

Signal vs Noise

Google expands Gemini AI for advertisers



Google has rolled out new Gemini-powered advertising tools, including BrandStack and Business Agent for Leads, to help businesses automate campaigns and improve conversions [Read More](#)

Marketing Week Awards 2026 Shortlist announced

The shortlist recognizes some of the year's best campaigns from brands including Ikea, Meta, Nestlé, La Roche-Posay, and Specsavers

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Publicis Groupe raises 2026 growth forecast

Publicis has increased its annual growth outlook after reporting strong demand for AI-powered marketing, data solutions, and digital transformation services [Read More](#)



Customer loyalty programs continue to grow

As businesses continue to navigate an increasingly competitive marketplace, customer loyalty programs have evolved beyond simple rewards systems into strategic tools for long-term growth. Companies are leveraging data analytics and personalized experiences to create tailored offers, exclusive benefits, and seamless omnichannel interactions that strengthen customer relationships. These initiatives not only encourage repeat purchases but also foster greater brand trust and advocacy. As customer acquisition costs continue to climb, organizations are recognizing that retaining existing [Read More](#)

AI-generated shopping videos gain momentum



AI-created product videos are becoming increasingly common across social commerce platforms, helping brands produce content at scale while raising new discussions around authenticity and consumer trust [Read More](#)

Brands increase investment in first-party data

As privacy regulations evolve, marketers are focusing more on first-party data strategies to deliver personalized customer experiences.

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Flex Your Mind

Take a quick break and put your observation skills to the test. How many differences can you spot?



Think you've found them all?
Email your answers to connect@vegabison.com