

# How to produce beautiful marketing - 12 Feb 2018

BY LOUISE MARSLAND

In our latest [#MeettheMarketer](#) column, the global chief marketing officer for Patrón Spirits International, Lee Applbaum, urged marketers to still listen to their own intuition, and not be sidetracked by masses of data. Data sits at the core of much marketing and advertising decisions these days, but it is not only about the data - beautiful marketing is still driven by great ideas and the gutfeel of marketers who know their brands and their target market.

And the growth in technology is enabling that beautiful marketing, as AR, social media and innovative technology amplify media and marketing. Data is there to provide the analytics needed.

Many of our thought leaders in the marketing communications industry are predicting in our annual BizTrends2018, that 2018 will be the 'Year of Video' - and it is great to see a new festival around television and web series content launched through ZIFF and [DISCOP Zanzibar](#) this year, taking place mid-July 2018.

Congratulations are also in order for content partner and one of the most innovative businesses on the continent: [APO Group](#), which last week launched print monitoring for press release distribution in Africa. They are certainly dominating press release distribution on the continent.

Have a great week!

**Louise Marsland**

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