5 Ways CPG Brands Can Shift Their Techniques to Remain Relevant

It is no surprise: Google, Amazon, Apple and Netflix are among the most relevant brands today. They have achieved this by being customer-obsessed, guiding their actions through purpose and continuously innovating. It sounds straightforward, but remaining relevant is a real challenge. Established CPG brands are losing relevance according to Prophet's Brand Relevance Index. While they… https://www.adweek.com/brand-marketing/5-ways-cpg-brands-can-shift-their-techniques-to-remain-relevant/

---

4 Ways Brands Can Accommodate Shifting Expectations Around Gender Identities

When most of us were growing up, boys and girls were placed unilaterally into blue and pink buckets without anyone asking whether this was a good idea. Even with my own pregnancy, not knowing the baby's gender put families and friends at a loss of what color to buy. It was gender normative marketing at… https://www.adweek.com/brand-marketing/4-ways-brands-can-accommodate-shifting-expectations-around-gender-identities/

It’s Time to Stop Relying on Third-Party Data and Prioritize Consent-Based Marketing

Marketing as an industry is at a critical juncture. What consumers want from brands is a personalized experience, one that mirrors the way they interact with peers, family and friends. But we as marketers are failing to deliver. We talk the talk. We engage in industry chatter about targeting the “right” audiences, creating the most… https://www.adweek.com/digital/its-time-to-stop-relying-on-third-party-data-and-prioritize-consent-based-marketing/

How NBCU and A&E’s Partnerships Might Revitalize TV and Radio

This month two major television networks, NBCUniversal and A&E, announced partnerships with platforms that not only help measure ad engagement but guarantee audience viewership. In the past, digital media has forced more traditional mediums like TV and radio to the backburner, but now in 2018, these “oldies” are measuring up—literally. The attention given to deliverability…

https://www.adweek.com/tv-video/how-nbcu-and-aes-partnerships-might-revitalize-tv-and-radio/

Why Adobe's Magento Acquisition Will Supercharge the Customer Journey

Clark W. Griswold's Christmas was in jeopardy—he needed a Christmas tree. Because, of course, Christmas is not complete without that iconic symbol that completes the magical experience of the holidays. So what did Clark do in the face of this adversity? In his own words, "I simply solved the problem. We needed a coffin… er,… https://www.adweek.com/brand-marketing/why-adobes-magento-acquisition-will-supercharge-the-customer-journey/

How Advertising Can Retain and Benefit From Its Introverts

When Madwell's co-founders decided to make their first vp-level appointments, they knew they were advancing two women for the roles. It was somehow both a big deal and not a big deal at all. But what they didn't consider was that they were promoting an introvert. Introvert. It's a dirty, nerdy word

with outgroup baggage… http://www.adweek.com/agencies/how-advertising-can-retain-and-benefit-from-its-introverts/

---

8 Steps to Build a Voice Skill That Aligns With Your Brand’s Vision

If you’re a producer, designing a conversational experience for voice may lead you into uncharted territory. While we can’t fully protect you from a few sleepless nights of quality assurance testing, these eight pointers may help you get to where you need to go with this new and burgeoning marketing tool. Start by identifying the… http://www.adweek.com/digital/8-steps-to-help-build-a-voice-skill-to-align-with-your-brands-vision/

---

3 Ways Marketers Can Utilize Data-Driven Ad Spend in Upfronts

During last year’s Upfronts, NBCUniversal put a $1 billion dollar stake in the ground on using granular data to buy TV ads. It placed $1 billion worth of inventory for sale using its Audience Symphony platform, which includes information

from set-top boxes and third-party sources. This move gave advertisers the option to use non-Nielsen data… http://www.adweek.com/tv-video/3-ways-marketers-can-utilize-data-driven-ad-spend-in-upfronts/

How the VR Industry Isolated Its Users and Creators by Not Utilizing Existing Skill Sets

Live video, VR and AR have become ubiquitous in 2018, yet as a money manager-turned VR entrepreneur, I could not help but notice an unnerving roadblock in the VR space. The industry has been overthinking things and largely failing to remember K.I.S.S.: Keep it simple (and in the VR world, social), silly. It was the… http://www.adweek.com/digital/how-the-vr-industry-isolated-its-users-and-creators-by-not-utilizing-existing-skill-sets/

---

4 Steps That Will Make Your Company's Customers Into Superfans

Every business has the potential to create high-value superfan customers, but few take the time to employ the smart tactics necessary to do so. A superfan is a consumer who over-indexes

in his or her affinity for a brand, team, entertainer or property, thereby increasing the chance he or she will advocate on its behalf…. http://www.adweek.com/brand-marketing/4-steps-that-will-make-your-companys-customers-into-superfans/