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International business media

WIRED

Why too much investment in your startup can be as bad as too little

Dan de Sybel believes the US is too keen to throw money at tech startups and this makes them complacent, giving the UK an innovative edge



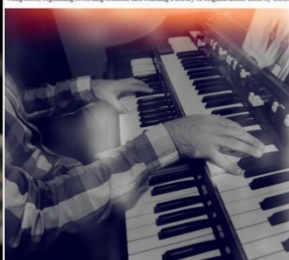
When news broke that Oracle had paid \$850 million for ad-tech auditor Moat in May, there were eyebrows raised from Shoreditch to Silicon Valley. It's a lot of money, even in the super-inflated terms of US venture capitalists.

It showed the hunger for programmatic technology to reassure digital advertisers they are getting what they pay for. It also sharply illustrates quite how eager Oracle was to buy into trading relationships with Facebook and Google. But, for me, what this deal brings home is the difference in the way US and UK ad-tech companies are financed, and the implications of this for the quality and type of tech innovation that happens as a result.

Ad-tech startups in the US are financed at an earlier stage in their business life cycle, and with bigger sums than those in the UK. To a large degree, this is down to the continuing volatility of the global economy. It might look good on the surface, but investors are nervous and ad-tech stocks seem to offer a port in the storm. This means there has been an eagerness on the part of investors to find promising ad-tech startups to furnish and watch as they become the next Moat (they hope). This, at least, is how I see it working in New York and California. In the UK, I find there to be more caution among investors. When companies do attract VC cash, it's often further

Forbes

Blurred Lines - How Tech Is Affecting The BaB Music Market



When Audible Network launched in 2011 in London, founders Andrew Stumacks and Robert Hunt were coming to the market with a deceptively simple idea. Having descended from classical music publisher Decca & Hamelin, their aim was to create a catalog of soundtrack music that could be purchased relatively cheaply by film makers and other creators and used anywhere in the world without licensing restrictions. Essentially that meant starting from scratch - commissioning composers, organizing recording sessions and building a library of original music track by track.

Fast forward to the present day. The Audible Network library now totals more than 125,000 tracks and the company itself has become a successful supplier of music to film and TV producers, advertising agencies and games makers. With a turnover of £20.2m it's an example of a "disruptive" business that has found a market.

But how does a disruptive business stay disruptive? As Audible Network has grown its catalog, the wider music and entertainment business has also been changing very rapidly. When I spoke to Head of Music at Johnson, it was hard to catch him the digitization of the music industry had affected his company's entrepreneurial plan.

Market Trends

As Johnson sees it, one of the biggest changes in the soundtrack market is a greater use of artist songs as opposed to, say, background scores. From hip-hop and dance to country and blues, music revealed by recording artists as opposed to anonymous composers is increasingly woven into the fabric of contemporary TV and film, adding authenticity and a sense of time and place. This in itself has been a challenge for a company that has traditionally worked with composers.

But there are also opportunities. Audible Network hasn't changed its core practice of recording original music but the company is working with artists to produce tracks that would sound equally at home on the radio or on film or TV soundtracks.

"When consumers hear great music on a soundtrack they want to be able to listen to it again," says Al Johnson. "So we are recording artists for the library but we are also releasing their songs on Spotify."


And this is creating a new revenue stream. "It's not a primary business but it has become

BUSINESS INSIDER

7 chains that will dominate the restaurant industry in 2017

By Kate Taylor | Oct 12, 2016, 2:16 PM | 4.5/5

As 2016 comes to a close, the restaurant industry is preparing for a new year.




To succeed in 2017, chains will need to stay on the cutting edge as trends like automation and more transparency continue to gain traction. Restaurants will also have to take on greater competition from smaller chains and independent restaurants.

We spoke with restaurant industry experts Catherine De Otto, an executive director of the voluntary nonprofit Kendall College Trust, and Shilpa Patel, co-founder of the consultancy Independents United, to see what restaurants chains they are looking out for in 2017.

Here are seven chains poised for a breakthrough in the new year, according to De Otto and Patel.

1. Sweetgreen



Sweetgreen, a salad chain with roughly 30 locations in the US, has gained a cult following since it was founded in 2007, thanks to its popular app and its focus on high-quality local ingredients.

"They have had tremendous growth and have seemingly succeeded where many other chains that have tried to emulate healthy fast food have failed," De Otto told Business Insider. "It ticks all the important boxes: clean eating, responsible sourcing and community building."

FINANCIAL TIMES

Workplace diversity [Add to myFT](#)

Dyslexia, dyspraxia, dyscalculia: the gains for employers

Turn 'neurodiversity' to an advantage by harnessing skills of those with conditions



Subel Hathway: the graduate's employer has worked with her to manage her dyspraxia to both her advantages © Anna Gordon/FT

By Alicia Clegg

John Levell, an executive director at EY in London, has a reputation among his fellow consultants as a creative thinker and problem solver. But though he can visualise a product in 3D before it has been built, and spot when colleagues might believe they are in agreement but are really at cross-purposes, there is another side to his abilities. Acronymy baffle him. Being in the right place at the right time requires considerable effort and names escape him — even those of people he knows well.

In fact, his record of abilities — reflecting how his dyslexic brain processes information — has such extreme highs and lows that Mr Levell, 50, who began his career making tea in a recording studio, questions whether even today he would pass muster before a conventional graduate selection panel in a professional services firm.

"The things that I'm good at, I'm really good at. But, the stuff I'm worst at means I'm never going to fit a standard competency framework," he says.

As industries adjust to shocks dealt by the automation of jobs, the rise of political populism and economic protectionism, businesses are in need of bold thinking to guide strategies and innovation. Could harnessing the brainpower of people whose minds are wired differently be part of the solution?

International Business Times

Technology | Innovation

The butterfly effect of new technology: How innovation could lead to worrying consequences

Businesses need to be aware of the unintended knock-on effect of exciting new tech.

By Merit Curtis | May 23, 2017 14:47 BST



Understanding and mitigating the 'butterfly effect' of new technology. ©Shutterstock

When Mark Zuckerberg set up "Thefacebook" as a tool for connecting his Harvard housemates, the prospect of global influence and the potential to swing elections probably felt like a stretch — even for the ambitious young entrepreneur.

Zuckerberg has a huge opportunity on his hands, as Facebook's role as a socio-political force has now become undeniable. But he's not the only tech leader walking to the unintended consequences of their innovations.

As businesses from all corners of the globe converge on world-changing technologies, it's easy to see and be excited by the huge benefits that they could bring.

But the times is right for all of us — including users, developers, investors and policy-makers — to take notice of the butterfly effect's of new tech.

Some of the biggest ripples of change are spreading beyond immediate industry challenges into ethical, legal and social spheres, fundamentally changing our world.

Autonomy and its potential pitfalls

Heavy investment from major auto companies is accelerating automated vehicle development, with many industry leaders predicting driverless cars in the mainstream by 2015.

The advances are incredibly attractive, of course, for convenience and efficiency that should result.

Business profiles

campaign

Gideon Spanier | Added 5 hours ago

Howlong? | 3-4 minutes

Fjord shows Accenture's grand designs

Accenture points to Fjord's growth as proof that consultancies and agencies are a good fit.



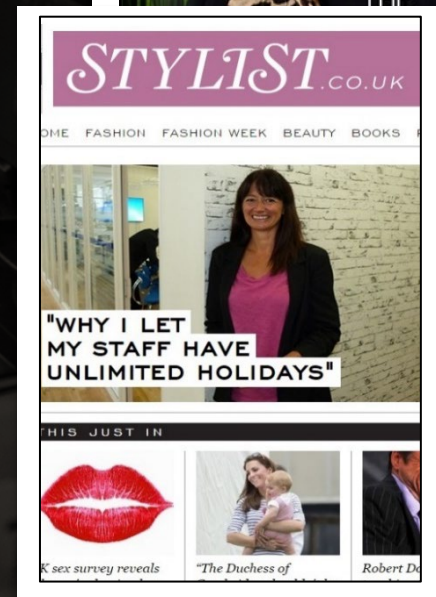
Fjord's London home is a cramped townhouse just around the corner from the BBC headquarters and it feels like a boutique outfit with limited resources.

