

October 22, 2015

QUICK NEWS

[Meet YouTube Red](#)

[Instagram App Lets Creators Make Endlessly Looping GIFs](#)

[How Ad Design Affects Ad Blocking](#)

[Yahoo Inks Search Deal with Google](#)

[NCAA Bans Ads for Fantasy Leagues in March Madness, TV College Sports](#)

WHAT'S TRENDING NOW?

HASHTAGS:

#BenghaziCommittee

#ShawnsAnnouncement

#SoundsGoodFeelsGood

UPCOMING EVENTS:

- [AdAge Brand Summit](#)
Los Angeles, CA
November 3, 2015
- [QCon](#)
San Francisco, CA
November 16 – 20, 2015



ADVERTISING WEEK'S BIG ANNOUNCEMENTS

September 28th – October 2nd marked the 12th annual Advertising Week in New York City. This year there were more than 240 different seminars from top industry leaders to star-studded celebrities. There were announcements from big names such as AOL, Verizon, MEC. This week, we're taking a look back at Advertising Week's top stories.

AOL's Mobile Future

On Monday 9/28, AOL hosted over 1,000 advertising leaders for a night of several big announcements. Verizon's SVP of Consumer Products, Brian Anjolet unveiled go90—a mobile-first social entertainment network that launched on October 1st. go90 is Verizon's way of competing with large online streaming and content providers such as Hulu, YouTube, and Netflix. go90 holds over 8,000 titles including prime-time TV, web content and scripted original series. The shows and web content on the platform target millennials by focusing on reality series, and web content inspired by viral videos.

MEC's Live Hire in Time square

The first day of Advertising Week wasn't all just about AOL and mobile, it also was a life changing day for a few lucky college grads. MEC hosted a "live hire" event on Monday—a first of its kind recruitment event. Candidates from across the United States gathered in Time Square to be interviewed in-person by top executives. In just 2 hours MEC interviewed 16 people, hiring 10 of them on the spot for entry level positions within Digital, Planning, and Analytics.

Neuroscience & Market Research

The advertising industry is constantly looking for new ways to measure the success of campaigns and connect with consumers. Advertising week explored how neuroscience can do just that with eye tracking, facial coding and artificial intelligence. Decisive is a mobile advertising startup that uses artificial intelligence to predict how consumers will emotionally respond to videos and images placed on social media platforms. The idea of emotional measurement is to understand how a consumer feels when they react to a

SOURCES

[AOL's Future Front](#)

[Verizon Taps go90 Content to Compete with Online Streaming Nets](#)

[MEC Secures Top Talent at AWWXII With 10 New Hires](#)

[MEC Live Hire](#)

[Disney Finds Emotion Next Targeting Metric for Advertising Marketing](#)

[Highlights from Advertising Week XII](#)

[Colle+McVoy Creates Handshake Tester for Those Attending Advertising Week](#)

[Ready to Shake a Ton of Hands at Advertising Week?](#)

placed advertisement. Research is finding, consumers are more likely to remain brand loyal when a positive emotion is invoked. Consumers are also more prone by default, to a negative experience rather than a positive. Due to this research and the sensitivity of the consumer, emotion tracking is in high demand. Although there is high demand in the industry, many still believe that emotional measurement was more glitter than gold. However, with Disney to begin measuring emotional response and funding 10 emotional marketing startups, it will only be a matter of time before electroencephalogram (commonly known as EEG, used to track mental performance) and facial recognition will be regularly available to advertisers.

Let's Shake on It

Networking can be stressful, and this year Minneapolis based agency Colle+McVoy wanted to spare you a little less awkwardness. Every year for advertising week the agency creates a special app just for the event. This year the app was the Handshake Tester, which allows you to practice your handshake with your phone first, before you have to shake hands with dozens of people at Ad Week. There are 11 types of handshakes you may receive, from the Politician to the Clams Casino! This app provided a great ice breaker for people and a way to loosen up before a week of networking.

*By Elizabeth Fabian
Assistant Media Planner*

QUESTIONS, COMMENTS & THE FUTURE?

- With go90 leading the way with a mobile first social entertainment platform, will any of the video streaming services such as Hulu or Netflix add mobile first content?
- With the competition for jobs for new grads increasing and the success and coverage MEC had, will MEC's Live Hire event become a more popular tool with companies?
- Many nay-sayers in the industry still believe that emotional measurement is more hype than reality. However, with a company as strong as Disney investing in 10 emotional measurement startups, will emotional measurement become more prevalent?
- Colle+McVoy used an app to bring awareness to their agency. It was a great way to get noticed at such a large event. What other tools will agencies use in the future to gain awareness at leading industry events?