

# Advertising Week NYC Recap

*In September 2019, Advertising Week held its New York conference, bringing together several thought leaders and practitioners from the world of advertising.*

*What follows is a collection of the best quotes, stats, insights, and observations shared from the event via Twitter #AWNewYork. Thanks to everyone whose tweets helped fuel this recap and for Advertising Week for putting together a great event!*



**Vincenzo Landino** ✓

@vincenzolandino



THIS. Going on the office wall.

"I've seen a lot of people on the client side killing ideas because they don't know how to do something. You have to put your career at risk sometimes. If it was easy, everyone would be doing it." —@BurgerKing global CMO

@fer\_machado123

#AWNewYork



**Vincenzo Landino** ✓

@vincenzolandino



Bill Sams, a boomer panelist here at [#AWNNewYork](#) dropped one of the best nuggets of the day:

When you focus on 5% or 10% click through rates, you forget about the 90% that you annoyed.

[#AWNNewYork](#) [#AdobeInsider](#)



**Isobar U.S.**  
@IsobarUS



"Microphones are now everywhere - and when they are everywhere a lot of different things will happen. It changes the way people think about interacting with technology." [@voicebotai](#) [#AWNNewYork](#)



Hill Holliday 

@hillholliday



"Gen Z spends 3 hours a day on their phone...and 1/3 of mobile time is spent on video." - Sharon Silverstein, Head of US Verticals @Snapchat lays down the facts about #GenZ phone usage.

#AWNewYork #FQLounge @femalequotient



**Kerry O'Shea Gorgone**

@KerryGorgone



At [#AWNNewYork](#) listening to [@ryanfleisch](#) talking data privacy and audience strategy at [@adobe](#) Advertising Cloud. "First-party data needs to be what you anchor on. Collect data on what people are doing on your properties. First-party data is the gold standard."

[#AdobeInsiders](#)



**Russell Scibetti** ✓

@rscibetti

Esports is a small box inside the world of gaming the same way big 5 professional sports is a small box inside the bigger world of sports overall. [#AWNNewYork](#)



**Peter Shankman (Home in #NYC till 10/10)** ✓

@petershankman

Per [@AdobeAdCloud](#): Consumers are seeing between 5,000 and 10,000 ads PER DAY. READ THAT AGAIN. PER DAY. That's 2,000,000 ADS PER YEAR.

47% of all ad conversions are attributable to good creative. ARE YOU SERVING good CREATIVE? Can it be better? [#AdobeInsiders](#) [#AWNewYork](#)





Mellissah Smith | Marketing Eye #AWNNewYork

@marketingeyeaus



Only 20% of what people is retained, only 30% of what we hear is retained but 50% of what we hear+ see is retained. [#AWNNewYork](#) [#AdobeInsiders](#) [#Advertising](#)



Here's why why memes, media, moments and movements all start on @Twitter. 👉 #AWNNewYork



#AWNNewYork

**“Millions of conversations happen on Twitter every day driven by influential people who are the first to talk about and share things.”**

God-is Rivera, Global Director, Culture & Community, Twitter  
@GodisRivera | #AWNNewYork



**Vincenzo Landino** ✓

@vincenzolandino



Marketing across generations, simplified.

Older generations care about privacy, have formed habits and prefer digital as a research tool.

Younger generations care less about privacy, go against norms/habits and prefer online buying.

[#AWNNewYork](#) [#AdobeInsiders](#)



**Kerry O'Shea Gorgone**

@KerryGorgone



“I’ll delete 50 emails a day because I don’t care about targeted emails, but if I see a targeted ad on Facebook, I’m more likely to click the ad.” Miriam Roth

[#GenX](#) [#AWNNewYork](#) [#AdobeInsiders](#)

#AWNewYork



### Well Being

Data-Driven Bodies

Holistic Health

Being Well Together

### Everyday Wonder

DIY Spirituality

In Awe of Nature

Cosmic Fascination

### One Planet

Ethical Self

Sustainable Steps

Clean Corporations

### Creator Culture

Creative Currency

Hustle Life

Connecting Through Video

### Tech Life

Blended Realities

FutureTech

Tech Angst

### My Identity

Fandom

Gender Redefined

Represent Me

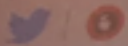
Created by A.W. & Partners, "Culture Tracker", 2019, US + UK

CREATIVE  
STORYTELLING  
TRACK



#AWNEWYORK

#AWNewYork



23%

*of a consumer's purchase decision  
is based on a brand's cultural relevance*

WIPAC & Twitter "The Impact of Culture" research, 2019, US/CA/GB/UK

CREATIVE  
STORYTELLING  
TRACK



**Meghann Elrhoul** ✨

@megel



23% of a consumers purchase decision is based on a brands cultural relevance. @LisCowie and @GodisRivera sharing cultural insights and how brands connect through culture with @Jimlssokson from @Mastercard and Amanda Butler from @Spotify #AWNNewYork



**Louis Vermeulen**  
@Vermeulen\_Louis



[#twittermktg](#): GodisRivera LisCowie Spotify Mastercard  
Twitter We. Stan. [#AWNNewYork](#)



[#AWNNewYork](#)

**“Being a fan has intensified over the past few years. People are using the word ‘stan’ in everyday language, and the use of this word on Twitter has quadrupled over the past 3 years.”**

Lisa Cowie, Senior Manager, Agency Research, Twitter  
[@LisCowie](#) | [#AWNNewYork](#)





**knezik**

@knezik



“We treat creativity as a competitive advantage” -  
[@fer\\_machado123](#) speaking truths at  
[#AWNNewYork](#) [@JPLcreative](#)



Matthew Owen #AWNNewYork #Adobe

@mowenranger

Four trends shaping the advertising industry, presented by @AdobeAdCloud at #AWNNewYork Privacy, Walled Gardens, Data, #CX





**Sarah Evans** ✓

@prsarahevens



It's the 25th anniversary of the very first digital ad.

See below, in all its glory. 👉

h/t [@petershankman](#)

[#AWNNewYork](#) [#adobe](#) [#adobeinsiders](#)

Have you ever clicked  
your mouse right HERE?



