

# Out-of-home trends for 2013

Craig Page-Lee, managing director Posterscope, shares his views on what he reckons will be the out-of-home trends in 2013.

## Posterscope South Africa

- In the out of home sector we will see the formation of smaller networked-agencies with teams structured to client's specific needs and the bringing together best-in-class per project. There will be an increased movement of key marketing heads into agency lead roles and vice versa.
- Every campaign will now have a digital component to it and in many cases it will lead the communications platform.
- We will see many specialist media agencies partnering with specialist creative agencies offering through the line integrated communications solutions to clients.
- The key challenge in 2013 for both agencies and media alike will be EFFECTIVE MEASUREMENT, which provides an accurate ROI measure across highly integrated campaigns.
- 'Mass-customisation' will continue to grow and move brands from appealing to all, to making the consumer feel that the brand is speaking directly to them.
- Consumers will continue to have even more power to influence brand success, or failure, than ever before.
- We will also see a continued increase in 'open-source' consumer participation that ultimately shapes and defines the behaviour of a brand, product or service.

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