



QUIT MARKETING

... Start Creating Experiences

• Dan Dipiazza | **INTEGRATE 2023** | June 1, 2023

People hate your ads



ADVERTISING

The Advertising Industry Has a Problem: People Hate Ads





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New York Times revenue hit by slow ad spending, subscriber growth

Reuters



Digital growth plateaus amid continued ad spending declines

Published March 6, 2023

By Aaron Baar



THE WALL STREET JOURNAL.

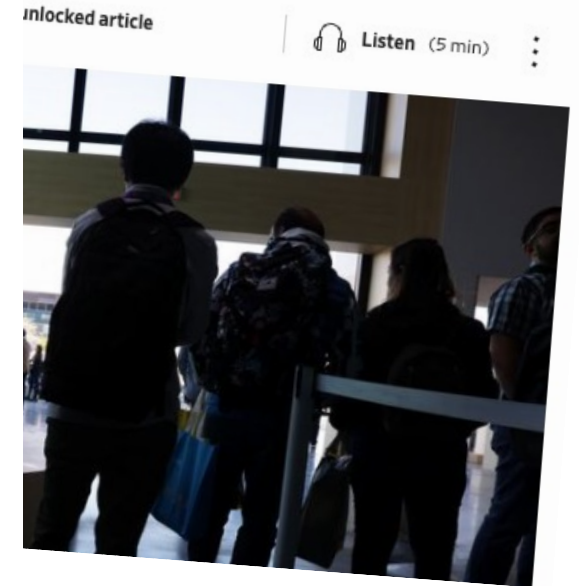
TECH Google Ad Revenue Drops for Second Straight Quarter

Search giant tries to jump-start growth amid volatile digital ad market and competition in AI

Bloomberg

Meta Tumbles as Sales Forecast Shows Depth of Ad-Market Weakness

- CEO says 'fundamentals are there' for stronger revenue growth
- Meta is betting big on the metaverse, and losing billions

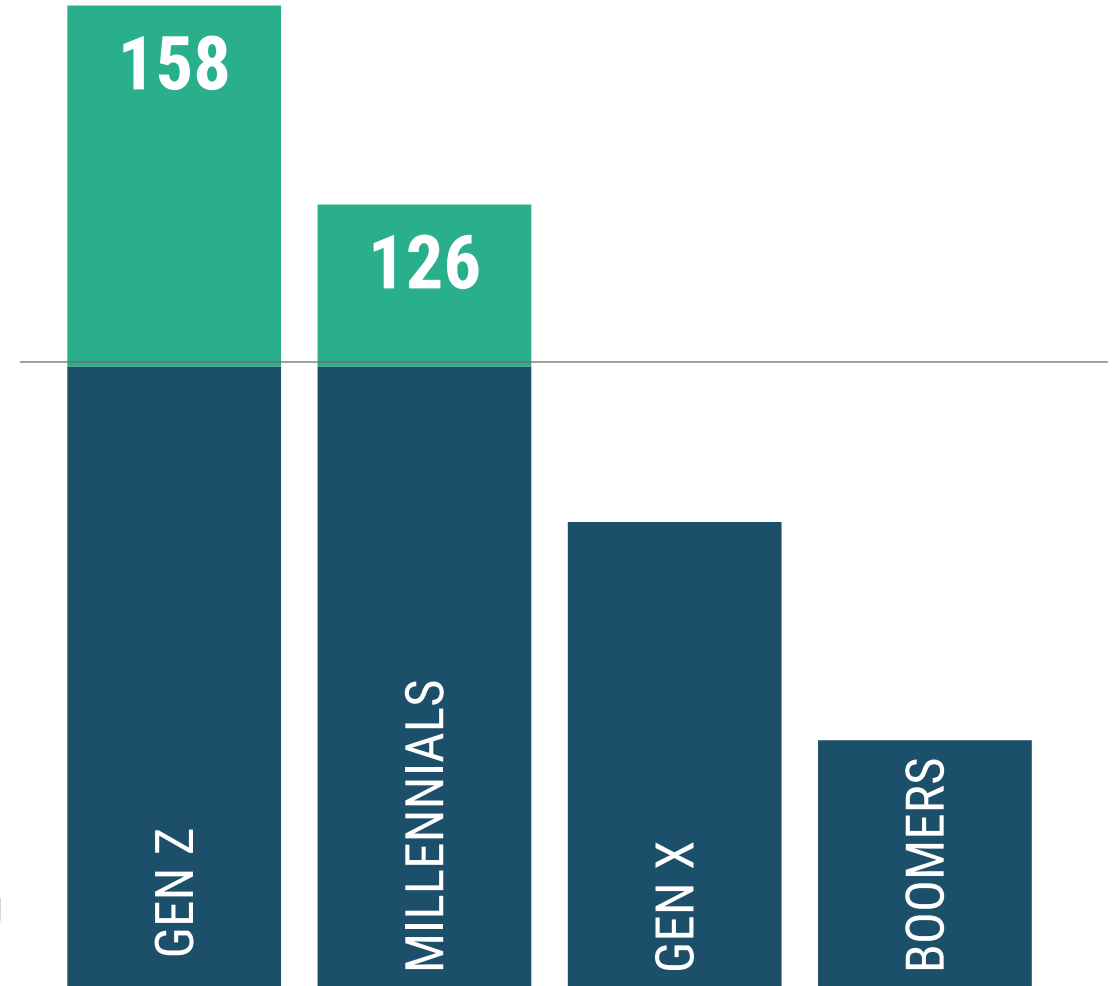


Ad-Blocking Consumers Influence Purchase Decisions, Magna Study Finds

by Laurie Sullivan @lauriesullivan, March 20, 2023

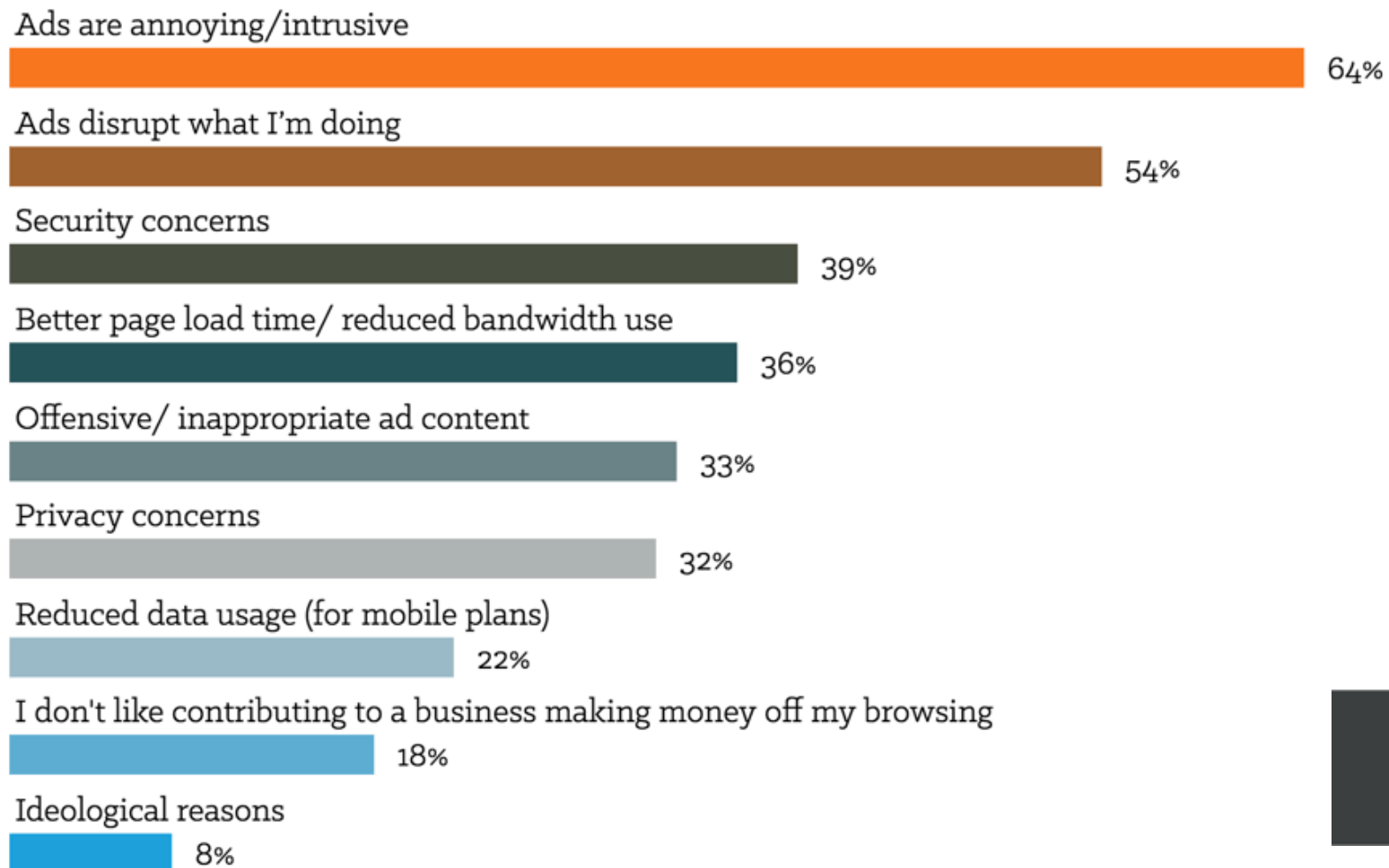
SOURCE: IPG Mediabrands' Magna's "Reaching & Influencing Ad Filtering Users," March 2023

Ad filtering users indexed to non-ad-filtering/blocking users



People use ad blockers because ads are annoying and disruptive

Why do you use an ad blocker?



