How to Prepare Your Agency's Communication Strategy for a Natural Disaster

As a native Floridian, I'm no stranger to hurricanes and have experienced many firsthand. In August 1992, when Hurricane Andrew struck our state, both my advertising agency and home were among the over 150,000 residences and businesses severely impacted by the storm. During this time, and in the years following, we have gained some hard-fought… https://www.adweek.com/agencies/how-to-prepare-your-agencys-communication-strategy-for-a-natural-disaster/

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3 Ways Virtual Assistants Can Overcome Road Blocks and Stand Apart From Competitors

Nowhere is artificial intelligence evolving as quickly as with the virtual assistant "wars" playing out. Siri, Alexa, Cortana, Google Assistant and the entry-level players are locked in an innovation battle that they hope will blur the lines between machine and human. With that comes endless marketing and experiential possibilities. In fact, Gartner recently concluded that… https://www.adweek.com/digital/3-ways-virtual-assistants-can-overcome-road-blocks-and-stand-apart-from-competitors/

How Brands Can Use Platforms to Innovate and Drive Growth

At Cannes Lions, BBH founder Sir John Hegarty noted that the festival had lost its creative North Star. “I keep hearing conversations about platforms—I don’t need to catch a train. Can we talk about an idea?” He added, “Cannes is constantly changing, constantly evolving, constantly responding to the industry. Sometimes it gets it right, sometimes… https://www.adweek.com/brand-marketing/how-brands-can-use-platforms-to-innovate-and-drive-growth/

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4 Signs an Agency’s Analytics Don’t Paint the Whole Picture and Aren’t Benefitting Clients

Despite the tremendous technological capabilities in the data-driven marketing era, the dark truth is that analytics coming from most agencies sucks. Clients are often forced to hire in-house or outsource to analytics specialists to get the data they need because agencies can’t provide it or would rather protect their own interests than be transparent about… https://www.adweek.com/agencies/4-signs-an-agencys-analytics-dont-paint-the-whole-picture-and-arent-benefitting-clients/

Why Marketers and Corporate Responsibility Teams Need to Collaborate When Illustrating Brand Values

Marketing teams talk a pretty good game when it comes to purpose-driven marketing" and "corporate responsibility." That's because they know that when those two disciplines are successfully conflated, the result is happy customers, increased sales and satisfied investors. But talking the talk and walking the walk are two very different games. The reality is that… https://www.adweek.com/agencies/why-marketers-and-corporate-responsibility-teams-need-to-collaborate-when-illustrating-brand-values/

How Bravery and Teamwork Across Media Will Usher In a New Age of Advertising

I love the media industry. We have the ability to shape the world. We raise awareness. We create connections among people from across the world. We create joy. But it's no secret that our industry is facing unprecedented challenges. People are making their voices heard, driving a cultural shift unlike

anything we've seen before. Claims… https://www.adweek.com/brand-marketing/how-bravery-and-teamwork-across-media-will-usher-in-a-new-age-of-advertising/

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3 Things to Keep in Mind While Building Out a Social Strategy

Consumers scroll through hundreds of feet of content per day in their social news feeds, not to mention the amount of content they take in from television, display media across the internet, email, out of home advertising and so on. When it comes to social media, many brands' ads sit right there in the consumer's… https://www.adweek.com/digital/3-things-to-keep-in-mind-while-building-out-a-social-strategy/

How Radio Can Help Supermarkets Compete With Amazon Go

Amazon Go has completely overhauled the in-store shopping experience by eliminating its biggest flaw: the loathed and often lengthy check-out process. Since debuting its cashier-less Seattle location at the end of 2017, Amazon already has

plans to open stores in Chicago and San Francisco. Do supermarkets stand a chance against Amazon’s growing grocery empire, complete… https://www.adweek.com/brand-marketing/how-radio-can-help-supermarkets-compete-with-amazon-go/

TV Isn’t Dying—Subscriptions Are Changing From Cable to Broadband Instead

It’s become an article of faith among people who write about the television industry from a distance that a massive wave of cord cutting is upending television as we know it and the entire ecosystem is in its death throes. This is perplexing (to put it mildly) for those of us who actually work in… https://www.adweek.com/tv-video/tv-isnt-dying-subscriptions-are-changing-from-cable-to-broadband-instead/

Diversifying in Advertising Requires Creativity and a Drive to Instill Fairness

The fundamental idea is very simple, like all powerful notions. A marketer’s best work is only made possible through a diversity of talent applied to that company’s business. In

recent years, the advertising community has started to come to grips with the bold-faced truth that we haven’t really talked the “real” talk, much less walked… https://www.adweek.com/agencies/diversifying-in-advertising-requires-creativity-and-a-drive-to-instill-fairness/