

September 14, 2021



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Is brand loyalty dead?



According to an NPD Group study, nearly half of those who described themselves as highly loyal to a brand were no longer loyal a year later. So what gives? OBI Creative's Mary Ann O'Brien tries to figure out the question everyone is asking.

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What they're saying...

"Telling a story that is authentic to you and your company, showing why it matters to your customer - and maybe to the world - is incredibly important.."

— SAP's corporate marketing president Alison Biggan on the importance of authenticity when it comes to creating effective, relevant messaging across multiple platforms

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What we're reading...

Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow's Consumers

By Raja Rajamannar



As technology evolves, so does marketing. To help navigate today's changing landscape, Mastercard CMO Raja Rajamannar's "Quantum Marketing" shares a series of breakthrough, frontier strategies to help marketers rethink their day to day practices.

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