

As a result of this however, agencies are grappling to explain their dwindling piece of the editorial pie to clients who are used to seeing their products featured at least six times across twenty magazine titles every month. And so they shouldn't try. Instead, they should be introducing their clients to what is technically becoming a mature media market and change their game plan. They should be creating value or should we say, cooking up the gravy.

A brief look in the US and UK where the media market has long since been considered mature, the role of the niched communications specialist has become pivotal to creating this value. So, with the maturation in SA and the tsunami of brand competition, we hail the rise of the niche practitioner who is literally worth their weight in gold.

Not simply turning on PR101

I do not knock the generalist as I do believe the principles of PR can be applied across categories, but in the case of creating real, meaningful long-term value, there is no more effective player than the niche agency.

These communications specialists are able to orchestrate and sustain a nuanced conversation with long term strategic intent through their entrenched relationships. They are not simply turning on PR101. They are in fact over qualified in the given conversation, experts who are able to operate beyond simply being a well-principled conduit.

Get ready to grab your share

Essentially the niche player is equipped to drive the brand conversation beyond the flurry of the here and now and towards the long-term and the sustainable. This is what will drive the difference between longevity in the game and the one hit wonders, here today, gone tomorrow, of which there will be many.

So as the pie gets dished out, get ready to grab your share. But if you want it to be meaty, thick, rich and tasty, brands may want to consider a niched agency who's expertise can add the lashings of hearty gravy to their somewhat reduced slice.

ABOUT LORRIANNE CLOETE

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