

# Forget words, consumers like pictures

 By [Chris Moerdyk](#)

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Times have changed, but only a few advertisers and PR people have realised it, with the rest continuing their outdated obsession with the written word.

Video is already proving itself to be the communications medium of choice by the world's consumers. So much so, that most newspaper websites have added more and more video to their offerings. And already the world's leading social media platforms are emulating YouTube with video.

Let's look at the facts.

First of all, mobile is fast becoming the primary consumer tool for information. Especially in Africa. Secondly, mobile technology is making it very easy for citizen journalism to come into its own with TV stations and online news sites uploading video material from ordinary people who just happen to be on the spot.

Then, if one looks at the education industry, particularly business education, the written word has almost completely disappeared in countries such as the USA where it has been replaced with video lectures and graphics. The old arguments in places like South Africa which cites high internet access costs and lack of video-friendly bandwidth are fast dying away.

Equally, the cost of producing video material is also becoming a lot more inexpensive. I am finding myself more and more involved with helping clients develop strategies that include a higher use of video material. And strangely enough, while it sounds an expensive exercise it isn't because the old adage about a picture being worth 1000 words is really true in this case.

(And yes, it might sound ironic that I am using words to get this point across. But this is, after all, aimed at those who haven't yet got the video message)

## ABOUT CHRIS MOERDYK

Apart from being a corporate marketing analyst, advisor and media commentator, Chris Moerdyk is a former chairman of Bizcommunity. He was head of strategic planning and public affairs for BMW South Africa and spent 16 years in the creative and client service departments of ad agencies, ending up as resident director of Lindsay Smithers-FCB in KwaZulu-Natal. Email Chris on [moerdykc@gmail.com](mailto:moerdykc@gmail.com) and follow him on Twitter at [@chrismoerdyk](#).

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