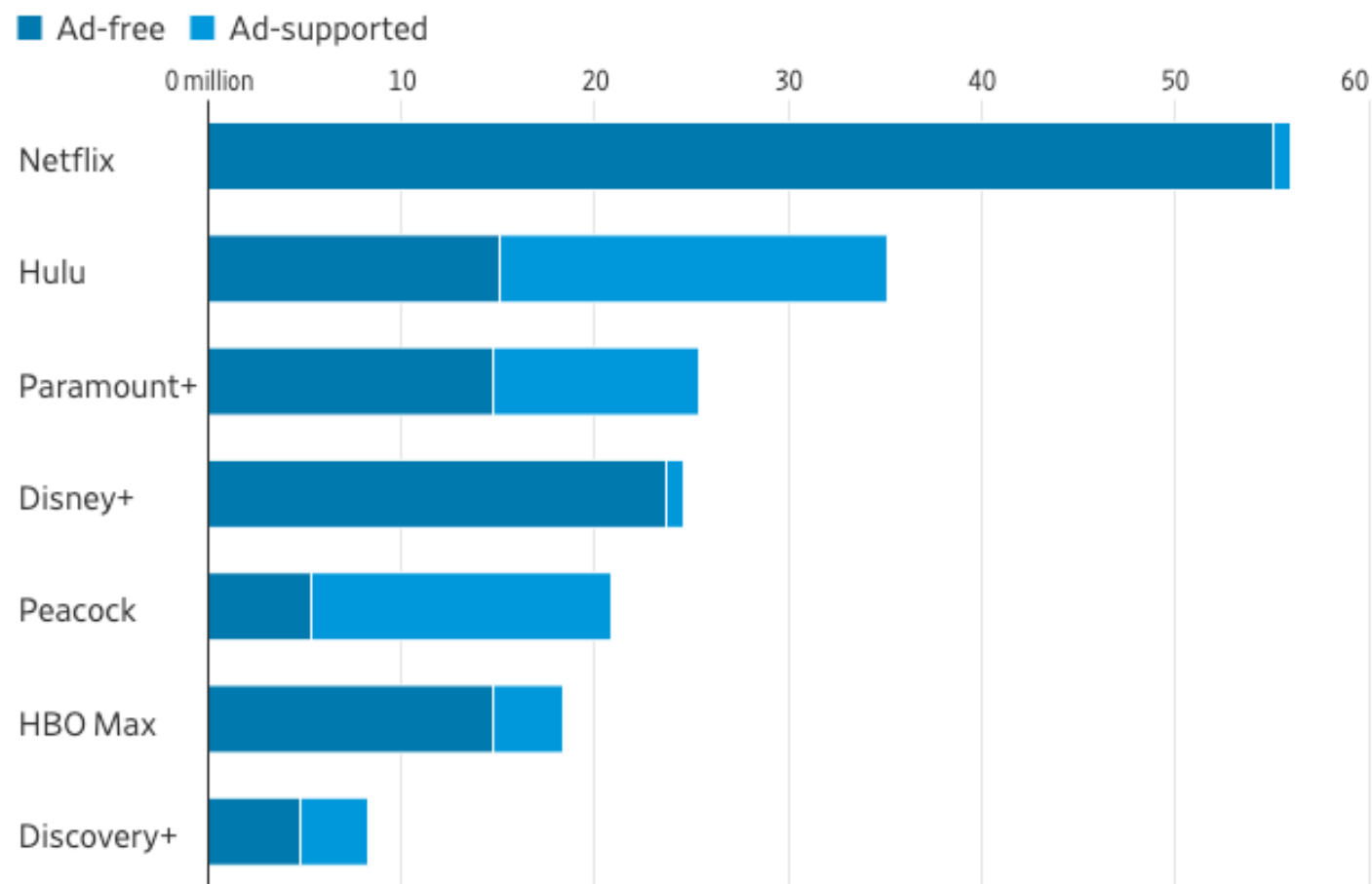
HubSpot

RESEARCH



THE WALL STREET JOURNAL.

U.S. subscriber base as of March



Note: Data don't capture ad-tier customers from streamers' wholesale distribution agreements or free ad-supported TV services. Antenna data may differ from the companies' figures.

Source: Antenna

New AdSense data protection laws coming to CA, CO, CT, and UT in 2023

The new data protection laws, which apply to the collection and processing of personal information, will be coming into effect next year.

Nicole Farley on November 17, 2022 at 11:46 am | Reading time: 1 minute

New data protection laws processing of personal information in California, Colorado, Connecticut, and Utah.

According to an email sent to marketing managers, starting January 1, 2023, existing Google Ads Data Manager users will need to accept the new Controller-Controller Data Measurement Control. These 5 new US State laws will require users to accept these terms if they do not accept these protection terms.

Montana Passes Right To Opt Out Of Targeted Advertising

by Wendy Davis @wendydavis, April 21, 2023

Montana lawmakers on Friday passed a privacy bill that gives state residents new rights to wield control over data about them, including the right to reject some forms of targeted advertising.

Senate Bill 384 now heads to Governor Greg Gianforte for signature.

Lawmakers in seven other states have passed comprehensive privacy laws -- California, Connecticut, Colorado, Utah, Virginia, Iowa and Indiana.

If enacted, the Montana bill will give residents the right to opt out of the use of data linkable to them -- including pseudonymous data, such as information stored on cookies -- for behaviorally targeted ads. (The measure defines ad targeting as serving ads to people based on their online activity over time and across nonaffiliated websites or apps.)

Why Colorado's data privacy bill may be a big mountain to climb for marketers

Share



By Kendra Clark | Senior Reporter

JUNE 10, 2021 | 9 MIN READ

Listen to article 9 min 45 sec

The Colorado Privacy Act — the Mile High State's take on comprehensive CCPA-like data privacy legislation — is expected to be signed into law imminently. While the bill will empower consumers to take greater control over their personal information, it will also erect new hurdles for marketers, who generally rely on the collection and sale of consumer data to track behavior and serve targeted ads.



