

# Two reasons why it's okay not to have a load shedding ad campaign

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There are many occurrences in people's everyday lives and it's these incidents that create trends that advertising campaigns tap into in order to become relevant and current.

However, not all brands will have the same opportunity as others to ride a particular trend wave as some products and services might not necessarily be suited for it - the same goes for load shedding.

## Escapism versus reality

Sometimes people just want to forget about their daily inconveniences and find something more positive to focus on. It is not necessary to always remind people of the negative circumstances they are faced with.

Your campaign can instead be the one that makes them escape those harsh realities. It can give them something positive to indulge in by allowing them to just enjoy your product or service without the constant reminder of the other things not going right in their lives - especially those they cannot control.

## Avoiding the messaging clutter

Messaging can sometimes become redundant when everyone is talking about the same thing. Think of consumers during an ad link where almost everyone is just talking about load shedding. This results in messaging clutter as it makes it even harder to differentiate between the different selling propositions because all of these ads being based on the same concept. Fresh messaging with a new angle will thus be well received, as it is different and potentially draws more attention towards your communication.

While some products and services are suited to take advantage of the load shedding disruptions, others may not have the same communication impact. If the popular topic does not align with your product or service, avoiding it in your latest campaign does not make it less relevant, and can sometimes even put you at an advantage.

## ABOUT MOGOROSI MASHILO

Founder of Trender 100% black owned insights driven advertising communication agency, with IDEAS-LOVE-INSIGHTS at its core.

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