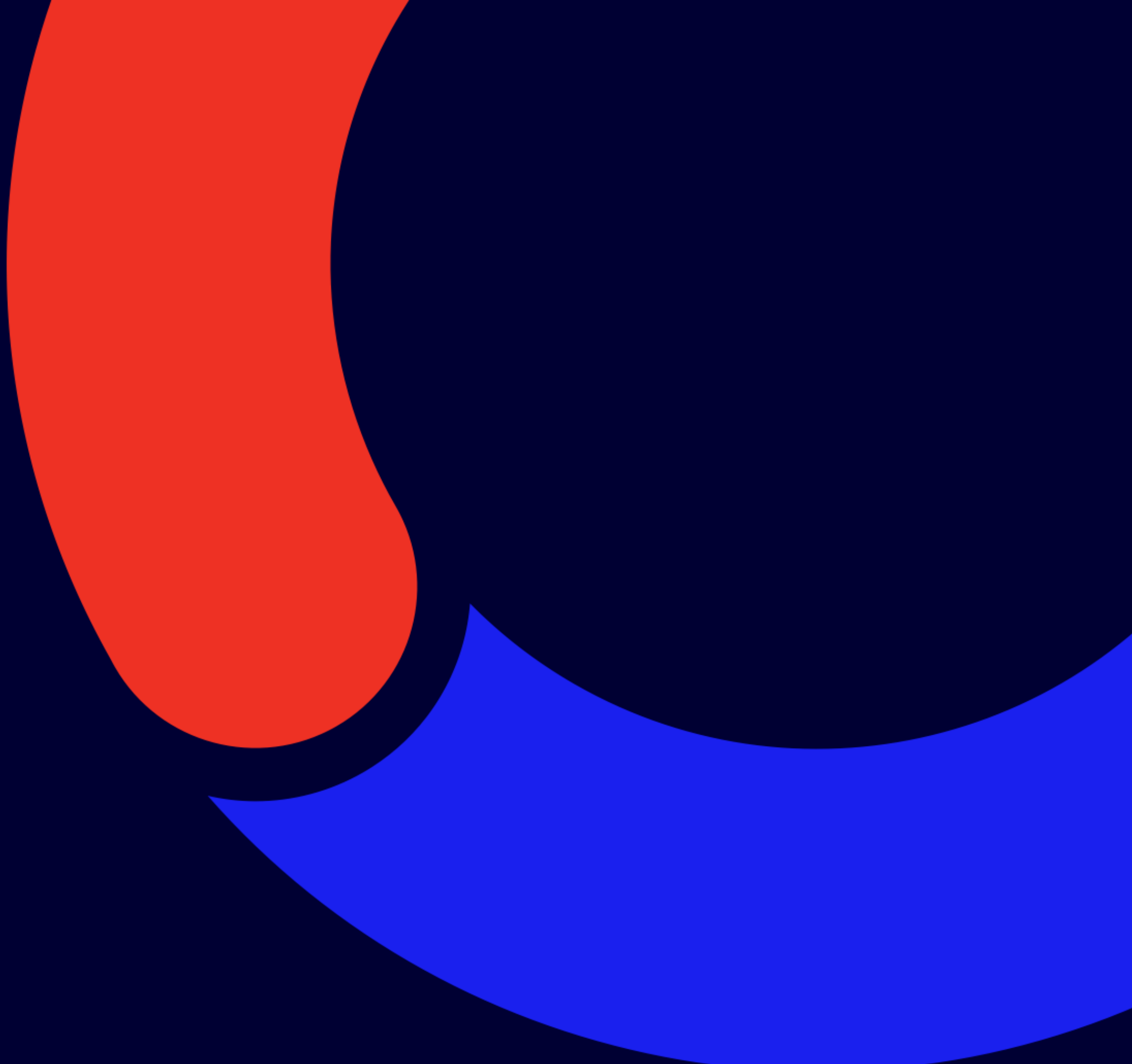




omd



OMD at Advertising Week New York 2025

Creating What's Next in Culture, Commerce and Connection

Updated: October 24th , 2025



WE *Create* **WHAT'S NEXT**

From Campaigns to Communities

Advertising Week New York returned this October for its annual event, revitalizing the Penn District with four days filled with panels, product launches, and late-night networking. This year's edition attracted a strong global audience, with approximately 16,000 in-person attendees from around 4,000 companies. Additionally, over 1,300 speakers participated in hundreds of sessions throughout the week.

