

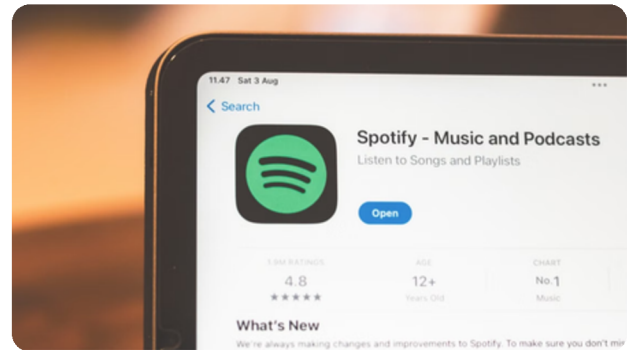
Signal VS Noise

Amazon makes creator content shoppable



Creator content is moving closer to conversion as commerce platforms connect product discovery with creator recommendations. The shift is significant because creators are increasingly becoming part of the purchase journey [Read More](#)

Spotify turns data into culture



Spotify continues to show how audience data can become a creative storytelling asset. Its approach turns listening behaviour into personalised, culturally relevant experiences that audiences want to engage with and share [Read More](#)

The creator economy is moving beyond influencers



Creator marketing is evolving from one-off influencer collaborations into a more structured marketing discipline. Brands are increasingly looking beyond follower counts toward long-term partnerships, measurable outcomes and customer acquisition [Read More](#)

Advertising is moving closer to the point of purchase



Commerce media is bringing advertising closer to where consumers actually make decisions. The shift reflects the growing convergence of media, data and retail, turning the point of purchase into a powerful media environment [Read More](#)

Attention is losing its power as the main advertising metric



Marketers are increasingly looking beyond reach, impressions and viewability to understand whether audiences are actually paying attention. New attention-based measurement approaches are attempting to connect quality of exposure [Read More](#)

Marketers are rethinking celebrity vs influencer power



The influencer economy is moving beyond a simple fame-versus-followers equation. Marketers are increasingly evaluating relevance, cultural fit, credibility and measurable impact when deciding who can genuinely move an audience [Read More](#)

Flex Your Mind

Think Beyond the Product. Spot the Strategy Behind the Idea.

A coffee brand notices customers constantly posting pictures of its drinks. Instead of paying influencers to promote them, the brand redesigns the cup to make it more visually distinctive and share-worthy.

What strategy is this?

- A. Influencer Marketing
- B. User-Generated Content
- C. Product-Led Marketing
- D. Performance Marketing

Can you spot the strategy?

Email your answer to connect@vegabison.com



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