Blockchain Isn’t Just a Buzzword Anymore. How Advertisers Are Testing Its Applications

Perhaps Dunkin’ should change its tagline to Running on Blockchain. Early next year, the company, using blockchain technology from a startup called iPowow, will let TV viewers who have watched a commercial enter a code online to get discounts and prizes. Beyond building an engaged and loyal fan base, Dunkin’ hopes blockchain can improve its… https://www.adweek.com/programmatic/brands-agencies-and-everyone-else-are-testing-blockchain-more-frequently/