YOU  
WILL



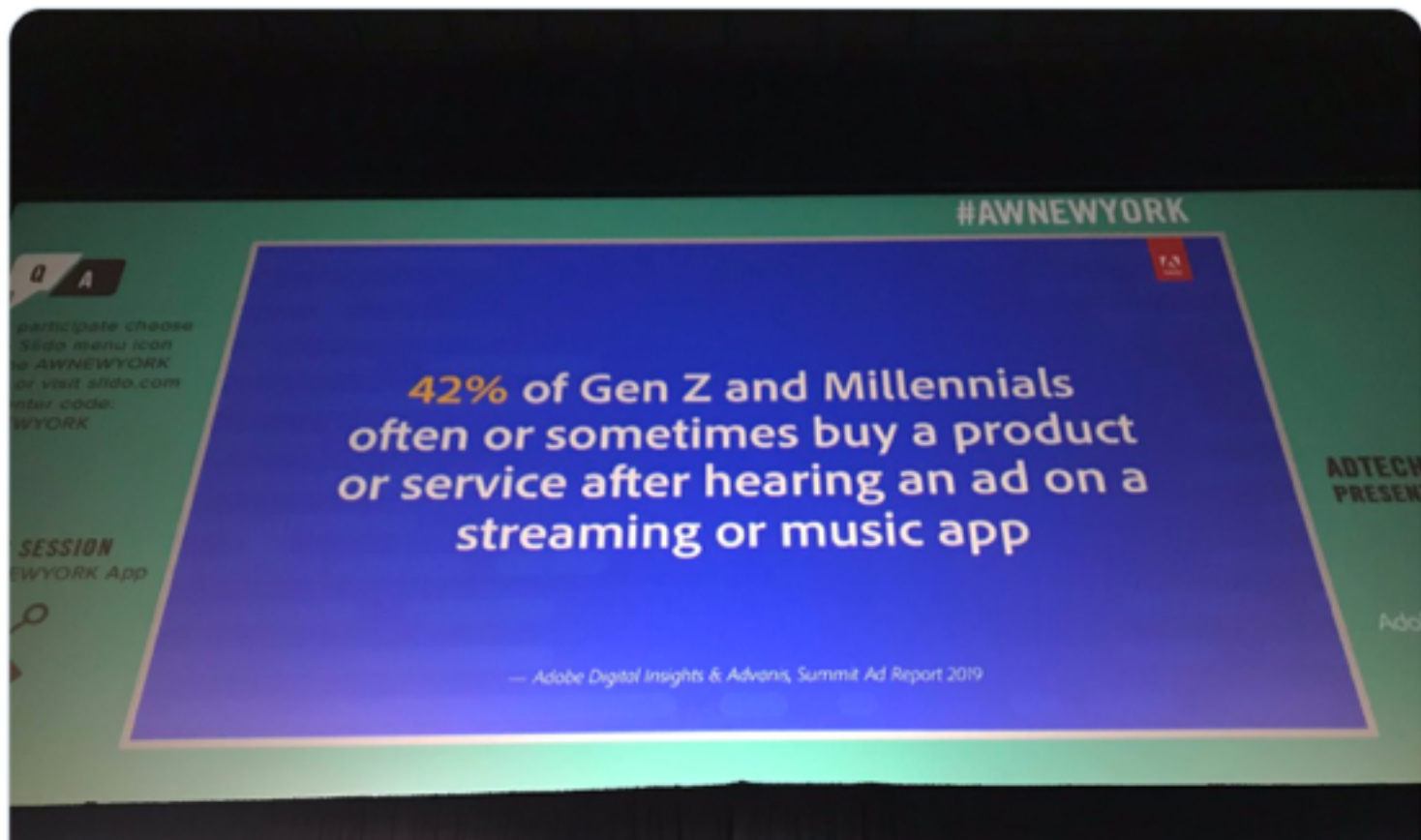
Mellissah Smith | Marketing Eye #AWNNewYork

@marketingeyeaus



42% of Gen Z or Millennials have bought something after hearing an audio ad

#Adweek #AWNNewYork #Adobe #ExperienceCloud  
@Adobe @Adweek





**Natalie Koltun**

@natalie\_koltun



"This is like America's Funniest Home Video for the next generation," TikTok VP Blake Chandler said about the platform, UGC and authenticity at [#AWNNewYork](#)



**Jay Mandel**

@jaymandel



The context of creative is a conversation we should be having more -- for every platform. [@garyvee](#)  
[#AWNNewYork](#)



**Joanna Piacenza** 

@jpiacenza

Replying to [@jpiacenza](#) and [@Twitch](#)

“We watch people cook, we watch people golf... why should gaming be any different?” —[@Twitch](#)'s Anthony Danzi [#AWNNewYork](#)

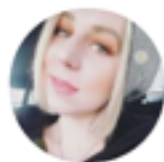


#AWNewYork

**“There are three things that make a brand worth talking about: its voice, its creative, and the relevant moments where it can connect authentically to its consumers.”**

Nina Mishkin, Global Head of Content Strategy  
@mishkin | #AWNewYork





**Jessica MacCall**

@jessicamaccall



“Stop marketing at me as a transactional buyer of products. Start mattering to me as an individual and member of communities.” [#AWNNewYork](#)



**Paul Burns**

@paulburns



“Our fundamental mission is to make people care” -  
[@IAMVJS2020](#) on [@MrPeanut](#) connecting to what’s  
happening & driving cultural relevance on [@Twitter](#)

[@mishkin](#) [@NickMiaritis](#)  
[#AWNNewYork](#)



#AWNNewYork



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STORYTELLING  
TRACK





#AWNewYork

**“The audience on Twitter is highly receptive and influential. They find and define what’s cool, current, and important, meaning they can make your brand worth talking about.”**

Nina Mishkin, Global Head of Content Strategy  
@mishkin | #AWNewYork

#AWN

9:15 AM



Home



Mr. Peanut  
@MrPeanut

I've got moves like Chaplin (I'm 103).  
#CrunchTime #Halftime  
#HalftimeShow



#AV

#AWNEWYORK

#AWNewYork



# Become a Brand Worth Talking About



Voice



Creative



Moments



Following

## Mr. Peanut

@MrPeanut

The official Twitter of Mr. Peanut.

 Planters  [planters.com](http://planters.com)

 Joined December 2010

163 Following 41.8K Followers



Followed by Gary Vaynerchuk, Andy Richter, MarQuis Trill | Marketing • Crypt...

Tweets

Tweets & replies

Media

Likes



Mr. Peanut  @MrPeanut · 6m

It's officially pumpkin-spice *honey* roasted season.



