# Why a Refocused Emphasis Needs to Be Put on AI and Not on Social

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https://www.adweek.com/digital/why-a-refocused-emphasis-needs-to-be-put-on-ai-and-not-on-social/

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# It Isn’t Time to Celebrate Progress—It’s Time to Double Down on Diversifying to Encourage Action

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https://www.adweek.com/agencies/it-isnt-time-to-celebrate-progress-its-time-to-double-down-on-diversifying-to-encourage-action/

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# What Marketers Can Learn From Five-Time Super Bowl Winners

# the New England Patriots

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https://www.adweek.com/brand-marketing/what-marketers-can-learn-from-five-time-super-bowl-winners-the-new-england-patriots/

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# How Brands Can Navigate the Esports Space Like Seasoned Pros

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https://www.adweek.com/brand-marketing/how-brands-can-navigate-the-esports-space-like-seasoned-pros/

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# Consumers Are Sick of Feeling Overlooked by Man-Made, Female-Targeted Products

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https://www.adweek.com/brand-marketing/consumers-are-sick-of-feeling-overlooked-by-man-made-female-targeted-products/

# How to Catch Mobile User Attention During the Super Bowl

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https://www.adweek.com/brand-marketing/how-to-catch-mobile-user-attention-during-the-super-bowl/

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# Here’s Why U.S. Ad-Tech Leaders Are Often Unsuccessful in China

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https://www.adweek.com/programmatic/heres-why-u-s-ad-tech-leaders-are-often-unsuccessful-in-china/

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# There Shouldn’t Be as Much Importance Placed on Video

# Views

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https://www.adweek.com/tv-video/there-shouldnt-be-as-much-importance-placed-on-video-views/

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# Planning Out Next Steps After You've Bought a Super Bowl Spot

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https://www.adweek.com/brand-marketing/planning-out-next-steps-after-youve-bought-a-super-bowl-spot/

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# Digital Media First's Offer to Acquire Gannett Is Just One of Many Things Wrong in Media Right Now

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https://www.adweek.com/tv-video/digital-media-firsts-offer-to-acquire-gannett-is-just-one-of-many-things-wrong-in-media-right-now/