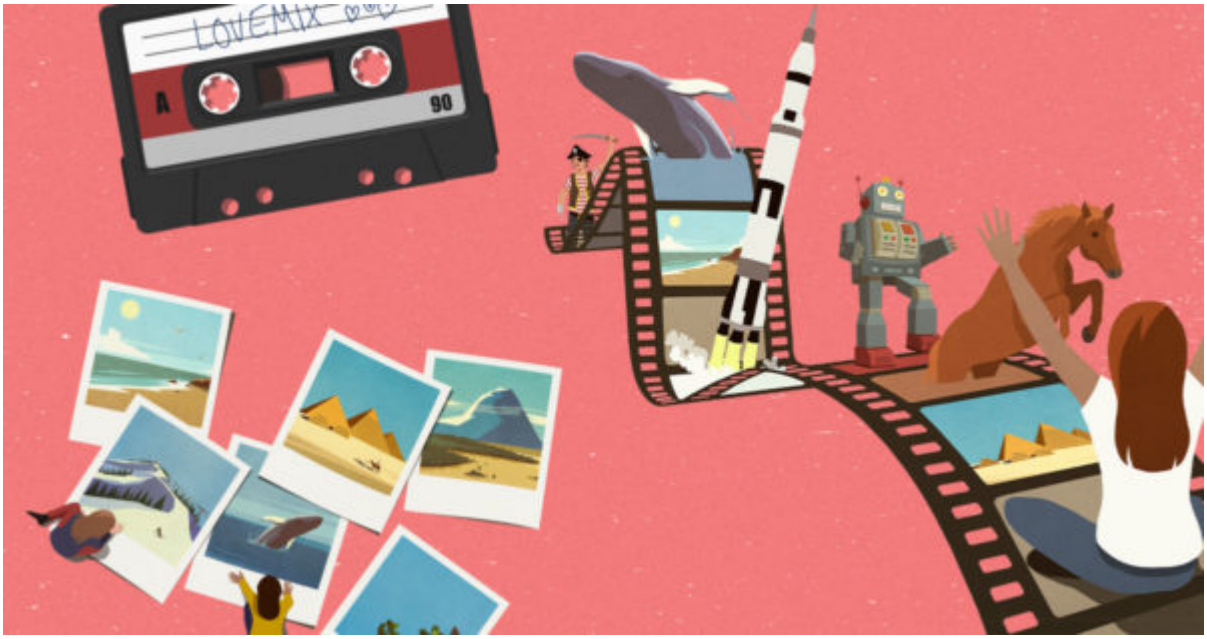
How Brands Can Leverage Nostalgia for Modern Success



Brands, marketers and content creators alike have come to recognize that strolling down memory lane can be a powerful tool when working to form an emotional connection with consumers. While past memories constantly impinge on the present, it’s only natural to question why we’re so obsessed with connecting the two.

Recommended articles
https://www.adweek.com/creativity/how-brands-leverage-nostalgia-marketing-success/

The Four Questions Part III: How Leaders Can Rise to

Today’s Challenges



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/performance-marketing/four-questions-how-leaders-can-rise-to-todays-challenges/

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3 DEI Lessons We Can Learn From Barbie’s Latest Mistake



When I was growing up, I didn’t own a single Black or Brown Barbie doll. As a little girl, I never saw myself represented in the dolls. Today, however, my children are having a very different experience with Barbie, which is now one of the most diverse and inclusive doll lines in the market.

Recommended articles
https://www.adweek.com/performance-marketing/barbie-olympics-asian-american-representation-dei-lessons/

Advertising Is Walking a Fine Line With Accelerating DEI



With all the continued talk by the advertising industry of its intention to become more inclusive over recent years, it would appear to be in danger of actually going backward in many respects instead. That was made all the more disturbing by the poignant recollections and points shared by advertising strategist Zoe Scaman, in her brave and shocking “Mad Men, Furious Women” blog. Of the various stories and statements contained within the piece, one stood out to me: “For an industry crying out for talent, we excel at killing it.”

Recommended articles
https://www.adweek.com/agencies/advertising-is-walking-a-fine-line-with-accelerating-dei/

The Four Questions Part II: What Will the Future Be Like?



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/performance-marketing/what-will-future-be-like-global-disruption-work-media/

Influencing Back-to-School Style as Classrooms Reopen



The first day of school is always a mix of emotions—excitement to see friends and classmates after a long summer away, combined with nerves for entering a new grade or a new school. This year, these emotions are multiplied as many students return to classrooms for the first time in a year and a half.

Recommended articles
https://www.adweek.com/performance-marketing/back-to-school-style-classrooms-reopen-influencer-marketing/

Marketers Are Mistaking Information for Intimacy



We live in a hyper-connected world where more data is being collected than ever before. Every Google search, every credit card swipe and every tweet leaves behind a bread crumb of information that adds up to reams and reams of data. Even as you read these lines, you are offering up data about your device, geography, time spent and a host of other inputs.

Recommended articles
https://www.adweek.com/performance-marketing/marketers-mistaking-information-intimacy/

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5 Questions to Ask When Choosing an NFT Marketplace



Non-fungible tokens—better known as NFTs—have taken the investment market by storm in recent months. Their popularity is driven by three factors: individuality (they are one of a kind); fandom; and value (consider that Jack Dorsey's first tweet recently sold as an NFT for $2.9 million).

Recommended articles
https://www.adweek.com/performance-marketing/5-questions-choosing-nft-marketplace/

TWIST Creative President on Prioritizing Passions and Giving Back



We’ve all heard a lot about healthy work-life balance, but what does one do when one absolutely loves one’s work? Following the wise words of her mentor, Charlene Coughlin lives a fulfilling life knowing “anything is possible, everything is not.”

Recommended articles
https://www.adweek.com/inside-the-brand/twist-creative-president-on-prioritizing-passions-and-giving-back/

The Four Questions: How to Navigate, Not Avoid, Change



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Recommended articles
https://www.adweek.com/agencies/four-questions-how-navigate-change/