#AWNEWYORK

## FROM A TWEET



## TO YOUR FEET





#AWNEWYORK

5.6%

increase in  
nut consumption





SpotX 

@SpotX



“First-party data has become very valuable because of its opt-in nature and yet still underutilized.” -Kristen Williams, [@SpotX](#) [#AWNNewYork](#)



SpotX 

@SpotX



Jason White of [@CBSi](#) explains that we're able to do interesting things because we can connect with third-party data providers who can tell us more about our viewers at [#AWNNewYork](#)

Pro tip: mobile-first, feed-friendly creative is best for capturing and retaining attention. [@NickMiaritis](#)

[#AWNewYork](#)



[#AWNewYork](#)

**“We make hundreds of small creative bets that we can test simultaneously, and then lean into the ones that land. Twitter is one of the best places to do this.”**

Nick Miaritis, EVP, VaynerMedia  
[@NickMiaritis](#) | [#AWNewYork](#)



**Ketner Group Communications**

@KetnerGroupPR



.@hubblecontacts says #DTC has been around forever but the amount of ad inventory that is now available is making the industry more viable than ever  
#AWNewYork #kgny



**Publishers Clearing House Media**

@pchmedia



"Are you investing in this for the [#brand](#) or [#customeracquisition](#)?" [@eaze](#) on managing expectations for ad spend [#awnewyork](#)



**Job Plas**

@JobPlas



.@getadmiral: Highest adblocking rate was found on a gaming network with 70% of the visitors with an adblocker. 🤔 #AWNewYork



**sean mccaffrey**

@decaffnyc



“We took 1 campaign last year & measured with 4 attribution partners, and got 4 different results. Wildly different. Not even close” - Mike Law [@dentsuaegis](#)  
[@advertisingweek](#)





**Ben Winkler**

@bwinkl3r



“Something companies haven’t done is own their own audiences. We’ve relied on platforms to bring us prospects.” [@deborahwahl](#) [#AWNNewYork](#)



**Josh "You Might Think" Pool**

@joshrpool



200 Million Daily Active Users and HAPPY Users with nearly 10 Billion daily video views shows the impact of @Snapchat's relevance. A communication platform for Millennials and Gen Z. This matters. #AWNNewYork



**Beth Kormanik**

@thewordista



Standing room only to hear [@Trevornoah](#) at [#AWNNewYork](#). The Daily Show debuted on Snapchat in July in its own form and has 5M subscribers. Proof young people do care about news, he says.



**PatienceIsNotMyVirtue**

@NestingNow



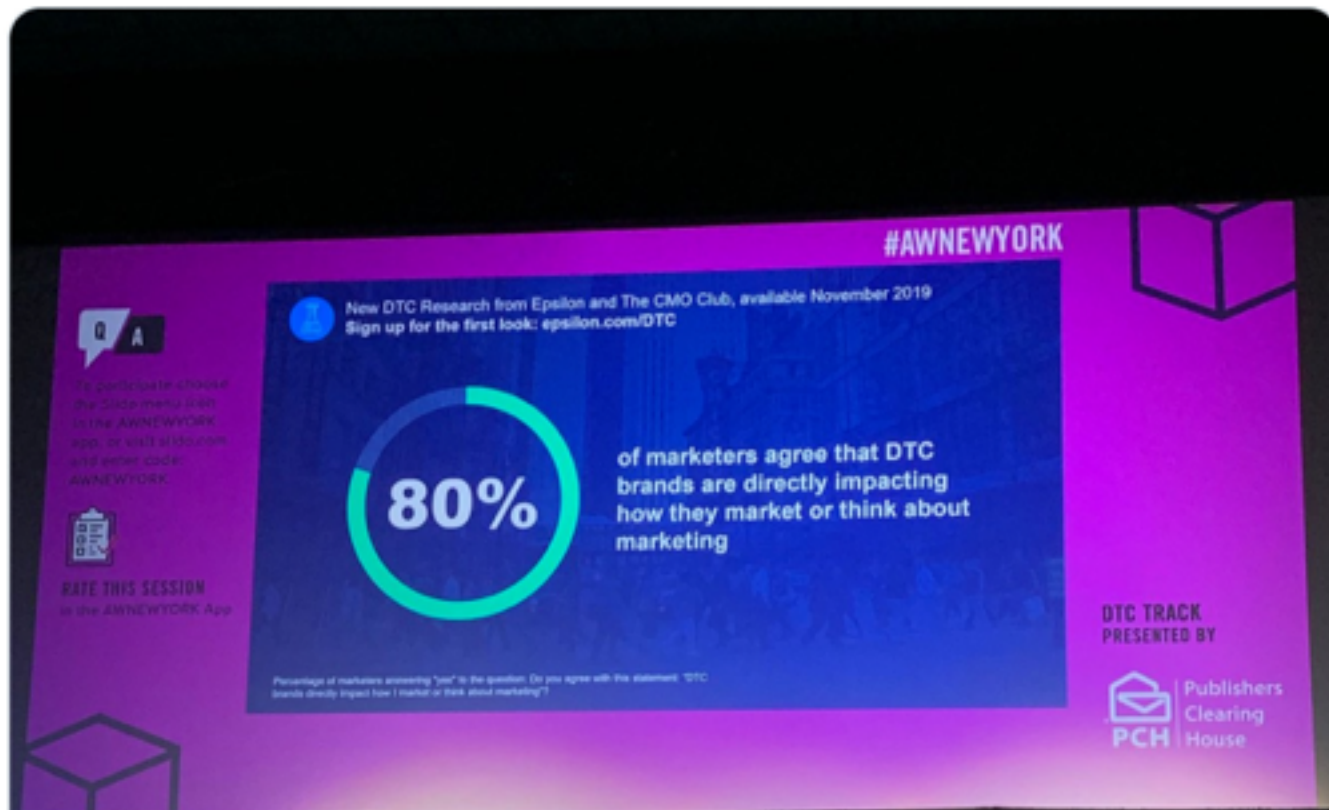
[@Trevornoah](#) [@TheDailyShow](#) spoke of developers' responsibility to consider how their platform affects the end user -- and the importance of guarding against its use to misinform, harm or destroy -- [@AWNNewYork\\_](#). Powerful words. [#AWNNewYork](#) [@snapchat](#) [#JeremiGorman](#)



Epsilon   
@EpsilonMktg



80% of [#marketers](#) agree that [#DTC](#) brands are directly impacting how they market or think about marketing. New initial research insights shared in our panel "Breaking Down DTC" at Advertising Week.  
[#AWNewYork](#) [#EpsilonInsights](#)



**#AWNEWYORK**

New DTC Research from Epsilon and The CMO Club, available November 2019  
Sign up for the first look: [epsilon.com/DTC](http://epsilon.com/DTC)

**80%** of marketers agree that DTC brands are directly impacting how they market or think about marketing

Percentage of marketers answering "yes" to the question: "Do you agree with the statement: 'DTC brands directly impact how I market or think about marketing?'"

