3 Ways Brands Can Market to Their LGBTQ Consumers Year Round

As another Pride season gets underway, we see a variety of brands creating compelling LGBTQ-themed campaigns: Soul Cycle, Wells Fargo, Tiffany & Co, Doritos, Google, Hilton Hotels. Different sectors, different industries all reaching out to a community that has a collective spending power of $1.7 trillion. This makes LGBTQ Americans the tenth largest economy in…
https://www.adweek.com/brand-marketing/3-ways-brands-can-market-to-their-lgbtq-consumers-year-round/

Here’s the Data Behind IHOb’s Seemingly Stupid Name Change

IHOP has a had a rough past few years. Their sales have fallen, their brand awareness has declined and ever-changing diet trends are threatening IHOP’s core offering. They needed to do something to get people back into their restaurants, and their main menu staple wasn’t driving people to their doors. Like many failing brands, IHOP…
https://www.adweek.com/creativity/heres-the-data-behind-ihobs-seemingly-stupid-name-change/

Why Women Should Network With Each Other at Cannes

On the eve of Cannes Lions 2018, I invite us all to consider a different M.O. at the festival this year. Not an “or,” but an “and.” Celebrate, yes. Ros?, yes. Breathe, yes. Embrace those who have been in the trenches with you, yes. Take a spin on Ron Perlman’s yacht (if you can), yes…. https://www.adweek.com/agencies/why-women-should-network-with-each-other-at-cannes/

What to Expect at Cannes 2018

Cannes Lions (June 18 to June 22) is one of my favorite events of the year. Set on the Riviera, it has an unbeatable scenic backdrop. It is also an event that is evolving with today’s challenges. I attended 10 years ago as head of global sales for Nokia Interactive, who was also a sponsor… https://www.adweek.com/agencies/what-to-expect-at-cannes-2018/

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3 Ways Marketers Can Personalize Communications Without Being Creepy

When the news broke that data firm Cambridge Analytica

surreptitiously harvested and maliciously employed the Facebook data of millions of users, we all began asking ourselves how this was even possible, what this meant for Facebook and, more broadly, whether we should be sharing our data so readily. Though some people reacted wanting to #DeleteFacebook,…
https://www.adweek.com/brand-marketing/3-ways-marketers-can-personalize-communications-without-being-creepy/

Why YouTube Needs to Formulate a Clear Identity for Its Originals

For the longest time YouTube has called itself a video platform that gives users access to the world's largest content library. That started changing a couple years ago when they first began collaborating with creators to make content for the platform. Since then, we've seen several iterations of their content strategy, from scale of funding…
https://www.adweek.com/tv-video/why-youtube-needs-to-formulate-a-clear-identity-for-its-originals/

Talk Is Cheap: It's Time for

Advertising to Make Moves Toward Becoming More Inclusive

In recent weeks, several different incidents across the country, from a local Starbucks to an Airbnb rental, have once again cast a national spotlight on the implicit bias challenge facing us as a nation today. For brands and their consumers, the struggle is just as real. Diversity in advertising—and even more broadly, the communications industry—is… https://www.adweek.com/agencies/talk-is-cheap-its-time-for-advertising-to-make-moves-toward-becoming-more-inclusive/

How Agency Life in Toronto Reflects the City’s Diversity and Innovation

Sorry fellow Torontonians, I couldn’t help myself. The headline will be the only Drake reference. I’m here to give you a guided tour on life in Toronto, and how it shapes our agency world. For a city that’s so rich and diverse in culture, I could go on forever—but I’ll try to stick to the… https://www.adweek.com/agencies/how-agency-life-in-toronto-reflects-the-citys-diversity-and-innovation/

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3 Predictions for Adobe’s Acquisition of Magento

If you don’t already know that digital experience giant Adobe has acquired ecommerce specialist Magento for $1.68 billion, it might be time to stop enjoying that fresh air and get back on Twitter. There has been plenty said across the industry about how this move closes the customer experience loop for Adobe and makes them… https://www.adweek.com/digital/3-predictions-for-adobes-acquisition-of-magento/

How Aligning With Honesty and Openness Can Preserve Brand Reputations

It’s difficult to think of a time in modern history when the dissonance between the truth and what people want to believe has been so pronounced. By now we’re all familiar with the concept of fake news and alternative facts propagated by the self-interest of politicians, but brands themselves have also been complicit in creating… https://www.adweek.com/brand-marketing/how-aligning-with-honesty-and-openness-can-preserve-brand-reputations/