

Outlook 2011: From a Young Professional's Eyes

As we speculate on "what's next" in advertising — and culture as a whole — it always helps to look at the tech-savvy youth and see what they're doing. After all, who better to tell the future than the early adopters who are currently building it?! (Cue Whitney Houston's "Greatest Love of All.")

Here are several unique views on what we can expect in 2011, from our Philly Ad Club Young Professionals.



"In the first decade of the 2000s, we saw an explosive expansion of social networking. People began sharing the most intimate details of their lives with an ever-growing online community.

"However, I think that in 2011, the pendulum will begin to swing back in the other direction as people become more selective while engaging in social networking activities. Currently, the trend is to "friend" everyone — from your favorite soft drink, to family, to your entire high school senior class and even supervisors. The lines have become blurry over what is considered self-expression. Work crosses into personal and vice versa.

"Social networking has had such an impact in our daily lives that there will be legislation put into effect that will help to clarify whether or not what you do online is none of your employer's business.

"The trend of over-sharing on Facebook has resulted in some people losing their jobs. The lesson for the young professional is this: 1) Double-check your privacy settings. 2) If you do choose to "friend" some of your co-workers, double-check your content before posting. If you're currently job searching, make sure that you haven't put anything online that may harm you professionally."

Erica Clark

Marketing Associate, Turner Investments

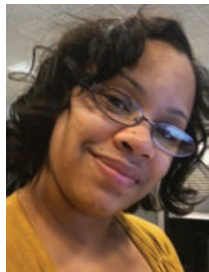
"Location-based offers, social discounting and anything that allows the consumer more control over their purchasing experiences will continue to grow rapidly in 2011. I can also see "do-good" campaign co-ops between for-profit and non-profit brands becoming more common, where the companies team up to improve the community while splitting



the campaign expense and responsibilities."

Jason Brewer

CEO, Brolik Productions



"When we think about the future, do we consider what's in our best interest as young professionals in advertising? Are we staying true to ourselves? Recently, I had to decide whether to take another freelance position after my multi-year contract was set to expire or to tough it out on unemployment while I sought a

full-time position. I chose the latter — against what many thought was dangerous idea. I chose to stay true to myself. Through networking, help from colleagues, creating an online portfolio, being persistent and even turning down jobs, I was able to land the job I wanted. And because of that experience I go to work every day with a happy heart, ready to give it all I got. So, as we look to 2011, ask yourself how you too can stay true to yourself in the New Year."

Adrienne Ray

Copywriter, Thomas J. Paul, Inc.



"An outlook for #advertising in 2011? #HTML5, #SocialMedia, the #iPad, and the #iPhone. Go digital or go home!"

Brittney Horner

Strategic Engagement Coordinator, customediabooks

"One social media prediction I can make is that more brands will embrace Tumblr as a way of communicating with their followers online. The site provides more than just a platform to share photos, video and blog posts. It gives brands an opportunity to share content with their audiences in a creative and controlled way that isn't always possible with other networks like Facebook and Twitter.



"Tumblin' is considered more of an alternative way of participating in social media and brands that become early adopters in 2011 may get a head start in front of their competitors."

Steven Cisowski

Freelance Social Media Consultant

"Tomorrow's advertising will connect people with the things they actually like.

What a concept, right? Ever-evolving methods of personalization (notice how I didn't use the word 'targeting') are allowing brands and their ideal communities to interact with each other at the touch of a button.

"It's not all Big Brother, either. As consumers, we're voluntarily putting tons of personal information out there. We wear our psychographics on our sleeves. And savvy marketers are learning to capitalize on those likes, check-ins, tweets and views, in an ongoing effort to give people what they really want.

"In decades past, you would arbitrarily put up a billboard or run a TV spot in hopes of gaining, say, a million impressions. But how many of those 'impressions' actually made an impression? Wouldn't it be better to build a community of the 25,000 or so real people who are true advocates of your product? Those people are the future of your brand, and if you fulfill their needs on a human level, they'll willingly share the experience with the world."

Zack Kinslow

Copywriter, Masterminds

