

Mastercard discusses digital transformation impact on brand strategy

Mastercard recently hosted its first Chief Marketing Officer (CMO) forum with a panel discussion titled 'I Don't Want Your Ads; Marketing in an Ad-Blocking World'.

The forum was hosted by Mastercard's CMO Raja Rajamannar and was focused on the evolving role of marketing in connecting brands to a new generation of consumers.

Mastercard shared insights on the transformation of its marketing and brand strategy, including the evolution of its campaigns during the discussion.

Mastercard welcomed companies to the forum that included Emirates, Nestlé, and McDonald's.

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