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CONSUMERS LOOK TO BRANDS WITH NEW CREATIVE PURPOSE

HOW HAVE BRANDS AND CREATIVE TEAMS RISEN TO THE CHALLENGE OF ADAPTING IN A PANDEMIC?

We don't yet know what new creative movements will be inspired by this most recent collective challenge to humanity, but creatives have a way of finding their voice through uncertainty and there is no reason for us to expect that to change now. The United Nations has even issued a global call to creatives to help spread socially responsible messages during the pandemic. And right now in the brand world, creatives are trying to find the right balance between being sensitive to this new reality and continuing to advertise.

Brands are needing to flex like never before to realign their purpose around the new global challenges we face and radically-disrupted consumer needs and expectations. Many of the creative teams I speak to are working around the clock – and around the limitations of remote working – to adapt their ads and TV spots to reflect pandemic issues such as social distancing and support for key workers.

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Four brand campaigns using UGC in lockdown

The amount of user-generated content (UGC) in marketing strategies has almost tripled in the last 10 years. This is according to a new report by Yotpo, based on a survey of 100 leaders of some of Europe's largest ecommerce retailers.

The report also suggests that UGC will become more important when driving conversion in future. Comparing email, UGC, social media ads, and influencer marketing, 27% of survey respondents predict that UGC will be the most cost-effective form of marketing in 10 years time (behind social media advertising, 67%). In contrast, just 6% chose influencer marketing as likely to be the most cost-effective strategy in 10 years, despite 52% saying that it drives the most ROI today.

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TikTok viewership rivals YouTube's among kids, study finds

Social video app TikTok is emerging as a significant threat to YouTube among children who spend more time with online media.

Kids ages 4 to 15 spend an average of 80 minutes a day on TikTok, compared with 85 minutes a day watching videos on YouTube, per a study by digital safety app maker Qustodio that was reported in TechCrunch.

TikTok boosted social media usage among children 200% this year, as COVID-19 lockdowns led kids to replace hours that were once spent at school with more screen time at home. In the U.S., TikTok usage more than doubled to 82 minutes a day in February from 38 minutes in May last year.

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Mall operators in the Mideast and Asia are embracing online retail in response to Covid-19

In the Mideast and Asia, mall operators at the mercy of the pandemic are rethinking how they serve retail tenants and consumers.

The ongoing Covid-19 pandemic has raised new questions about the survival prospects for malls. Already under significant pressure due to the rise of ecommerce, some suggest that the current crisis could spell the end for many malls.

In some regions emerging from lock down, malls have seen foot traffic decline by as much as 85%, and some polls suggest that in certain locales, very few consumers will return to malls anytime soon.

In the Mideast and Asia, mall operators aren't going down without a fight. Instead, they're turning the pandemic into an opportunity to rethink how they serve retail tenants and consumers.

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8 Marketing Metrics to Focus on in 2020

Tracking your key marketing metrics is essential to running an accountable, effective marketing program. If you're not measuring your performance, how can you know you're on the right track?

But then, extending from this, you also need to know what the right metrics are, in alignment with your broader business goals.

Are you keeping tabs on the right stats? What are the right data points to measure for your business? These days, there's a heap of performance measures you can keep tabs on, but in this post, I want to outline some of the most important metrics you should be tracking – and how they'll help you improve your overall performance.

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30 brands with excellent social media strategies

After it was previewed by Facebook CEO Mark Zuckerberg late last week, WhatsApp has now officially announced the launch of its new, 8-person, encrypted video chat option, which doubles the capacity of WhatsApp group video calls.

As explained by WhatsApp:

"The COVID-19 pandemic has meant that many of us are isolated from friends and family, and as a result, we've seen that people are turning to voice and video calling on WhatsApp more than ever before. Group calling has been particularly useful and our users have asked to connect with more people at once. Starting today, we're doubling the number of participants you can have on a WhatsApp video or voice call from 4 to 8 people at a time."

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Mar-tech partnership blends OOH, mobile to drive store traffic

Outdoor advertising company JCDecaux teamed with mobile advertising firm S4M to let advertisers run campaigns that drive foot traffic to stores.

The collaboration combines out-of-home (OOH) and mobile advertising to reach on-the-go consumers and measure the effect of campaigns on store visits as locations slowly reopen amid the coronavirus pandemic

With many regions worldwide lifting pandemic lockdowns, OOH advertising is due for a comeback as stores gradually reopen and people travel more freely after being stuck indoors. Combining OOH and mobile advertising is 2.5 times more effective at driving store traffic than campaigns on either channel separately, according to data cited by JCDecaux in announcing its collaboration with S4M.

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