

While The Kettle Boils

ISSUE #3

Main Story:

NEW YEAR, NEW YOU?



"It's never too late to dream a new dream."
— C.S Lewis



Let's face it.

2022 feels like 2020 too.

Marketers around the world are watching for trends and if the British Vogue cover is anything to go by, diversity and inclusivity will be the underlying theme for marketing.

Brands are challenging traditional perceptions of gender, skin, sales, and relationships.

Humans can spot a fake story, so it is our responsibility to tell stories than set the bar instead of just ticking a box.

The pandemic, its effects and our response will be the biggest marker to watch for the 2022 economy.

Globally, 200 million people are now vaccinated and its time to do more than just survive. From the guy on the corner selling disposable masks, to Trade Kings switching from Boom to sanitizer overnight, businesses of all sizes have found a way to monetise through the pandemic.

By implementing a 4-day work week, Microsoft Japan has eliminated 20% of variable overhead expenses like electricity and energy consumption and increased productivity and job satisfaction by 40%.

Challenge to you: What can you reinvent to your benefit in the pandemic?



Magic Maker Spotlight: FELIZE

1. What 3 words best describe your approach to work? Organised, rigorous and diligent.
2. What do you like most about Adlab? Our competitiveness when it comes to board games; be it 30 seconds or 'spoons' we are always ready to tackle anyone, including the boss, to make sure we win!
3. If you could swap Adlab roles for a day, what role would you take? A designer - I enjoy looking at and creating art illustrations in my pastime.
4. What does being Magic Maker mean to you? Acknowledgement for hard work put in.
5. If your house was burning down, what is the one non-living thing you would save? My wall art pieces (refer to point 3. lol)



AGENCY UPDATES

Familiar Face in Status.

A huge congratulations to Joanna on her new position on the Adlab Team working very closely with Client Service. Catch her in action next status.

DROP IT LIKE IT'S HOT

Who won 30 seconds?. We are grateful for the times when we can let down our hair and party. The last staff meeting was safe and sound on office grounds and we had food, games, and drinks. If you have any ideas on how to improve staff meetings, please email your suggestions to mulenga@adlabmccann.com

HOT TIP

Victory loves preparation.

Keep your eyes open, get your booster shots to and buckle up, buttercup. We have an amazing year ahead.



Cobus Quote

"Is the market as ready for this product as the client is to launch it?"

Often our greatest challenge, as the agency, is not just doing good work, but doing it at the right time. When a product or service is not ready for the market, the worst thing we can do is to advertise it. This is important to keep in mind when we are being briefed by client. Add this critical question to your list of questions when taking a new brief: "Is the market as ready for this product as the client is ready to launch it?"

We are good at creating interest in a brand, but we only have one chance to convince the man on the street to try our product. If they do and it's substandard, they are gone forever.

Good advertising kills a bad brand fast.

