Getting Laid Off From Ogilvy Was the Hardest, Best Thing That Happened to My Career

Last week, I celebrated my redundaversary: two years since I was made redundant from Ogilvy London. And I do mean “celebrated,” as, honestly, it was the best thing that could have happened to me. Over the last few years, the advertising industry has seen huge waves of redundancies—better known as layoffs in the States—hitting agencies… https://www.adweek.com/creativity/getting-laid-off-from-ogilvy-was-the-hardest-best-thing-that-happened-to-my-career/

It’s Time for Advertising to Stop Perpetuating Negative Stereotypes About Aging

It’s a truth universally acknowledged that a brand in possession of a good marketing strategy must be in want of a customer under the age of 35. So obsessed are we with millennials and Gen Z today that there are now agencies whose sole purpose is to help companies understand how to market to them….
https://www.adweek.com/creativity/its-time-for-advertising-to-stop-perpetuating-negative-stereotypes-about-aging/

What Brands Can Learn From the NFL’s Missteps With Its Anthem Policy

With the NFL preseason starting up, some of us are debating whether football will continue as our country’s favorite sport. In May, the NFL officially came out against players’ national anthem protests, mandating fines for teams whose players kneel on the field. Only two months later, the league put a freeze on the policy. The… https://www.adweek.com/brand-marketing/what-brands-can-learn-from-the-nfls-missteps-with-its-anthem-policy/

How a Focus on Innovative Performance Can Sync Media and Creativity

Is our creative investment really paying off? That’s a big blind spot for a generation of marketers hyper-focused on media efficiency. In fact, most shy away from looking because it seems so much easier to pressure media into delivering more audience at a lower cost per thousand (CPM) and say you raised your return on… https://www.adweek.com/agencies/how-a-focus-on-innovative-performance-can-sync-media-and-creativity/

3 Questions to Ask Before Launching a Social Impact Initiative

Brands and businesses are facing increasing pressure from consumers to deliver not just good products and services, but social good as well. Gen Z, in particular, wants brands to place social change at the core of their business. In a recent survey, 76 percent of young people said they have purchased or would consider purchasing… https://www.adweek.com/brand-marketing/3-questions-to-ask-before-launching-a-social-impact-initiative/

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5 Ways to Humanize Platforms and Develop a Deeper Connection With Consumers

Building an ecosystem that supports connected experiences is technologically complex and strategically multifaceted—but, ultimately, it’s about fostering human connections. By adopting a customer-centric mindset and ensuring you have a connected technology platform to drive marketing performance, companies can harness complexity to build enduring relationships. Here are five basic principles to help marketers and technologists on… https://www.adweek.com/digital/5-ways-to-humanize-platforms-an

d-develop-a-deeper-connection-with-consumers/

How Brands Can Use Research to Hone a Design or Logo

The role of research in the logo design process can be a contentious issue. At its best, research reveals customers' broader relationship with the brand, its strengths and gaps, possibilities and permissions. At its worst, it's a cross between a beauty pageant and the shock jock banter of sports radio. Research does, and should, play… https://www.adweek.com/creativity/how-brands-can-use-research-to-hone-a-design-or-logo/

How AI Is Making Advertising More Efficient and Consumer-Focused

Last year, veteran tech journalist Walt Mossberg denounced online ads for ruining the online experience. The model is bad for everyone, as advertisers and online sites scrabble over quality control and the fight for cheap digital real estate. Of course, the consumer has had no say other than to suffer in silence or deploy decreasingly… https://www.adweek.com/digital/how-ai-is-making-advertising-more-efficient-and-consumer-focused/

The Transformation of Search Summit: Strategies and tactics to harness the next generation of search marketing

On October 19, Search Engine Watch will host The Transformation of Search Summit in New York City, in partnership with ClickZ and Catalyst.

Dedicated to the key trends affecting consumer behavior and search marketing today, this 1-day event will provide a host of insights and practical tips for business leaders, senior marketers and search specialists.

Speakers include:

The importance of search as a medium for connecting with consumers cannot be understated, and the facts certainly substantiate this:

- Over $90 billion was spent on search advertising in the US in 2017
- 93% of online journeys begin with a search engine
- 96% of Google’s annual revenues come from search ads.

And yet, pinning down exactly what search is can be a difficult endeavor. In essence, search arises at moments of need or desire; when people want to know, do, or go, they reach out to a search engine.

