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# Who is the Influencer?

-THE ADVERTISER'S PERSPECTIVE



**“The scenario of global advertising is revolutionising”**

**“Advertising is transforming the human society”**

**“Consumer’s psyche, a toy for the advertisers”**

Some of us believe these lines to be a compliment for our profession, while some fear the consequences of the same. Whatever it may be, the gist of these lines is that we, the advertising professionals and hence the advertisement industry are willingly or unwillingly influencing, controlling and manipulating the consumers at a global level.

But let's honestly ask is it to ourselves...

*Is it really so? Are we really the puppeteers of our consumers? Are we really influencing the minds of the consumers and hence the world?*

Well, it seems that to some extent, it is just a super-egoistic justification to keep us self-motivated at our jobs. If we were really 'controlling' the public psyche, why can't we declare advertising as the God's own workstation?

It is we, who work round the clock to understand the consumer psychology. It is we, who do extensive and torturous researches on consumer behavioural patterns. Moreover, it is we, who empty packs of cigarettes in the overtime, so that the consumers buy the advertised products and the client clears our bills. And after all this, if by chance, there is any scope of appreciation, we proudly declare ourselves as the 'torch bearers of creativity'. It is disheartening to admit that before our creative department thinks of a new concept for a brand, it has to keep in mind the likes and dislikes of the client!

May be, there will be a day when the creativity shall not have to be a slave of consumer choices and preferences, but till then, I guess we shall have to continue entertaining the consumers. However, our strong visualization ability still leaves us an option, to at least fantasise that we are the actual influencers.

Wishing a Happy Advertising to all the 'influencers'...