



## FIVE ESSENTIAL MOBILE MOMENTS AND HOW BRANDS CAN TAKE PART IN THEM

**BUT WHAT ARE 'MOBILE MOMENTS'? AND WHAT CAN BRANDS DO TO BE A PART OF THEM?**

According to Forrester, a 'mobile moment' is a point in time and space when someone pulls out a mobile device to get what he or she wants immediately, in context. And, it follows, that if brands want to engage the increasingly mobile consumer then marketers are going to have to position themselves into that moment and provide the value that consumers are looking for.

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### Five keys to managing your online reputation in Google search

**Managing your online reputation in search is not something you can leave to chance. What are the key things you should consider?**

UC Davis (part of the University of California) is an example of what happens when things go wrong: the school was reportedly forced to spend \$175,000 to help clean up negative references about it that appeared online after an incident when student protesters were sprayed with pepper spray by campus police. As so much of what people do online starts with search, a big part of managing your online reputation relates to search engines: trying to control and influence what appears when someone performs searches of your brand, key people and products and services.

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### 4 Key Teachable Moments for Marketers Who Create Mobile Content

**Focus on the consumer and make sure to delight them**

Adweek partnered with Bloomberg Media to present insights from leading marketers and analysts around the topic of "Marketing In an Interruptive World." The first installment, focusing on Mobility and Content, took place at Bloomberg's headquarters on the morning of March 28. Following a presentation by Bloomberg Intelligence's U.S. director of research Paul T. Sweeney, Adweek editorial director James Cooper moderated a panel discussion that featured Sweeney as well as DDB North American CEO Wendy Clark, Toys "R" Us CMO Carla Hassan and Visa's svp, global marketing platform, Kim Kadlec. **(Video based, click below for link)**

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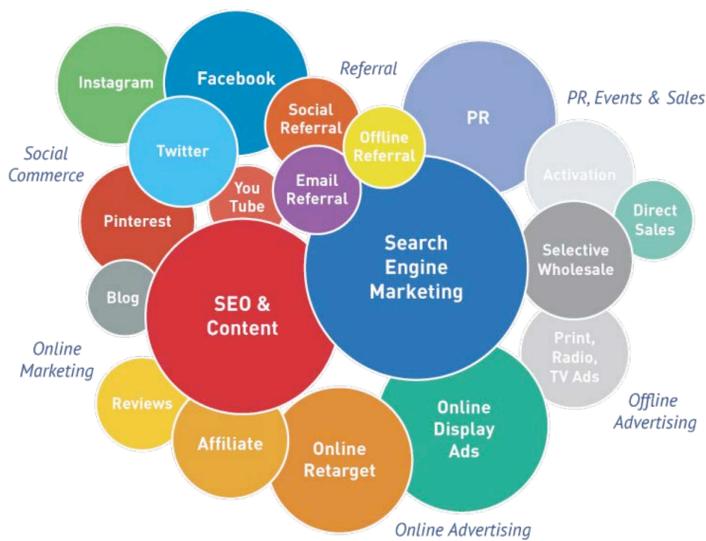
### With Brand Safety in Focus, Digital Advertisers Are Quickly Shifting Toward Direct Programmatic

**Bots, fraud and particularly brand safety—given YouTube's recent controversies—are among the reasons "programmatic advertising" has become a dirty term in some marketers' minds.**

Yet, there appears to be an acceleration toward direct programmatic (or "premium" in the parlance of some industry players) that shows the marketplace may be adapting with more urgency than in the past.

Typically speaking, real-time bidding—an impressions-focused form of programmatic that can often lead to brands either appearing alongside questionable content or, worse, falling victim to ad fraud—is on the decline, eMarketer reported this week.

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### Which channels do marketers really use

**All of this talk about rogue YouTube ads, fake Likes on Facebook, and Snapchat vs. Instagram is fascinating, but how much of it is relevant to a marketer's daily job?**

To find out, we surveyed hundreds of marketers and asked them which channels they are really using these days.

Part of what makes marketing interesting is that the discipline is constantly evolving. Hardly a week goes by without some major change to a consumer service or a new way to use a platform to engage with our audiences.

Yet sometimes the pace of change can be overwhelming. It's often difficult to both keep up with the latest innovations and stay on top of daily marketing tasks.

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### Should marketers be able to prove the ROI of influencers?

**"A BRAND IS NO LONGER WHAT WE TELL THE CUSTOMER IT IS - IT IS WHAT CUSTOMERS TELL EACH OTHER IT IS"**

— Scott Cook



**Are marketers doing enough to prove the ROI of influencers? Do they even need to? Influencer marketing is now at the top table...**

The first point to make is that spending on influencer marketing is not insignificant. The past couple of years have seen high profile campaigns, particularly in fashion and beauty, but also in travel, food and beyond.

Sponsored social posts from the most influential stars can now command fees of up to \$100,000. In 2016, according to Linqia's State of Influencer Marketing report, most marketers (33% of respondents) say they spend \$25,000 - \$50,000 on an influencer marketing campaign.

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### Middle East audiences may be spoilt for choice

**But for content creators it is never about TV and web options, says Discovery chief**

Need to choose between TV and any web-based platform on which you want to receive content? Viewers in the Gulf are still making up their minds, with those preferring TV still holding their own against the growing army of audiences rooting for web-TV. But for channel broadcasters, there is no such differentiation. "It's never an either/or situation between content for TV and for our streaming services," said Kasia Kieli, the President and Managing Director of Discovery Networks for Central Europe, Middle East and Africa territory. "It is all about and-and-and. That's the world content creators live in now."

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### Digital media is getting a whole lot bigger in Dubai

**Brands and advertisers go big on outdoor video screens to stand out from the crowd.**

Digital media isn't just showing up on your smartphones ... in Dubai, digital billboards are getting bigger and occupying the most prominent of consumer hotspots. The Meraas-owned Citywalk retail precinct is already awash with giant screens — featuring everything from Rolls-Royce cars to Zaha Hadid home accessories — and this is being played out elsewhere in the city.

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### UAE tops advertising spending in Gulf region

**With Dh1.5 billion, accounting for 46 per cent of the total advertising expenditure across the Gulf region**

The UAE has topped the list of GCC countries in advertising spending in the first quarter of 2017 with Dh1.5 billion, accounting for 46 per cent of the total advertising expenditure across the Gulf region, according to TBWA Worldwide. The UAE is followed in the second place by Saudi Arabia with \$220 million, Kuwait with \$191 million, Qatar with \$70 million, Oman with \$35 million and Bahrain with \$29 million. UAE newspaper-based ad placements accounted for the lion's share of the advertising market with 41 per cent, spending Dh594 million.

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