

If business is bad, you have to advertise.
If business is good, you have to advertise it.



How receptive are you to advertising campaigns? Do you enjoy a good ad, or are you more inclined to tune out everything those *advertising people* say?

Can you imagine driving on a highway with no billboards, magazines without ads, your favourite television programs without commercial breaks?

If there was no such thing as advertising it would be a pretty dull world. Besides, how would we know what products to buy if we didn't know anything about them, or that they even existed? Now, that being said, aren't there times when you feel slightly harassed by the onslaught of endless advertisements for products that you don't even want or need? No matter how we feel about advertising, it is a highly effective vehicle for disseminating information.

Advertising is an expanding and challenging field that is always changing and adapting to new realities.

It is expanding because consumers need to make informed decisions about their purchases, and – let's face it – we have never been more of a consumer-orientated society than now. We buy things we need, things we want, and – all too often – things we have absolutely no use for, but just had to have! Globalisation is a major factor in the ever-expanding world of advertising, as the demand for ads rises with increasing international exports.

It is a challenging career because advertising is a tough business. Whether you work in the creative department, where everything has already been said and consumers are becoming savvier by the day; in client servicing, where the demands are never-ending and often outrageous; or in media purchasing, where the media options and intended targets are not always compatible; advertising is no cakewalk.

And on top of it all, advertising is always changing because the various forms of media are constantly improving and expanding, such as the Internet and mobile phones. Nowadays anything can be used to convey an ad, so advertising messages need to adapt to keep pace.

However, let me offer those of you awestruck by the ad game a little piece of advice. Forget about the glitz and glamour that you have seen in Hollywood movies about advertising. Big offices, expensive lunches and beautiful cars make for a great movie, but if you decide to make a career of advertising you will have to work unthinkable hours and be willing to sacrifice your personal life. Your ideas will often be changed and altered so many times that you won't even recognise them by the time the client gives his OK, or you might have a major client switch to another agency overnight without warning. You will also be asked to come up with THE BEST slogan, idea or artwork in five minutes!

Technological advancements have certainly given the field of advertising a major boost, but they have also spawned a consumer culture in which clients want immediate results and instant satisfaction.

While it is true that all of the scenarios listed above do in fact occur on a daily basis, it is also true that there is no better feeling than seeing your first campaign towering over a city on spotlighted billboards or broadcast through electronic media to the world.

If you get discouraged, just imagine the response from your colleagues and clients to your first hugely successful campaign ... It's beautiful, right?

"Sell Ice to the Eskimos" is a well known motto in the ad game. Consider all that this implies and, if you are excited by the possibilities, go for it!

Editor-in-Chief
Nada Tabbakh