When Past Purchases Aren’t Enough Anymore

The future of brands gets decided here. Join the industry’s top marketers at Brandweek for the ideas, insights, and connections shaping what’s next. **Get your ticket.**

This post was created in partnership with Seedtag

Identity tracking has dominated digital marketing for two decades, but knowing a profile doesn’t mean understanding a real-time mindset.

During an ADWEEK House Cannes Lions panel co-hosted with Seedtag, industry leaders discussed how to look beyond static data points to capture the fleeting emotions, immediate motivations, and environmental context driving consumer decisions.

When play and cravings become real-time signals

Interactive platforms offer behavioral signals that traditional media cannot match. Andrea Hopelain, general manager and SVP of global marketing at Electronic Arts (EA), explained that gaming environments provide deep clarity into consumer moods because “play is a language.” Having launched EA Advertising last week, Hopelain explained how these live actions inform brands.

“If you’ve got a player that’s rage quitting because they’ve just lost four matches in a row, you can infer that they may

need something right in that moment," Hopelain said. These specific reactions help companies deliver relevant messages at the right time.

Peter Giordano, general manager of platform and growth services at DoorDash, noted that consumer profiles are incomplete without situational triggers. DoorDash uses an occasion-based approach to connect merchants with active buyers.

"More iced coffee is bought in the afternoon than in the morning," Giordano shared. He explained that buying patterns shift based on the moment, with afternoon coffee orders often leading to pet treats and late-night weekend purchases driving demand for items like toothbrushes. Rather than relying solely on historical purchase data, smart campaigns combine past behavior with real-time signals to respond to immediate needs.

Bringing the magic back to advertising

Prioritizing a consumer's environment over raw metrics represents a necessary change for modern agencies. Brian Gleason, CEO of Seedtag, stated that the industry became highly effective at tracking people but lost sight of conversational tone and modality.

"When you think back, and you look at Mad Men, there's a moment of inspiration that you feel something and you connect with someone," Gleason said. While LLMs give platforms the processing power to interpret content across channels, Gleason noted that custom fine-tuning creates the differentiation brands need.

Technology alone cannot generate meaning. Hopelain noted that while AI helps with execution, human oversight is required to build valuable experiences. She pointed to a recent partnership in which millions of players used Coach handbags in The Sims world, giving the fashion brand direct insights into real-world retail preferences.

The panel concluded that modern advertising is shifting away from massive calendar events toward individual milestones. “We’re definitely moving to a more personalized moment experience based on all of the other signals we have,” Giordano noted.

Ultimately, the goal is to establish an ecosystem where digital ads provide a distinct benefit to the user.

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The Campaign That Listened Before It Launched

The future of brands gets decided here. Join the industry’s top marketers at Brandweek for the ideas, insights, and connections shaping what’s next. **Get your ticket.**

This post was created in partnership with Collectively

The campaign for SheaMoisture’s Silk Press in a Bottle generated millions of views and sales that doubled in peak retail weeks. The strategy behind those numbers started long before cameras rolled.

During an ADWEEK House Cannes Lions panel co-hosted with Collectively, Rebecca Stewart, brand editor at ADWEEK, sat down with Raven Walker, SVP of client partnerships at Collectively, and Reema Amin, head of marketing at SheaMoisture, to discuss the listening-first approach behind the launch.

Listening before briefing

The SheaMoisture team aimed to earn consumers’ belief in the product by listening to their needs above all else. To do so, they watched thousands of videos, tracked social exchanges, and mapped what kept surfacing: heat damage, protecting curl patterns, humidity, and reversion.

“When we were developing the product, the first thing we looked at was the data,” said Amin. “The same pain points kept

coming up over and over.”

“Silk press season never ends” emerged straight from that listening. It translated something consumers wanted: freedom from the seasonal limitations that had long defined how Black women approached the style. That phrase became the campaign’s center of gravity.

Creator selection followed the same discipline. Walker’s team studied the cultural conversation with relevance in mind.

“It wasn’t who’s the most popular right now,” Walker explained. “It’s whose life is going to serve as the stress test for this product.”

The team cast the creators as proof points, with the campaign showing different moments where a silk press would need to hold up.

Each creator brought something distinct: different real-world conditions, audiences, and ways of proving the product. “That’s not a brand campaign,” Walker said. “That’s true resonance.”

Paid and earned ran as one strategy from the first brief. Creators shaped the architecture, and the brand trusted them to lead the storytelling.

Building trust before the click

The launch unfolded like a story. Amin described a social-first rollout that used seeding and paparazzi-style content to build anticipation before the hero video debuted.

