Thoughts/Background on the Theme of 2025 Awards Show:

“Change the Optics”

How a marketing strategy can alter consumers’ perception of a product or service.

• How the perception of the advertising industry (from both internal and external views) has changed over the years,

in part due to the:

— shift from traditional advertising to digital marketing,

— ascent of social media (speaking of optics!),

— increase use of data-driven insights (plus the AI blessing/conundrum),

— and a focus (or at least the perception of) personalization for every consumer.

All this informs how marketing professionals use optics and perception to control the narratives of the stories we tell.

Let's play with perception. Because, who doesn't love a good optical illusion? And, although perceptual illusions are fun, they also have interesting implications about how we perceive the world around us.

OPTICAL ILLUSION: what appear to be wavy lines and lines at an angle are actually straight horizontal and vertical lines (see below).

