



Welcome to the February issue of Candor. This may be my favorite month of the year, certainly not because of weather, but because 2018 is in full swing and the planning meetings we've had with our customers are starting to bear fruit. This is a great month to look around and appreciate the clients who have entrusted you with their business. The ones where you ingest their business initiatives, goals and results as your very own. I love the phrase 'outside in' and have used that style of thinking throughout my career making the customer the kingpin of my decisions. Below, we share some thoughts, articles and insights that support a customer relationship focus and celebrate the one thing we share in common –customers.

Cheers,

**Stephanie Anderson** | Chief Marketing & Strategy Officer

## Great Brands Aim For Customers' Hearts, Not Their Wallets

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There's a big difference between sticking with a brand and being stuck with one. If your customers aren't happy with your brand but they stay with you because of hefty switching costs, they're not sticking with you—they're stuck with you. Nobody wants to be held prisoner, so if your company's customer-retention strategy relies on making it difficult for people to leave, you're not building brand loyalty—and you're not building a great brand. Read [Here](#)

## Kraft Is Asking Families to Submit Photos of Themselves for a Chance to Appear in Brand's Super Bowl Ad

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Starting bright and early on Feb. 4, Kraft will begin asking families to share on Instagram and Twitter how they're celebrating the big game using the hashtags #FamilyGreatly and #KraftEntry. Whether it's a photo of snack prep or a video of the whole family cheering for their favorite team, the brand is looking to spotlight how real families are celebrating this year's face-off. Read [Here](#)

## Infographic: How Much Privacy People Will Give Up for Personalized Experiences

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Consumers around the world get frustrated when brands fail to deliver relevant, tailored experiences, something they are increasingly demanding. They're also concerned about giving companies too much personal information, which paradoxically is what brands need in order to deliver such experiences in the first place. Meanwhile, poor personalization resulting from a lack of trust costs companies trillions of dollars annually, according to new research from Accenture Strategy, which surveyed 24,877 consumers across 33 countries. Read [Here](#)

## Where Is the Line Between Creepy and Creative in Advertising?

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In 2018, consumers have largely accepted that marketers use an online log of their behaviors and spending habits to target digital audiences with relevant ads. A Pew Research Center study found last year that most Americans determine their online privacy rights case by case, with 47 percent saying they're comfortable with retailers tracking their purchases to deliver better deals. Read [Here](#)

## PyongChang 2018 Winter Olympics

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Going For Olympic Gold in Digital. Read [Here](#)

Curious about the do's and don't's of Olympic Advertising? A One-Stop Guide to the Perplexing World of Olympics Marketing. Read [Here](#)

How Social Media has Changed the 2018 Winter Olympic Games for Marketers. Read [Here](#)

10 Ways Brands Are Talking About the Olympics Without Saying 'Olympics' Read [Here](#)

## Around the Industry

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How Creating Relevant Experiences Can Boost Your Clicks on Local Search Ads . Read [Here](#)

Bing Ads' New Audience Segmentation Feature Makes List Performance comparisons a Breeze. Read [Here](#)

Snapchat's Marketing API Is Now Available to All Developers Read [Here](#)

Younger Users Are Bypassing Facebook Read [Here](#)

