MARKETING COMMUNICATIONS NEWS

March 2020

The dawn of a new decade spawns articles about what might, should, or will occur.

Here are two such insights. The **first** considers how media planning should evolve in the medium term.

The **second** looks at conscious **consumerism**.

Can you name any of the current top ten UK brands? **Here** is the official list

NETFLIX

Here is an interesting redesign of the London Underground symbol.

Welcome to the first edition of Marketing Communications News, a newsletter which continues on from Chris Fill's highly regarded monthly update on interesting new articles and advances in marketing communications practice. Thank you Chris for all your efforts over the years to keep us all informed. I know I have a hard act to follow in keeping you all up to date with the latest articles and research and I hope I will not disappoint.

This month includes articles focussing on industry views about media planning and conscious consumerism. I have also included some interesting articles on tech firms' marketing and branding, moldy burgers and the best campaigns of 2019.

The research papers highlight recent studies on artificial intelligence, 'femvertising', female portrayals in ads and media multitasking.

I hope you enjoy reading.

Sarah

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Keeping customers front-of-mind is a fundamental marketing principle. **This** article explains why many tech firms have adopted this approach.

Here are the 'best' advertising campaigns of 2019

And… one of the **worst** from 2020

Night at the Louvre?

Here is how this museum created a unique visitor experience

Find out who would want to advertise a 'moldy' burger

How the London Eye has created themed pods. Read more **here**.

RESEARCH

These papers consider **'femvertising'** and **portrayals of women** in advertising

This paper discusses the influence of artificial intelligence (AI) and robotics on marketing and society.

Keller discusses how his brand resonance model creates intense, active brand loyalty

This paper examines "why do people choose to multitask with media?"