

100TH ANNIVERSARY SPECIAL DOUBLE ISSUE: THE CENTURY AHEAD

MARKETING

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100

thought leaders look to the future >>

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>> What recent development will shape the industry for years to come?

That's an easy one: the impact of digital media. For consumers, it means more choice and, obviously, more chance to customize their media experiences. The question is, what does it really mean for marketers? Many are still trying to figure that out. Is digital media an addendum or a replacement for the traditional media that has built their businesses for years? Odds are digital media will not mean the elimination of "old" media. But it undoubtedly means more choice for both consumers and marketers.

>> What will be the biggest change in consumer behaviour?

Multitasking—to the extreme. We see the begin-

nings of it now, with consumers watching TV, surfing the web, and texting their friends all at once. As technologies become even easier to use—and as the generation that has never known life without multiple technologies moves into adulthood—what we now consider "multitasking" will seem ridiculously simple. Who says we can't do 20 things simultaneously?

>> What is your greatest hope for the industry? Your greatest fear?

My hope is that as the industry evolves and new technologies are introduced, we always remember that there is nothing more powerful or effective than a great idea. My fear is that, as the industry evolves and new technologies are introduced, we lose sight of the fact that there is nothing more powerful or effective than a great idea.

>> How will our use of media be different?

It would be easy to answer this question by simply saying that we are moving from a "one-to-many"

to a "one-to-one" world. The fact is that while consumers and marketers love "personal" media, they also both love mass media. The shared experience and sense of community delivered by mass media simply cannot be replaced by "one-to-one." And for advertisers, mass media is still the most effective way to build brands and sell product. So I believe that the coming years will be marked by a combination of mass media and one-to-one experiences. The million-dollar question is how much time will consumers (and advertisers) spend on mass versus one-to-one? I wish I knew the answer to that question.

>> Could advertising become irrelevant?

Not a chance. For one simple reason: consumers need advertising. They need advertising to help them make sense of a complex world. They need advertising to pay for the media and entertainment they love. And they need advertising to make them feel connected to the social fabric of our world. And, oh yeah, marketers need advertising too.