Sheacation, SheaMoisture’s signature creator brand trip, carried the story into real life. Over three days in Miami, creators wore the product through nightlife, outdoor heat, and high humidity. Going on vacation with a silk press isn’t something many Black women have historically felt comfortable

doing. That built-in skepticism gave the resulting content its credibility. The activation let creators show how the product performed under pressure rather than simply describing the promise.

A pop-up with Walmart extended the campaign into commerce, where consumers could sample the product and shop directly from a digital magazine.

Today’s sophisticated consumers can tell when a creator’s relationship with a product is transactional rather than genuine. Amin noted that authenticity can’t be layered in at the end. It gets established from the start and has to come from the purpose, product, and fit between the creator and the community.

Creator marketing reaches its potential when consumer insight shapes the idea, the right creators prove the promise, and brands give them the room to make it real. Walker described the result: “They wanted to share it. They clicked, they bought it, and they trusted it before they ever clicked to buy.”

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Sports Marketing Is About Memorable Moments, Not Brand Awareness

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This post was created in partnership with Zappi

Sporting events are one of the most dependable ways to reach a highly engaged live audience, but brands have to get more creative than ever if they want to stand out.

During an ADWEEK House Cannes Lions panel co-hosted with Zappi, marketing leaders sat down with Ryan Joe, editor-in-chief of ADWEEK, to discuss what it takes to break through to sporting audiences, the importance of authenticity, and how to keep up with fast-moving cultural conversations.

Thinking beyond logos

The explosion in the popularity of sports is a blessing and a curse for legacy brands. With viewership high and the market oversaturated, putting a sign in the outfield no longer moves the needle.

“Awareness is not our issue, so doing a logo slap—‘presented by X,’ ‘sponsored by Y’—that’s not success for us,” said Todd Kaplan, CMO for North America at Kraft Heinz.

Instead, the challenge is to connect with audiences on a more authentic, emotional level. Dove did just that with its limited-edition line of World Cup–branded products such as deodorant and body wash.

“It wasn’t just imposing yourself, but being inspired by the event,” said Steve Phillips, founder, chair, and chief innovation officer at Zappi, describing feedback he heard from consumers about the activation. “You really understood the fan experience and engaged with that fan experience in an interesting way.”

Gabrielle Wesley, CMO of confectionery at Mars Snacking North America, urged marketers to think about sports marketing as a relationship with audiences rather than a broadcast to them. “Consumers don’t want to be messaged; they want to engage,”

she explained. “It’s a two-way conversation.”

With fans continuing to interact with clips, reaction videos, and celebrations after a game ends, brands have plenty of opportunities to keep that conversation going.

Making moments that resonate

That philosophy of maintaining an ongoing relationship with fans extends beyond official sponsorships. Kraft Heinz may not be a World Cup sponsor, but it still found a way to participate in the festivities with its “unofficial stadium ketchup” and limited-edition TSA-compliant ranch dressing packs.

Successful sports activations, the panelists argued, are about creating your own moments alongside the broader cultural ones. Kaplan’s favorite example came from the Indy 500, when Oscar Mayer raced its fleet of Wienermobiles around the Indianapolis Motor Speedway. The “Wienie 500,” as it was called, garnered billions of earned media impressions, with fans even placing bets on DraftKings.

“How you show up differently with ownable, distinctive assets—things that only your brand can do—that’s where the good stuff is,” Kaplan reflected.

Authentic brand experiences can also come from unexpected places. Wesley pointed to Alex Freeman, the previously unknown U.S. men’s national soccer team player who became a viral sensation, as exactly the type of unscripted moment that marketers should be ready to leverage.

“Those are engagements that are pure, that you can’t necessarily plan,” she stressed. “Making sure that you’re engaged in culture allows you to participate in those moments.”

For Phillips, success comes down to a simple truth: The best

sports ads, such as Stella Artois' World Cup commercial with David Beckham, capture what it feels like to be a fan. "That really deep understanding of your audience, of what's happening—associating that with your brand, that's the type of success I think brands are looking for," he said.

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Rapporto Spin Factor: la Lega stacca Vannacci, boom di conversazioni social sullo scontro Trump-Meloni

(Adnkronos) –
La Lega, dopo qualche settimana di contrazione, recupera qualche punto decimale e raggiunge il 7% nell'orientamento al voto degli italiani, mentre si arresta la crescita di Futuro Nazionale, fotografato al 5,6%. È quanto emerge dall'ultimo rapporto Human Index, l'esclusivo e innovativo indice di convergenza tra le rilevazioni demoscopiche e il sentiment social, realizzato da Spin Factor, società leader nell'analisi dei dati e nella strategia politica e istituzionale, in collaborazione con EMG Different.

