Tech Skeptics Need to Face Their Fears and Embrace Artificial Intelligence

Some brands are still wary of incorporating AI into their customer engagement strategy. They would argue that they're technology skeptics—I would argue that they're technology ignorant. If you haven't already started implementing AI into your customer engagement touchpoints, you're losing on all fronts. From cohesive brand messaging to higher employee satisfaction, AI is the tool… https://www.adweek.com/programmatic/tech-skeptics-need-to-face-their-fears-and-embrace-artificial-intelligence/

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3 Steps to Move Toward a More Data-Ready Organization

When it comes to getting in shape, you don't merely go to a gym for a month, get up to speed and stay fit forever. We all know that if you want to continue being healthy, you have to keep exercising or you'll go back to being a couch potato. Oddly enough, a similar problem… https://www.adweek.com/digital/3-steps-to-move-toward-a-more-data-ready-organization/

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4 Ways Brands Can Compete With and Utilize Amazon

As waves of legacy retailers close their doors, countless other retailers and brands are reevaluating their digital strategies in the wake of Amazon’s rise. The reality is that Amazon’s highly sophisticated, dynamic Marketplace has already defined the trajectory of ecommerce, and digital marketing is next on its list. In a recent earnings report, the online… https://www.adweek.com/digital/4-ways-brands-can-compete-with-and-utilize-amazon/

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5 Steps for Protecting Your Brand Against Social Media Piracy

Social media has a problem with piracy. A rudimentary search on Facebook turns up films, TV shows and sports events that should be pay-per-view or subscription based. A reported one billion (yes, you read that right) people have watched Game of Thrones season 7 via illegal downloads or streams (only 31 million watched it legally)…. https://www.adweek.com/brand-marketing/5-steps-for-protecting-your-brand-against-social-media-piracy/

How to Market a Seemingly Boring Industry in a Unique Way That Results in Page Views

If you have even a passing interest in marketing, you have probably heard the phrase “content is king.” If you’re a marketer, those three words have probably been drummed into your brain so hard that they haunt your dreams! Like most clich?s, the reason this phrase has become so popular is because there is an… https://www.adweek.com/brand-marketing/how-to-market-a-seemingly-boring-industry-in-a-unique-way-that-results-in-page-views/

What Marketers Can Learn From the Film Industry About Connecting With Their Audience

In our current world of media clutter and competing content platforms it’s a daunting task for the average moviegoer to find content they’re going to feel passionate about. To inspire this group, you don’t need to sell to them: You need to captivate them. The aim is to increase cultural buzz beyond the expected story,… https://www.adweek.com/tv-video/what-marketers-can-learn-from-the-film-industry-about-connecting-with-their-audience/

Why Automation Isn’t the Cure-All Marketers Want—and Need—It to Be

I’m not here to tell you that automation isn’t marketing’s next level. Obviously, it is. New solutions for automation and data management have revolutionized how marketing operates. Technology that replaces manual functions, streamlines campaigns, generates leads and potentially increases revenue is game-changing. I am here, however, to reset your expectations around marketing automation. Marketing isn’t… https://www.adweek.com/digital/why-automation-isnt-the-cure-all-marketers-want-and-need-it-to-be/

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3 Questions to Ensure Your Agency Is Adapting to an Ever-Changing Industry

Our industry is constantly evolving, and right now we need to evolve more significantly if we are to remain alive. As our clients cut spend, build out their in-house capabilities and look to reinvent themselves to be future-proof, they are questioning our operating models, ways of working and team structures. Procter & Gamble CMO Marc… https://www.adweek.com/agencies/3-questions-to-ensure-your-agency-is-adapting-to-an-ever-changing-industry/

How In-House Teams and Agencies Can Find a Commonality and Work Together

Advertising agencies all around the world are worried—and rightly so. More and more brands are growing in-house teams to better address their own fast-evolving creative needs. This expanding gap between clients and partners reveals a sometimes ugly truth: The ad industry is not quite what it used to be. It's been a good decade since… https://www.adweek.com/agencies/how-in-house-teams-and-agencies-can-find-a-commonality-and-work-together/

With Nike's Longstanding Brand Purpose, Featuring Colin Kaepernick Made Perfect Sense

Nike's decision to feature Colin Kaepernick front and center for their 30th anniversary of their famous "Just Do It" campaign is igniting conversations and debates among marketers and consumers alike. For the past few years, brands have witnessed a steady shift in culture where consumers are increasingly expressing their preference for brands to stand for…

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