Navigating the Virtual Wild West That Is Programmatic Advertising

A virtual Wild West is an apt description for programmatic advertising. Or at least it was.

Recommended articles
https://www.adweek.com/programmatic/navigating-the-virtual-wild-west-that-is-programmatic-advertising/

Why CEOs Don’t Trust Marketing Chiefs to Grow the Business

CMOs are facing doubt within their organizations that they can drive growth. Time is increasingly committed to counseling CEOs who believe they have a marketing challenge. And they’re not alone—other C-suite executives are expressing the same concerns about their CMOs, indicating an industrywide dilemma about the perception of chief marketers.

Recommended articles
https://www.adweek.com/brand-marketing/why-ceos-dont-trust-mar

keting-chiefs-to-grow-the-business/

Restaurants That Thrived During Covid Can Thank On-the-Go Diners

Few industries were hit as hard by the pandemic as the restaurant business. After much of the country went into lockdown, restaurants—like almost every other business—were forced to close their doors. For many, though, the closure has been permanent.

Recommended articles
https://www.adweek.com/performance-marketing/restaurants-that-thrived-during-covid-can-thank-on-the-go-diners/

Celebrating Leaders of Color in the LGBTQ+ Movement by Looking Past Stereotypes

This article is part of the Hispanic and Latin American Voices in Adweek series, which will cover the different nuances and challenges within this community.

Recommended articles
https://www.adweek.com/brand-marketing/celebrating-leaders-of-color-in-the-lgbtq-movement-by-looking-past-stereotypes/

How to Successfully Fill the Shoes of a Larger-Than-Life Founder

For many first-generation tech companies, their brands are synonymous with the people who created, nurtured and passionately grew them to what they are today. These founders define the brain trust, values, purpose and aesthetic of their companies, setting the bar for their customer experience and relationship.

Recommended articles
https://www.adweek.com/brand-marketing/succession-bezos-jobs-gates-how-fill-shoes-larger-than-life-founder/

Imagine a World Without PowerPoint Decks That Instead Fosters Ideating and Insights

As we reimagine the future of work without an office as its center of gravity, we may also want to question why we spend so much time developing and presenting decks.

Recommended articles
https://www.adweek.com/agencies/imagine-a-world-without-powerpoint-decks-that-instead-fosters-ideating-and-insights/

How Sweetgreen Can Rid Itself of the Sour Taste It Left in People’s Mouths

Welcome to another episode of Survivor: Brand, where brands and their C-suites out-maneuver themselves after inserting their feet into their mouths. In this week’s episode, Sweetgreen CEO Jonathan Neman suggested in an Aug. 30 LinkedIn post that more than three in four Covid-19 hospitalizations are due to people being overweight or obese. As you can…
https://www.adweek.com/creativity/how-sweetgreen-can-rid-itself-of-the-sour-taste-it-left-in-peoples-mouths/

Atmosphere Groups Are a Murky Tactic Driving Real Results

Have you ever been impressed by the long lines at internet-famous restaurants? Believe it or not, there might be a not-so-glamorous factor behind the scenes: a professional, paid workforce known as the “atmosphere group.”

Recommended articles
https://www.adweek.com/social-marketing/atmosphere-groups-driving-engagement-building-community/

Black Lives Matter Changed the Way Consumers View Brands Forever

The mainstreaming of the Black Lives Matter movement was one of the defining events of 2020. Having mobilized citizens all over the world, it sparked a tide of social activism not seen for decades. Now, a little over a year later, many Americans are at a point of reflection.

Recommended articles
https://www.adweek.com/social-marketing/black-lives-matter-changed-how-consumers-view-brands-forever/

The Four Questions Part IV: How Does One Foster a Path of Growth and Kindness?

Editor's note: This piece is part of a weekly Voice series by Rishad Tobaccowala, the author of Restoring the Soul of Business: Staying Human in the Age of Data.

Recommended articles
https://www.adweek.com/brand-marketing/the-four-questions-part-iv-how-does-one-foster-a-path-of-growth-and-kindness/