

Signal vs Noise

ChatGPT Ads introduces conversion optimisation & stronger measurement.



ChatGPT Ads is expanding its advertising platform with conversion-optimised bidding, attribution, budget management and campaign automation. The update brings features such as conversion-optimised CPC [Read More](#)

Influencer marketing isn't an experiment anymore.

Creator marketing has moved from an experimental tactic to a core advertising strategy. Fortune reports that 72.2% of marketers surveyed expect their influencer marketing budgets to increase by at least 50% this year [Read More](#)



Snap is bringing AI agents into advertising.



Snap is integrating generative and agentic AI across its advertising ecosystem, from campaign creation to creator discovery. Its new Model Context Protocol server also allows third-party AI agents to connect with Snapchat's advertising platform, signalling a shift toward [Read More](#)

Meta makes advertising cheaper. Creative wins more.



Meta's AI-powered targeting is reportedly pushing advertising costs down, while conversion rates are declining. The shift is putting greater emphasis on the creative itself as brands compete for attention and performance [Read More](#)

Rare Beauty embraces Greek mythology

Rare Beauty has launched a global campaign for its second fragrance, Rare Beginnings, inspired by Greek mythology and the idea of self-discovery. The campaign draws on the imagery of the nymph, presenting the fragrance as a symbol of transformation, curiosity and revealing one's true self. Rather than focusing only on the product, Rare Beauty has built a broader visual and emotional world around the fragrance. The campaign uses painterly imagery, mythology-inspired storytelling and still compositions to create a distinctive aesthetic that feels different from the fast-paced [Read More](#)

AI is generating more content, not necessarily better content.



A new WARC study shows a striking gap in AI's impact on creative work: 88% of marketers reported increased creative volume, while only 45% reported a significant [Read More](#)

Flex Your Mind

Think beyond the logo. Read the clues and guess the brand behind the strategy.

GUESS THE BRAND

Clue 01

We didn't win by giving people everything.
We won by knowing what to leave out.

Clue 02

We turned simplicity into a competitive advantage.

Clue 03

Our products became recognizable before you even saw the name.

Clue 04

And our most powerful marketing often says less ,
not more.



Think you know the brand?

Email your answer to **connect@vegabison.com**

VEGA & BISON