



California dreamers: what happened when creatives descended on Palo Alto for Craft Matters Hack.



Stef Calcraft is appointed as UK and Ireland Executive Chairman.



We welcome leading performance marketing agency Oxyma to the network.



National Geographic & 360i launch first-ever voice-powered meditation app for veterans.

NEW BUSINESS & CAMPAIGNS



360i teams up with Ben & Jerry's to create foodie Facebook filter for Jimmy Fallon's new flavour.



Pogba re-boots Adidas Predator in Facebook Live activation.



Try to give this fridge chills: Isobar NowLab creates a fridge which only opens when you scare it.



iProspect US releases their 2017 Q3 Paid Social Trends Report.



MKTG Spain works with BMW to feature as the first automotive company to sponsor shows at the Gran Teatre del Liceu in Barcelona.



Carat Germany wins media buying account for the German Government, Federal Press Office.



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With influencer marketing, you don't pay to control someone. You pay to empower someone to create with you. It can be hard for marketers—who are often control freaks—to let go of this control, but it's necessary for an effective partnership.

Sanjay Nazerali, Chief Strategy Officer at Carat, in 'Think With Google' series.



Carat USA names Angela Steele as Chief Strategy Officer.



Dentsu Aegis promotes Adrian Roeling to President of Amplifi ANZ.



Carat USA CEO, Michael Epstein, is one of MeidaPost's 2017 Media All Stars.



Jean Lin features in Campaign Asia "Then & Now" speaking about her first job in advertising.

360i Chairman Bryan Wiener features in Digiday podcast on 'Making It'.

gyro promotes Kate Howe to UK CEO.

AWARDS & EVENTS



AB InBev's Cubanisto gets the creative juices flowing at the Isobar Academy EMEA program in Amsterdam.



Carat USA wins two Internationalist Awards for Innovative Digital Marketing Solutions.



Vizeum Austria win Gold VAMP-award for IKEA catalogue cover-shooting campaign.



iProspect Russia tops the AdIndex Digital Index 2017.



mcgarrybowen Hong Kong wins silver at WARC Prize for Asian Strategy for work with Manulife.

360i CEO Sarah Hofstetter speaks at Fortune's Most Powerful Women Next Gen Summit.



Data analysts from across the network join forces with Google to 'Hack' solutions for present-day media challenges.



Our DAN Climate Challenge quiz raises awareness of environmental issues and what we're doing to solve them. Find out if you're a polar bear, fish or penguin!



NBS Brazil wins healthcare & wellness award for Blind Passion project helping



Take a closer look at #changethepicture campaign from 360i, Amplifi, Posterscope

disabled people attend sporting events.

& Glean for International Mens Day.



blue-infinity Linked by
Isobar's
[#TechChallenge2017](#)
reveals recipe for winning
in tech.



Mitchell launch Ripple, an
innovative influencer
marketing approach
based on hyper-local
expertise.



Isobar Finland and Arla
launch new Augmented
Reality campaign to get
kids excited about milk.