

Media to go: recruiting high-tech individuals to high-connect with consumer

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PricewaterhouseCoopers Global Entertainment and Media Outlook: 2006 – 2010 has forecast a 6.6% growth in the global entertainment and media industry, driven mainly by internet and mobile technologies. This is evidenced by the technology overload we experience daily, with each new gadget clamouring for our attention.

The gateway of information, which once not so long ago was a wide open space with only a few contestants, is now paved with a plethora of technologically advanced mediums, each with the sole purpose of advancing our access to information.

So as information veers through this widened highway with each new technological incumbent taking the lead, how effectively are we as communicators exploiting this race? To remain relevant, communications agencies need to offer authentic, relevant and on message strategies that focus on using these evolving touch points to engage and connect with the consumer.

Truancy of individualism

Abundance brings with it a truancy of individualism. And as the world becomes more high-tech, there is a need for us as communicators to become more high-connect. Connecting and engaging with our target audience in creative and innovative ways is vital to getting the full attention of the consumer.

In managing the reputation of our clients we have to fully understand the media formats that are upon us and leverage off their ability to provide convenient and instant access of information to our target audiences.

To do this successfully, agencies need to initiate the recruitment of a more diverse individual who understands and welcomes technology and can maximise its applications to suit the client and more importantly to benefit the consumer. The evolution of technology has opened the arena to include a new breed of communicator that can high-connect with their audiences by using high-tech platforms.

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