[Advertising Week New York 2025](#) reinforced that entertainment and community are inseparable. Marketing must earn cultural relevance by joining fans' rituals, rather than buying attention through isolated campaigns.

OMD's gender-equity panel demonstrated that platforms can close gaps. Snapchat's [Snap the Gap](#) initiative teamed with TOGETHXR to help eight up-and-coming female athletes tell their stories, reframing media as mentorship rather than advertising. Such programs demonstrate how media budgets can also fund social impact.



The importance of fandoms surfaced repeatedly. [Fear Fest with AMC Networks helped Bacardi claim ownership](#) of a cultural ritual by tapping into horror fandoms and building emotionally intelligent media moments. Instead of surrounding a tent-pole event with ads, brands co-created experiences that matched fan values and tone.

A panel on hyper-local communities argued that out-of-home installations and location-aware data can turn mass campaigns into personal experiences. PepsiCo's [Sweet Room](#) OOH installation shows that when audience + moment + message align, brands create real-world resonance without overcomplication.

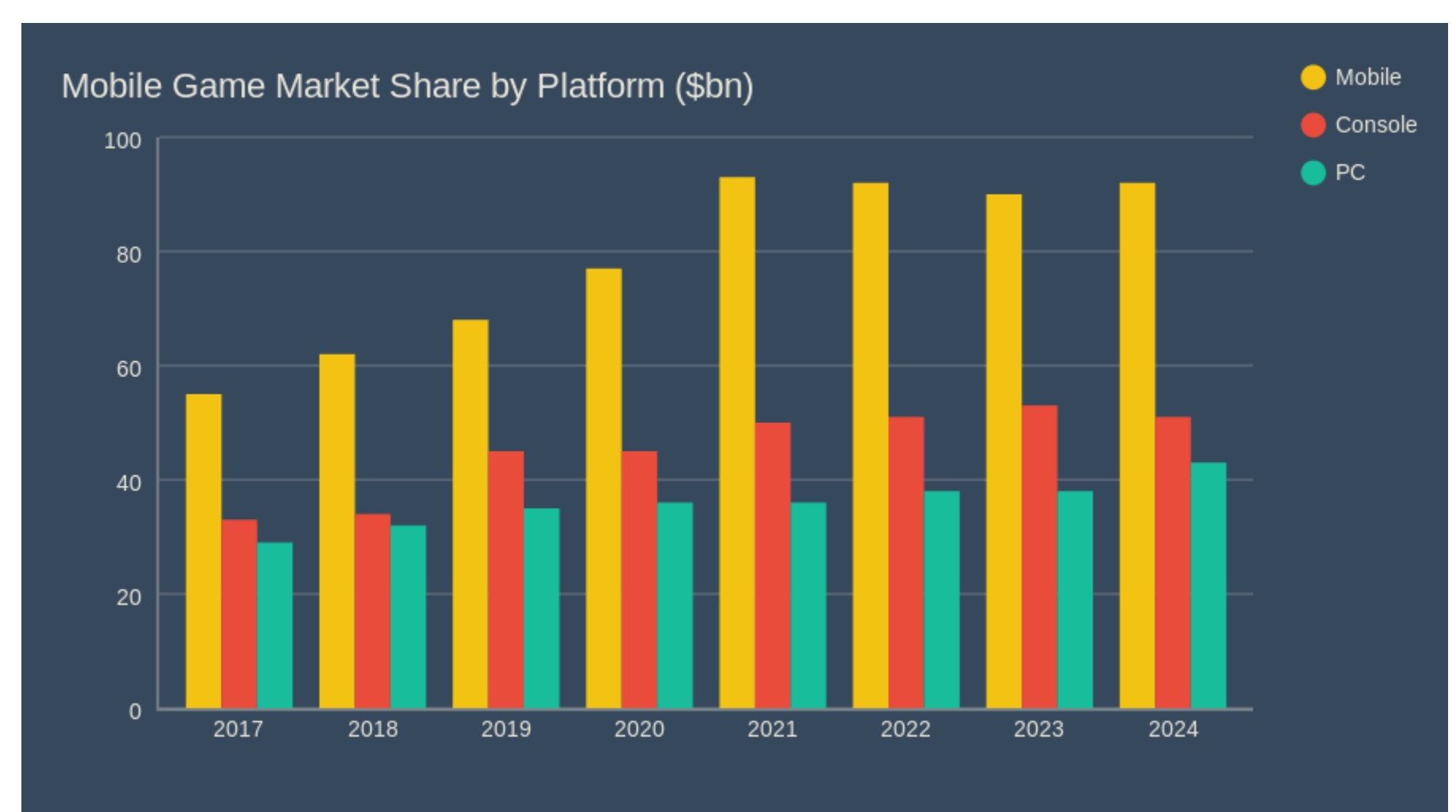
Amazon Ads [shared research](#) around how neighborhood-level entertainment and shopping data inform hyperlocal targeting, enabling message relevance at scale.

