

Are we missing a trick?

Once upon a time a great ad that won awards influenced sales and changed marketing. Today ads that 'creatives' switch off influence sales, and win marketing/branding awards. Are we as aspiring creatives missing the boat that Mo the Meerkat sailed in on?

What drives people to vote Mo as such an icon? Those of us in the 'know' hate it. Yet great and award-winning ads barely feature in the general public domain. Honda - impossible dreams - quality ad, doesn't even feature with South Africa.

Are we just a marketing illiterate public, or should ads like the aforementioned win Grand Prix?

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