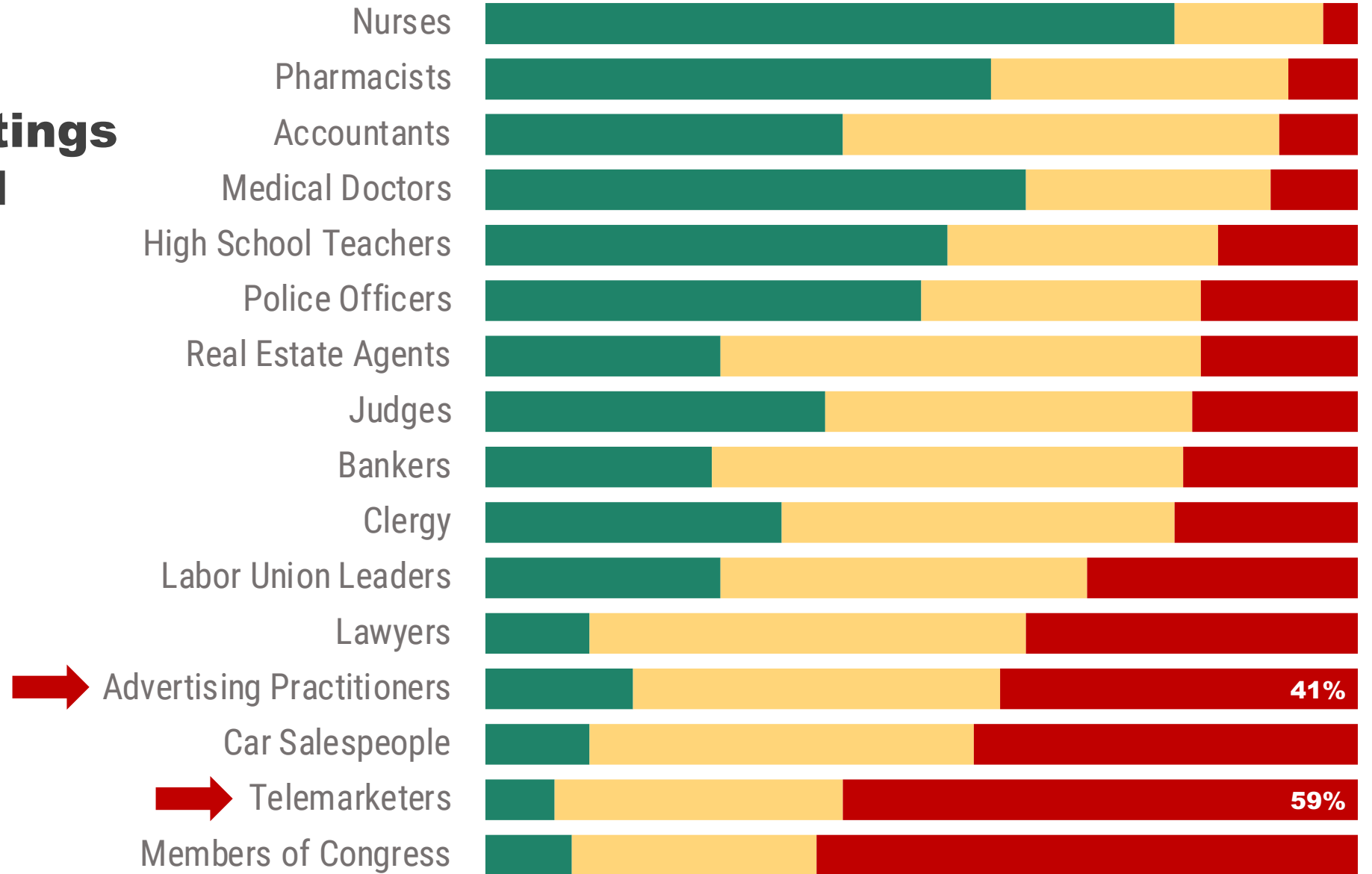
U.S. data privacy laws to enter new era in 2023

By Fredric D. Bellamy



Americans' Ratings of Honesty and Ethics of Professions

Very High/High *Average* *Very Low/Low*



CMO TODAY

FTC Alerts Nearly 700 Companies About Potential Penalties for Misleading Claims

Marketers will likely review their practices to avoid risking penalties that could stretch into the hundreds of millions of dollars

By [Patrick Coffee](#) [Follow](#)

April 14, 2023 6:59 pm ET



Gift unlocked article



Listen (4 min)



THE WALL STREET JOURNAL.

AdAge

INFLUENCER GIFTING CREATES WASTE AND INEFFICIENCY FOR BRANDS, STUDY FINDS

A report from Traackr found that, for most marketers, fewer than half of the creators they send products to use them in social media content

By [Gillian Follett](#). Published on April 28, 2023.



MARKETING'S IMAGE PROBLEM WORSENS—MANY WOULDN'T RECOMMEND WORKING IN THEIR OWN DEPARTMENTS

Net Promoter Scores are negative among 1,100 marketers surveyed anonymously, MMA finds

By [Jack Neff](#). Published on April 11, 2023.



AdAge

Ad execs (and ChatGPT) on AI in marketing: 'It will create the majority of the work'

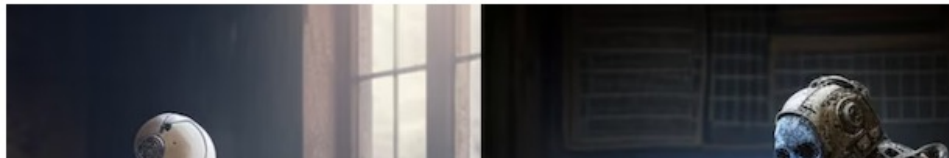
Share



By Webb Wright | Reporter

JANUARY 23, 2023 | 10 MIN READ

AI models such as ChatGPT, Midjourney and Lensa AI have taken the advertising world by storm in recent months. We asked five experts to respond to the rise of this revolutionary new technology and its potential impacts on the marketing industry. We also asked ChatGPT.





People love
experiences



ENTERTAINMENT

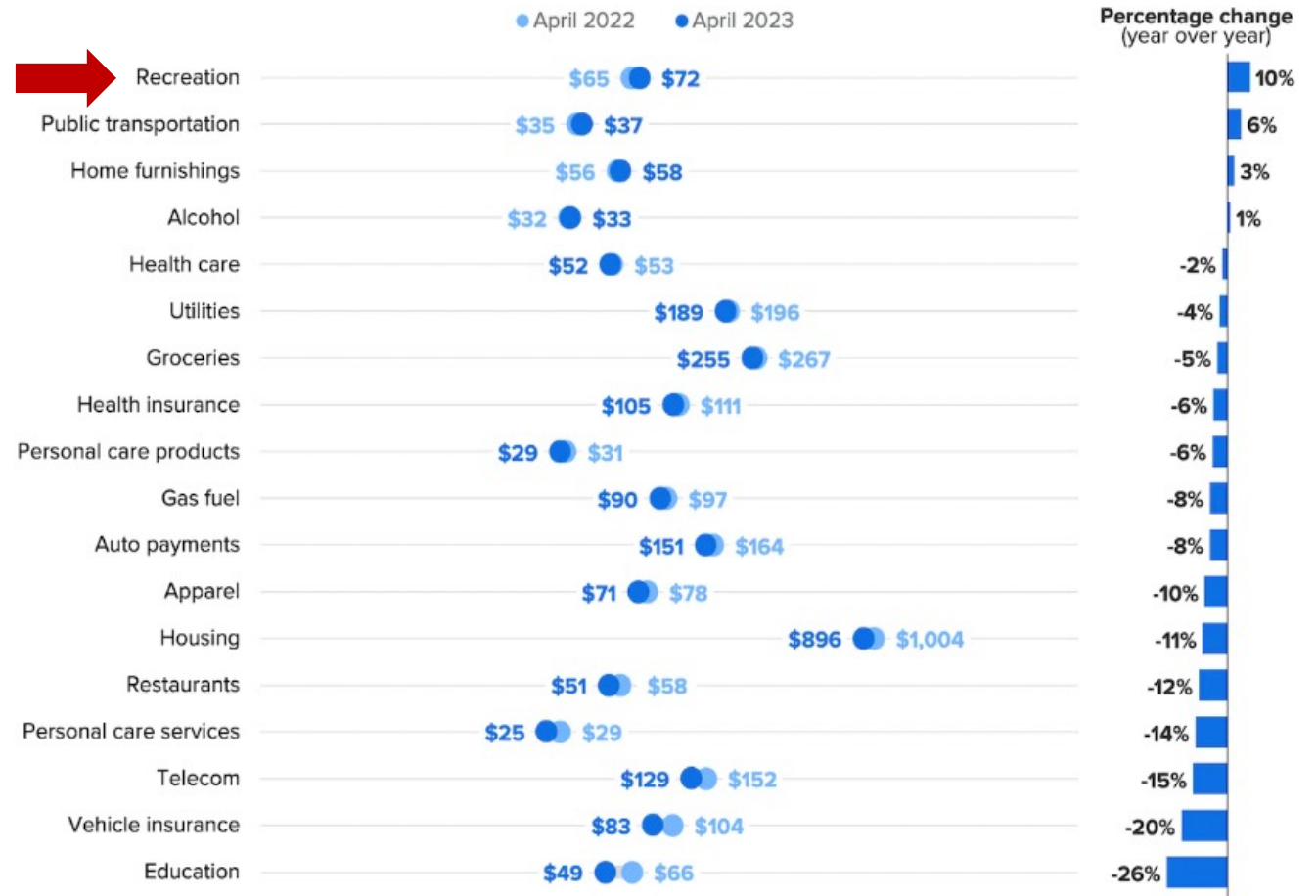
Americans Just Want to Have Fun at Restaurants, Concerts and the Movies Again

From May 2020 to May 2023, Americans' comfort with going to a restaurant climbed 54 percentage points



Annual Spending Growth Declined Among Most Goods and Services Categories

Change in real spending among all U.S. adults, April 2022 to April 2023





Summer travel season will be 'one for the record books,' AAA says

By Kelly Hayes | Published May 15, 2023 9:06AM | Travel News | FOX TV Digital Team | [↗](#)



Experts predict busy summer travel season

For those with travel plans over the next few months, brace yourself: AAA says Memorial Day weekend is expected to be one of the busiest in years and is a sign of what's to come this summer.

