

# How 'post-TV' are we?

 By [Patrick Carmody](#)

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Contemporary discussions around branding tell us that we live in a post mass-media age characterised by a cynical consumer, over-traded product categories and a proliferation of brand contact points. How relevant is all of this new media hype to marketers in South Africa?



## **New Media: a developed economy model**

In developed consumer markets, where new communications models are being erected at warp speed, the consumer's lifestyle is conducive to heavy consumption of brands and media. The result in markets such as the US, Europe and Japan is that marketers are leaving traditional media channels and finding more effective ways get to this evasive consumer: social media, product placement, word-of-mouth strategies etc.

## **Old school is still cool in SA**

The average South African consumer is not nearly as brand and media wary as the wealthier consumer who flicks between loads of pay TV channels, can afford three or four magazine titles a month, has internet access at home and work, etc. If this is the case then free to air TV channels, radio and a bit of cheap print is still the overwhelming favourite for any media planner aiming for maximum reach.

## **Old is the *new* new!**

Instead of seeking to enter 'white space' or develop sophisticated new media strategies why are we not seeing better concepts in 'old media' spaces? This now forgotten frontier in major consumer markets still holds huge value for South African marketers and perhaps it just needs to be approached with fresh eyes again.

## **ABOUT PATRICK CARMODY**

Patrick Carmody is an independent strategist who has worked at leading agencies in South Africa and the UK (clients consulted include Unilever, Mars Foods, Ford Motor Co., Mr. Price Group). He also lectures the Brand Leadership course at Vega the Brand Communications School, Durban.

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