Cultural convergence means investing in consumer-insight-led cultural credibility, not superficial sponsorship. Brands that understand fandom values and behave as members of these communities will earn the permission to experiment and co-create the next cultural rituals.

As communities coalesce around shared rituals, marketers should invest in tools for listening and co-creation that foster long-term brand love and even influence product development. Culture is dynamic; continuous dialogue with communities will help brands anticipate new rituals, rather than merely react to them.

The Next Audience Frontiers

Advertising Week's inaugural [Gaming Summit](#) signaled that interactive entertainment has moved to the center of media strategy. Yet, gaming still receives [less than 5% of global media investment](#), despite reaching half the planet.



Newzoo data presented at the summit estimated [global gaming revenue at \\$187.7 billion](#) in 2024 and nearing \$200 billion by 2025. The Udonis report added that 95% of game sales are now, demonstrating that gamers live in connected ecosystems.

Unlike passive media, games enable interaction, self-expression, and community. [89% of Gen Z gamers](#) believe video games can introduce them to new friends and relationships.

Rather than thinking of sponsorships as product placements, brands need to build gaming ecosystems that treat play as a full-funnel experience from discovery to purchase.

Women's sports are [no longer emerging](#) – they're commanding attention, investment, and community engagement. For example, the [WNBA is now one of the top five](#) most followed sports leagues globally.

OMD can drive equity through exposure by designing media that amplifies athlete voices, not just event logos.

Gaming and women's sports share a common thread: they are cultural arenas that foster community and loyalty. Brands should view games and women's leagues as social hubs, not just ad placements.

The synergies between gaming and women's sports also point to a future where interactive broadcasts let viewers customize camera angles or participate in live challenges.

Brands that experiment with cross-genre activations, such as streaming a women's basketball match within a game, will build both reach and resonance, fueling loyalty across fandoms and broadening the funnel.

Attention and Friction

As digital media fragments, attention has become a scarce resource. [OMD's attention panel](#) offered sobering statistics: 75% of digital advertising inventory receives no active attention, with only 30% of ads crossing the 2.5-second memory threshold, active attention is now 7x more valuable than passive.

This means that most media spend does not even register in memory. Rather than chasing impressions, panelists urged brands to pursue active attention and emotional resonance.

As measurement frameworks evolve, brands are shifting from volume to quality, assessing the combination of creative and context that secures attention.

Georgia-Pacific offered another lens on attention: instead of avoiding friction, brands should lean into it. Angel Soft, a brand known to be both soft and strong without compromise, set out to make its mascot, Angel, more culturally resonant. The brand listened to consumers to find moments of tradeoff where Angel Soft could provide value. Recognizing that 92% of viewers delay bathroom breaks during live events, Angel Soft addressed this with the first-ever Super Bowl ad designed not to be watched by viewers.



The [Potty Tunity Super Bowl LIX ad deliberately](#) gave fans a bathroom break without missing any action. By airing just before halftime, Angel Soft created a memorable cultural moment and aligned the brand with relief rather than interruption. This example demonstrates that understanding human tension and showing up authentically can deliver both humor and brand recall, using cultural contrast to earn attention.

Brands should invest in attention-based metrics that value quality time over volume. Planning must account for the context in which ads appear, and the emotions they evoke.

