



INTRODUCING THE 10CS OF MODERN MARKETING MINDSET

THE 10CS' MODEL IS A FRAMEWORK THAT MARKETERS CAN USE TO REFLECT UPON AND MODEL THEIR OWN MINDSET. IT DEFINES SPECIFIC CHARACTERISTICS THAT CONTRIBUTE TO SUCCESS AS AN INDIVIDUAL, AS PART OF A TEAM OR WITHIN THE WIDER ORGANISATION.

Econsultancy has been investigating the topic of marketing knowledge and skills for more than 20 years. In that time, we have conducted multiple research studies and interviewed thousands of marketing leaders and practitioners about the capabilities required for a successful marketing career.

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How the world is feeling about Covid-19 right now and what it means for brands

Dr. Cristina de Balanzo, Director at Walnut Unlimited, shares five findings of Walnut's recent Covid-19 research and what they mean for brands.

Based on these initial findings, a separate study was launched partnering with research company Neurohm and using Walnut Unlimited's Human Understanding Lab, the study was across 17 countries, and the differences in attitudes both locally and internationally tells us a lot about emotions and behaviour in response to Covid-19. The research takes into account people's reaction time when answering questions. Reaction time can uncover doubts and uncertainty hidden behind rational answers - giving a more accurate picture.

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How consumers buy into fashion and beauty brands through video

Fashion and beauty are burgeoning sectors that serve ever-expanding niche styles, as well as mainstream interests, and it's no surprise that consumers in this area have an insatiable appetite to find the next trend. They look for inspiration everywhere, including YouTube.

On YouTube, watch time of fashion review videos, for example, has increased by 130% in a year. And brands are taking notice, trying to authentically connect with customers and shortening the path to purchase by making their video ads shoppable. They're upping investment in direct response ad formats such as TrueView for action, which saw a 260% annual increase in the number of active advertisers in 2019, and the newly launched Video action campaigns.

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10 examples of effective OOH advertising in a year where outdoor spend has fallen

With office workers at home for the majority of 2020, it's not a surprise that out-of-home advertising has been hit hard.

According to the WFA (World Federation of Advertisers), out-of-home ad spend was down by 49% for the first half of the year, and is 39% down on planned spend for the second half so far.

As VIOOH's Jean-Christophe Conti suggests, however, OOH is showing positive signs of getting back on its feet for 2021 (particularly in terms of programmatic). Even throughout the lockdown, we saw high levels of creativity, with advertisers executing some on-the-nose campaigns. Here's a look at some stand-out examples of OOH so far this year.

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Facebook Is Removing Its Restrictions on Text Content in Facebook Ad Images

This is a significant update for Facebook Advertisers. According to reports, Facebook is removing its restrictions on ads which include more than 20% text in the main image.

As shared by social media expert Matt Navarra, Facebook is contacting advertisers direct to inform them of the update, explaining that: "...we will no longer penalize ads with higher amounts of image text in auctions and delivery." The rule, as you can see, was pretty clear - ads with too much text in their images would not be approved. Facebook even provided a Text Overlay tool to check if that your ad aligns with the 20% restriction.

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Twitter Shares New Insights into Key Trends During COVID-19

It's difficult to contemplate the various ways in which 2020 has changed the way we live, the way we think, and the way we might approach life moving forward.

Of course, the most likely, long-term outcome will be much the same - people will eventually go back to doing things the way they always have, and that'll become the norm once again. Eventually, we're likely to move on, in the wake of the COVID-19 pandemic, and continue on with regular life. But there will be impacts, and those impacts could be significant, especially among younger, more impressionable people, for whom the virus has changed their perspective on the world and how they want to live in it.

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Six ways search data can drive content marketing success

Amid all the talk of the importance of content marketing and the big investment in time and effort that brands throw at content creation, marketers face an enormous barrier to success. Experts estimate that 80% of content on the web receives little or no traffic, which suggests just 1 in 5 pieces of content are likely to be providing any real value.

So, how can marketers ensure their content strategy actually delivers? An important lesson is to use search data and insights to drive the creation and improvement of your content, both to help meet the needs of your target customers and to rank highly in search results. Look at the facts. Search engines such as Google have spent years evolving and fine-tuning their algorithms to deliver the most relevant content to meet the needs of billions of searches a day - 365 days a year.

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