Millions of millennials could soon enter a midlife crisis. But they're going to spend and divorce less — and value experiences more — than prior generations.

Jacob Zinkula Feb 22, 2023, 5:00 AM EST





Cultivate
a
Community

Curate Happy
Memories

Create an
Escape

Cultivate
a
Community

Curate Happy
Memories

Create an
Escape

Break the routine







**Our brains
crave novelty**



Go to new and
amazing places











Disney
THE
LITTLE MERMAID





The more immersive, the better

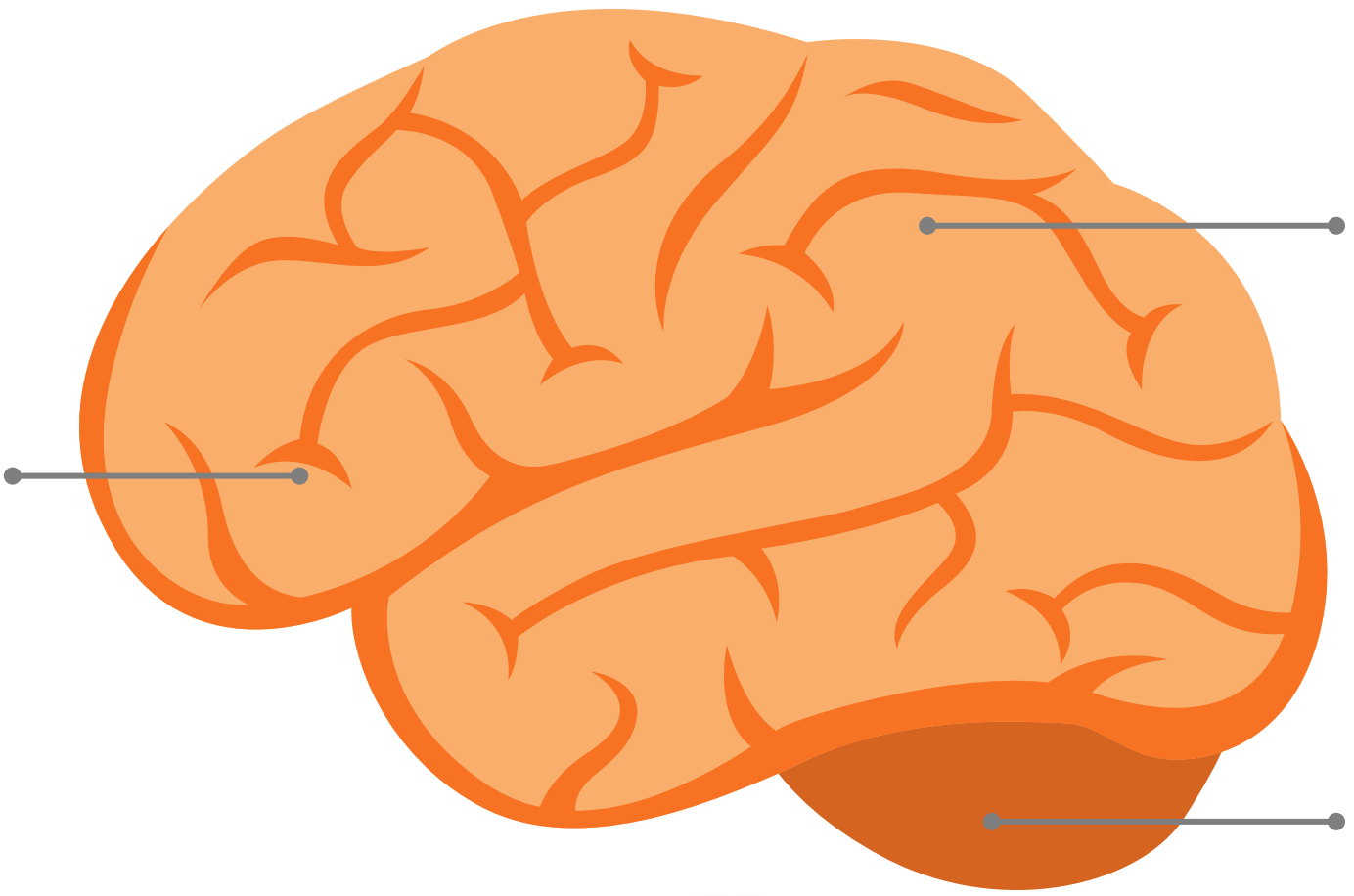




Cultivate
a
Community

Curate Happy
Memories

Create an
Escape





From the author of the *New York Times* bestseller *The Little Book of Hygge*



THE ART OF MAKING MEMORIES

HOW TO CREATE AND REMEMBER HAPPY MOMENTS



MEIK WIKING

CEO of the Happiness Research Institute, Copenhagen



Make it
a “first”



Dolphin Spends Amazing Vacation Swimming With Stockbroker

| Published August 6, 2013









A vibrant collage of sliced citrus fruits. The image features several slices of grapefruit with deep red flesh, bright yellow-orange slices of orange, and fresh green slices of lime. The slices are arranged in an overlapping, circular pattern, creating a colorful and textured background. The lighting is bright, highlighting the juicy texture of the fruit segments.