Only Accenture Interactive's name, below Fjord's logo, on the front window and reception wall signals that the design agency is owned by one of the world's biggest consultancies, with \$33bn in revenues and 384,000 staff.

Advertising and creative people have watched Fjord closely because it was one of Accenture's first acquisitions in marketing services in 2013.

It has been a guinea pig in terms of proving whether a small agency could thrive within the consulting giant. When Kamarama sold to Accenture in November 2016, it talked to Fjord's team before agreeing the deal.

Fjord, which was founded in London in 2001 and worked on the original design of the BBC iPlayer, has grown rapidly under Accenture's ownership, quadrupling in size from 200 to 850 staff and expanding its footprint from nine to 23 offices. Two of the three co-founders, Mark Curtis and Olof Schybergson, remain in the business.



And industry sector media exposure

Every solution begins with the right question. Find your answer. © 2012 Visa

AMERICAN BANKER | Disruptors

Monday, September 23, 2015

Today's Paper | Magazine | Video | Web Seminars | White Papers Women in Banking | FinTech 100

Turkish Bank Lets Customers Build Their Own Apps

by MARY WISNEWSKI
SEP 23, 2015 12:30pm ET

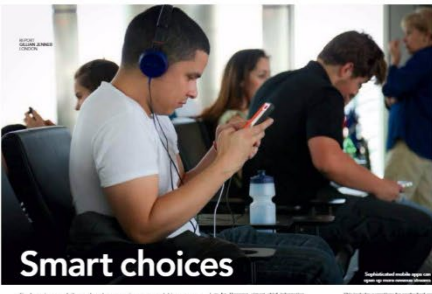
- PRINT
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Garanti Bank, Turkey's second largest private bank, has introduced a mobile dashboard called iGaranti that lets users cherry pick the features of their mobile banking apps. The customization capability is



RELATED
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AIRLINE BUSINESS



Smart choices

Embracing mobile technology at airports could increase revenues and benefit passengers and staff. But there are challenges, particularly around the sharing of data.

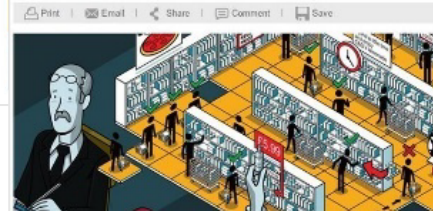
In an age when travelers expect to be able to check in, board, and even check luggage on their smartphones, airlines are looking for ways to leverage this technology to increase revenues and improve the passenger experience. One key area is the sharing of data between different systems and departments. This data can be used to optimize operations, such as gate assignments and baggage handling, and to provide personalized services to passengers. However, sharing data also raises concerns about privacy and security, particularly around the sharing of personal information and travel plans. Airlines are working to address these challenges by implementing robust data governance and security measures, while also exploring new ways to use data to enhance the passenger experience.

By Mary Wisnewski, October 2015

The Grocer

Shopper psychology: influencing the subconscious of the savvy

01 Oct 2015 | Megan Izium



VR Tech

How VR will change the face of education and professional training

By David Dixon
24 October 2016, 16:04 pm
Updated

Categories: Research



VR/AR in the Classroom
Once regarded as a distant future fantasy, the idea of a virtual environment is now a very possible future. In fact, Facebook has even announced that it will soon launch a virtual reality (VR) social network with Oculus Rift. VR works because it puts people at the center of an experience and has the potential to dramatically change the way we approach education and the world of work.

Education
When it comes to education, VR creates a sense of presence to help students visually absorb and remember what they've learned. Technologies such as Leap Motion ensure that users can utilize their gestures and hand movements within a VR experience, maintaining the sense of being in a classroom scenario.

For example, a student can raise their hand in the real world and have their VR avatar make the same movement within the simulation. They can then interact with the simulation as a chemistry lesson by dragging them into position, or replace the human body in biology by separating tissues with their hands.

Drapers

What fashion can learn from other industries

By [unreadable] on [unreadable]



As the pace of technology change increases brands to innovate, Drapers looks at what fashion

Bookings in fashion aren't as simple as they used to be. In the past, you would go to a package holiday agent or travel agent, and you would book your flight and your car rental, and you would book your hotel and you would book your car rental. Now, you need to go to a travel agent to book the flight and the car rental, and you need to go to a travel agent to book the hotel and the car rental.

In fashion, innovation is essential. If fashion brands are to survive in a market that is becoming increasingly digital, and rail travel is not exempt from this. Rail passengers now expect what on trains and at stations and they also expect it to be free. As a result, train operating companies (TOCs) are looking to provide this service to their customers. Naturally, they are interested in monetising digital services too.

Trav virt
The first time I used the headset I

Mr Badesha explained that TOCs will already have a relationship with companies such as iCamera or Normad Digital.



banking technology

HOME NEWS TOPIC MAGAZINE SIDES FORUM AWARDS RESOURCES JOBS

Home > Region > UK > Could banks become our 24/7 personal assistants?

Could banks become our 24/7 personal assistants?
8 December, 2015 Written by Banking Tech

Digital technology is on the verge of transforming banking, in a similar way that Spotify has completely changed the music industry and Netflix has revolutionised broadcast entertainment, writes Joydeep Bhattacharya

Spotify and Netflix are prime examples of the phenomenon we at Fintech have christened 'Living Services'. This refers to the way that the best forces of digital technology and the increasingly liquid expectations of consumers have translated into dynamic new services that aim to deliver a totally customised offering to each individual consumer.

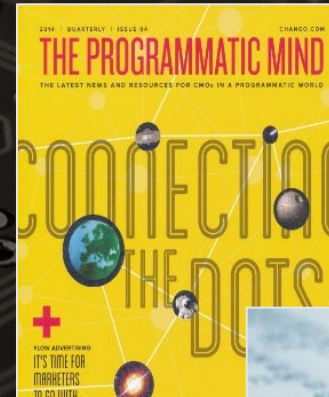
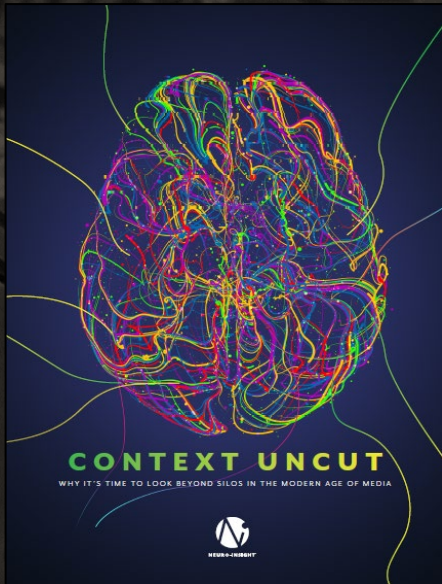
Fueled by the use of sensors to detect (physically or via a computer) the way that consumers use services, Living Services incorporate sophisticated systems of data analysis so that tailored services can be delivered to individuals. At its simplest, you could view this as a virtual personal assistant, learning and anticipating your needs and desires. So Spotify quickly learns what music you like and serves it up to you, along with related products (ie relevant concerts), while Netflix does something similar for film and TV.

Factors like music, health and automotive have been the first to embrace the possibilities that Living Services offer, but another industry that could reap benefit from its transformative effects is financial services. We've identified four ways that Living Services will seep into the banking world, helping customers take more control of their finances and potentially altering the whole way they perceive their banks.



