

## ADVERTISING AGENCIES PREPARING FOR THE NEW YEAR



December was a month full of different conversations in which people made attempts to make sense of the year of 2011 and the year ahead of them, 2012. It can be a challenge for an advertising agency as there are a lot of important components which includes advertising, PR agencies, and media. The stock market has definitely been in a slump and the economy seems to be growing at a slow pace which has left most people wondering what the year of 2012 will hold for them. It will not be the easiest year, that is for sure, but there are some people who will have plenty to gain with this New Year ahead of them. First and foremost, stable relationship will be essential for advertising agencies. They will be under a lot of pressure to lower costs and come up with strategic plans and pitches. They will need pitches because they need fresh and unique ideas that will help them along the way. It is believed that there will be tons of new pitches for the year of 2012 than most have seen within the past few years. Advertising agencies that do have stable relationships will have a much easier time than those who do not have stable relationships. There are many advertising agencies with a ton of different clients from all ends of the spectrum. These can be both good and bad times for the agency, especially when these clients want to stick with what they are used to after dealing with such a tough year. Digital advertising is also becoming a must for all agencies. Those who do not perform digital advertising will simply not do as well. Going digital has become increasingly popular for companies in areas all over the world as more and more people depend on the Internet, iPads, smartphones, and tablets to view different things on the Internet. There are some people who actually do not own a television and watch everything from their computer. The media will likely spend more on digital advertising than it has in the past few years. There will also be a shift in how the agencies evaluate their advertisements. They will not wonder whether or not the commercial was great, they will wonder, instead, whether or not the commercial actually worked. This will be the primary focus of the advertising agencies. The agencies will need to do a lot more than simply making a creative and attractive advertisement. There is a lot of thought and effort that will need to go into the process of creating advertisements. Collaborations will be an essential piece of the puzzle as agencies must have a stable relationship with their clients.