# 4 Predictions about the Future of Advertising

## with Sascha Lock, SVP Media + Analytics for Amp Agency

- Human connections will be at the core of advertising that breaks through.
  - Until robots take over the world, there will always be a job for those of us in branding, marketing and advertising. This is because the human connection is what fuels choice - when consumers connect with you on an emotional level, you have struck gold.
  - We have seen the advent of so many new options in technology and with that comes job replacement in the form of said robots/automated systems. And while things like AI and AR certainly have a role in our business, they will never be able to take over for the simple fact that they are not human! There has to be a balance of creativity and math.
  - While we often think of advertising as an ñannoying disruptionò, it is actually now a fundamental way that people find new things, make purchases, look for recommendations, etc. No longer is it ñthe commercial that interrupts your favorite TV showò, but rather a means to engaging and discovery. Think about the ads that pop up on your phone/side bar promos when you are scrolling social/ influencers that you discover online. When this first used to happen it was jarring; now it is something we are used to.
- A carefully curated advertising mix will be key in driving efficiency.
  - Finding the right mix is super important to 1. optimizing your spend, 2. following the consumer journey in how they discover, learn, buy, become a repeat purchaser, 3. testing and learning to continue to optimize your mix.
  - We often see people make the mistake of trying things out without a rhyme or reason and then not understanding why it didnôt ñworkò. We talk all of the time about the ecosystem and how everything we do has to work together in a meaningful way. You have to set goals with measures to assess your success and stay on top of the optimization.
- Influencers will rule as brand story-tellers.
  - When influencers first came to be, it was a pretty simple model - you sent someone with a large following your product/service to try and/or paid them to promote it. Oftentimes this came to life on their social channels or through videos created and posted, blogs, etc. It was a way for brands to promote without them having to be the ones speaking on their behalf, and it created a more authentic, human experience for people - after all, one of the biggest ways we learn about things is through WOM right?
  - But now the model has expanded tremendously beyond this initial model and in a lot of ways many of us are influencers without the official title. What seemed to be reserved for the ñanointed fewò has now expanded to podcast hosts (like us!). We are seeking to influence with the messages we are putting out with intention across all of our social channels, our episodes, etc.
  - The net of this is that what started as a fairly tight definition has expanded to include LOTS of others whether in a formal fashion or not.
- Advertising that has longevity will focus on systemic tensions over short-term trends.
  - We see a lot of this post-COVID, where things like digital shopping went up tremendously. The wrong assumption to make was that this was going to be the way of the future without considering human behavior on the other side of the pandemic. In store shopping has come back in a big way, now that we can go back in and actually see, touch, feel items as well as connect with people.
  - The same was true of travel, which was shut down and there was some hesitancy to hop on an airplane. Airports are hopping again as if COVID was never a thing. And hotel prices for Spring Break this year are reaping the benefits at all-time highs.
  - This doesn't mean moments-in-time aren't still critical, but notice that even in this year's SB, many ads are still running. Why? Because they are based on insights and tensions that go beyond that moments in time. The MIT just happens to be the launch pad. Get the most out of your advertising through repurposing and repeating. Recall and intent to purchase.

Copyright 2022 Forthright People. All Rights Reserved.

www.forthright-people.com
april@forthright-people.com
anne@forthright-people.com