Joydeep Bhattacharya is managing director at Fintech and innovation firm Accenture Interactive

As well as brilliant multi-channel content projects

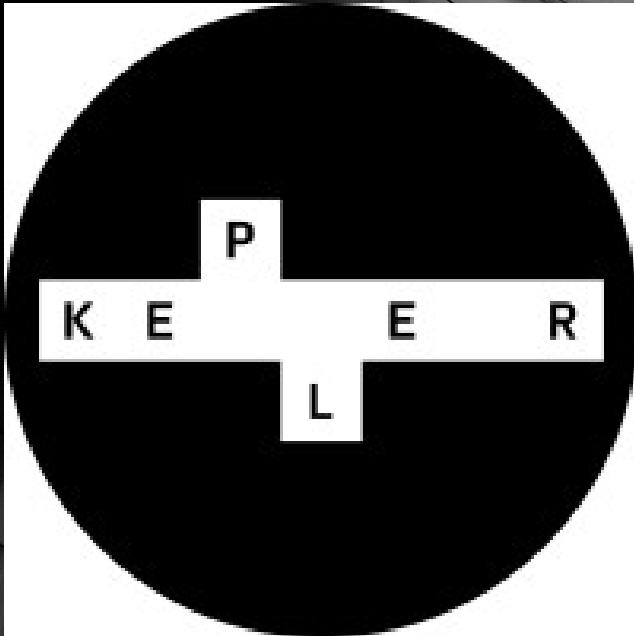


And, we deliver international reach



Some examples of recent work

Multi-channel thought-leadership



We developed a multi-channel B2B research and thought-leadership project for international digital media agency Kepler.

Exploring CMO's future media investment needs, our role included designing the study, commissioning the research agency, writing the report, presenting the findings at the launch event and executing PR.

Multi-channel thought-leadership

Media Investment Evolved

How brands are transforming the 21st century agenda

DOWNLOAD THE RESEARCH REPORT



The project delivered 20 pieces of news and thought-leadership and across APAC, UK and US media and has created a platform for long-term business development.

Power dynamics in the digital world

Finding the right combination of in-house and external support

It's hard to ignore the power major advertising platforms have over digital campaign performance today. Brands recognise the need for more expertise in these relationships with tech giants as critical to their future digital performance.

Almost all marketers surveyed (91%) agreed that 'my brands will need to call on greater technology expertise in order to maximise ROI and protect our commercial interests'. At the same time, 71% agreed that 'our digital media performance is suffering because our media agency partners do not have strong enough relationships with the technology giants'.

Media agencies are likely to be under increasing pressure to prove that they can keep pace with innovations being driven by the tech giants who now dominate media investment for many brands.

For now, most brands have confidence in their agencies - 59% agreed 'I have complete faith in our media agencies' ability to respond to emerging audience technology using our brands data.

73% of brands say 'we need greater in-house technology expertise to partner with technology giants'

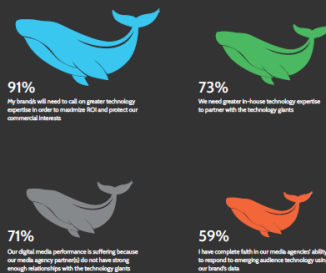
That said, brands expect that both their in-house teams and agencies must stay ahead of where the industry is going - 73% of marketers surveyed agreed they need greater in-house technology expertise to partner with technology giants.

The importance of technology was further highlighted, as 45% of marketers surveyed expect their brand's future performance to be determined by their in-house team's and agencies' ability to keep pace with technological evolution in digital media.

Our study strongly suggests that the balance between brands using agency talent and in-house resources will be determined by where local they find solutions to optimise their relationship with the technology giants.

Central to this will be the need for deep platform expertise, balanced agency advice and strong relations with all platforms. This need will inevitably force agencies to offer a wider variety of services and greater flexibility.

How do brands perceive tech giants such as Facebook, Apple, Google and Amazon?



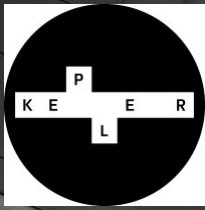
The figure corresponds to the % of marketers who agree with the statement.

In which of the following areas could your organization's media agency partner(s) improve?



Participants could select multiple areas for improvement, so numbers do not add to 100%.





Multi-channel thought-leadership

Two-thirds of marketers say media agencies lack the technical expertise they need

In addition, nearly 70% of APAC marketers say they will consider bringing all media investment in-house, according to research from Kepler.

Media agencies and their future: Brands agree that:

- 85% of future media investment performance will be determined by cost efficiency over the next 12 months (vs. 68% last year).
- 81% of advertisers will reduce the importance of media agency network size or traditional brand spend in 2022 (vs. 70% last year).
- 65% of traditional media agencies do not have the technology expertise my organization requires to maximize our media investment.
- 61% of media agency head and operating models are not looking for enough to make the support and service my organization requires to flourish in 2022.

Frustrated with agencies, CMOs say bringing media buying in-house is back on the agenda

By Jennifer Paul | November 30, 2021

Reach your audience in their moment.

The easiest way to read The Drum

ADWEEK

New Data Shows What Marketers Are Looking for With Media Agency Relationships

Tech, co-location and in-housing are top of mind

Media Investment Evolved

How brands are transforming the 21st century agenda

According to Kepler Group data, priorities have shifted for many marketers. Kepler Group

MARKETING

WARC

30 NOVEMBER 2021

The future media agency won't look like the current one

#DATAMANAGEMENT #DEVELOPINGCLIENT-AGENCYRELATIONSHIPS #AUDITING&EVALUATINGAGENCIES

MARKETING

MarketingWeek

TSB, Tesla, Meta: Everything that matters this morning

Good morning and welcome to Marketing Week's round-up of the news that matters in the marketing world today.

By Marketing Week Reporters

Brands view of the media agency role is shifting

DecisionMarketing

The home of direct, data and digital marketing

HOME NEWS VIEWS REVIEWS IDOL GOSSIP INDEPTH THE LOVIN' SPONIFUL ABOUT US

Media agencies warned to embrace data and tech or die

NOVEMBER 30, 2021 8:53 AM

The exponential rise of data-driven marketing is forcing brand owners to redefine the role of their media agencies; buying clout is no longer top dog - data and technology capabilities, flexible talent, and strong relationships with the tech platforms are now much more important factors.

That is according to an international study commissioned by Kepler, and carried out by

MARKETING

Study: How marketers are viewing their media agency partners

SIMON VIEN / 01 DECEMBER 2021

MOST RECENT

HKTV issues profit warning but says eVoucher scheme fuelled growth momentum

FWD Insurance launches pop-up stores for insurance solutions

Stablo SG and Times Bookstores put twist to festive decor with double on window display

Join the Monsters, Inc. team and share the joy of Christmas!

adidas builds on metaverse and NFT ambition with four-way partnership

UK competition watchdog orders Facebook's parent Meta to sell Giphy

Hillon inspires fans to travel the world by discovery bond

Building a business brand

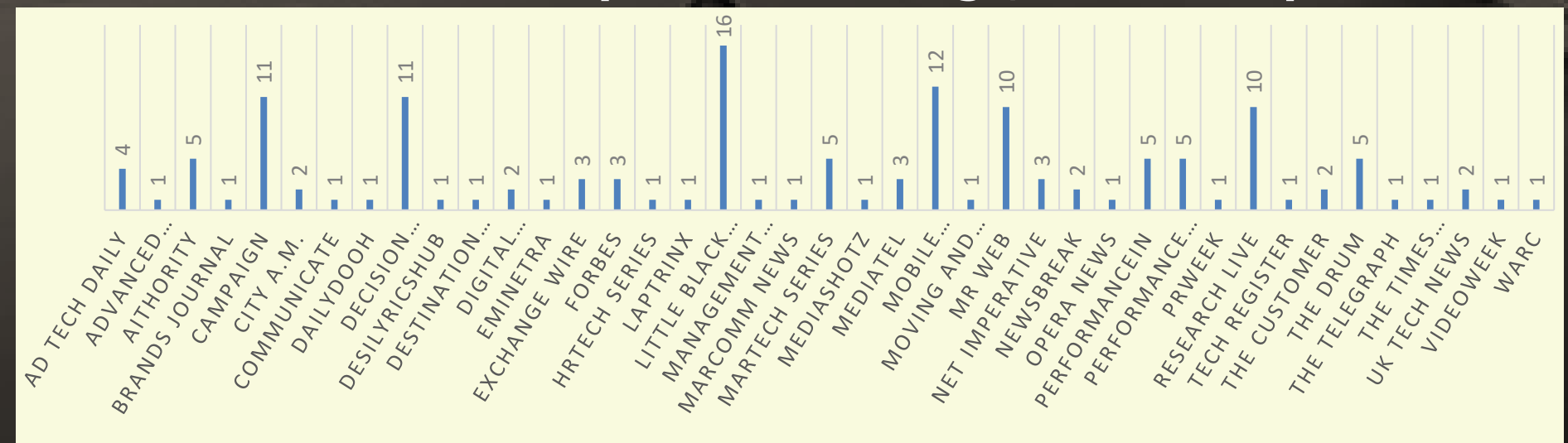
The logo for Merkle, featuring a solid orange triangle pointing to the right, positioned to the left of the word "MERKLE".

