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academic Professor Byron Sharp, is one of the most influential marketing books of the past decade. Since its publication in 2010, it has been mentioned co WARC ...

**Byron Sharp on 'How Brands Grow', five years on**

IPG Mediabrands officially commits a

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minimum of 5% of their media budgets to Black-owned media companies by 2023.

### **Byron Allen push leads to IPG Mediabrands committing at least 5% to Black-owned media**

Big advertisers like General Motors and Target say they intend to pay more

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attention to Black-owned media outlets. Now Interpublic Group, one of the nation's biggest advertising companies, ...

### **Interpublic's Mediabrands Vows to Raise Ad Budgets for Black-Owned Media by 2023**

Dear , This must be the lowest common

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denominator in personalised marketing. Sending an email to an existing or potential customer and you cannot either address the person by name or get their name ...

### **Woolley Marketing: Personalising, mass marketing or both?**

From market stalls to selling worldwide,



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the last four years have been a whirlwind for young Lismore businesswoman Lilly O'Reilly.

### **Popular Lismore clothing label Folke reveals future amid Lismore Square store closure**

Fresh from the Byron Bay hinterland, Brookie's G&T puts a spin on the usual

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gin and tonic with native finger lime in a ready-to-go mix.

## **The Classic G&T Has Been Given a Fresh Aussie Twist in Byron Bay**

Valvoline is increasing its primary sponsorship of Hendrick Motorsports drivers Kyle Larson and William Byron from three races to five throughout the

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2021-2022 NASCAR Cup Series seasons,  
the team ...

## **Valvoline Sponsoring Kyle Larson and William Byron**

The wellness industry is growing all the time in Ireland, and has come some way since it was estimated to be worth around €2bn in 2018.

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## **Wellness journey brought Emma home**

WWE RAW has seen a new personality arrive at the commentary desk in the form of Adnan Virk. The red brand's broadcast team went through an overhaul after WrestleMania 37. Corey Graves headed over to ...

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## **5 Things you should know about WWE RAW commentator Adnan Virk**

The Lennox Community Garden team recently had an early morning working bee and visit from Tamara Smith MP and they reflected on the two years that have passed since they first broke ground.

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## **Lennox Community Garden celebrates terrific two**

The recent launch had brought a new meaning to birthing creativity for husband and wife duo Brendan and Melissa Horne who thought up the clothing brand during ... clothing in Byron Bay despite ...

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## **New Byron Bay clothing brand to reap rewards of niche style**

The Byron Bay-based brewery was established ... as a potential way of further engaging the brand's customer base. "We're still seeing really high engagement with email and our focus is on continuing ...

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## **Triple-digit customer database growth, personalised engagement become reality for Stone & Wood**

The ambition that underpins Nashville's newest homegrown billion-dollar business revealed itself in an unsuspecting place, at a Green Hills conference table in a three-story office



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building behind a ...

## **Billion-dollar ranch hands**

Dustin Martin, one of Australia's most eligible bachelors, might be off the market. A report in the Herald Sun claims the AFL superstar has been spotted on several dinner dates with fashion model ...

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## **Dustin Martin linked to Aussie fashion model**

Australian fashion rental startup  
Glamcorner has signed a partnership  
with cult Byron Bay-based fashion brand  
Spell ... and is expected to grow by 8.7%  
by 2025.

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**Rental startup Glamcorner has signed a partnership with cult Aussie brand Spell, as Australia catches up to the \$2 billion fashion rental market**

The move follows the placement of a full-page ad in Sunday's Detroit Free Press, in which the leaders of Black-owned media companies — including Byron

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Allen ... In 2019, brands spent \$239 ...

### **Sean 'Diddy' Combs Slams General Motors for Disrespecting Black-Owned Media Brands: 'If You Love Us, Pay Us'**

Media mogul Byron Allen hails from Detroit, the son of a Ford factory worker. His roots shaped his rise to riches and

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his current quest for equality.

## **The real story behind the man taking on GM's Mary Barra in battle over race**

Diddy published a letter on Thursday accusing GM for disrespecting Black-owned media brands. The move comes after leaders of Black-owned media

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companies, including Ice Cube and Byron Allen ...

## **Sean Combs Calls For GM To 'Fairly Invest' In 'Black-Owned Media' With Advertising**

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### **Byron Sharp on 'How Brands Grow', five years on**

In his capacity as founder of the Revolt network, Sean "Diddy" Combs slammed General Motors for disrespecting Black-

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owned media brands in an ... including  
Byron Allen and Ice Cube — accused ...

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