

Signal VS Noise

Adobe is turning AI into a marketing powerhouse



Adobe has acquired India-based AI marketing startup Rilo, strengthening its push to bring artificial intelligence deeper into marketing workflows. Rilo focuses on marketing intelligence and automation, helping teams turn information and insights into more efficient marketing activity. The acquisition highlights how major technology companies are moving beyond [Read More](#)

John Lewis is changing its content strategy for the age of AI shopping



John Lewis is adapting its content strategy as AI increasingly becomes part of how consumers discover products. The retailer says AI-agent-driven product searches have grown from [Read More](#)

PepsiCo moves its \$1.7 billion global media account to Publicis



PepsiCo has awarded its global media account, reportedly worth around \$1.7 billion, to Publicis Groupe in a move designed to bring media, data, technology, identity and AI closer together across its global marketing operations. The decision reflects the growing demand among multinational brands [Read More](#)

Hovis brings its heritage back with a £4 million campaign

British bread brand Hovis has launched a £4 million nationwide campaign built around its established "Strength Baked In" platform, combining television, video, out-of-home, radio, social media, PR and retail media. Rather than completely reinventing the brand, Hovis is using its heritage and recognisable visual identity as the foundation for a modern, multi-channel campaign. The strategy demonstrates how established brand assets can become powerful again when they are refreshed for contemporary audiences. The campaign is a reminder [Read More](#)

Retail media wants to become the next major advertising platform



A growing creative trend sees brands casting real people instead of celebrities or traditional talent. Recent efforts from Spotify, Pepsi and Naturium raise an important question for advertising: can authenticity and relatability create stronger connections than star power [Read More](#)

AI advertising is becoming measurable inside chat experiences



AI conversations are emerging as a new environment for advertising, with measurement companies beginning to track sponsored content appearing inside AI chat experiences. Comscore reported that sponsored-ad presence in hotel-related ChatGPT prompts increased from 6% in March to 24% in May, highlighting how quickly advertising opportunities within AI environments [Read More](#)

Flex Your Mind

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

A fitness brand notices that people often abandon their workout goals because progress feels invisible. Instead of simply advertising its equipment, the brand creates an app that tracks every small milestone and turns progress into something users want to share.

What strategy is this?

- A. Emotional Marketing
- B. Product-Led Marketing
- C. Influencer Marketing
- D. Performance Marketing

Can you spot the strategy?

Email your answer to connect@vegabison.com



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