4 Elements That Make Up a Productive, Collaborative Work Culture

A new study from Harvard Business School challenges the effectiveness of open office plans, an icon of modern advertising agencies, stating that they actually decrease interaction and collaboration among employees. I'm not crazy enough to dispute Harvard's thorough research, but before we start putting walls up everywhere, I'd like to suggest there's more to consider… https://www.adweek.com/agencies/4-elements-that-make-up-a-productive-collaborative-work-culture/

How Brands Can Support Their Gen Z Consumers and Help End Bullying

Bullying, both in and out of schools, has been an issue for decades, even centuries. In recent years, the stories we've heard of bullying and the research that shows the impact it has on our children has become more and more worrying. Gone are the days of brushing these issues under the rug—now is the… https://www.adweek.com/brand-marketing/how-brands-can-support-its-gen-z-consumers-and-help-end-bullying/

Advertisers Need to Buckle Down on These 3 Problem Areas or Risk Increased Mobile Ad Fraud

Mobile ad fraud rates are skyrocketing, and that’s not terribly surprising. After all, scammers follow the money, and the money is going to mobile. Of course the shady underbelly of the digital world is going to try to cash in on that. The good news: Although the mobile space is a unique one in many… https://www.adweek.com/digital/advertisers-need-to-buckle-down-on-these-3-problem-areas-or-risk-increased-mobile-ad-fraud/

How Shifting Media Buy Away From Google and Facebook Can Lead to More Diversity in Ad Tech

Mobile variety is in short supply for marketers. With the duopoly maintaining near-total dominance, alternative ad-tech players struggle to break through. This means media buying is often limited to Google or Facebook. The most viable contender thus far has been Amazon, a potential third titan in the making. But another challenge is emerging that may…

https://www.adweek.com/programmatic/how-shifting-media-buy-away-from-google-and-facebook-can-lead-to-more-diversity-in-ad-tech/

How ‘Swarming’ Can Boost Writers’ Creativity and Prevent Burn Out

When it comes to workflow, most creative agencies function in a simple linear structure. Large-scale writing projects are divvied up between team members. A single employee is in charge of a single project end-to-end, with others usually giving only skin-deep or advisory feedback. Sure, it works. But the whole purpose of a creative agency is… https://www.adweek.com/creativity/how-swarming-can-boost-writers-creativity-and-prevent-burn-out/

How Hackathons Can Help Brands Appeal to Consumers’ Lizard Brain Need for a Challenge

Until recently, brand strategy centered on appealing to the lizard brain in us all, influencing our behavior to drive

sales with well-known levers of manipulation: vanity, fear, pride, greed, the desire for love, safety, control and power. But brands and the consumers they court have evolved. It turns out both parties want more from this… https://www.adweek.com/creativity/how-hackathons-can-help-brands-appeal-to-consumers-lizard-brain-need-for-a-challenge/

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5 Key Ingredients That'll Fix a Broken Programmatic System

Over the last 20 years, the relationship between the buyer and seller in the advertising market has fundamentally changed as the market digitized and became automated in 2009 with the start of the programmatic wave. Having started my career as an energy trader and witnessed the transition from floor-based outcry trading to sophisticated data-driven approach,… https://www.adweek.com/programmatic/5-key-ingredients-thatll-fix-a-broken-programmatic-system/

In Trying to Follow the Wellness Trend, Weight Watchers' Rebrand Falls Flat

Global weight loss management company Weight Watchers announced this week they renamed to WW, leaving many people confused by the rebrand. The stem of such confusion occurred

when the chief executive was unable to explain what the letters WW stood for. They do not stand for Weight Watchers or “Wellness that works,” a phrase the… https://www.adweek.com/creativity/in-trying-to-follow-the-wellness-trend-weight-watchers-rebrand-falls-flat/

How Voice Activation Will Transform Healthcare and Streamline Its Processes

“Alexa, play two o’clock nightmares.” Out of context, this seems a bit off. But when you learn that “two o’clock nightmares” is the name of a soothing playlist assembled by a man paralyzed by a spinal injury and plagued by chronic anxiety that is often at its worst in the middle of the night, you… https://www.adweek.com/programmatic/how-voice-activation-will-transform-healthcare-and-streamline-its-processes/

How to Overcome Obstacles and Create Winning Ad-Tech Blockchains

It seems like every week a new whitepaper announces a revolutionary blockchain technology that will eliminate fraud

and the 50 percent ad-tech tax, ushering in a new age of transparency, performance and profit. At its core, distributed ledger technology (DLT) really does have the power to transform an industry and unlock massive value for advertisers…
https://www.adweek.com/programmatic/how-to-overcome-obstacles-and-create-winning-ad-tech-blockchains/