

Agencies and brands: Battle for the market

 By [Keenan Bouwer](#)

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Brand clutter is fast becoming the biggest challenge and barrier to revenue for many businesses both locally and internationally.



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At this point in time brands and their agencies need to start realising that the old way of marketing for businesses has died and that there is a revolution of focused and relevant marketing that has one key element, RAPIDNESS.

Relevance, experience and focused, segmented audiences

One of the biggest problems brands face is big agencies with set-in-stone processes and the older generation of managers within the businesses themselves. With many of these agencies unable to adapt at the drop of a coin, opportunities sail by without any action taking place. The decision makers of the businesses don't realise that reach or circulation is not the name of the game anymore, but relevance, experience and focused, segmented audiences are the field to play in.



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Because of these factors, generic campaigns and proposals are set up to blow the minds of these decision makers but end up getting lost in the clutter of other brands doing the exact same thing because they are talking to the same agencies.

With Generation Z on the rise, millennials are already becoming less relevant and the main focus of both of these audiences is the experience when dealing with a brand.

“ Experience cannot be delivered through traditional ways of marketing, one needs to utilise strategic plans and more importantly EXECUTE these plans using the RIGHT channels. ”



Target smaller audiences

Many agencies still brag about the reach they have garnered for the brand, but at the end of the day if this reach has not either increased revenue or bettered profit margins, was the campaign a success? The direct, no-nonsense answer to this is NO!

All in all, the only way to start increasing brand awareness, improve your brand position and, most importantly, see the monetary ROI is to identify and target the smaller audiences within a larger market that are more likely to be converted to sales due to brand relation and experience. This is achieved through a strategic and critical look at the brand, their consumer loyalty and the current strategy in place to obtain the new consumer.

ABOUT KEENAN BOUWER

I have a strong base in marketing and I believe in focused strategies that bring brands to their relevant audiences. Audiences are not broad and undefined as in the past, we are now in the future. Audiences have become segmented and crave meaningful content, thus I help to establish strategies that talk to sectioned audiences within a larger market.

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