

Has effective media been replaced by efficient media?

By [Claudelle Naidoo](#)

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A million minds have a zillion different ways in which to interpret effective media versus efficient media or vice versa. Gone are the days when advertisers planned focused campaigns to invest in the market and create long term awareness!

When one plans a campaign based on efficiency, the entire strategy can have negative blow in that most budget constraints fall short of the actual plan. Putting together an efficient campaign is one of the concerning factors in any marketer's mind, hence the pressure to create immediate awareness among consumers can sometimes be a hard task to accomplish.

Our main focus today should be to “manage change” in society and grow with the market, not against it. We need to become effective and sell the idea of effective campaigns to top management; then and only then will we be able to dig deep within the roots of our consumers and buy into their souls. It might cost a fortune, but when the brain tells us to create a strategy that will sell, let your imagination run wild and enjoy the benefits of reaching your ideal target.

A great misconception when marketing is to plan based on what other advertisers are doing; rather lead and let them follow. Be creative, enthusiastic, different, and you will open a new and effective door to the wonderful world of advertising!

After examining the relevant factors that influence purchasing decisions, I feel that as advertisers we can come up with customised and effective solutions rather than ponder on working efficiently. So the question still at hand is do we all feel the same?

ABOUT THE AUTHOR

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