5 Ways AI Can Solve a Brand’s Marketing Problems

Artificial intelligence and machine learning continue to increase the stakes in the analytic, predictive and executional arms race needed to create and keep customer relationships. Marketing is at the center of this change, and several existing applications promise to irrevocably change the landscape with step-level superpowers. With great power comes great responsibility, and marketers must… https://www.adweek.com/digital/5-ways-ai-can-solve-a-brands-marketing-problems/

It’s Time for the Auto Industry to Get on the Same Level as Other Brands

Before I can turn the ignition key in my car, I need to complete one critical task. I affix my smartphone to the top of the dash, plug it in and render the car’s god-awful native interface invisible, safely covered up by my beloved iPhone X. Sound familiar? You’re not alone. With the exception of… https://www.adweek.com/brand-marketing/its-time-for-the-auto-industry-to-get-on-the-same-level-as-other-brands/

When Determining if Your Programmatic Should Be In-House or Not, Keep These 3 Points in Mind

Transparency is everything in digital advertising today. Years of fraud, brand safety issues, Facebook and Google's questionable practices and murky metrics have fostered distrust and prompted a push for greater control over ad practices. The brand/agency relationship is a case in point. In 2016, K2 Intelligence and the Association of National Advertisers reported that non-transparent… https://www.adweek.com/digital/when-determining-if-your-programmatic-should-be-in-house-or-not-keep-these-3-points-in-mind/

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5 Tips for Integrating Audio Into a Marketing Strategy

As music streaming, podcasts, audiobooks, smart speakers, connected cars and voice assistants have caught the public's attention, the amount of audio-friendly content space is multiplying by the minute. To plant a seed in this growing ecosystem, brands need a comprehensive strategy for navigating the flourishing mediums that rely on sound, music and voice. If your… https://www.adweek.com/brand-marketing/5-tips-for-integrating-audio-into-a-marketing-strategy/

How Music Can Foster an Emotional Connection Between Brands and Audiences

As online video consumption keeps reaching more mind-boggling measures, visual storytelling is becoming a must in modern advertising and marketing. However, before devising your next cunning video campaign, it’s important to get hitched with a partner in crime whose significance in the delivery of the message and branding altogether is often overlooked. Music in advertising,…
https://www.adweek.com/creativity/how-music-can-foster-an-emotional-connection-between-brands-and-audiences/

How Programmatic Can Usher in New Standards for Cannes

The Cannes Lions Festival has come to represent many things for our industry in recent years. Creativity, yes, but also industry decadence, elitism and, perhaps most importantly, the stark reality that the advertising industry has been fundamentally turned upside down in the digital age. These days, conversations overheard at this international celebration of creativity are…
https://www.adweek.com/digital/how-programmatic-can-usher-in-new-standards-for-cannes/

How These 4 Cannes-Winning Ideas Can Inspire New Creative Direction in Healthcare

Cannes Lions Health is the showcase of impactful creativity. It’s where ideas from pharmaceutical innovators and healthcare marketers are debated, judged and challenged to uncover the ones most likely to fuel change and lead to life-changing outcomes. This year’s show has over 1,800 entries, hundreds of short-listers and two days of talks on the state… https://www.adweek.com/creativity/how-these-4-cannes-winning-ideas-can-inspire-new-creative-direction-in-healthcare/

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3 Ways to Optimize for CLTV and Boost Your Facebook Engagement

With increasing Facebook ad costs, it’s difficult for brands to stay competitive and generate revenue from paid advertising. Despite the competitive landscape, many brands rely on Facebook advertising for a large percentage of their revenue. Continuing to generate cash flow from Facebook has become a critical objective for marketers. As demand for attention continues to…

https://www.adweek.com/digital/3-ways-to-optimize-for-cltv-and-boost-your-facebook-engagement/

It’s Time for Marketers to Pay Attention to the Opportunities Available Through Video Games

When Jimmy Kimmel gave his point of view on Twitch, a social platform dedicated to the live streaming of video games, he spoke of his incomprehension about the phenomenon, which he put as a “paroxysm” of inactivity and loneliness and a “waste of time.” He paid a price for his ignorance of a burgeoning market….
https://www.adweek.com/tv-video/its-time-for-marketers-to-pay-attention-to-the-opportunities-available-through-video-games/

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3 Tips for Creating an Effective Marketing Strategy for Reddit

In May 2018, Reddit overtook Facebook as the third most popular website in the U.S. This revelation closely followed their announcement of a redesign, the first in a decade.

Reddit’s newfound media presence has industry insiders hustling to develop effective strategies to tap into their engaged user base. In April 2018, the site reached 330… https://www.adweek.com/brand-marketing/3-tips-for-creating-an-effective-marketing-strategy-for-reddit/