To participate, check the 2019 menu at [awnewyork.com](http://awnewyork.com), or visit [epsilon.com](http://epsilon.com) and enter code: **AWNEWYORK**

**RATE THIS SESSION**  
in the **AWNEWYORK** App

**DTC TRACK**  
PRESENTED BY

**PCH** Publishers Clearing House



**Ben Winkler**

@bwinkl3r



"Out-of-home gets dismissed for being a 'four-percent' medium; but look at streaming and we're five times as big." -Scott Wells, CEO [@ccoutdoor](#) [#AWNewYork](#)



NCS   
@ncsolutions



63% of sales driven by @Snapchat ads were a result of ads that ONLY reached household influencers (Gen Zers), not the primary household purchasers.

#AWNewYork #GenZ #InfluencerMarketing



The image shows a presentation slide with an orange background. On the left side, there is a Q&A icon and text: "To participate choose the Slido menu icon in the AWNEWYORK app, or visit slido.com and enter code AWNEWYORK". Below this is a Slido icon and the text "RATE THIS SESSION in the AWNEWYORK App". On the right side, there is a photograph of a young man sitting in a shopping cart and a young woman standing next to him. Overlaid on the photo is the text "63% Sales Contribution From Influencers". The hashtag "#AWNEWYORK" is visible in the top right corner of the photo area.



**Pinterest Business**

@pinterestbiz



“We have to anticipate what customers want. We pay attention to our industry and what’s going on in other industries and figure out how to bring that into retail.” - Jennie Weber, VP of Customer and User Experience at Best Buy, on maintaining customer obsession.

[#AWNewYork](#)





**Paul Burns**

@paulburns



@twitter's very own @ajos waxing poetic about how @IHOP's share of the burger conversation jumped from 1% to 60% by harnessing the power of participation & conversation on Twitter. #AWNewYork

#AWNEWYORK

# Share of Burger Conversation

1%

Before



3 days post-announcement

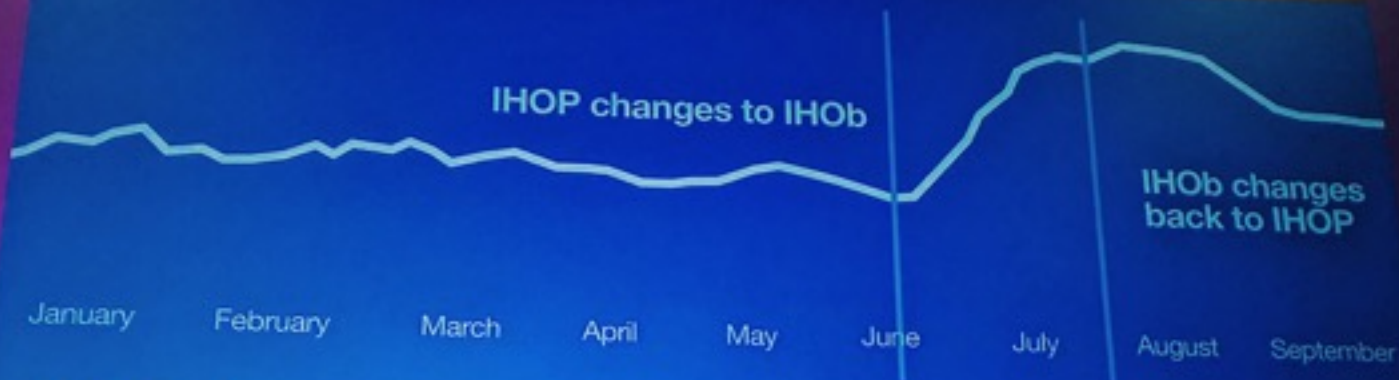
NEXT |

@ajos | @konfektious



IHob

#IHOBTWENTYONE  
+ 50% Unaided Ad Awareness



NEXT



Source: YouGov

@ajos | @konfectionous

CREATIVE  
STORIES



Kimberly  
@ThePrattPeck4

I just heard that @IHOP is changing it's name to IHOb...my guess is b for breakfast, but on the real I'll still be calling it IHOP. Just saying lol. #PancakesForTheWin

ExtraDOG  
@IanCorley

Replying to @IHOP  
I mean... its Breakfast isn't it? International House Of Breakfast?

NYSE  
@NYSE

Replying to @IHOP  
bitcoin

Patrick Ford  
@Patrick2Ford

Replying to @IHOP  
...I'm just over here wanting some answers! Stop b-ing elusive and tell me what the answer b!

NEXT

@ajos | @konfektious





**Gregg Weiss**

@greggweiss



Communication > Consumption.

Get people to talk about your stuff not just see it!

~@konfektious #AWNewYork



Paul Burns  
@paulburns



“Brand Judo”: Leveraging the momentum of something happening in culture —> flipping it —> and turning it into a unique brand story. [#OwnTheMoment](#) [#AWNewYork](#)





**NBCU Together** 

@NBCUTogether



“Those consumers that are passionate about the red carpet, or passionate about sports – it’s a similar kind of thing, they want to do pre-game and post-game, and we have all of that.” - [@laura\\_molen](#) on the breadth and depth of NBCU's portfolio of talent and content.

[#AWNewYork](#)



#AWNewYork

**“Rather than obsessing over likes, retweets and impressions, look for meaningful, real-world outcomes and deeper connections with consumers.”**

Katrina Dodd, Head of Trends, Contagious  
@konfektious | #AWNewYork





**SUBerlin**

@SU\_BerlinDE



[#RT @singularityu](#): RT [@ErikHuberman](#): "People like humor in ads, but it will not beat a solid narrative over time. Most people get bored of the humor 1/3 into the ad. A great narrative continues to resonate" [@singularityu](#)  
[#AWNNewYork](#)



**Sona**

@LifePerSona



Being the “lifeline to culture” for brands seems to be every company and agency’s panel talking point at [#AWNewYork](#). The challenge is differentiating way beyond that and getting very specific on what that really means when brought to life.



**Marissa Ryan**

@marissaryan25



Exciting features to look out for from [@Pinterest](#) this year

- shop the look ads
- shoppable product pins in Lens Results
- Global Catalogue Upload (!)
- All new business profiles

[#awnewyork](#)



**Dentsu Aegis USA**  
@dentsuaegisUSA



Audio is the oldest form of storytelling. Conversational story development is the new paradigm and brands are looking for a new set of strategic plan for their identities.  
[#AWNewYork](#) [#Innovation](#)



Entercom 

@Entercom



"If you're a podcast fan, you might listen to 10 shows a week. So we need to make something that will kick one of those off. - [@WBJenna](#), [@pineapplemedia](#) co-founder, on reaching podcast listeners during "Maximizing The Podcast Opportunity for Brands" panel at [#AWNewYork](#)



**Entercom PR**

@EntercomPR



"Podcast is a habit medium... and people build it into their lives." - [@maxlinsky](#), [@pineapplemedia](#) co-founder, touching on podcasts during "Maximizing The Podcast Opportunity for Brands" panel at [#AWNewYork](#).



