It’s Time for the Auto Industry to Get on the Same Level as Other Brands

Before I can turn the ignition key in my car, I need to complete one critical task. I affix my smartphone to the top of the dash, plug it in and render the car’s god-awful native interface invisible, safely covered up by my beloved iPhone X. Sound familiar? You’re not alone. With the exception of… https://www.adweek.com/brand-marketing/its-time-for-the-auto-industry-to-get-on-the-same-level-as-other-brands/