

Signal VS Noise

Nestlé puts content operations at global scale



Nestlé has selected WPP to build and operate an end-to-end content model across its Greater China portfolio. The model brings together social, content, commerce, media and production, with the ambition of creating and deploying more than 35,000 pieces of content annually across its brands [Read More](#)

Meta makes creator-brand partnerships easier to scale



Meta has launched its global Creator Marketing Hub, bringing creator discovery, recommendations, partnership messaging and additional tools into a more unified system for advertisers [Read More](#)

DoorDash takes its media strategy global



DoorDash has appointed WPP Media as its first global media partner, extending their existing relationship across the US, Canada, Australia and New Zealand to more than 40 markets worldwide. The partnership covers DoorDash, Deliveroo and Wolt and is designed to [Read More](#)

Tanishq takes jewellery discovery into ChatGPT Ads



Tanishq has launched campaigns on ChatGPT Ads in India for its Gold Exchange and Rivaah offerings, targeting consumers exploring jewellery and gold-related decisions during the wedding season [Read More](#)

Brands are starting to measure what AI sends them

As consumers increasingly use AI tools to discover information, products and brands, marketers are facing a new measurement challenge: what happens after a brand appears in an AI-generated answer? AppsFlyer is expanding its attribution capabilities to measure traffic and conversions originating from AI answer engines such as ChatGPT, Claude, Perplexity and Gemini. The move brings AI discovery closer to the measurement frameworks marketers already use for search, social [Read More](#)

Luxury brands turn to experiences as the market gets tougher

Luxury brands are responding to a more challenging consumer environment by putting greater emphasis on brand experience, physical spaces, fashion shows and distinctive creative expression. Reuters reports that major luxury houses are continuing to invest heavily in runway shows in Milan and Paris, with some events costing millions of dollars. The strategy reflects a fundamental challenge for premium brands: when consumers become more selective about [Read More](#)

Flex Your Mind

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

A skincare brand notices customers are not just buying its products they are sharing their skincare routines online. Instead of creating more traditional advertisements, the brand builds its campaign around real customer routines, experiences, and content.

What strategy is this?

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



Can you spot the strategy?

Email your answer to connect@vegabison.com