**PRNEWS** 

@PRNews



In the "old days" there were only so many places to get information, "Nick Jr., Disney Channel." Now kids can post their own content on the Internet, where other kids are also responding. [#AWNNewYork](#)



**PRNEWS**   
@PRNews



This young generation is very different from millennials. Less focused on themselves. They feel they have an investment in our future. They are not passive recipients of information. [#AWNewYork](#)





Russell Scibetti 

@rscibetti

The most important question for A-B to answer when looking at sports [#sponsorship](#) - how does it help sell more beer? Worked with their Cleveland Browns efforts, where they grew share in market by 7%.

[#AWNewYork](#) [#sportsbiz](#)



**Russell Scibetti** ✓

@rscibetti



In [#esports](#), there is more flexibility for A-B in sponsoring events over leagues and teams, as there is still a lot of potential fluctuation as to what games are most popular year to year. [#AWNewYork](#) [#sportsbiz](#)



**Hooligan\_NYC**

@hooligan\_nyc



Average digital ad viewing time: 1.7 seconds. That makes the "30-second spot" the new "long-form," so tell your story quickly, creatively, truthfully and with purpose.

[#AWNewYork](#) [#WelcomeToTheLastMile](#) [#HooliganNYC](#)...



Russell Scibetti ✓

@rscibetti

Love this - it is absolutely true. Chasing perfect actually prevents progress. [@ChikinCS](#) [#AWNNewYork](#)





**Brand Innovators**

@Brand\_Innovator



Key takeaway from our session with [@mmOrelli](#)  
[@TolunaCorporate](#) [@Prudential](#): " Know what makes  
your consumers tick, and know what makes your  
consumers loyal." [#BISummit](#) [#AWNNewYork](#)



**OMD USA**  
@OMD\_USA



"Fandom is formed when you're young; you're still defining who you are. Gen Z uses brands and communities as a statement and reflection of their identity," [@Chrissie\\_Hanson](#), CSO, [@OMD\\_Worldwide](#),  
Evolution of Fandom Panel

[#AWNNewYork](#) [#BetterDecisionsFaster](#) [#OneOMD](#)



**Jay Kapoor**

@JayKapoorNYC



Back at [#AWNNewYork](#) for another year of [#NYVCSports](#) to hear [@bstuchin](#) & friends discuss future of sports media:

“For the first 70 years of our existence we were just a sports team, in the last few decades, we have had to become a media & entertainment company” [@dgodz](#), CMO [@Bucks](#)



Russell Scibetti ✓

@rscibetti

The rise of digital does NOT mean the death of linear. For example, @WWE has a massively successful OTT platform while launching a new broadcast deal with @FOXTV and bringing @WWENXT to @USA\_Network. #nyvcsports #AWNNewYork #sportsbiz @johnsbrody



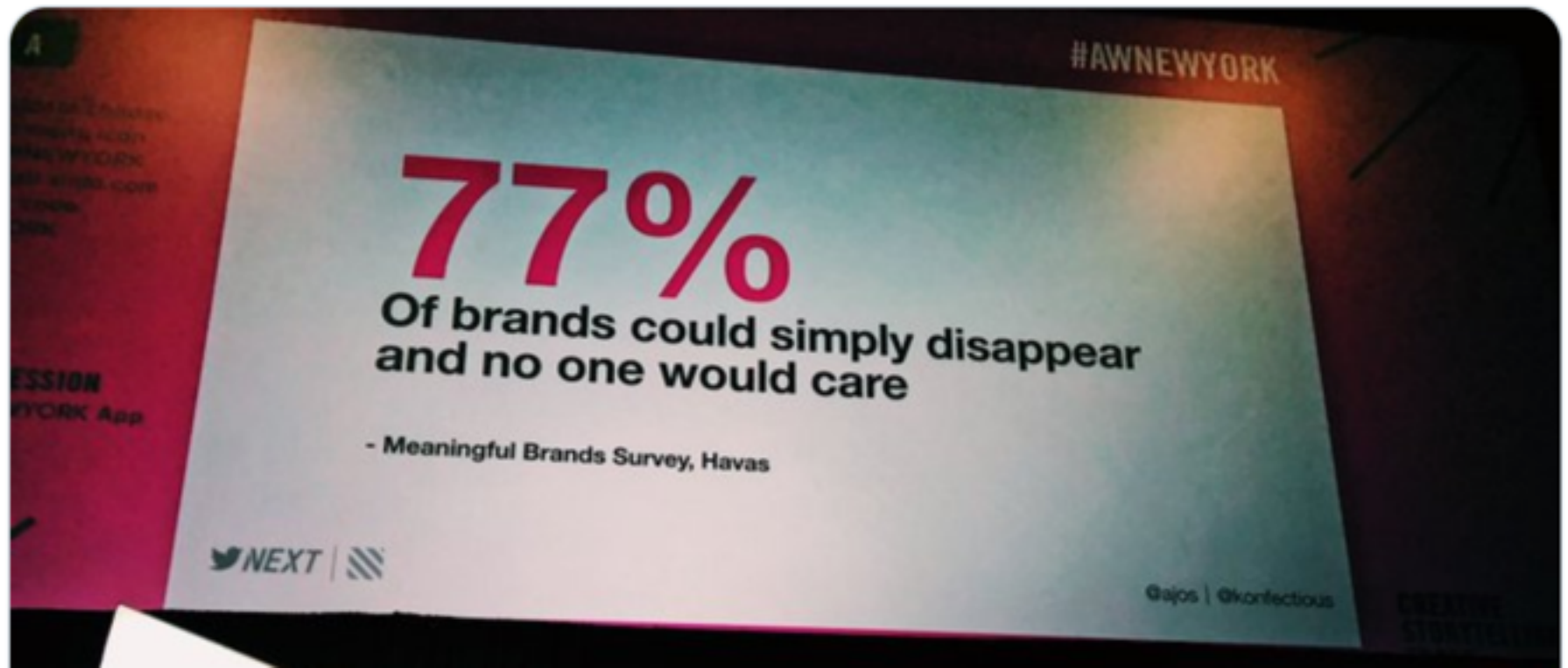




**Michael Gass**  
@michaalgass



“No One Cares”: 77% of Brands could disappear tomorrow and no one would care. The key for brands today is the “make people care” —> this is why cultural relevance is so critical. via [@paulburns](#) [#AWNNewYork](#)





**Russell Scibetti** ✓

@rscibetti




A lot of investment has to take place to continue building around women's soccer, and it's going to take more time to get an ROI, but if we build the right way, the sky's the limit. [@assiagrazioli](#) [#nyvc sports](#) [#AWNewYork](#)



