



## WHY BRANDS AND AGENCIES ARE PREPARING FOR THE ERA OF 6-SECOND ADS

2018 IS THE TURNING POINT TOWARD SNACKABLE SPOTS

Let the upcoming fourth quarter be known as the incubator phase of the six-second video ad unit, a few industry players echoed in recent days. Next year, they say, it's go time. "The format allows us to continue on our quest to reach a younger demographic," said Candace Cluck, director of consumer experience for Michelin North America, suggesting that such spots could be ideal for reaching millennials and Gen Z consumers with shorter attention spans.

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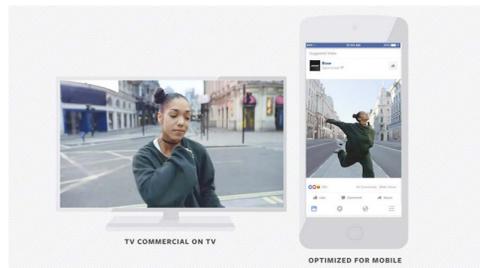


### The Dominance of Mobile Marketing Is Complete

**In just 10 years mobile technology has gone from the next big thing to the biggest thing ever.**

Mobile Marketing is not merely an "in" thing, nor is it the future. Mobile marketing is dominating the marketing world right now. Since the day the iPhone entered the phone market in 2007, smart devices have exploded into an everyday necessity. It is almost an indispensable part of who we are and how we communicate with the world today. For many of us, we are so glued to the devices that we never leave home without it. Have you ever felt your heart skip a beat when you thought you lost your phone? Yeah, we thought so.

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### Facebook Wants to Help Brands Tailor Their TV Ads for Mobile

Facebook wants to help brands fit their TV commercials for smartphones.

After quietly piloting a video program with brands called PockeTV (short for pocket television commercials) for more than a year that takes existing TV assets and fits them for mobile, Facebook Creative Shop is releasing a handful of studies suggesting that ad recall is stronger when the creative is tailored specifically for mobile.

Facebook has had big goals for video for a while and advertisers are ramping up the amount of video content that they produce for the platform. However, brands are still pouring hefty budgets into producing TV assets that don't necessarily work on mobile where consumers are increasingly watching more video.

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### 8 Technologies and Platforms Every Forward-Thinking Marketer Needs to Know

**Augmented reality, chatbots and artificial intelligence are all poised to become a bigger focus for marketers in the coming years, and advertisers are already starting to experiment with tech coming out from Facebook, Google and Apple.**

Meanwhile, other companies like Amazon and Waymo are just starting to give marketers a peek at their most forward-looking innovations.

Needless to say, there's a lot for marketers to dig through when figuring out what tech is worth investing in and which trends are simply fads. As part of Adweek's monthlong Next Tech series exploring marketing tech, we've highlighted eight emerging technologies and what marketers need to know about them today and in the future.

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### Media Companies and Buyers Are Finally Getting Serious About Data and Audience-Targeted Advertising

**After years of talking a big game about data, media companies and buyers are finally getting serious about actually conducting business using audience targeting.**

But the biggest industry jolt to data-based advertising should come with the launch of OpenAP, which Turner, Fox and Viacom jointly created earlier this year to provide an industry-wide audience targeting platform standard for buyers, allowing them to standardize their target segments rather than recreating them separately for each company. The platform's beta launch is set for next month, and once those results are able to be shared, "you're going to start seeing a lot more hand-raisers," says Speciale. "That's what a lot of clients have been waiting for."

While custom targeting has been available in some form for more than six years, over the past couple years, "it has ramped up significantly as data has gotten better and better, and as the media sales community has been more comfortable with allowing their inventory to be purchased that way," says David Cohen, president, North America, Magna Global.

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### Martech and ABM: Account Based Marketing using Predictive Data, Targeting and Content



**The new, modern approach to selling is social and relationship-based marketing. And the relationship with the prospect is based on value—through relevant content or through tailored experiences which have value to the prospect.**

Although the concept of ABM has been around for a long time, the emergence of marketing technologies has created a new opportunity for marketing to scale personalization far beyond where it has in the past.

The problem with most business-to-business marketing programs today is that they're based on generic lists.

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### Big advertisers are done just signing off on cheques

**They want greater control over ad process and how dollars are spent, says Unilever**

The high spending advertisers are taking back full control over the how and the where of where their ads go. And ad agencies, media buyers and digital media platforms, especially the digital-facing ones, have been suitably warned. "Advertisers must assume a commanding position ... the value chain starts from the owners of the brands," said Asad Rehman, Media Director — MENA at Unilever, which is as big as it gets wherever advertising is involved. "There is a need for advertisers to take greater and direct control of certain aspects of the work.

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### Savvy consumers may be more trusting of ads than marketers expect

It is no secret that advertisers have faced difficulty getting through to savvy audiences that are far less trusting of brands and institutions than previous generations. Indeed, that notion formed the basis of what Grayson intended to examine when he began his research last year.

Certain tactics, such as offering to match a competitor's low prices, reporting a high rating on a site like Amazon or Yelp or mentioning a recent ranking by a third-party source like US News & World Report, received the most positive reactions from participants. Others, like using paid actors instead of real people, or even hiring celebrity endorsers to express their affinity for a product, came off as "deceptive" or "manipulative," according to those surveyed.

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### Six superb social media marketing campaigns from the past 12 months

**This year's Festival of Marketing is rapidly approaching. One of the most exciting stages on the day is bound to be social, with the likes of JustEat and Thomson Reuters lined up to share their expertise.**

To get you in the mood, here's a look back at some of the finest social media marketing campaigns to pop up in the past year – along with a good gander at what they achieved.

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**TODAY IN ADVERTISING, WE HAVE THREE-HOUR MEETINGS ABOUT SIX-SECOND ADS.**

