

Planit Media's 2016 new media success plan

 By [Leigh Andrews](#)

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On 19 January, when many of us were just easing into the work year, Planit Media was born. Here's what you can expect from this new, new media group.

The name 'Planit' gives away the media group's intention to literally 'plan it', as a strategic communication planning agency that delivers value in the media we place for our clients. It's not exactly pie-in-the-sky thinking either as it is founded on the solid media experience of three former MDs, each with over 20 years of experience - Quinton Jones, former group MD at Carat SA; Erica Gunning, former group MD at MEC Nota Bene; and Hanlie van Eck, former owner of a prominent Johannesburg media consultancy. While still new, their highlight is working with highly talented and passionate partners who all have the same vision: to deliver great work and results for brands.



Gunning lets us in on the agency's success plan for 2016, which she predicts will be an extremely challenging year for media...

1. When and how did the agency get started?

Gunning: Planit Media was born on 19 January 2016, founded on the solid media experience of three former MDs who believe media agencies need to add value at every opportunity and at every level. Far too many agencies have become

complacent and standards and skill levels in the industry are dropping. Planit knows there is a better way to show brands how media can add value.

Our solution to clients is based on the PLANIT + model we developed that relies on value delivery across four key segments that can be tracked as part of KPIs and a risk and reward model. It's all about delivering improved efficiency and effectiveness at every level, with every opportunity and with every media connection - maximising media delivery and business results. As an agency born in the digital age we offer holistic solutions as well as a partnership network that delivers the best in the industry, tailored to your requirements.

2. Talk us through some of the challenges media agencies face in 2016.

Gunning: Media agencies are facing a massive talent and skill shortage at the moment, which is resulting in media being undervalued by clients based on non-delivery of services. With digital now fully integrated into the media solution for clients, there are very few strategists who know how to provide clients with a holistic media solution. So the biggest challenges media agencies will face in 2016 will be delivery issues, innovation, holistic media solutions and declining media budgets requiring smart planning.

3. How does the local industry compare globally?

Gunning: Based on my experience from judging the APEX Awards last year and at Cannes two years ago, I'd say we're on par with international standards. Current work isn't ground breaking as everyone is still getting to grips with a better understanding of how digital and technology is changing consumer behaviour.

We have seen that innovation is no longer the buzz word: it's all about invention. That's what award-winning ideas are all about now, hence the importance of strategic thinkers on clients' business.

4. What trends do you see as the biggest to come in 2016?

Gunning: The four biggest ones will be as follows:

- Non-linear viewership/listenership growing - understanding how to engage with viewers on different screens is becoming important. It's no longer just about placing a 30-second ad.
- The experience economy - extending your brand experience beyond paid media platforms.
- Streaming platforms in SA are to grow - especially with launch of Netflix, the impact of ShowMax and the growth of online video.
- Layering of content partnerships as part of integrated thinking and creating tangible brand relationships.

Seems we're in for an interesting year of change and growth.

For more on Planit Media, visit their www.planitmedia.co.za and follow their [Twitter feed](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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