Questi i risultati complessivi della rilevazione: al primo posto tra i partiti si conferma Fratelli d'Italia con il 27,5%, a seguire il Partito Democratico con il 21,5%, il Movimento 5 Stelle con il 13%, Forza Italia con l'8,3%, la Lega con il 7%, Alleanza Verdi e Sinistra con il 6,2%, Futuro Nazionale con il 5,6%, Azione con il 3%, Italia Viva con il 2,5% e il Partito Liberal Democratico con l'1,6%.

Lo scontro Meloni-Trump ha invece polarizzato le conversazioni degli italiani sui social, raccogliendo il 52,8% delle discussioni relative ai temi politici e generando da solo 3,5 milioni di interazioni: è il tema in cima sia per volume di conversazione sia per interazioni totali. È sempre quanto

emerge dall’ultimo rapporto realizzato da Spin Factor, società leader a livello nazionale nell’analisi dei dati e nella strategia politica e istituzionale, tramite Human, la propria piattaforma di social listening AI driven. A seguire Roberto Vannacci e Futuro Nazionale con il 19,1% delle conversazioni (572mila interazioni), il selfie del campo largo senza Renzi con il 16% (370mila interazioni), il dibattito sulla legge elettorale con il 2,7% (216mila interazioni) e l’accordo Usa-Iran con l’1,8% (119mila interazioni).

Infine, la pubblicazione del selfie che ritrae i leader del campo largo Bonelli, Fratoianni, Conte e Schlein, in cui è stata evidenziata l’assenza di Renzi, ha raccolto un orientamento negativo del 73%, il peggiore negli ultimi dieci giorni tra le principali discussioni relative alla politica sui social, sempre dall’ultimo rapporto realizzato da Spin Factor tramite Human, la propria piattaforma di social listening AI driven. A seguire Donald Trump ha raccolto il 68% di orientamento negativo per gli attacchi all’Italia e a Giorgia Meloni; la discussione sulla legge elettorale un orientamento negativo del 59%; Roberto Vannacci e Futuro Nazionale un orientamento negativo del 56%. L’unico tema tra i top five con un orientamento positivo (71%) riguarda l’accordo raggiunto tra Usa e Iran.

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Edizione, Nav 2025 a 14,1 miliardi (+7%), un terzo dei dipendenti ha meno di 30 anni, il 50% è donna. Alessandro Benetton guida la rifondazione della holding

(Adnkronos) – “Missione compiuta, ecco la nuova Edizione”. Un titolo, quello della cover story di Moneta in edicola oggi, firmata da Osvaldo De Paolini, che ben fotografa il profondo percorso di rifondazione impresso da Alessandro Benetton a Edizione, oggi tra le principali holding europee.

Una traiettoria avviata nel 2022 – proprio con la nomina di

Benetton a Presidente – all'insegna della discontinuità e dei valori dei padri fondatori, che ha visto in tre anni il Net Asset Value di Edizione crescere di 2 miliardi di euro con un ritorno annuo sull'investimento dell'8%, e che si è attestato nel 2025 a 14,1 miliardi, in crescita del 7% rispetto ai 13,2 miliardi del 2024. Nello scorso esercizio la holding ha poi registrato ricavi per 10,3 miliardi di euro (+2% su base annua), in un contesto sempre più internazionale: attraverso le sue partecipate, il Gruppo opera in oltre 100 Paesi, impiegando più di 100 mila persone, con una presenza femminile del 50% e circa il 30% di under 30.

Una trasformazione evidente che poggia sulla visione di Alessandro Benetton, costruita in oltre trent'anni da imprenditore indipendente: un percorso che lo ha portato prima negli Stati Uniti, alla Boston University e poi ad Harvard, quindi a Londra in Goldman Sachs – primo italiano a entrare nella banca d'affari americana – e successivamente alla fondazione, nel 1992, di 21 Invest, tra i primi operatori di private equity in Europa. Un'esperienza orientata all'innovazione, alla crescita industriale e alla creazione di valore di lungo periodo che Benetton ha trasferito in Edizione, dove nel triennio 2022-2025 è cambiato l'80% del management e il 75% del perimetro di attività.

Per Edizione la componente infrastrutturale si conferma asse portante del portafoglio della holding, con Mundys – di cui Benetton è Presidente esecutivo da marzo – principale driver industriale, forte di ricavi per 9,6 miliardi di euro e 5,9 miliardi di EBITDA, sostenuti dalla crescita organica delle attività e da una strategia di espansione internazionale che ha incluso il consolidamento e gli investimenti nelle attività aeroportuali con Aeroporti di Roma e l'Aeroporto di Nizza, e il rafforzamento di Abertis, con nuove acquisizioni e concessioni in Europa e nelle Americhe.

