Welcome to the June edition of Marketing Communications News. The world has certainly changed since my last newsletter and so too has marketing. This edition shares some of the ways that brands are responding to the crisis and articles on what to expect in a post-coronavirus landscape.

This month also includes articles focusing on merging online and offline experiences, using humour in communications, influencer marketing and logo use.

The research papers highlight the challenges for online advertising education, building brands in a digital age and how consumers are escaping the digital world using analogue objects. I also include a paper that considers the gendered nature of agency creative departments.

I hope you all stay safe and well.

Sarah

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Merging online and offline experiences. This case study examines how one brand created an omnichannel campaign to drive growth.

Read here how brands move online to take advantage of ecommerce growth.

Research identifies how women in agencies are expected to ‘Fake it’. Read here

This article considers whether we should encourage more flexibility in the way logos are used?

This case study shows how humour and influencers helped Clorox’s drain cleaner.

This paper discusses how consumers use analogue objects to escape the omnipresence of the digital world.

Read here about building brands in a digital age.

Read here how influencer marketing has been turned into charitable donations.

Read here about the challenges of delivering online advertising education.