How a ‘Weird First Date’ Could Improve Mobile Advertising

To work toward solving the kinks in mobile advertising, The Wall Street Journal is turning to CMOs to work through solutions. The “WSJ Brand Council,” as it has been dubbed, will come together for an inaugural meeting at the Cannes Lions Festival of Creativity, which kicks off next week. WSJ’s CMO Suzi Watford said the… https://www.adweek.com/digital/why-the-wall-street-journal-is-turning-to-brand-cmos-amid-digital-challenges/