Make it
multisensory



Make it
a story







GEORGIA AQUARIUM



Cultivate
a
Community

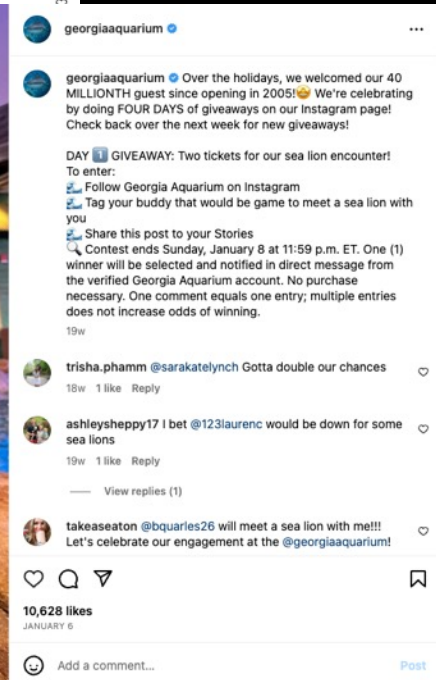
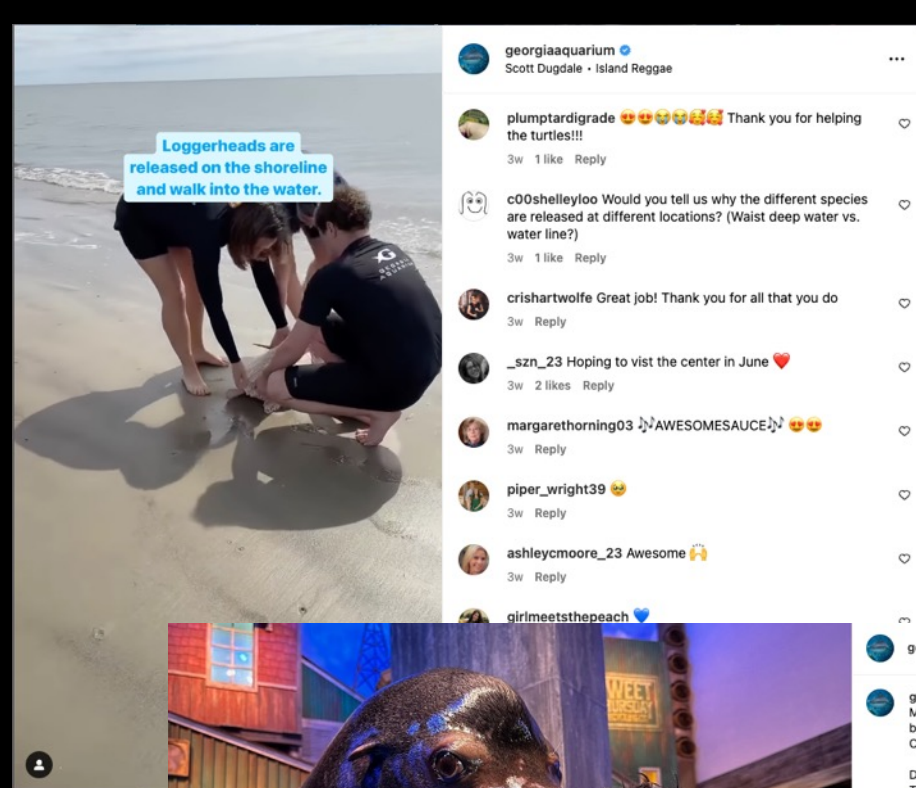
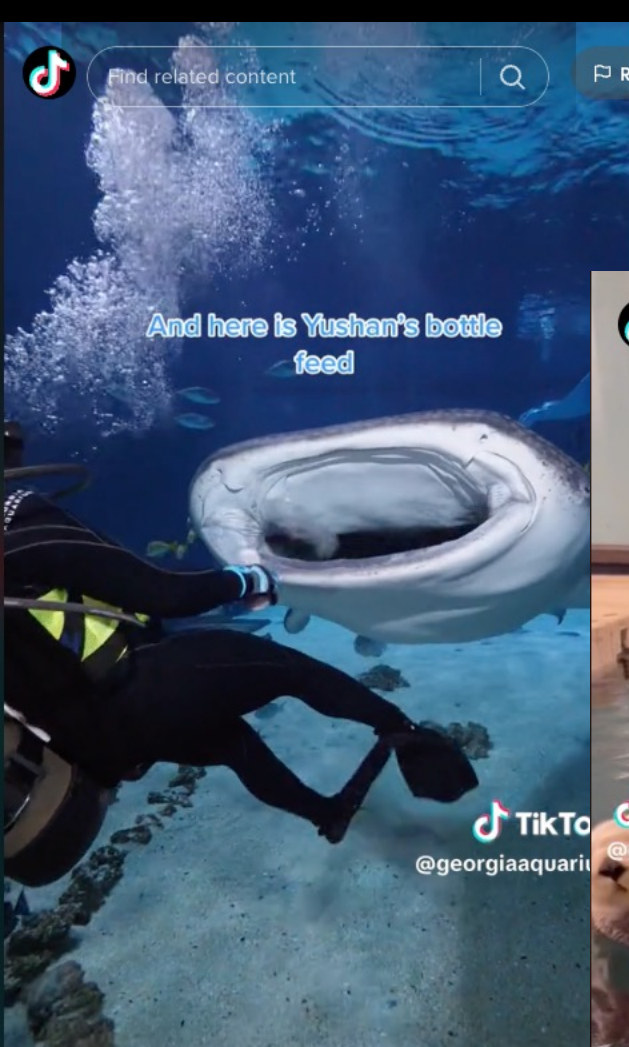
Curate Happy
Memories

Create an
Escape

A top-down view of a diverse group of people sitting on the floor, with their hands stacked in a circle in the center. The hands are of various skin tones and are wearing different colored sleeves, including red, orange, yellow, blue, and purple. The background is a light-colored floor. The text 'Purposeful Participatory Repeatable' is overlaid in the center in a bold, dark blue font.

**Purposeful
Participatory
Repeatable**







INVADR



Name that ride: Busch Gardens lets visitors decide on new coaster



Busch Gardens VA
@BuschGardensVA · Follow



The results for our first #DecidetheRide poll are in. The winner and official name for #BGProject2017 is:



5:13 PM · Apr 4, 2016

80 Reply Copy link





INVADR

OFF STAGE

CARRIE
TWIN ST

EXIT ONLY

I love that for you,
but how does this
apply to me?





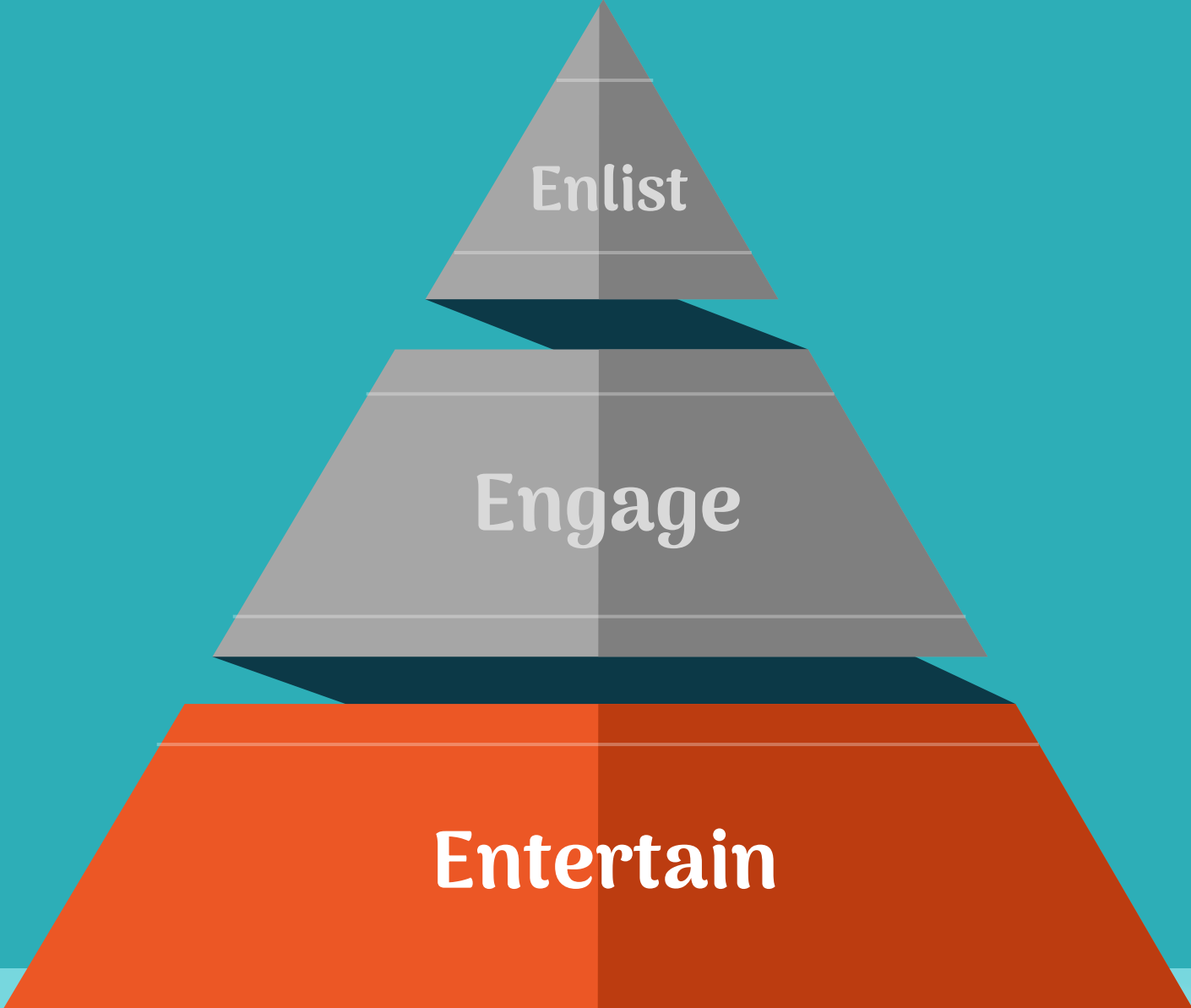
Enlist

Engage

Entertain

A background of a color calibration chart with various colored squares. The chart consists of a grid of squares in different colors: white, yellow, cyan, magenta, red, blue, black, and grey. The text is overlaid on a black rectangular area in the center of the chart.

WE INTERRUPT THIS REGULARLY SCHEDULED
PROGRAM FOR AN IMPORTANT MESSAGE



Enlist

Engage

Entertain

DON'T BE SCARED. IT'S JUST WATER.



“We’re an **entertainment company** first. We don’t want to make marketing. We want to make people laugh. And we want to be the funniest thing in someone’s feed for the day. That’s our goal.”