MERKLE

Part of dentsu, Merkle is a data-driven, tech-enabled, global customer experience management (CXM) company. Covering UK and EMEA media, our mission is to explain Merkle's multi-faceted proposition, visionary approach to CXM and progressive company culture.

Building a business brand

In 2021 we secured **144** pieces of coverage, across **41** publications



Merkle saw UK revenues grow 6.5% in 2021, scooped numerous awards and was shortlisted for Performance Agency of the year.



Building a business brand

Forbes
Jul 30, 2021, 07:50am EDT | 190 views

How The Expectation Economy Could Help Brands Move On From Ad-Dominated Marketing

Azlan Raj Forbes Councils Member
Forbes Communications Council
COUNCIL POST | Membership (Fee-Based)
Leadership

EMEA chief marketing officer for Merkle and dentsu's customer experience management service line.

Let me ask you a question. Is your attitude towards a brand — say a bank — influenced more by its advertising, the quality of its online service or by the experience you have when you interact with the brand by phone?

If I asked, "Is one of these things more important than the other? Are they mutually re-enforcing?" you would probably agree with the latter.

These questions remind us of a simple truth: that our experience of something is multi-faceted and that the different ways it connects with us influence that experience.

Forbes
Jan 6, 2022, 07:00am EST | 110 views

Survival Of The Fittest: Becoming An Adaptive Organization

Azlan Raj Forbes Councils Member
Forbes Communications Council
COUNCIL POST | Membership (Fee-Based)
Leadership

EMEA chief marketing officer for Merkle and dentsu's customer experience management service line.

The need to adapt to constant change is perhaps the only certainty

Covid-19 provided a taste of a growing business imperative — to be

We developed a series of strategic thought leadership pieces on customer experience management (CXM) exploring the implications for business and brands for Forbes. These ideas were then used to inform thought leadership in other media.

Nov 17, 2021, 01:15pm EST | 2,284 views

15 Tips For Improving Your Customer Experience Strategy

Expert Panel Forbes Councils Member
Forbes Communications Council
COUNCIL POST | Membership (Fee-Based)
Leadership

In a post-pandemic world, companies know that customer experience is to their success. In our society and economy over the last few years, customers are connecting in different ways, craving a human touch in all of their interactions. Ensuring that they have a positive experience every step of the customer journey is a top priority for retention and turn customers into loyal advocates. Why so many companies today are prioritizing customer experience.

If you're seeking to better understand your business so that you can improve the customer experience, see the expert tips from the Forbes Communications Council share their insights on an effective strategy for improving customer experience.

16 Critical Things To Get Straight Before Creating A Digital Marketing Strategy

Expert Panel Forbes Councils Member
Forbes Communications Council
COUNCIL POST | Membership (Fee-Based)
Leadership

Planning a digital marketing campaign isn't a simple process. Many factors impact the creation of an effective strategy, and it's important for everyone involved to be on the same page. However, there are a few aspects of a digital campaign that marketers may not always consider prior to creating a strategy.

As leaders in the communication space, the members of Forbes Communications Council are intimately familiar with what goes into crafting effective digital marketing campaigns. Below, 16 of them share important aspects that marketers should consider before diving into strategizing one.

Building a business brand

We amplified Merkle’s reputation for nurturing talent by ensuring a front and centre presence in Campaign’s Faces to Watch report.

Alexi Duggins | September 29, 2021 | How long? | 1 minute

Faces to Watch 2021: Andy Ankrach

Senior director, head of technology consulting, Merkle EMEA.



Andy Ankrach

When Ankrach wants something, he absolutely goes for it. “My passion for what I do makes me very, very dedicated. I really sink my all into it,” he says of his career to date, in which has risen from junior analytics consultant to head of Merkle’s EMEA technology consulting practice in just seven years.

One of his major achievements has been setting up Merkle’s customer experience optimisation business. He founded a 28-person team to help drive the tech and strategy that would better let brands gather data to understand their consumers, and led global rollouts of new tech for Stanley Black & Decker and Volkswagen Group.


campaign SIGN OUT | MY ACCOUNT | MY BULLETINS | SUBSCRIBE

FACES TO WATCH: A TO Z

Faces to Watch 2021

Far from the best of times, those on this list have risen to the challenge with passion and innovation

By Alexi Duggins



We placed an in-depth feature in Campaign explaining how Merkle B2B put together the most inclusive advertising production team ever for client Irwin Mitchell.


campaign SIGN OUT | MY ACCOUNT | MY BULLETINS | SUBSCRIBE

LATEST | CREATIVE WORK | TOP BRANDS & AGENCIES | EXPERIENCES | CASE STUDIES | EVENTS | JOBS

Sara Nelson | September 20, 2021 | How long? | 4-6 minutes

‘It’s just so basic’: Why firms should be employing disabled people both in front of and behind the cameras

Is this legal firm’s touching new campaign produced by the most inclusive team ever?



Law firm Irwin Mitchell’s new campaign “The human touch” – which features real clients sharing personal stories about the life-changing outcomes of their cases – deserves to be applauded.

It shows deeply sensitive real-life stories – such as that of a client who was left paralysed after suffering a brain injury due to medical negligence – but it was born of an inclusivity that saw a production team made up of almost 60% of differently abled most senior roles.

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Major Players, Covent Garden

