

Best Buy Ads Vies for National Ad Budgets With DSP Deals and Store Takeovers

Best Buy's advertising arm wants more national brand dollars—especially from brands that don't sell products on its shelves.

The company hosted an upfront-style event on Sept. 16 to pitch brands and agencies on new and existing retail media offerings. Top execs including CEO Corie Barry, Best Buy Ads president Lisa Valentino, and CMO Jennie Weber touted new integrations with demand-side platforms, in-store ad formats, and partnerships with sports leagues to prove its value to advertisers.

"Technology is an enabler of culture," Valentino told ADWEEK ahead of the event. "We have the right to play on the culture stage because technology enables so much of what's happening in culture."

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