Warfalcon 2 months ago

Never once have I NOT skipped a YouTube commercial during ad if possible. This is first time I watched the whole thing then searched for it on YT 😂😂



84



Reply

^ [2 replies](#)



James Willingham 2 months ago

Searched for it to share it 😂



1



Reply



google user 1 month ago

😂 me too! Now that's a Great marketing team!



Reply



AriZona Iced Tea @DrinkAriZona · Apr 25

We promise to never make an at home enema kit



BrooklynVegan @brooklynvegan · Apr 25

Travis Barker & Liquid Death team for \$182 limited edition enema kit (really) brooklynvegan.com/travis-barker-...



77

470

7,376

581.5K

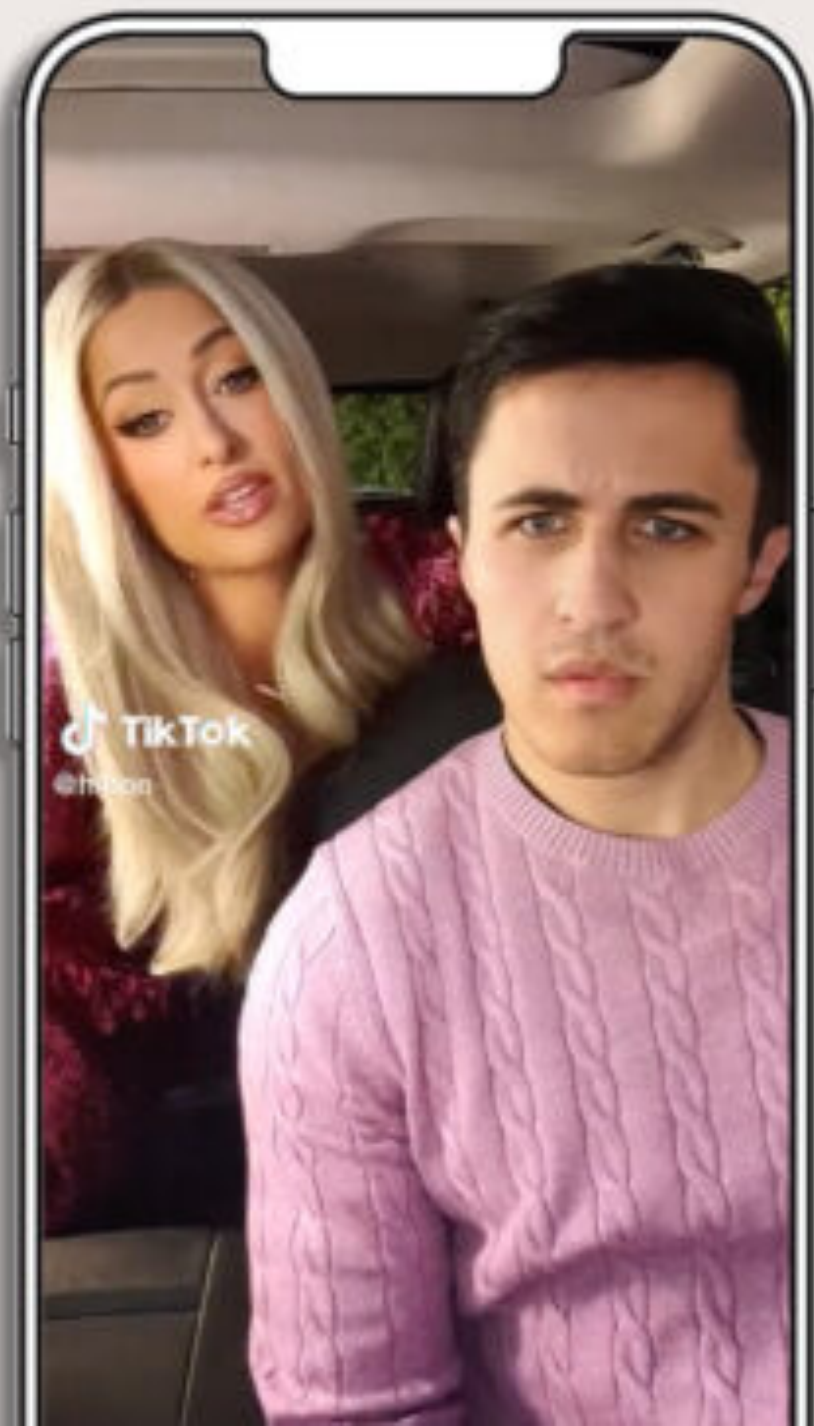


Liquid Death

@LiquidDeath



We didn't even pay you to tell all your followers about us. Thanks so much for the free marketing. Means a lot when a multi-billion dollar brand is willing to offer resources to small new brand in the space. Most giant brands just ignore us. 🙏





Vanity
TABLE TALK

elf.
eyes.lips.face.



