As Ad Industry Embraces First-Party Web, Media Owners Must Modernize Structure

Attend Convergent TV Summit West, Oct. 11–12 in LA, to learn new strategies to navigate the evolving media landscape. Sign up for free.

The last five years haven’t changed media monetization. Subscription and advertising channels have been active for decades, but they are forcing media owners to revolutionize the way their organizations are set up to successfully face the current challenges.

Recommended articles
https://www.adweek.com/programmatic/as-ad-industry-embraces-first-party-web-media-owners-must-modernize-structure/

Media Buys Are More Valuable as Streaming Steals the Spotlight

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to learn new strategies to navigate the evolving media landscape. Sign up for free.

It has been a long time coming, but the power dynamic has finally shifted in streaming's favor. Linear TV is no longer the most popular way for consumers to access content, and the forecasted ad spend in CTV is reflecting that power shift.

Recommended articles
https://www.adweek.com/convergent-tv/media-buys-are-more-valuable-as-streaming-steals-the-spotlight/

Serena Williams Reminds Us How Important It Is to Own Your Narrative

Serena Williams—tennis superstar, entrepreneur and mother—broke the news that she would be evolving away from tennis. The upcoming U.S. Open tournament will be her last game on the world stage.

Recommended articles
https://www.adweek.com/brand-marketing/serena-williams-reminds-us-how-important-it-is-to-own-your-narrative/

Break Free of the Agency Blame Game—Listen and Take Ownership

> Give our readers an inside look at your brand's marketing approach by joining the Adweek Columnist Network. If you're a VP or above, submit your pitch.

In the case of client-agency relationships, grievance is not a substitute for good ideas, nor does it lead to particularly creative solutions. Rather, it facilitates an environment rife with negative emotions and blame-wielding. As long as you are the one pointing the finger, the finger can't be pointed back at you.

Recommended articles
https://www.adweek.com/agencies/break-free-of-the-agency-blame-game-listen-and-take-ownership/

Creatives Have Been Called Up to Slay Climate Change

Creativity has been called up. From creative directors to apprentice designers: All are needed. Storytellers, magic-

makers, crafters and grafters, ideators and copywriters.

Recommended articles
https://www.adweek.com/creativity/creatives-have-been-called-up-to-slay-climate-change/

Why Your Story Shouldn’t Be What Gets Cut

Don’t miss Brandweek, Sept. 12–16. Join us in Miami for an unforgettable five-day experience featuring leaders from Shake Shack, Journey, the NFL, El Pollo Loco, Hyundai and more. Book now.

Economists and consumers agree: We’re in a recession, and brands are, understandably, nervous.

Recommended articles
https://www.adweek.com/brand-marketing/why-your-story-shouldnt-be-what-gets-cut/

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5 Challenges Facing Creatives

That Leaders Need to Address

Don’t miss Brandweek, Sept. 12–16. Join us in Miami for an unforgettable five-day experience featuring leaders from Shake Shack, Journey, the NFL, El Pollo Loco, Hyundai and more. Book now.

The term “dark funnel” has become increasingly accepted in marketing circles. It reflects the realization that marketing attribution is an imperfect science. Yet, the dark funnel feels like déjà vu, a glitch in the matrix, because we’ve been here before.

Recommended articles
https://www.adweek.com/agencies/5-challenges-facing-creatives-that-leaders-need-to-address/

Apologies Matter: What Lizzo and Beyoncé Can Teach Marketers

Fans went wild this summer when two superstars dropped their highly anticipated albums. Lizzo released Special while Beyoncé released her seventh studio album Renaissance. We were

all excited to binge each and every song.

Recommended articles
https://www.adweek.com/brand-marketing/apologies-matter-what-lizzo-and-beyonce-can-teach-marketers/

Gen Z Is Resilient and Honest, and They Expect the Same From Brands

In Moneyball, Brad Pitt’s baseball general manager Billy Beane uses a new way of assembling a winning team, telling his staff, “Adapt or die.” As marketers, we subscribe to that ethos, but evolving is now more challenging than ever. A Gen Z tsunami is coming, and most brands aren’t ready.

Recommended articles
https://www.adweek.com/brand-marketing/gen-z-is-resilient-and-honest-and-they-expect-the-same-from-brands/

Move Over Google. TikTok Is

the Go-To Search Engine for Gen Z

> Give our readers an inside look at your brand’s marketing approach by joining the Adweek Columnist Network. If you’re a VP or above, submit your pitch.

It’s been well documented that TikTok is the go-to social app for Gen Z. However, a surprising statistic came out recently, showing that 40% of Gen Z users prefer using TikTok and Instagram for search over Google.

Recommended articles
https://www.adweek.com/social-marketing/move-over-google-tiktok-is-the-go-to-search-engine-for-gen-z/