Freelance Project Manager needed #Creative #Lux #Fashion

Industry leadership

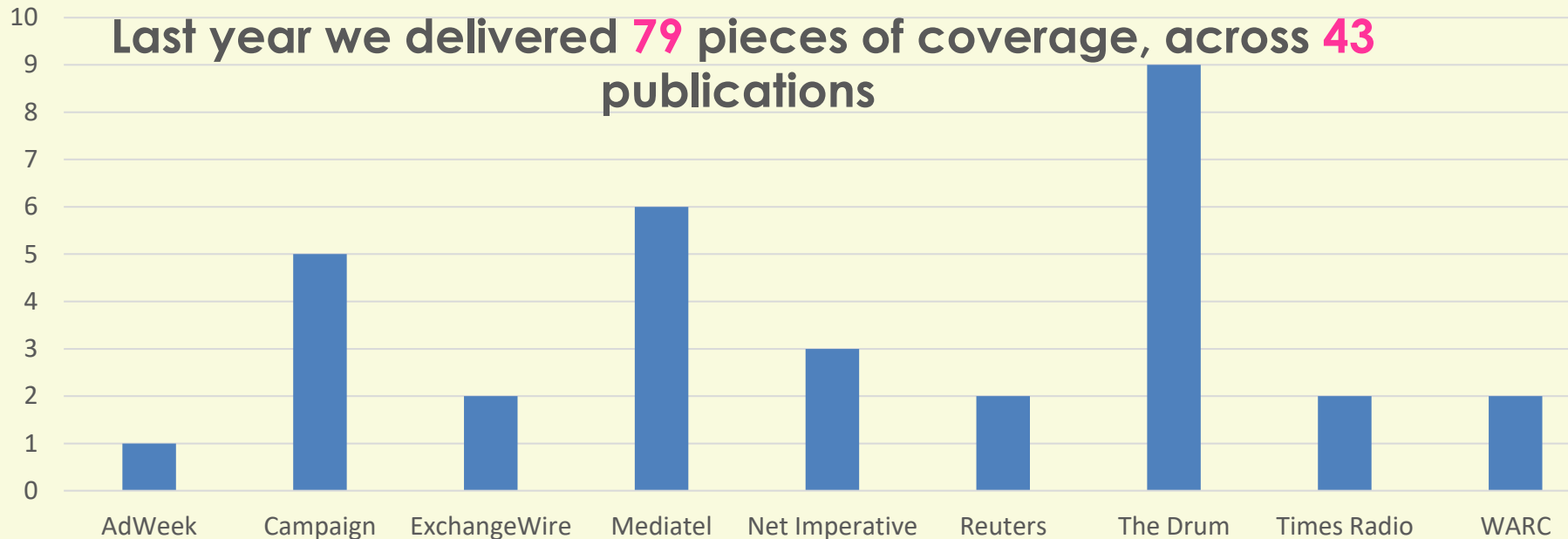


We've been working with WPP's global out-of-home (OOH) media agency Kinetic since 2011.

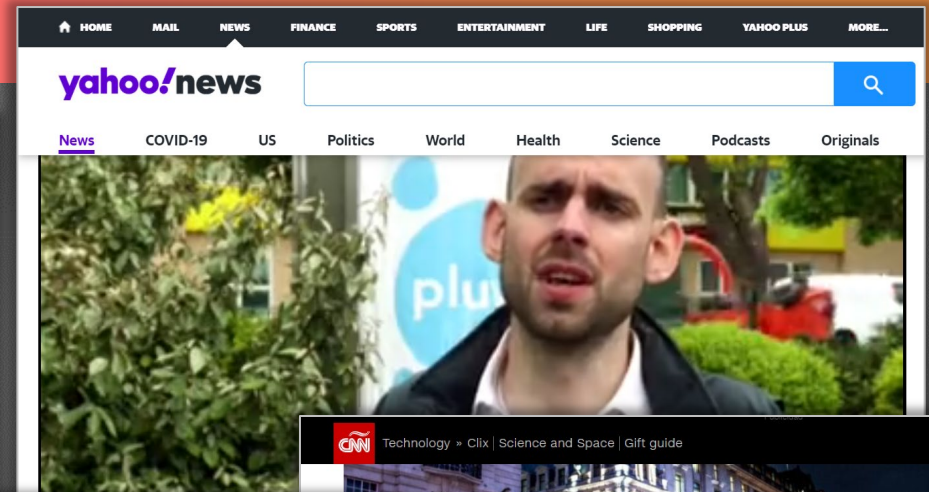
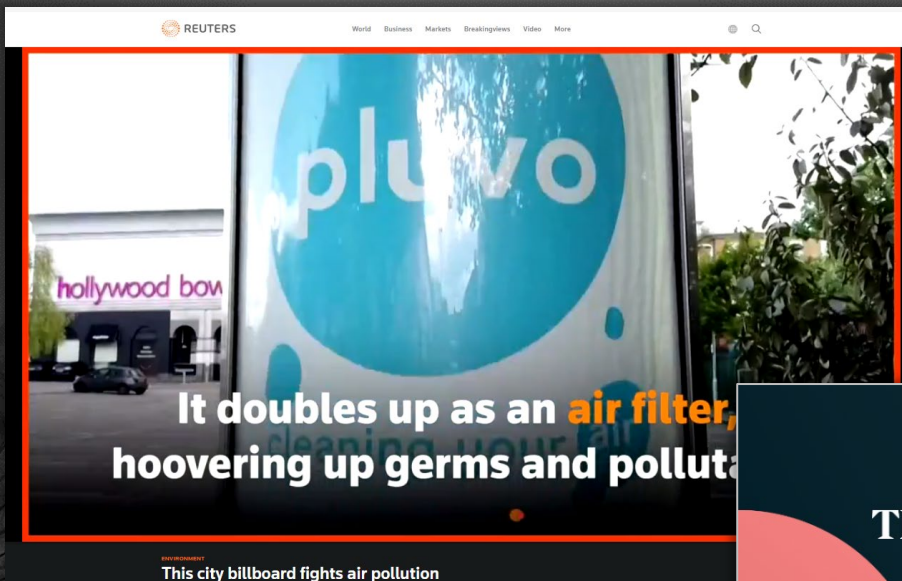
The COVID dominated years of 2020 and 2021 proved to be one of the most challenging periods in the history of poster advertising.

Our mission in 2021 was to enable Kinetic to reset the terms of debate about OOH by bringing to life the dramatic innovations in the medium that is propelling it back to future growth.

Industry leadership



Industry leadership



We promoted Kinetic's commercial partnership with Pluvo, a game-changing clean-tech company that is deploying brand-sponsored hardware across cities to clean the air of harmful pollution and biological particles. We secured international coverage explaining how advertising would bring the tech to the streets.

It looks like just an advertisement, but it is an air filter

Although it looks like just an advertisement, these columns are actually filters that can clean up to one cubic meter of air per second.

By Guillermo Arduino, CNN Posted at 15:45 ET (19:45 GMT) June 2, 2021



Industry leadership

Mediatel News
LATEST OPINION INDUSTRY NEWS

Ads Decoding The On-Demand TV Landscape
A guide to streaming behaviours across Europe, Samsung TV Plus and what it means for marketers.

17 Jun 2021 | Mike Fletcher

OOH three-year study shows sector efficacies



Mediatel News
LATEST OPINION INDUSTRY NEWS DATA

28 Sep 2021 | Ali MacCallum

OOH has a duty to capture the public's imagination with green poster innovation



Mediatel News
Part of Advantard Group
LATEST OPINION INDUSTRY NEWS

29 Jan 2021 | Mediatel News Staff

Five questions with Kinetic WW's UK CEO, Alistair MacCallum

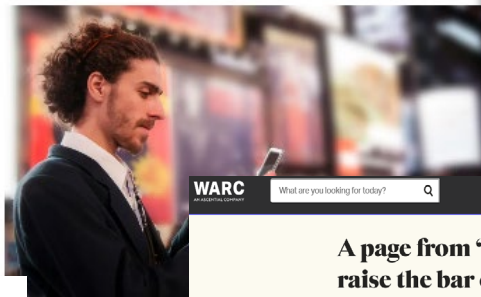


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Advertising's Oldest Medium Is Primed to Fill the Cookie Gap

While other mediums have focused on their core offerings during the pandemic, out of home has been reinventing itself



It has used its time in hibernation to

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A page from 'The OOH Playbook': How to raise the bar of out-of-home media planning

Jennie Roper

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COMMENTARY

Advertising Wants To Go Greener --- OOH Is Leading By Example

by Alistair MacCallum, December 9, 2021

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TRENDING: CANNES CMO OUTLOOK SCHOOL REPORTS 2021 THE KNOWLEDGE

Ben Bold | July 13, 2021 How long? | 2-3 minutes

Inclusive OOH messaging 'boosts bottom line' for brands

Research from Kinetic also finds OOH trumps social media for impact.

Twitter Facebook LinkedIn

Kinetic: generic ads less influential among 18- to 34-year-olds than inclusive ads

Out-of-home ads that carry inclusive messaging have a greater impact than their purely on-brand, old-school counterparts, normalising D&D and boosting the bottom line, according to research from Kinetic.

The OOH specialist worked with media owner Global and outdoor operators Clear Channel and JC Decaux to conduct a study that compared traditional-style creatives with ads that were more inclusive and representative in style.

Creativepool

Blending gaming and OOH for the most social FIFA game ever — #BehindTheIdea

Published 19/02/2021 by Creativepool Editorial

How do you make the next iteration of your main sport game even more interesting for your players? How do you drive large scale awareness and engage with the local communities? Why, with a series of monumental murals, of course.