Viacom   
@Viacom



See what Beth Coleman, SVP of Marketing & Partner Insights at Viacom, had to say when asked about improving cross-platform campaigns.  [#AWNewYork](#)

**“FIRST, WE NEED TO UNDERSTAND HOW OUR AUDIENCES ARE INTERACTING. [THEN] ON A CAMPAIGN LEVEL, DOING IT CASE STUDY BY CASE STUDY AND LEARNING FROM THOSE DIFFERENT OUTCOMES IS IMPORTANT.”**

**BETH COLEMAN**  
SVP, MARKETING & PARTNER INSIGHTS, VIACOM





**PatienceIsNotMyVirtue**

@NestingNow



"Controversy is good. Being really corporate & playing it safe don't resonate today. Consumers want passion and a POV among brands." @GwynethPaltrow with @harrykargman @kargo at #AWNewYork @AWNewYork\_



**Disney Advertising Sales** ✓

@disneyadsales



“Brands should be thinking about fandom when asked how to continue conversations with the consumer after purchasing their products.” - Shane Rahmani, SVP & GM of New Media [@Marvel](#) [#AWNNewYork](#)



**MDC Partners**

@MDCPartners



Digital natives = digital skeptics

70% of college students have ad blockers enabled, and 80% don't see banner ads at the top of websites.

Brands need to dig into the data to determine how to engage college-age consumers. [@AlexKronman](#)  
[@chuckportercpb](#) [@debraceleaver](#) [#AWNNewYork](#)



**MDC Partners**  
@MDCPartners



"Viral means you want to send something over to friends, and no one wants to send a salesman over to their friends," [@chuckportercpb](#) said when asked "what makes something viral?"

Content needs to be entertaining and informational—and brands need a little luck. [#AWNewYork](#)



**Peer39**

@Peer39T



Contextual targeting has been a hot topic at [@AWNewYork\\_](#). With privacy issues making truly personalized advertising a difficult feat to accomplish, more publishers are looking towards contextual ads to reach consumers.

[#AWNewYork](#) [#Peer39](#) [#Contextual](#) [#adtech](#)





**We're Magnetic**

@WereMagnetic



"Experiential is not a one-size-fits-all marketing strategy. Knowing why you decided to use it as a medium to connect with your audience, and then creating metrics that measure your purpose, is the right way to convince leadership to employ it." [@JessRez](#) [@AWNewYork\\_](#)  
[#AWNewYork](#)



**Sona**

@LifePerSona



Ben & Jerry's CEO speaking on the irrational fear of screwing up that holds leaders back from crafting purposeful brands: "At times, the shortest distance between point A and point B is a good wipeout."

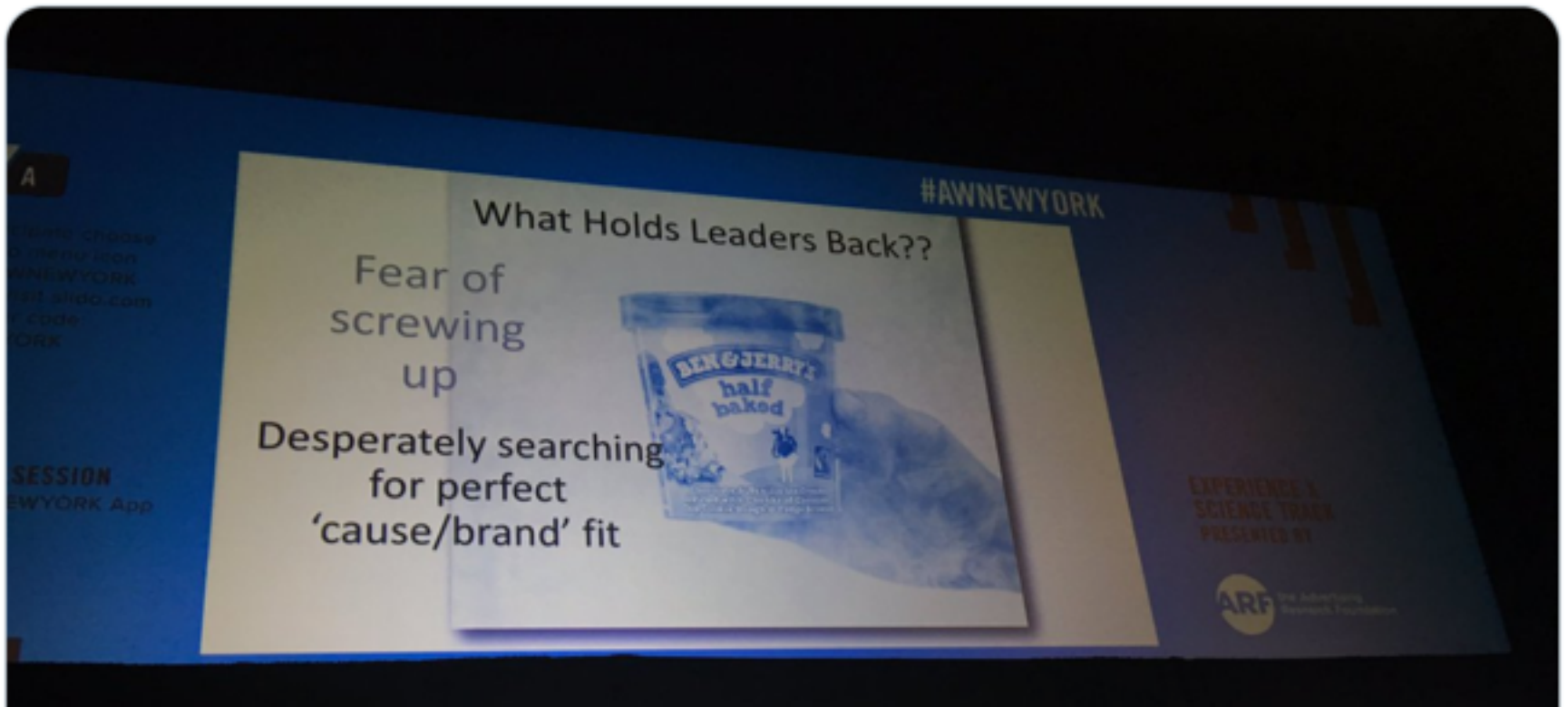
[#AWNNewYork](#)



**Fiona Blades**  
@FionaMESH



Matthew McCarthy [@benandjerrys](#) gives inspirational words on what holds leaders back. Don't be afraid of screwing up, a good wipe out can be the fastest way from A to B. [#arfexperience](#) [@the\\_ARF](#) [#AWNNewYork](#)





