, consumers are looking for ads that have more targeted application – ones that meet their specific needs and interests.

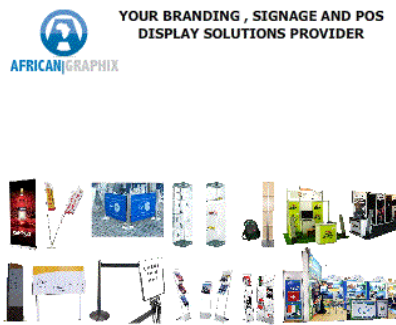
Contextual advertising is a development that has meant online advertising is that much more relevant is similar to the way in which media planners would select to place an ad in *Rooi Rose* to reach a more mature Afrikaans, female audience, or on *5FM* to reach pop music-loving youth, based on the engagement opportunities these platforms provide for the advertisers.

Lindsey Kin [adds](#) that "the days of randomly-placed banner advertisements on websites are slowly fading, and contextual advertising is becoming today's up-to-the-minute online marketing tool when locating and attracting online clientele."

Perhaps this is the crux of the issue – consumers are becoming more selective in what they pay attention to, and want to only be 'distracted' by advertising that is of value to them. While online is often the cheapest medium to advertise on, compared to all other offline media, it is up to the advertiser to determine the most effective advertising medium, based on what you are offering to which segment of the population.

Where do you think the advertising industry is headed? For more insight into ad spend, click [here](#) , and please leave your comments on our [blog](#) .

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