As Electronic Arts was just warming up to launch Fifa 2021, the game publisher wished to push the Fifa brand outside of the game boundaries and into local communities across the UK. After some consideration, the agencies involved agreed on a series of stunning murals scattered around the nation, which you can see below.

For this Behind the idea, we are learning more about the Fifa murals from late last year, a monumental campaign that is sure to leave a mark in the history of video game marketing.

Home Awards Creative Works Drum Network Self-publish Open Mic Labs Solutions

The Drum Marketing can change the world.

NEWS

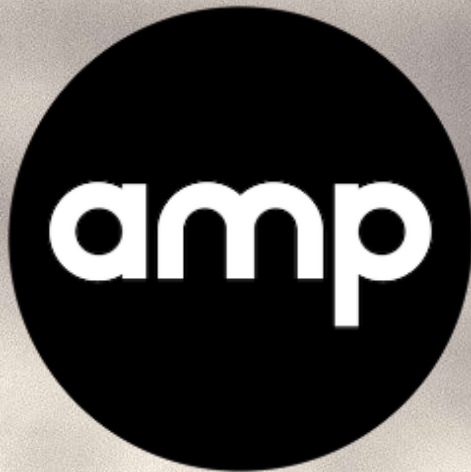
How do you solve a problem like... cutting through during the holidays?

By Sam Bradley - November 23, 2021

Twitter LinkedIn Facebook YouTube Instagram

We delivered research-based thought leadership on OOH media effectiveness for Kinetic along with powerful perspectives on sustainability and innovation in media.

Marketing innovation



We've been working with leading audio branding agency amp since 2018, helping them lead the field of audio branding.



Audio branding leadership



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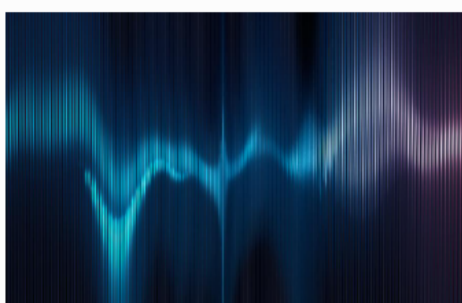
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How Technology Has Grown To Shape The Soundtrack To Our Lives

Michele Arnese Forbes Councils Member
Forbes Agency Council COUNCIL POST | Membership (Fee-Based) Leadership

Michele Arnese, Founder & CEO at amp and world-leading expert in the field of sonic branding. Discover more at www.ampsoundbranding.com



Summer marked a return to some semblance of normal for many people. Who could have predicted we'd end up missing the previous everyday sights and sounds of the commute, the office or a busy t

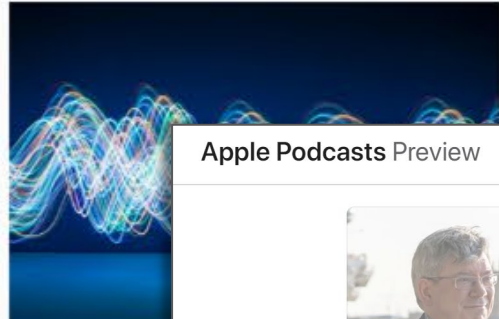
Forbes

Mar 10, 2021, 07:00am EST | 516 views

Progressive Marketers Increasingly Hear Their Brands As Well As See Them

Michele Arnese Forbes Councils Member
Forbes Agency Council COUNCIL POST | Membership (Fee-Based) Leadership


Michele Arnese, Founder & CEO at amp and world-leading expert in the field of sonic branding. Discover more at www.ampsoundbranding.com



2021 has seen a series of... Motors, Pfizer and Bur... thinking about how the changing consumer beh... role that brand plays in... But listen. (Yes, silence

We've delivered month on month exposure including call-to-action pieces for Forbes setting out the arguments for strategic investment in audio branding across a huge range of consumer touchpoints.

Apple Podcasts Preview



Sounds familiar?
The Near-Futurist

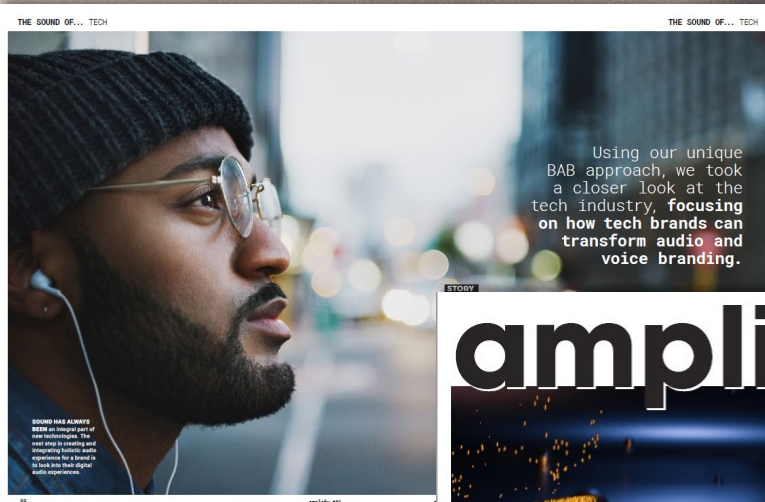
Technology

[Listen on Apple Podcasts ↗](#)

The Coca-Cola song from the 1970s, the Bond theme, Windows start-up, Apple switch-on - we're surrounded by aural branding as well as logos and visual cues. Michele Arnese, CEO of amp, talks us through what's going on.



Marketing innovation



amplify #01

THE SOUND OF TECH

Emily Bowman GM
Quique Vivas Vodafone
Alicia Tillman SAP
Ivy Ross Google

amp

We've achieved global coverage for amp's Best Audio Brands index including in the UK, USA, Italy, Germany, Spain, Australia.

As well as contributing to amp's quarterly digital magazine bringing to life the coming "decade of brand sound".

THE SOUND OF... TECH

"A holistic way of branding is essential for the positioning of a company, product or service. A brand, obviously, is recognized by all our senses, not only visually, but increasingly with our ears. Sound branding is an important differentiator and ingredient of how a brand is positioned and perceived."

Dr. Bernd Schneck, CEO, GfK | 12.05.2020

TEXT: BJORN THORLEIFSSON

In the year 2008, Intel was ranked the 4th most valuable brand in Forrester's Best Global Brands ranking. This is astonishing since the company manufactures components which most consumers never see. Intel's sonic logo, "The Bleep", has been used by the company since 1995, and is considered to be a key contributor to Intel's brand recognition. Intel's sonic logo was at one point so successful that it was actually more recognizable than their visual logo. It attracted 56 percent of consumers all over the world to recognize Intel's sonic logo. Intel did not invest in sonic branding. Sonic branding is deeply needed in industries worldwide. The history of sonic branding in Europe can in fact be traced back to 1907, when the Catholic church first started using church bells. The impact of Intel's approach to sonic branding, however, has been revolutionary. Since five years on and the impact of Intel's sonic logo will be heard, but just as the power of a bell, the church bell has been ringing, so has the branding power of sonic logos.

In recent years, a trend has emerged, in which companies that have a sonic logo are actually using it less consistently than before. In 2018 Intel used its sonic logo in 68% of all audio-visual content featured on digital channels. By 2020, this had dropped down to 49%. The reason for this sudden drop is difficult to explain considering Intel's

THE CONNECTION TO THE CONSUMER in the digital era (Intel)

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07 June, 2021 | Elettra Scrovo

Best Audio Brands 2021 shows growing competitor advantage for brands investing in sound

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La "Best Audio Brands 2021" mostra un crescente vantaggio della concorrenza per i marchi che investono nel suono

Una nuova ricerca della principale agenzia di branding... (text continues with details about the study and MasterCard's role)

The American Genius the pulse of today's entrepreneur

MAIN BUSINESS ENTREPRENEUR GROWTH HACKING TECH MOVIES MEDIA OP/ED REAL ESTATE BASIN ADI SPONSORS

Audio branding: Is this the next big boost in brand recognition?