**Omnicom Media Group**

@OmnicomMediaGrp





“Ratings aren’t the wrong answer but rather the answer to the wrong test. It’s the not the right unit of analysis for individual behavior.” – Jonathan Steuer, Chief Research Officer, OMG [#OMGAWNY](#) [#AWNNewYork](#)



**Kelsey**

@kelsfranj



 Linear is still so old school, but  Digital is very advanced. We are at the max chaos level right now. Combining the colors of these worlds is mixing together all colors of the rainbow - but it turns out brown. We need to put a constant on all TV metrics. [#AWNNewYork](#)

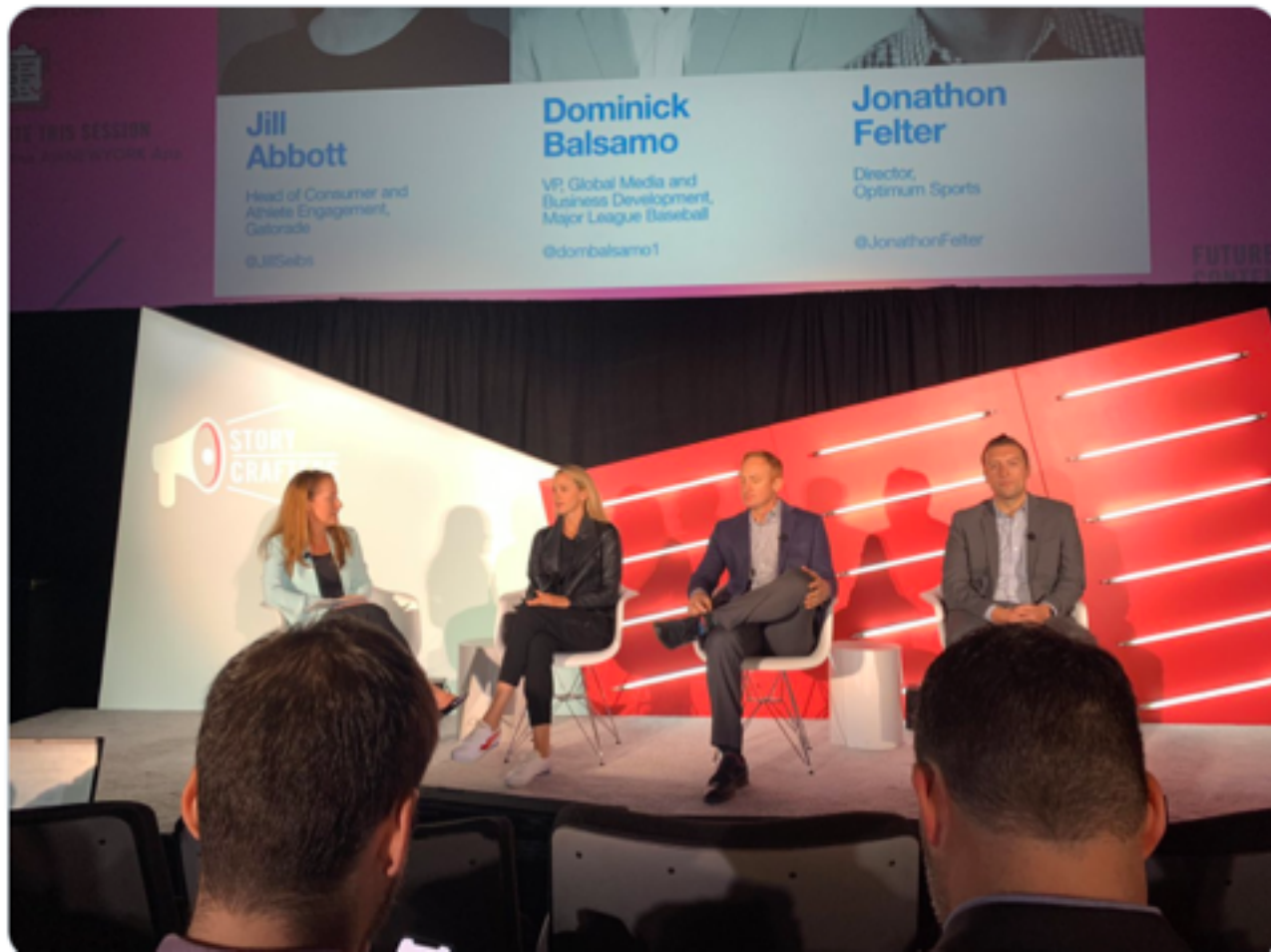


**Shelby Clayton**

@shelbyclayton



“Being present in where your fans are is really important”  
[@dombalsamo1](#) speaking on how MLB has maintained its relevancy over its 150 year history. [@laurafrofro](#) hosting a great panel at [#AWNNewYork](#) right now!





**Joanna Piacenza** 

@jpiacenza

Replying to [@jpiacenza](#) [@HowieLong](#) and 2 others

Events like the Super Bowl have become more important  
"as audiences continue to be splintered more and more,"  
—[@FoxSports](#)' Silverman [#AWNNewYork](#)

