CMOs Can Learn How to Be More Progressive and Innovative From Gaming Brands

At first blush, the National Football League’s recent hire of Activision Blizzard’s Tim Ellis as CMO looks like a beleaguered brand’s attempt at leveraging fresh marketing insight to recapture a young male demographic abandoning traditional sports for esports. But at a deeper level, the move says a lot about the type of CMO talent that… https://www.adweek.com/brand-marketing/cmos-can-learn-how-to-be-more-progressive-and-innovative-from-gaming-brands/