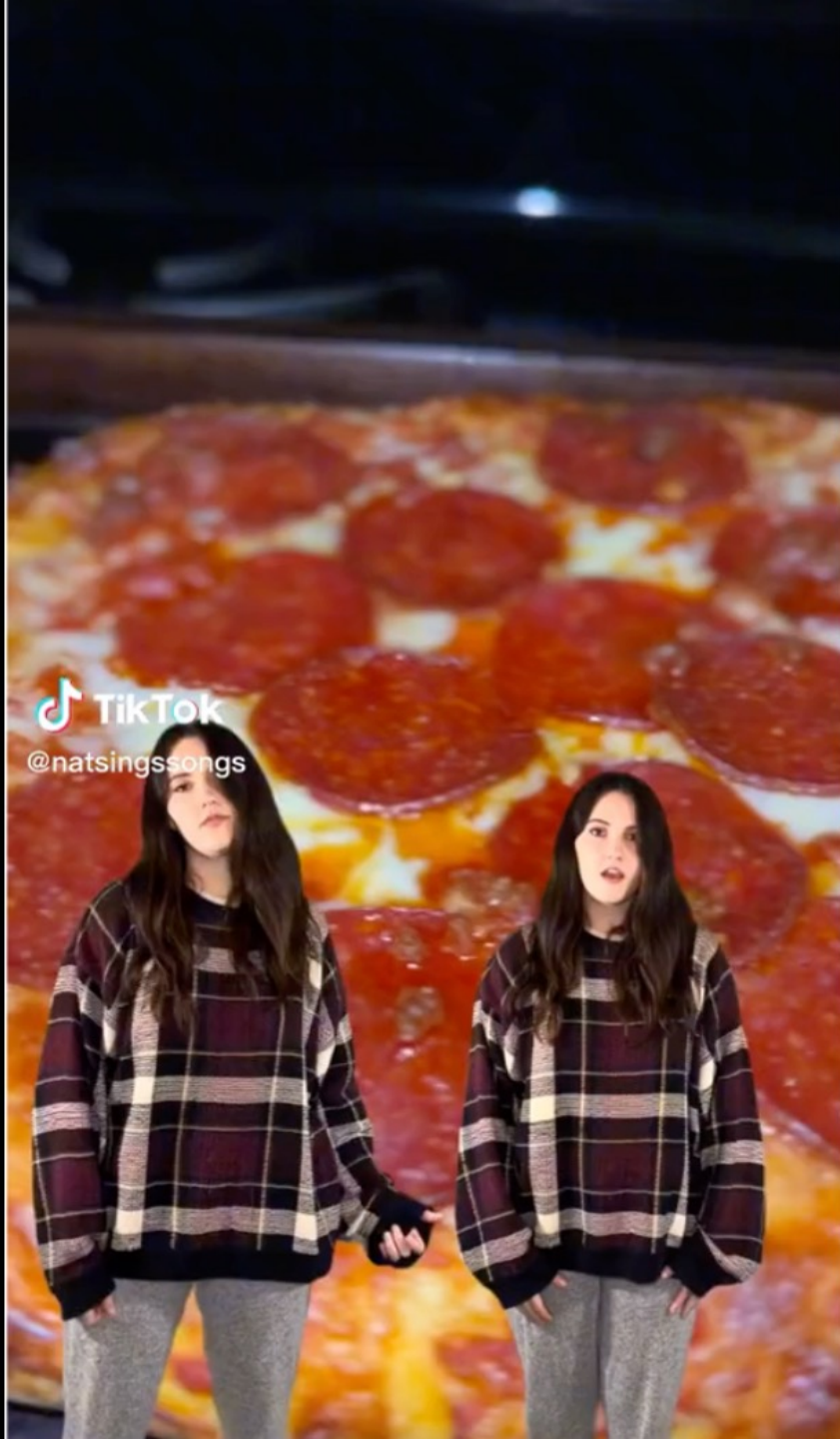
TikTok

@dtay.known



TikTok

@natsingssongs





P O M K L E M E N T I E F F

BMW FILMS PRESENTS

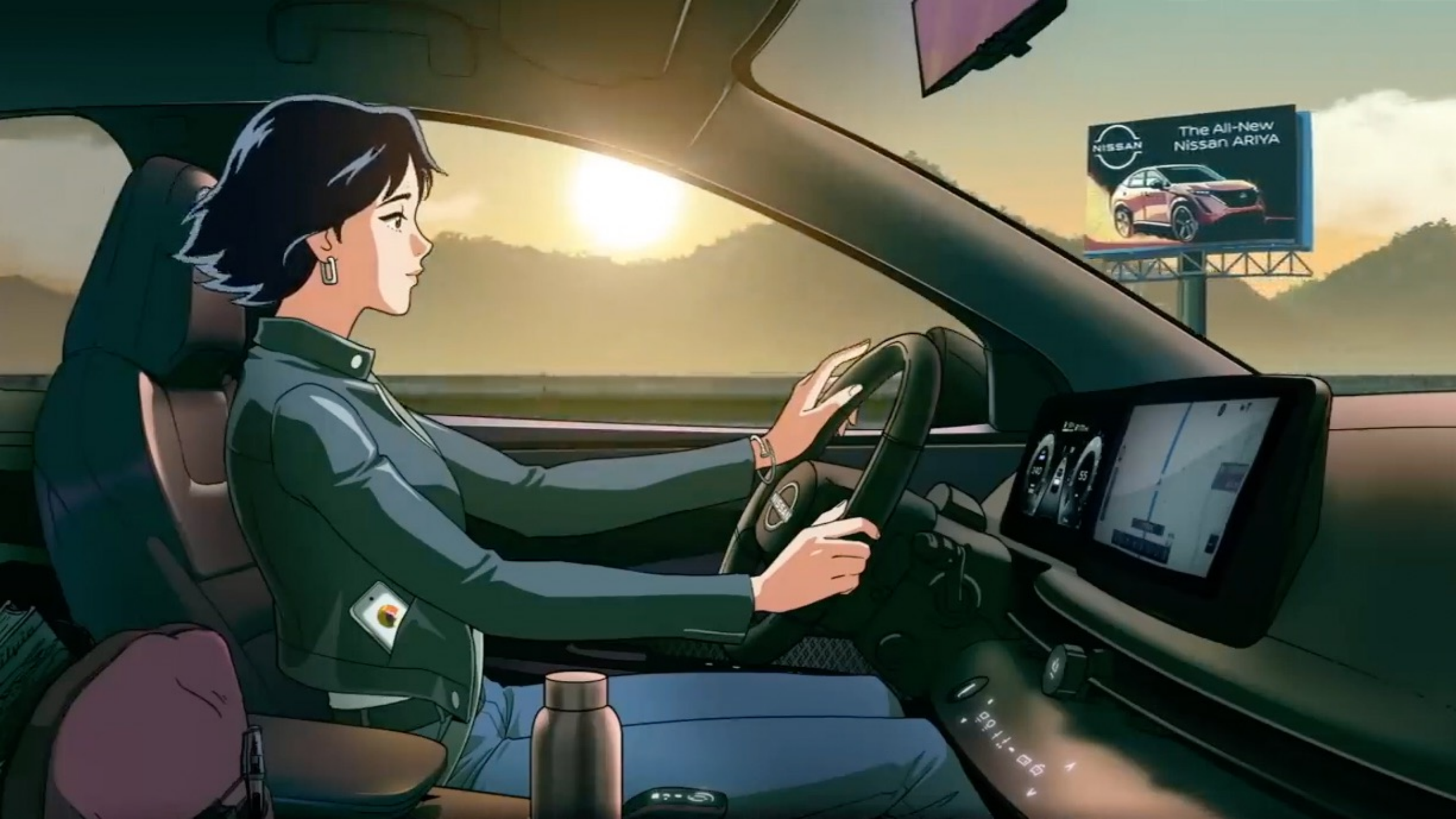
THE CALM

SPECIAL APPEARANCE BY UMA THURMAN SCORE BY HANS ZIMMER
DIRECTED BY SAM HARGRAVE CREATED AND EXECUTIVE PRODUCED BY JOSEPH KOSINSKI

STREAMING ON
[BMW.COM/THECALM](https://www.bmw.com/thealm)



Plus d'informations sur le film « THE CALM » le 22 mai à la Villa Denise.



Enjoy the Powerfully Peaceful ARIYA | Nissan USA



Nissan USA ✓
443K subscribers

Subscribe

👍 61K



➦ Share

⬇️ Download



18M views 3 months ago #NissanARIYA #ARIYA #lofimusic

Lose yourself in lofi and find yourself in ARIYA. Introducing the All-New, All-Electric, Nissan ARIYA. This is the Nissan ARIYA.

<https://www.nissanusa.com/vehicles/el..> Show more

3,780 Comments Sort by



Add a comment...



Passionate Potato 3 months ago

This is how commercials should be. Not designed to annoy people but provide with a pleasant experience which they associate with the product.

👍 10K

Reply

▼ [250 replies](#)



Johnnie Weathersby III 2 months ago

I've been letting this ad run for 20 minutes. I've sent it to friends, saved it in my favorites, and hadn't ever considered a Nissan before - but who knows now? I genuinely want to shake the hand of whoever greenlit this in the advertising department. It's a very normal chillhop reel, but that's what's so uncommon and endearing about it. Amazing job & sincere kudos for having your finger on the pulse on this one!

👍 971

Reply





A three-tiered pyramid diagram is centered on a teal background. The pyramid is composed of three stacked trapezoidal sections. The top section is a small grey triangle with the word 'Enlist' in white. The middle section is a larger orange trapezoid with the word 'Engage' in white. The bottom section is the largest, dark blue trapezoid with the word 'Entertain' in white. Each section has a subtle shadow cast to its right, giving it a 3D appearance. The entire pyramid is set against a teal background that has a lighter teal horizontal band at the bottom.