These moments are increasingly fragmented across devices at

home, at work, and on the go.

While the commercial opportunity that search provides is rising, it is no longer a text-only medium and Google is seeing some competition from the likes of Amazon and Pinterest. Many voice-based searches do not involve a screen, while visual search uses images as an input to deliver results.

The underlying nature of search remains constant; people want answers or suggestions and brands compete to provide them.

However, marketers must keep pace with these developments and acquire new skills if they want to deliver the experiences the modern consumer demands.

The pace of change in search is only accelerating over time, and those who do not evolve in line with the industry will be left behind.

The Transformation of Search Summit, which will be held at Convene on W 46th Street, will cut through the noise to provide actionable insights on the trends that are transforming search today.

Comprised of talks by specialists from across the technology landscape, the event will go much deeper than the standard platitudes to discuss the points that will transform search over the coming months and years. Furthermore, each session will contain a list of tips that marketers can apply at their company today to drive better results.

This applies equally to organic search and to paid search, with some core themes cutting across both marketing media.

Key Themes at The Transformation of

Search Summit

- **The new customer journey**
  Customer journeys are increasingly fragmented; simultaneously, consumers expect cohesion in their interactions with brands. This event will look at how these journeys have changed, including some new research from ClickZ and Catalyst, before delving into the ways marketers should prepare to take advantage.
- **Voice search**
  Digital assistants, driven by artificial intelligence, are an increasingly prominent feature in our homes and on mobile devices. In fact, there are now over 1 billion voice searches per month and this number will only rise over the coming years. But just how big an impact is voice having on search in real terms? What are the specific strategies brands need to apply to avail of this trend?
- **The rise of Amazon and Amazon Marketing Services**
  As Amazon’s online retail dominance grows, what impact will it have on the consumer’s path to purchase; how should search marketers respond; and what opportunities does Amazon Marketing Services offer?
- **Blockchain and the decentralized economy**
  We will explore what impact this new technology is already having on marketing, and what search marketers should be on the lookout for as this powerful technology gains traction in every aspect of online interactions.
- **Unlocking the power of AI**
  AI is here to stay. It’s transforming our world and revolutionizing businesses. In fact, Gartner estimates that by 2020, 85% of customer interactions will be managed without a human. Leveraging automated bidding solutions, discovering advanced methods for audience targeting, and understanding key considerations around AI opportunities such as voice search, digital

assistants and chatbot are just the tip of the iceberg.

- **Data protection and privacy**
  With the recent string of data breaches and The General Data Protection Regulation (GDPR) coming into effect in Europe, data protection and privacy has made its way into the headlines of most newspapers and the minds of all marketers. What are the latest data regulations that you need to be aware of; what can we expect to see coming into effect over the next 12 months; and how can you balance compliance with operationalization to deliver the experiences customers expect?
- **Visual search and ecommerce**
  Pinterest has the highest average order value ($50) of any major social platform with nearly 2 million people pinning products every day. With the rise of mobile and movement to voice, image search is often overlooked, but is an important part of your modern search marketing mix. How can you take advantage of this trend and what actionable steps do you need to take on Pinterest and other visual search platforms?
- **The changing nature of leadership**
  With all this change it is important to take a step back and look at what you should be doing in the short, medium and long-term. Here we will explore the cultural, structural and practical steps business leaders can take to manage budgets, empower their teams and ultimately ensure that they balance risk with reward.

Who should attend?

The Transformation of Search Summit is aimed at business leaders and search professionals, with a split focus on strategy and tactics. Attendees have already been confirmed from companies including Marriott, Price Waterhouse Coopers, and Kaiser Permanente.

How can I sign up?

For more information and to sign up for the October 19 event, please click here. Early Bird rates are available until September 14.

https://searchenginewatch.com/2018/07/19/the-transformation-of-search-summit-strategies-and-tactics-to-harness-the-next-generation-of-search-marketing/

How a Political Strategy Can Bolster Brand Reputation in Volatile Times

Successful political candidates know how to win in constantly changing, volatile circumstances. Their future is based on how well they connect with voters when the next day, or next hour, could change everything. The same is true for brands, especially now as we navigate fraught times where head-snapping change buffets every aspect of our lives…. https://www.adweek.com/brand-marketing/how-a-political-strategy-can-bolster-brand-reputation-in-volatile-times/