(BUSINESS MARKETING) Brands have invested heavily in audio branding in 2021, here's how that is changing up the branding rankings for businesses.

Published on June 16, 2021
By Yassin Duho Tok, Staff Writer

md marketingdirecto.com Busca noticias, tendencias...

TEMAS DEL DÍA: CLUBHOUSE: LA NOCHE MD THE FUTURE OF ADVERTISING EUROCOPIA DÍA

Las 20 marcas que se alzan en el ranking del mejor branding sonoro

El branding sonoro de las marcas

03 JUNIO 2021

The Times Thursday, June 17, 2021 6:46:45 PM

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Mastercard still #1 audio brand as industry investment in sonic strategy grows

June 9, 2021 10:00
by ZANDA WILSON

PRIMETIAE FÜR AUDIO Jetzt auf www.radio-advertising-summit.de

Best Audio Brands

Mastercard klingt Spitze: Die 10 besten Audio-Brands

Der Siegeszug von Audio verstärkt die Relevanz des Themas Sound-Branding. Das zeigt auch der "Best Audio Brands"-Index (BAB): Im Top-Ten-Ranking liegt Mastercard vorn, gefolgt von Shell und Apple.

from IHS&J Analysis 4. Juni 2021

Esta son la veintena de marcas que están triunfando con sus estrategias de branding sonoro y de las que hay que tomar ejemplo.

El último año el consumo de medios y la interacción han aumentado notablemente en plataformas digitales y móviles. Esto se ha visto reflejado también en el mundo del audio, y está experimentando un incremento imparante. En relación con esto, un nuevo estudio

WED Global brands investing more in how they sound

Written by Amp

How does modern Luxury sound?

Best Audio Brands 2021 shows growing competitor advantage for brands investing in sound

Mastercard retains top spot with best-in-class sonic strategy

Amp's third annual index of the Best Audio Brands (BAB) sees Mastercard retain the #1 spot, with the index again showing the importance of investing in sonic strategy across brand touchpoints.

Companies investing in audio branding and bespoke music assets such as sonic logos gained ground this year, creating what Amp calls an 'audio advantage' gap that helps them cut through the noise.

Mastercard was named in the #1 spot due to its use of a unique holistic and DNA-based sonic identity, which consistently expanded the use of sound across global platforms.

Mastercard The 2021 No. 1 Best Audio Brand

Für die Studie untersuchte die Agentur Amp, wie effektiv Marken Sound für sich einsetzen. Das Ranking, basierend auf dem "Best Global Brands Index" von Interbrand und mit Hilfe des Audio-Investment-Performance anhand der Wiedererkennung durch die Kunden, des Kundenertrauens, Kundenzufriedenheit, des Kundenerwartung, Kundenengagement und Kundenloyalität.

from Download Design / Unsplash

Mediatel News LATEST OPINION INDUSTRY NEWS DATA ANALYSIS CHARTS JOBS

22 Jun 2021 | Sam Tidmarsh

'We created our DNA': why Mastercard is all-in on sonic branding

Could the way our customers hear the Mastercard brand become even more important than the sight of its world-famous red and yellow circles logo?

According to the payments giant's chief marketing and communications officer Rajat Rajaraman, the consumer shift to contactless payments in-store and shopping online is making sonic branding a vital part of its brand armoury.

The rise in e-commerce activity, spurred by the Covid-19 pandemic globally, has led to reduced visibility of the Mastercard brand at points of sale. The logo itself had just been given a refresh a year earlier.

Speaking to Mediatel News, Rajaraman explained: "Without the physical experience of seeing a brand symbol when using a Mastercard, it's becoming increasingly more important to assure our cardholders of the safety and security Mastercard promises through other means and senses, such as sound."

"The UK's digital-first tech leaders, Mastercard's sonic brand plays an integral part"

Find out more about the UK's most comprehensive aggregator of media data.

ARRANGE A DEMO

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New research by the world's leading branding agency shows global companies investing in audio branding and bespoke music assets are creating a demonstrable competitive advantage in their ability to communicate with consumers. In a year that has seen media consumption and interaction rapidly increase across digital and mobile platforms, Amp's third annual index of the world's Best Audio Brands (BAB) shows evidence that companies investing in developing high quality and varied audio assets – such as sonic logos and music, specially created for their brands – have gained significant ground on their rivals. This is creating a stark 'audio advantage' gap, whereby many brands are struggling to cut through the noise, especially those without any recognizable audio identity.

For the second year in a row, Mastercard leads the ranking, due to the brand's growing use of its unique holistic and DNA-based sonic identity. Consistently expanding the use of sound across its touchpoints and further investing in audio branding and bespoke music assets, Mastercard remains the world's most successful brand in this category.

The key criteria by which the BAB measures audio investment performance for brands are: customer recognition, customer trust, customer experience, customer engagement and customer loyalty.

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Business profile and purpose

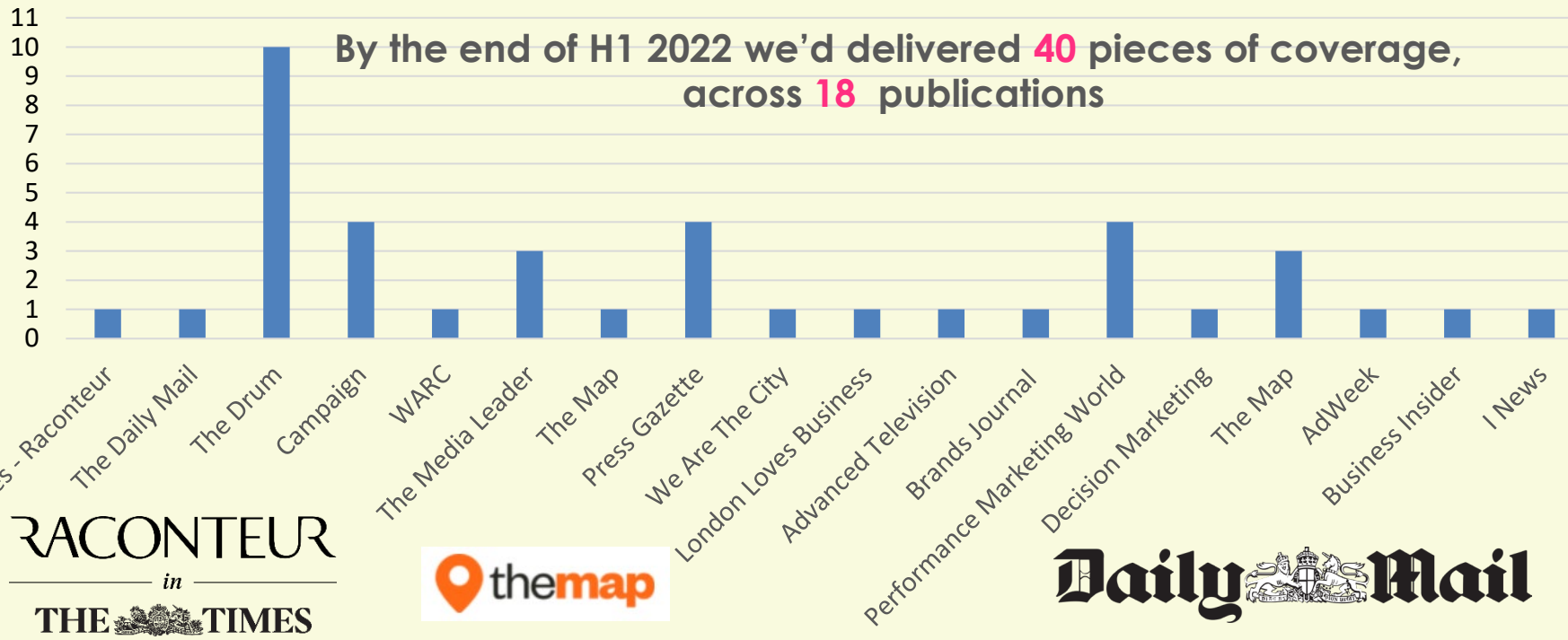
MINDSHARE

We've been working with WPP media agency Mindshare since 2018.

