

## Advertising for the post digital age – Tom Goodwin

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*Article by Julie Coonen of 4P square*

### Everything is changing

Tom Goodwin starts his keynote with showing us incredible technologies such as robots, self-driving cars, voice operated home devices, drones, shoes that are able to order pizza etc. He wants to point out how many advancements have been made with technology and how great it is to work in marketing in this day and age.

### So why are most things the same?

In this everchanging world with everchanging technology, you can't deny that most things are the same. Technologies arise but we don't use them to their full potential. A great example is the voice operated speaker Alexa from Amazon. Everyone asks "Alexa play radio" or "Alexa turn on Spotify". But in reality it can do so much more and be applied to other devices such as your smart lights or your smart tv and give you a lot of live news updates. But instead we use it as a speaker for our music...and everything is the same.

### 3 things to know according to Tom Goodwin

#### 1. Context – it's not the digital world, it's our mindset and interpretation

How we perceive new technologies depends on our age and mindset. What a 70 year old perceives as an amazing advancement in technology is perceived as normal for a 14 year old. The younger generation grew up in this technology driven world and isn't amazed by all these changes. Our interpretation depends of our age and mindset. This should be implemented in every marketers marketing strategy.

#### 2. We are living in the Mid Digital age

What is the mid digital age? The age we live in now, where elaborate technologies exist and we tend to use them in the wrong way. We don't optimize the possibilities technology has to offer. This age is the one where marketers tend to make the most mistakes. Marketers don't think about the endless possibilities technology has to offer for our field. Think outside the box!

#### 3. There is an overload

To live our lives and consume all the media available on all channels – and with this media comes a lot of marketing and advertising- any person would need 31 hours a day. Obviously, this isn't possible. So, people have become multitaskers. We watch tv while eating dinner and scroll through social media simultaneously. Even when multitasking, we don't have sufficient time in a day. So we have to make decisions. The most important job of a marketer according to Tom

Goodwin? "Make it easy to make decisions. People rather spend money than time" –Tom Goodwin

### The moral of Tom's story?

Tom ends his keynote with two main take-aways which pretty much sum up what marketers should be doing when deciding on their strategy:

1. Not that much is changing, but rethink everything.
2. Be excited. Be curious about technology but obsessed with people

