Budding CMOs Must Leave Space for Magic, Says Uber’s Shivram Vaideeswaran

Despite the fact that there’s so much more to great marketing than magic, Uber’s global head of brand Shivram Vaideeswaran believes it’s a pretty valuable quality for a leader to inspire. “In a world that is constantly evolving every day,” he said early on in his session for Social Media Week’s Road to CMO panel, “we’ve had great leaders who give us the space to do magical things.”

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https://www.adweek.com/social-marketing/budding-cmos-must-leave-space-for-magic-says-ubers-shivram-vaideeswaran/

At Long Last, Clubhouse Comes to Android

More than a year after it first welcomed iPhone users, Clubhouse is finally coming to Android.

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https://www.adweek.com/media/at-long-last-clubhouse-comes-to-android/

Profitero’s Sarah Hofstetter on Unleashing Your Inner Diva and the Importance of Adaptability

The species that survives is the one that’s most adaptable, said Sarah Hofstetter, president of ecommerce growth platform Profitero, as she cited Darwin during Adweek’s Social Media Week N.Y. event today.

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https://www.adweek.com/social-marketing/profiteros-sarah-hofstetter-on-unleashing-your-inner-diva-and-the-importance-of-adaptability/

Snap’s Chief Business Officer Discusses Why AR Is the Future of Marketing

With fitting rooms closed and physical activations off the

table amid the pandemic, augmented reality has seen a surge in popularity among retailers and other brands which have found it a useful tool for engaging with consumers in an interactive manner.

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https://www.adweek.com/brand-marketing/snaps-chief-business-officer-discusses-why-ar-is-the-future-of-marketing/

Twitter’s Alphonzo Terrell Stands Up for Social Media Professionals Everywhere

The terms “social” and “brands” were used countless times during Adweek’s Social Media Week 2021, but Twitter’s global head of social and editorial Alphonzo Terrell would like to see them phased out.

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https://www.adweek.com/social-marketing/twitters-alphonzo-terrell-stands-up-for-social-media-professionals-everywhere/

Keeping an Ear to the Ground Keeps Brands on Their Toes

It’s no secret that we’re all on social media all day long—in fact, 72% of the public uses social media in 2021 compared to just 5% in 2005, according to Pew Research Center.

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https://www.adweek.com/social-marketing/keeping-an-ear-to-the-ground-keeps-brands-on-their-toes/

For Mother’s Day, Gelo and Mischief Embrace the Natural Chaos of Motherhood

Advertisers and influencers tend to lean into an image of motherhood that depicts a serene experience, but most moms can tell you: That’s not really what it’s all about. There is also a lot of chaos along the way.

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Cameo Isn’t Just for Fans Anymore—It’s for Marketers Too

The selfie is the new autograph.

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GSK Focused on Social Insights Before the Pandemic. Here’s How it Paid Off

At one point in her Social Media Week session on in-house social intelligence, GSK’s insights and analytics lead Tina Tonielli displayed a slide with the company’s most-famous household brands—Advil, Flonase, Benefiber, Centrum and Nicorette—and asked viewers to pinpoint the ones that had the most impact on their daily lives.

Recommended articles
https://www.adweek.com/social-marketing/gsk-focused-on-social-insights-before-the-pandemic-heres-how-it-paid-off/

How to Navigate Social Media Coming Out of the Pandemic

After over a year of the pandemic, customers and brands have changed how they use social media. During Adweek's Social Media Week on Thursday, Vice Media Group's global CMO Nadja Bellan-White said that 2021 is a year of reimagining what's possible.

Recommended articles
https://www.adweek.com/social-marketing/how-to-navigate-social-media-coming-out-of-the-pandemic/