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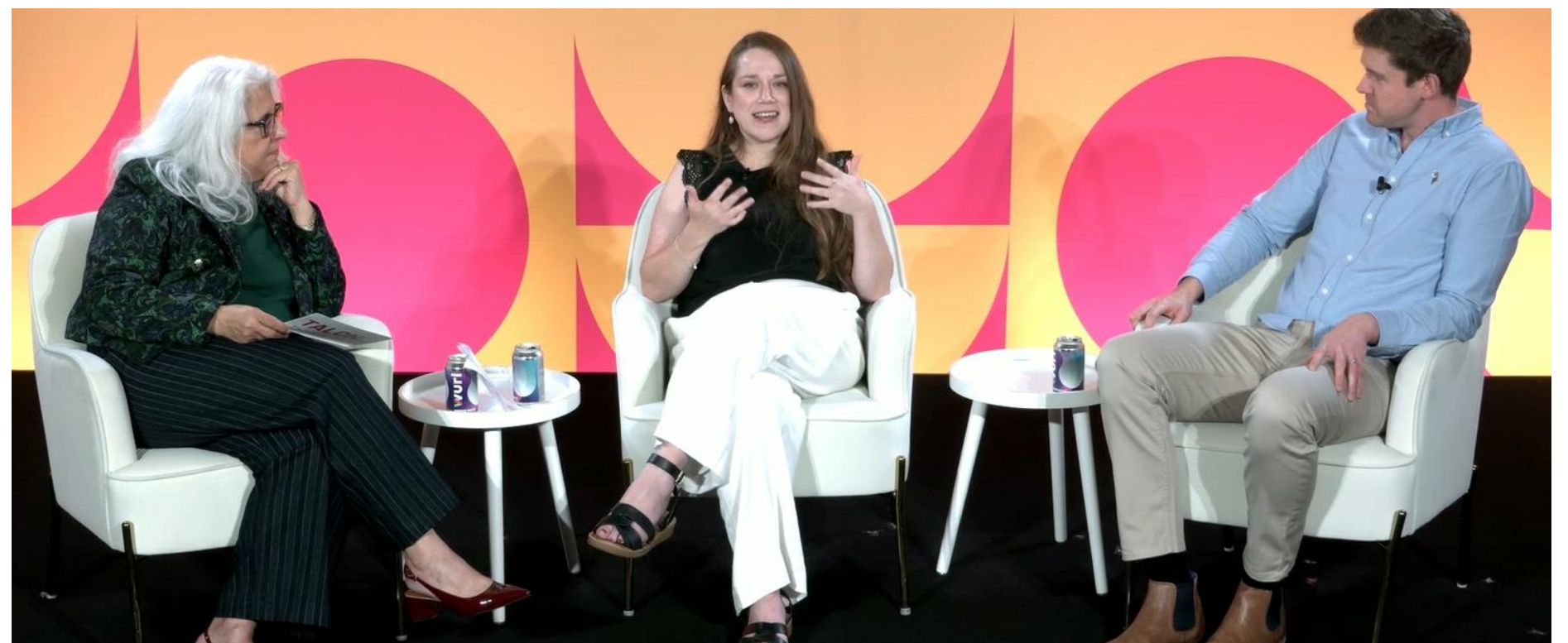
OMD plans to refine measurement models around emotional resonance, using [capabilities delivered by Omni](#) to help identify value-aligned partners and measure attention, ensuring that investments drive tangible outcomes.

Collaboration and Creators

The creator economy, now valued at around [\\$250 billion](#), is where long-term, values-aligned partnerships are replacing transactional deals.

Engagement quality now outweighs raw reach; platforms like [Creo, integrated into Omni](#), help brands find aligned creators and comply with influencer disclosure rules. AI-driven personalization and social commerce allow rapid iteration when teams operate from a common data foundation.

Success requires clear governance, shared KPIs, and trust between partners.



For brands, this translates into investing in long-term creator relationships, building cross-functional co-sourcing teams, and embracing channels like gaming and women's sports. Community engagement is now a business imperative rather than a CSR sideline.

The next frontier of media strategy is about co-creating with partners and communities. By embracing the creator economy as a source of authentic storytelling, brands can transition from renting attention to owning relationships.

As AI and social commerce accelerate cycle times, the brands that build integrated, values-aligned ecosystems will be best positioned to create what's next.

As automation reshapes production, human creativity and ethical judgment will become the differentiators that teams provide.



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