



## THE CHANGING CONSUMER LANDSCAPE: CPG COMPANIES ARE GETTING PERSONAL TO STAY AHEAD OF CHALLENGER BRANDS

FROM ECOMMERCE TO REINVENTING MANUFACTURING

In January, L'Oréal will unveil a state-of-the-art innovation center in Paris, inviting startups to pitch their best ideas on everything from artificial intelligence to augmented reality for the chance to work with the conglomerate. Meanwhile, L'Oréal has hired nearly 1,700 digitally focused employees over the past five years and increased its digital advertising budget to make up 35 percent of its media spend, up from 30 percent in 2016.

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### 6 Savvy Uses of Digital That Made Out-of-Home Ads Stand Out in 2017

Digital marketers like to talk a big game about programmatic, mobile and social advertising. And for good reason—eMarketer expects for U.S. digital advertising to make up \$83 billion this year.

But there's also \$29 billion up for grabs for out-of-home advertising in the United States—an industry ripe for digital innovation, as static billboards on the side of highways become more digital. From pulling in real-time data feeds to personalizing creative on the fly, marketers like McDonald's and Mazda found interesting ways to weave digital into their out-of-home ads this year.

Here are a few ways marketers experimented with their out-of-home ads in 2017...

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### 60% of all Video Plays will be on Mobile in 2018

The proportion of videos played on mobile devices in 2018 will exceed 60 per cent, according to new research by video monetisation software provider Ooyala.

Q3 2017 already saw 58 per cent of video plays globally occurring on mobile, the sixth consecutive quarter when mobile devices have accounted for over 50 per cent. With Q3 mobile video plays growing by 11.9 per cent year-on-year, Ooyala has forecast that the proportion will exceed 60 per cent within the first half of 2018. The company's research also found that for certain content, that milestone has already been surpassed.

Mobile devices dominate online sports viewing, accounting for nearly 63 per cent of all Q3 sports video plays.

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### The Essential Elements of a Good Social Strategy

More companies are realizing that their current business-to-business lead-generation strategies are not working. It's now time to replace the cold call with a targeted approach that identifies and attracts the audience that wants your products or services.

However, there is more than one approach to filling your sales pipeline and securing more customers. According to Sapper Consulting CEO Jeff Winters, an authority on lead generation, "The most effective social strategies result from starting at the very bottom of your funnel and working your way up to the top.

This isn't news, but it's critical to understand who's buying from you, why they're doing it and what information ultimately leads to a sale. By starting at the bottom, you can more effectively optimize your social messaging and focus on the channels and audiences that will ultimately convert."

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### 5 Market Forces That Are Driving Digital Transformation

In the last few years, manufacturers and industrial organizations around the world have been investing more heavily in digital programs and initiatives to help accelerate the era of IT-optimized smart manufacturing. In fact, in the United States, the number of industrial device-to-device connections is expected to rise to nearly 180 million in 2020 from approximately 50 million in 2014.

In China, the rise in machine digitalization is projected to be double that of the U.S. in 2020. As digitization provides a path to frame, define and create Industrial Internet of Things (IIoT) strategies, many organizations have started to look at what is possible in the age of Industry 4.0 by embracing smart manufacturing. However, despite global businesses' rapidly increasing ability to unlock value from information, most companies are still nowhere near capable of dealing with the flow of information across the extended enterprise. Manufacturers, for example, face intense pressure to improve the way they manage product and engineering information.

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### A Wake-Up Call for Creatives Plagued by Data Disdain



Data and creativity are not enemies, but rather, the best of friends

There has been a lot of talk circulating lately condemning certain evolutions in advertising. Many creatives have begun to claim passionately that modern advertising is a sad shell of the past, having lost its imagination and spark, its ability to dream and its originality.

And to whom do they credit much of the blame? Data.

Data is so powerful that it sometimes creates a fear and hatred of itself among members of the marketing community—aka data disdain. As a lover of both creativity and data, I feel the need to debunk some myths about data becoming a concern among creatives. So, let's dive right in, shall we?

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### SEO trends in 2018: What do the experts predict?

What can 2018 throw at us that can top the un-ending dystopian nightmare of 2017?

Thankfully, in this article we're concentrating solely on SEO (...and breathe). We've already looked at the big trends from this year, now let's look into the crystal ball with the help of some search experts.

Local marketing: I think we'll see Google push again at local marketing. This will likely mean even more improvements to Google Local but I think we might also see expanded use and tests with coupons and codes in PPC.

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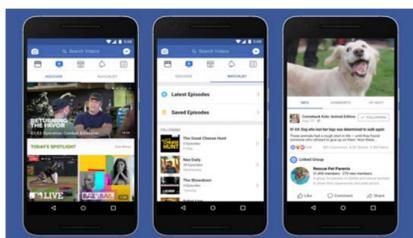


### How Marketing Must Evolve as Smart Devices Impact the Industry

The invisible enabler

In the 2000s, mobile phones greedily consumed other technology—cameras, speakers, screens, high-quality microphones—and now they've started spitting them back out. These components are popping up in our immediate environment on their own or in different combinations. Amazon Echo, Google Home, and the forthcoming Apple HomePod's comprehensive offering use just speakers and a microphone, and Canary's smart cameras are exactly that—and no more.

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### Facebook updates Ad Policy to prioritize Video

Facebook has announced plans to promote videos more prominently inside its News Feed, using the central feature of its main app to build more interest in the original video content it has created and compete more directly with YouTube.

As part of the plans, it will also change the kind of advertisements that run in videos on its network.

Among the ad changes that the social network has announced is the introduction of pre-roll advertising, which is being tested in environments where users "intentionally go to watch videos"...

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