Prosegue parallelamente lo sviluppo delle direttrici strategiche per il futuro, con focus su nuovi investimenti

infrastrutturali e alternative private markets. In questo contesto si inserisce il lancio di 21 Next, la piattaforma di Alternative Asset Management nata dall’integrazione delle competenze e della visione strategica di Edizione, 21 Invest e Tages SGR, con l’obiettivo di sviluppare una presenza paneuropea e intercettare nuove opportunità in segmenti ad elevato potenziale. Il piano punta a superare i 10 miliardi di euro di asset under management nei prossimi anni.

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Terremoto in Giappone, scossa di magnitudo 5.6

(Adnkronos) – Un terremoto di magnitudo 5.6 gradi della scala Richter ha colpito il Giappone centrale nella tarda serata di ieri, venerdì 26 giugno. L'annuncio è stato dato dall'Agenzia meteorologica nipponica, che ha escluso un allarme tsunami o un'allerta per attività vulcanica sul Monte Fuji. Finora non si segnalano vittime né danni materiali. Secondo le dichiarazioni degli esperti riportate dall'agenzia di stampa giapponese Kyodo, l'area colpita dal terremoto si trova vicino alla convergenza di diverse placche tettoniche, tra cui la placca del Mar delle Filippine.

"Ho incaricato i ministeri e le agenzie competenti di valutare urgentemente i danni e di collaborare strettamente con le autorità locali. Partendo dal presupposto che la vita umana venga prima di tutto, devono agire insieme per dedicare tutti i loro sforzi alle misure di emergenza, come le operazioni di ricerca e soccorso", ha dichiarato la premier giapponese Sanae Taikaichi in una conferenza stampa. Si tratta del secondo forte sisma che ha colpito il Giappone questa settimana, dopo la scossa di magnitudo 7.2 che ha interessato il Giappone settentrionale giovedì al largo della costa della prefettura di Iwate.

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Iran, la risposta ai raid di Trump. Teheran attacca obiettivi Usa: “Hanno violato pace”

(Adnkronos) – L’Iran risponde agli Stati Uniti dopo i raid americani di ieri nella zona dello Stretto di Hormuz e accusa Donald Trump di aver violato la pace. I Guardiani della Rivoluzione hanno annunciato di aver attaccato obiettivi statunitensi nella regione del Golfo in rappresaglia per gli attacchi. L’esercito statunitense aveva precedentemente annunciato di aver colpito obiettivi in Iran in risposta a un attacco contro una nave mercantile nello Stretto di Hormuz, attribuito a Teheran.

“Se l’aggressione dovesse ripetersi, la nostra risposta sarà più ampia di questa”, hanno avvertito i Guardiani della

Rivoluzione, secondo un post pubblicato su Telegram dalla Tv di stato.

L'Iran ha inoltre accusato gli Stati Uniti di una "flagrante violazione" dell'accordo di pace raggiunto tra le due parti per porre fine alla guerra, dopo gli ultimi attacchi americani contro il Paese. "Questi brutali attacchi, che hanno preso di mira installazioni di sorveglianza costiera iraniane, costituiscono una palese violazione" del memorandum d'intesa per porre fine alla guerra, ha dichiarato il ministero degli Esteri iraniano in un comunicato.

L'esercito statunitense ha annunciato di aver colpito depositi di missili e droni iraniani e postazioni radar costiere in risposta a un attacco iraniano contro una nave mercantile in transito nello Stretto di Hormuz.

Nella giornata di ieri gli Stati Uniti hanno effettuato raid aerei nella zona dello Stretto di Hormuz, nel sud dell'Iran. Gli attacchi, come ha annunciato il Centcom (il Comando Centrale americano), sono stati condotti contro obiettivi militari iraniani. In precedenza, rispondendo a una domanda dei giornalisti nello Studio Ovale, il presidente americano Donald Trump aveva risposto "lo scoprirete" alla domande sulle eventuali conseguenze per le violazioni del cessate il fuoco attribuite a Teheran.

Trump aveva inoltre pubblicato un post su Truth in relazione al lancio di droni iraniani contro una nave: "La Repubblica Islamica dell'Iran ha lanciato almeno quattro droni d'attacco unidirezionali contro navi che attraversavano lo Stretto di Hormuz. Uno dei droni ha colpito in pieno il ponte superiore di una grande e costosa nave mercantile. La nave ha riportato danni, ma è riuscita a proseguire il suo viaggio. Abbiamo abbattuto altri tre droni. Ovviamente, si tratta di una sconsiderata violazione del nostro accordo di cessate il fuoco", il messaggio del presidente.

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