We’re All Part of the Influencer Economy Now

The outbreak of the pandemic in 2020 rippled across the globe as all communal spaces were shuttered in response to the worldwide public health crisis. Everything from school and work to doctor visits and spin classes went virtual. The steady but gradual ecommerce growth gave way to a 10-year acceleration in just three months, changing the retail landscape forever.

Don’t miss **The Business of Marketing** podcast featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/social-marketing/were-all-part-of-the-influencer-economy-now/

The Legacy of 2020 on Media

Habits: The Second Screen

While 2020 was a year largely defined by staying at home, mechanisms through which individuals could still find connections with others or an escape from the realities of life in a pandemic took on a new premium. Suddenly, those shows or movies that we heard about from a colleague or family member that were supposedly very good were finding themselves at the top of our list of priorities.

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Recommended articles
https://www.adweek.com/media/the-legacy-of-2020-on-media-habits-the-second-screen/

Advertising’s Next Inclusion Revolution: Elevating

Disability

October is National Disability Employment Awareness month. While there have been significant strides celebrating disability, such as Unilever’s revolutionary innovations, disability inclusion often remains an afterthought or one-dimensional compliance check box for many advertisers and agencies.

Recommended articles
https://www.adweek.com/media/advertising-inclusion-disability/

Adland Has Oil on Its Hands—Now Is Its Chance to Makes Things Right

The concept of a personal carbon footprint was popularized by Ogilvy in 2005, as part of an ad campaign for BP.

Recommended articles
https://www.adweek.com/brand-marketing/adland-has-oil-on-its-hands-now-is-its-chance-to-makes-things-right/

Why Your Chief Executive Officer Should Also Be Your Chief Diversity Officer

In the not-too-distant past, corporate diversity efforts fell under the corporate social responsibility banner and often amounted to not much more than a footnote in the annual report.

Recommended articles
https://www.adweek.com/agencies/why-your-chief-executive-officer-should-also-be-your-chief-diversity-officer/

How the Carb-Conscious Consumer Forever Changed the Drinking Scene

The beverage category of today doesn’t remotely resemble the beverage category of five years ago—and it’s going to be unrecognizable in just five more years. That’s not because of some new technology or scientific discovery. Rather, it’s because some bold brands out there have decided to empower consumers to be healthier, truer versions of themselves.

Recommended articles
https://www.adweek.com/brand-marketing/how-the-carb-conscious-consumer-forever-changed-the-drinking-scene/

The UK’s GDPR Overhaul: 5 Things to Be Aware Of

As the United Kingdom (U.K.) evolves in a post-Brexit world, one of the areas that digital marketers will be keeping a close eye on will be the forecasted updates to data legislation. There is plenty of speculation on what form these changes may take, whether that be abolishing the barrage of cookie consent mechanics as users land on-site or the simplification of the legislation overall, making it easier for businesses to understand and apply.

Recommended articles
https://www.adweek.com/programmatic/the-uks-gdpr-overhaul-5-things-to-be-aware-of/

House Money: 5 Lessons From Marketing During a Real

Estate Crisis

The real estate industry in 2021 has been unprecedented. There are more offers than ever on fewer homes. A higher proportion of the offers are all-cash. The racial ownership gap is at its highest since the final days of segregation.

Recommended articles
https://www.adweek.com/brand-marketing/house-money-5-lessons-from-marketing-during-a-real-estate-crisis/

The Vital Role of Marketing in Supporting Our Food System

Advertising and marketing are the most direct links consumers have to many industries, and marketers are the ones crafting the messages they hear. The stories we write can transform consumer landscapes, shape industries, grow or shrink brands and support or hinder livelihoods.

Recommended articles
https://www.adweek.com/brand-marketing/the-vital-role-of-marketing-in-supporting-our-food-system/

Practicing Media Hygiene in the Face of the Anxiety Pandemic

You’re not alone if you feel anxious. It’s OK. We are all feeling it.

Recommended articles
https://www.adweek.com/social-marketing/practicing-media-hygiene-in-the-face-of-the-anxiety-pandemic/