In 2021 Mindshare's new leadership challenge us to establish a leadership position around Good Growth – Mindshare's strategic business proposition.

We used our **Book of Ideas®** approach to re-energise Mindshare's PR, research events and content programme with purpose, bring to life ideas behind Good Growth in ways that are relevant to the industry but also challenging.

Business profile and purpose



Business profile and purpose

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the Heart UK connect

Top agencies rally together for Earth Day as part of #ChangeTheBrief Alliance

Mindshare, Adam & Eve/DDB and M&C Saatchi are among the companies dedicating Earth Day to learning about how the industry can have a positive environmental impact.

Twitter Facebook LinkedIn

The Drum Latest & Trending Categories

Green Media – taking responsibility for reducing the impact of climate change

Advertising has accepted its role in carbon emissions. Here are five ways it is trying to reduce its impact.

[#sustainability](#)

As people all over the world wake up to the climate emergency, more and more of us expect brands their part, and the media industry is no exception.

[its 2022 annual trends report](#), 60% of people agree that “media brands should n big issues in society” – and what could be a bigger issue than saving

andedly change the whole world when it comes to sustainability, we can make our part.

Ad execs unite behind #ChangeTheBrief alliance for Earth Day 2022

By John Glenday - April 22, 2022

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a sustainable way to create content

tion generates up to a million tonnes of CO2 a year. A single hour of film is. However, what is more concerning is that around **97% of this footage is**

ways to cut travel time when filming and reduce duplication. Virtual sets equently, with AI being used to search, identify, recycle and repurpose

WeAreTheCity

Managing your own slice of the parity pie – baking DEI into business culture

Home Career Development Diversity & Inclusion Managing your own slice of the parity pie – baking DEI into business culture

Article provided by Fleur Stoppani, Managing Director, Mindshare UK

The pandemic has scaled back many celebrations over past few years, but as women around the globe continue to battle the social, economic, and political fallout from COVID-19 – the need for **International Women’s Day** is greater than ever.

This year’s theme **#BreakTheBias** is a timely reminder that recent circumstances have actually widened the gender gap on a global scale, with women becoming **1.8 times** more vulnerable to the crisis than men.

I’m the Managing Director at media agency, Mindshare UK and I work in an industry – among many – where women are still disproportionately underrepresented in senior roles – approximately **39%**.

Women with disabilities and/or from ethnic minorities were also reported to have the lowest ‘sense of belonging’ at work, according to the **World Federation of Advertisers** first-industry-wide DEI census.

In our industry we see first-hand the impact that advertising can have in wielding significant cultural power and its amplification in the representation of marginalised groups at large.

Business profile and purpose

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28 April 2022



Brits batten down for coming storm

#Money&finance #Purchasebehaviour #UnitedKingdom

Only 16% of Britons are confident they can ride out the cost-of-living crisis, with 84% making cuts to their consumption of fuel, food, entertainment, borrowing and travel, according to research by Mindshare UK

The media agency's Going for Broke? study was published on the same day that Unilever revealed it had hiked prices by 8% in Q1 and flagged further inflation in the second half of the year and that Chancellor Rishi Sunak warned of interest rate rises and an additional £1,000 a year on mortgage payments.

Changing habits

LONDON*loves*BUSINESS



BUSINESS NEWS | ECONOMIC NEWS | FINANCE NEWS

Brits are making cuts to their consumption of fuel, food, entertainment, borrowing and travel due to the cost-of-living crisis

WRITTEN BY LLB FINANCE REPORTER | 28TH APR 22 12:04 PM

Research by WPP media agency Mindshare UK indicates long-term economic change as

Business profile and purpose

Mail Online

'This is not negotiable': Netflix customers threaten to CANCEL their subscriptions if it starts showing adverts to those on cheaper plans – as experts warn move could drive users to rivals Apple, Amazon and Disney+

- Netflix users threaten to cancel their subscriptions rather than watch ads
- Ad-supported plan could entice some consumers battling a cost of living crisis
- But analysts warn it could drive some subscribers to rival services
- Netflix also risks frustrating its remaining customers by adding ads

By SOPHIE CURTIS FOR MAILONLINE
 PUBLISHED: 17:11, 11 May 2022 | UPDATED: 16:23, 12 May 2022

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Netflix customers are threatening to cancel their subscriptions if the streaming service starts showing adverts to those on cheaper deals.

Yesterday it emerged that **Netflix** has sped up plans to introduce a lower-priced ad-supported subscription plan, following its first fall in subscriber numbers in a decade.

The new plan is now expected to be introduced by the end of the year, according to a note to employees, obtained by **The New York Times** on Tuesday.

03 HOW TO LIVE WITHOUT THIRD-PARTY COOKIES
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 16 ECO-CLAIMS FACE ONLINE SCOURING

THE FUTURE OF ADVERTISING? WE FIGURED THAT OUT.

Brands ponder an uncertain future in digital advertising

Apple and Google are shaking up the market with major changes centring on data privacy. How are marketers responding to the challenges this presents?



Kate O'Haherty

The rapid shift to privacy-centric technology is a significant challenge for the world of digital advertising. As tech behemoths Apple and Google make sweeping changes to the core of their platforms, how can brands continue to target their markets effectively and measure the quality of their ad campaigns?

The Apple and Google privacy changes have been in the making for more than five years. They started to become a reality last year when Apple released its ATTOS software. This added constraints to activity opt into tracking through the identifier for advertising (IDFA) - the unique code assigned to each iPhone user's handset.

Google, meanwhile, is planning to stop the use of third-party cookies in Chrome, its market-leading web browser, by the end of next year.

Both changes represent a huge shift for marketers. They're used to being able to track users across platforms and devices, before serving them relevant ads. As Google and Apple move away from what's now seen as invasive tracking methods are being forced to completely rethink their strategies.

But the path to privacy has not been smooth. Google's third-party cookie changes have already encountered obstacles. Launched last year, the firm's proposed alternative tracking method, known as Federated Learning of Cohorts, was scrapped after opposition from regulators and privacy advocates, who said that it raised ongoing identity issues.

Google responded quickly with a new solution - Topics API - which is considered more privacy-centric because it allows advertisers to broadly serve content based on a user's interests, rather than on the specific websites that person visits.

Topics is viewed as a win for consumers. But Google's move away from third-party cookies - the trackers that follow people around the web - will challenge the brands that once relied upon them. One of the biggest problems they face will be how to gauge the performance of their advertising campaigns.

"We use cookies to track how many people have seen an ad and the number of times they have viewed it," says Andrew Sparre-Downer, head of precision in SEM at Warratone. "We want to provide people some insight as to what that becomes irritating. These changes will make it harder to do that automatically, so we have to build it into our planning instead."

The demise of third-party cookies and the move to Topics means that brand advertisers will have less of a detailed view, says Ben Foster, managing partner at the Xite Factory. "We won't know about a certain product, but a whole range."

According to Foster, Topics will make re-targeting more difficult and response rates will be affected. "Currently, when someone engages with your content, you can build a targeted audience and target them with ads for example. That doesn't exist with Topics," he says. "Topics are predefined arguments and not targeted. So the change is not capturing that re-targeting and you will get lower response rates. You'll also have to adjust your strategy to continue the conversation with people. You can't bring them back after initial research to purchase."

Given this loss of detail, companies will need to obtain compliant data captured through their websites - for example, by encouraging people to submit their email addresses - Foster says.

So where do the less-invasive advertising routes in the industry see potential about the changes. Solutions such as Topics can be used in conjunction with contextual content, says Alicia Paulsson, chief digital officer at Mindshare UK.

Third-party cookies, which track users within the website they are visiting, will also continue to play a key role through social media platforms, which are still able to collect large amounts of data.

All the same time, there's a chance for traditional television, radio and out-of-home advertising to gain as

Business PR for a changing world

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