Enlist

Engage

Entertain

TRADER JOE'S

NO PARKING
OR
STANDING
TUE-SAT

94

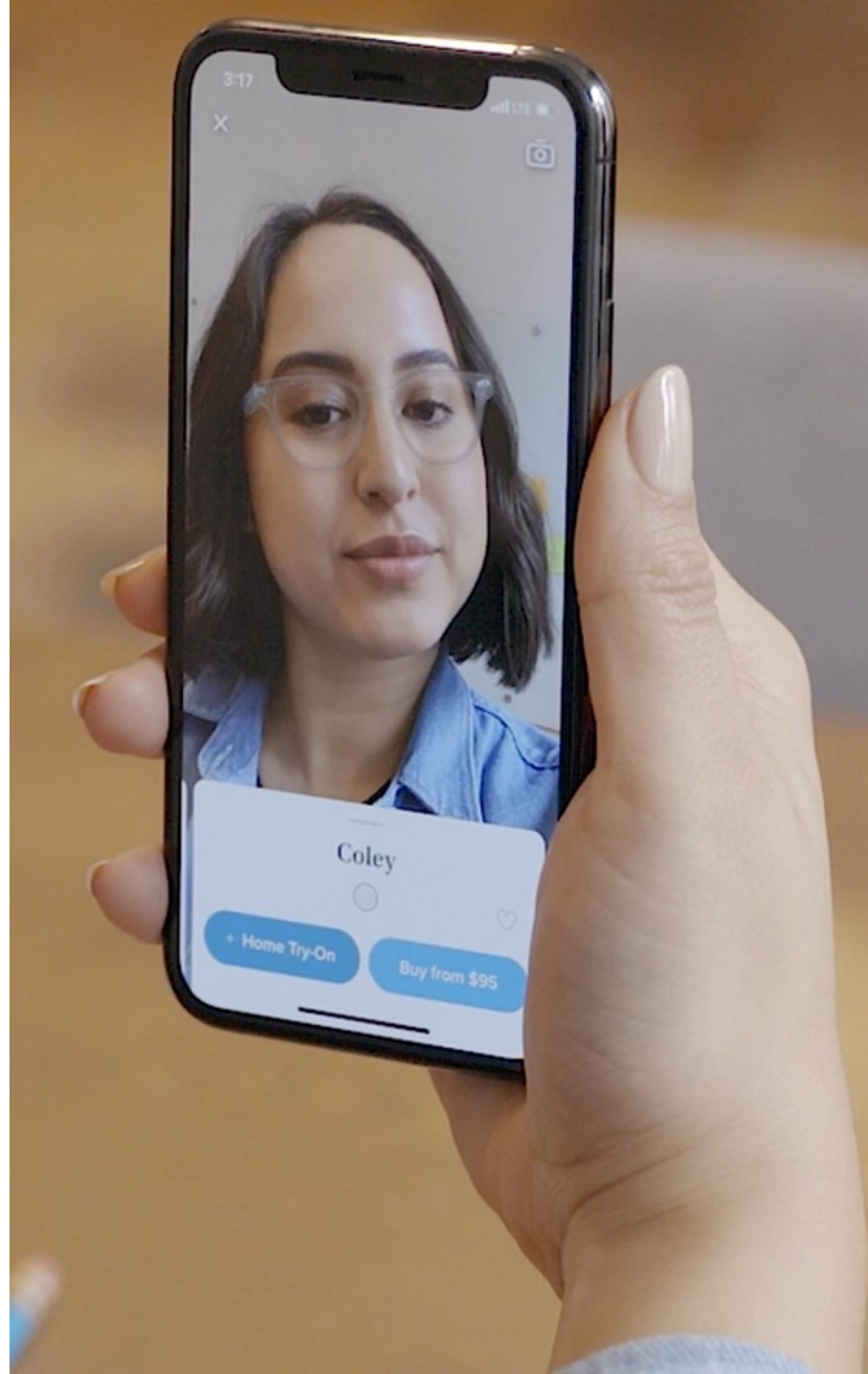
WELCOME TO
TRADER JOE'S
FAIRFAX

ESTABLISHED
1998

WILDLY
CURIOUS
ADVENTURE
AHEAD

TRADER JOE'S

TRADER JOE'S



American Girl
boutique & bistro

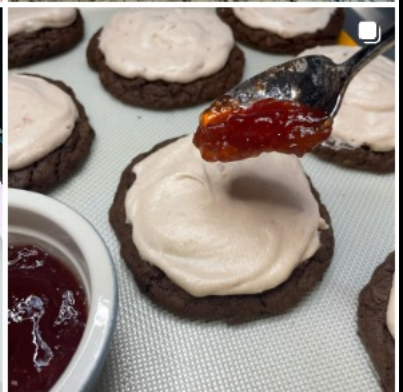
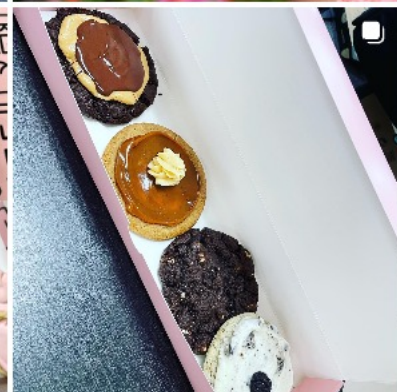
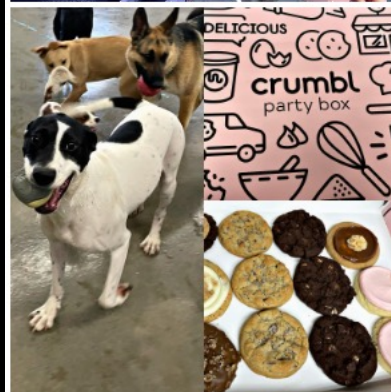


American Girl

American Girl[®] cafe



Instagram







ONE NIGHT STAND™ \$16

Plant-based patty loaded with vegan bacon, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



FUSSY HUSSY™ \$15

Plant-based patty loaded with pickle, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



SLOPPY TOPPY™ \$15

Plant-based patty loaded with jalapeño, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



SUPER SLUT™ \$15

Plant-based patty loaded with guacamole, jalapeños, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



HEAUX BOY™ \$15

Vegan shrimp tossed in a New Orleans style sauce, loaded with lettuce, tomato, pickle, and our Slut Sauce on a vegan Hawaiian bun.



MÉNAGE À TROIS™ \$15

Plant-based patty loaded with vegan shrimp, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.





Enlist

Engage

Entertain



PRESENTED BY



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the Daily
**HALF a
HALFTIME**
Show


FIRST HORIZON PARK

THE BAND BOX
- RIGHT FIELD -

**NOBODY TRASHES
TENNESSEE**
TENNESSEE DEPARTMENT OF TRANSPORTATION

PICNIC PLACE

403


pepsi.

**HUNT
BROTHERS
PIZZA**

VANDERBILT HEALTH


**NASHVILLE
TENT &
AWNING CO.**

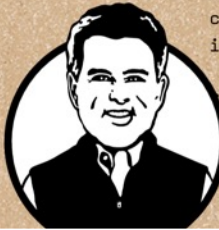
F*CK! OATLY.com

A time machine of all things bad about an oat drink company.

Welcome to F*ck Oatly! A site devoted to helping our fans—and the thousands of people who hate us—better understand everything that’s “wrong” with our company.

Why would we build such a website? That’s a great question! For starters, it’s super convenient to have the latest boycotts and criticisms all in one place. But more importantly, we’re not the type of company to hide from moments like these. We see all the negative headlines, posts and petitions as an inevitable consequence of trying to create positive societal change.

For the fun and uplifting benefits of our products, please continue to visit Oatly.com (they give us cookies when the web traffic spikes!). But to understand the reasons why we’re moving away from dairy, and towards a life that’s less profanity-laced website we finally got approval to launch...



F*CK! OATLY.com

Welcome to fckfckOatly.com! You’re probably here because you totally hate fckfckOatly.com. If so, then click below. Your clicks might not change anything, but sometimes it just feels good to click something.

Note: We kindly ask that users limit their total number of clicks to a maximum of 5 so that the accuracy of the hate data produced by this site is slightly, but not hugely, misleading.

Please confirm your dislike of fckfckOatly.com below.

CONFIRM

147465
unique
confirmers
so far.

F*CK! OATLY.com

Welcome to fckfckOatly.com! You’re probably here because you totally hate fckfckOatly.com. If so, then click below. Your clicks might not change anything, but sometimes it just feels good to click something.

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Please confirm your dislike of fckfckOatly.com below.

CONFIRM

328638
unique
confirmers
so far.

8:00

5G



Search



Millie Henderson · 3rd+ + Follow

TikTok Marketing | PR & Influencer Relations | Conte...
1w · Edited ·

Oatly, the only brand who could make a dedicated website for all their haters 🤔

Whether you love them or hate them, they’re always thinking outside the box!

Check out fckoatly.com

And if you REALLY hate Oatly, you can go to fckfckoatly.com

And if you truly despise Oatly, you can go to fckfckfckoatly.com

F*CK! OATLY.com

A time machine of all things bad about an oat drink company.

Welcome to F*ck Oatly! A site devoted to helping our fans—and the thousands of people who hate us—better understand everything that’s “wrong” with our company.

4 907 325 comments · 173 reposts



Home



My Network



Post



Notifications



Jobs





Secret.

No More [Financial] Secrets

Advancing women's equality through economic empowerment



pact x SEPHORA

Beauty (Re)Purposed

Give your finished beauty products a second life.

Español

Français





BECOME A CARD-CARRYING MEMBER OF AAA24, YOUR ALL ACCESS PASS TO EVERYTHING A24.

- 01 Zine subscription
- 02 Birthday gift
- 03 IG close friends
- 04 Exclusive products
- 05 Special discounts
- 06 Early access
- 07 Membership pin
- !& more

JOIN AAA24



- ALL APPAREL
- TOPS
- BOTTOMS
- ACCESSORIES

FEATURED ↓



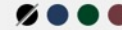
Kids' Zip Up
\$38



Black Sport Socks
\$12



Green Gym Shorts
\$48



Blue Gym Shorts
\$48





Tea, Earl Grey, Hot
@tikiland



Midsommar director's cut

Muhteşem Satrayni @satrayni · May 11



THE UNCUT CUT OF UNCUT GEMS



This is how I win.

imgflip.com



Enlist

Engage

Entertain

The
last
word



AdAge

ELON MUSK SAYS TESLA WILL TRY ADVERTISING

The EV maker has long eschewed paid advertising in favor of word-of-mouth marketing



Published on May 17, 2023.



**BREAKING
NEWS**

**MUSK: SURPRISED BY ENTHUSIASM
AROUND POTENTIAL ADVERTISING**

CNBC

Thank you