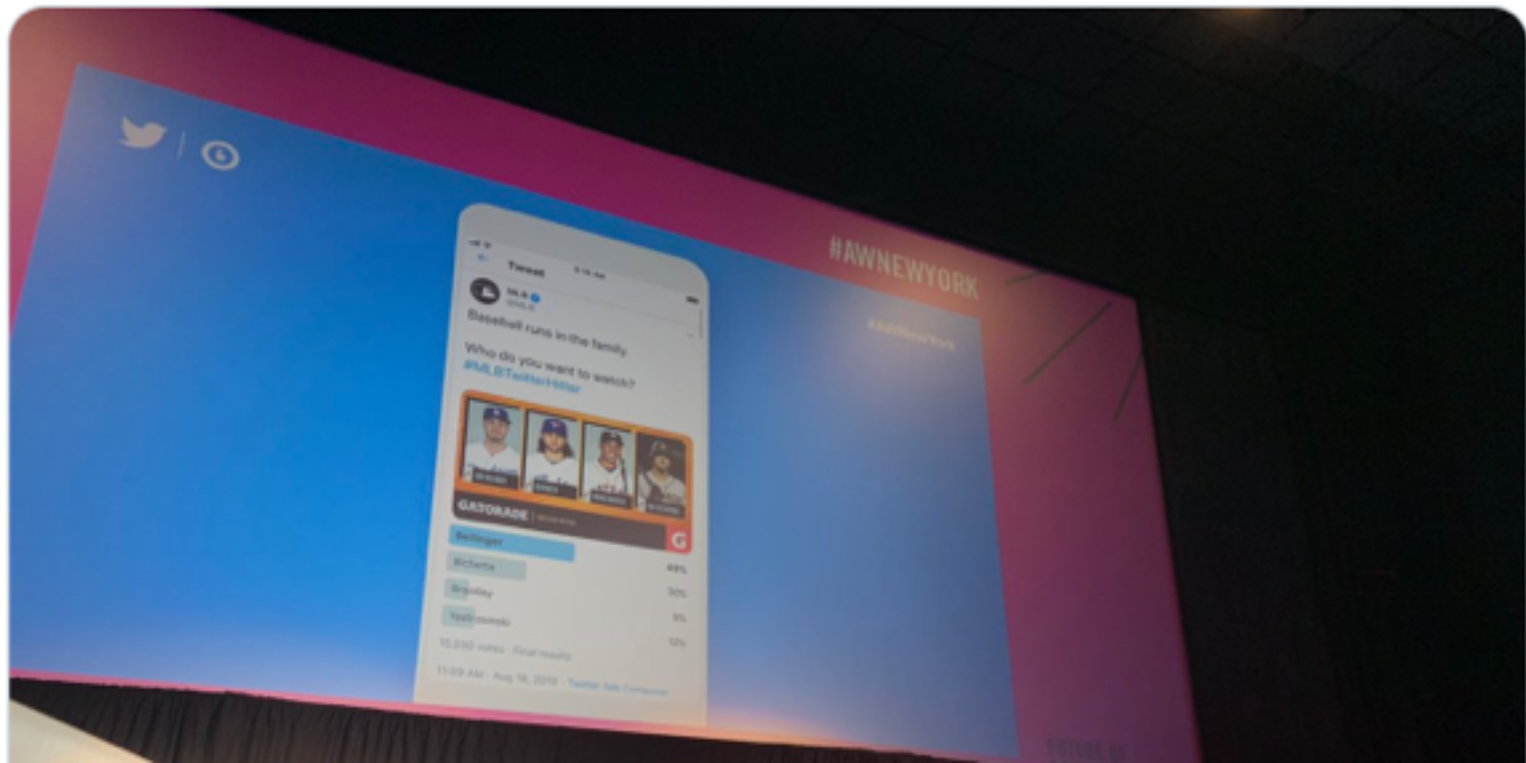
7:56 AM · Sep 26, 2019 · [Twitter Web App](#)



**Kasey Meredith**  
@kaseydmereedith



Adding to one of the biggest themes of [#AWNNewYork](#), interactive and experiential marketing, Dominick Balsamo vp of global media and business development at MLB speaks on how [#MLBTwitterHitter](#) has increased engagement.







**amanda irel**  
@amandairel



"it's not about linear vs digital. it's about competing for time." — john brody of [#wwe](#) at [@advertisingweek](#) ([#AWNNewYork](#))

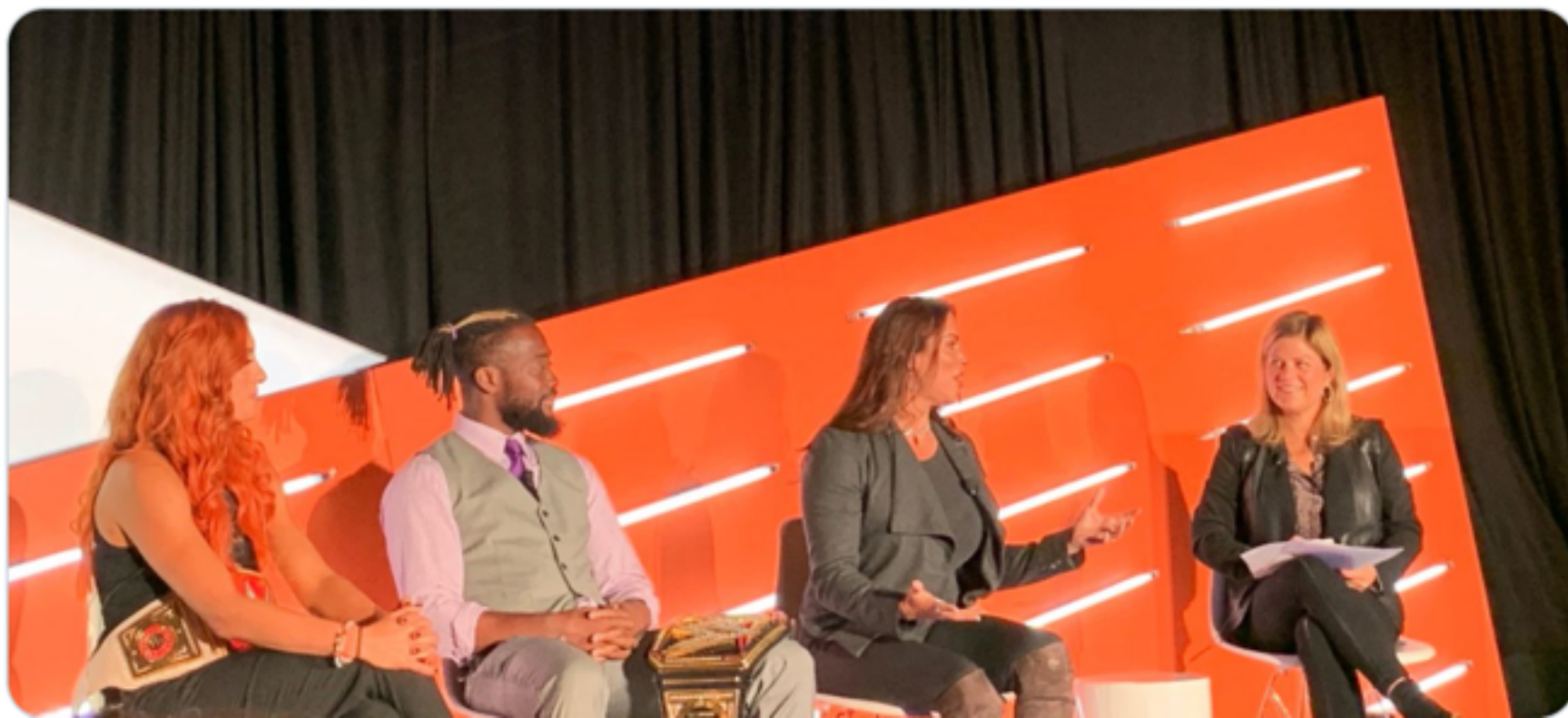




**amanda irel**  
@amandairel



"let people feel like they're a part of it, so they can make the moment" — [@StephMcMahon](#) at [@advertisingweek](#), talking about authenticity in branded content ([#AWNNewYork](#))



# Advertising Week NYC Recap

*Thanks again to everyone whose tweets helped fuel this recap and for Advertising Week for putting together a great event!*

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