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5 Ways Marketers Can Start Including the Often Forgotten Latino Population in

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5 Ways Brands Can Harness the Power of Touch and Visually Entice Consumers Using Dazzling Packaging

We spend more time staring at screens than sleeping. We're bombarded daily by a relentless fusillade of information—some valid, much of it vapid. Political polarization, trolls and manufactured outrage infest our timelines. Despite the promises of Facebook, Twitter, Instagram, Snapchat and other social media platforms that claim they're fostering connections and community, abundant research reveals… https://www.adweek.com/brand-marketing/5-ways-brands-can-harness-the-power-of-touch-and-visually-entice-consumers-using-dazzling-packaging/

CMOs Can Learn How to Be More Progressive and Innovative From Gaming Brands

At first blush, the National Football League's recent hire of Activision Blizzard's Tim Ellis as CMO looks like a beleaguered brand's attempt at leveraging fresh marketing insight to recapture a young male demographic abandoning traditional sports for esports. But at a deeper level, the move says a lot about the type of CMO talent that… https://www.adweek.com/brand-marketing/cmos-can-learn-how-to-be-more-progressive-and-innovative-from-gaming-brands/

Marketers Need to Consider Consumers Changing Music Preferences, Especially in the Holiday Season

Undoubtedly, the way that we consume music has changed drastically in the digital age. People are no longer tethered to a radio. We listen to podcasts, stream highly-personalized Pandora stations and cue up our own playlists on our own devices. Media has become much more individually curated and less dictated by a handful of local… https://www.adweek.com/brand-marketing/marketers-need-to-consider-consumers-changing-music-preferences-especially-in-the-holiday-season/

How to Avoid a Bottleneck and the Lack of Content Illusion

“We don’t have enough content.” B2B marketers frequently lament the gap between the content they need and that which they’re able to produce. Even marketers who are comfortable with their volume worry about its quality and look to upgrade their arsenals. This game isn’t getting any easier, and marketers need more high-quality content to meet… https://www.adweek.com/creativity/how-to-avoid-a-bottleneck-and-the-lack-of-content-illusion/

Brands Need to Assert Control Over Their Video Advertising or Risk Overcomplicating the Industry

A few years ago, video was a simpler alternative to rich media. All videos were TV aspect ratios (4:3 and then 16:9), in-stream was the valued experience and in-banner video was a low-cost alternative and was viewed more as a type of banner than a type of video. When less sophisticated brands and agencies imagined… https://www.adweek.com/tv-video/brands-need-to-assert-control-over-their-video-advertising-or-risk-overcomplicating-the-industry/