

BBDO

This Week.

And the one prior to it.

Here are some things worth sharing: Instagram might [not be making us happy](#); customer service [is changing](#); LinkedIn is [getting video](#); and user experience design [can be sinister](#).

Instagram gets us down.



Some studies have shown that social media can be bad for our well-being and Instagram appears to be at the top of the list of harmful platforms. In response to this (and following a recent spat of high profile thinkpieces on the negative effects of social media), Instagram is putting together a Wellness Team. This team will be focused on "making the community a safer place, a place where people feel good." It's not entirely clear how this will be enacted, but the brand has invested in this direction already this year with new content moderation tools and comment filters.

[Read more.](#)

So what?

- Over the next year we should expect to see social platforms acting to get ahead of any issues related to consumer trust. These platforms are starting to realize the responsibility they have to their users, and as content creators we need to be equally aware of that responsibility.
- The tension between our desire to stay connected and the sacrifices that entails (sacrifices of our time, our privacy, our emotional well-being) is a central tension of our era. Creativity can help.

We expect better service.



It's still a little clunky, but voice-enabled tech is playing a part in making us expect much easier and faster customer service. PSFK conducted a survey that suggests consumers are four times more likely to prefer a chatbot over a human being when it comes to customer services. When we can have service that is always available and instant we *expect* service that is always available and instant.

[Read more.](#)

So what?

- We deserve better service. If brands don't rise to the challenge to be always available and instant, they're failing their customers and they'll lose. This doesn't mean every brand needs to have a robust customer service program, but it does mean every brand should have a strong POV on how it plans to stay ahead of service expectations and how it plans to meet the challenge of 'conversational commerce.'
- On their surface, chatbots seem pretty dull and uninspiring but they don't need to be. When customer service is driven by technology - when it's strictly systems driven - the opportunity exists to rapidly test out new approaches and new ways of speaking. It gives us a far more controllable canvas.

LinkedIn gets more video.



The favourite platform for B2B brands is investing more in video. LinkedIn has incredible targeting capabilities but its advertising options are lacking. They're trying to fix this and are finally rolling out native video advertising options for brands. To date, video ads on LinkedIn have had to be embedded YouTube videos and the experience hasn't been great.

In Canada we tend to experience new ad network options quite some time after their availability in the US, so I can't tell you precisely when these new options will be rolling out. But for some of our clients, beta access should be available within the next couple of months.

[Read more.](#)

So what?

- While we regularly turn to LinkedIn for B2B marketing, it really doesn't need to be a strictly business platform. It allows for job title, industry, employee, and - with some creative segmentation - salary targeting. The audience is smaller than what Google can deliver, but it's precise.
- While that targeting is great ... mentioning it is a good opportunity to encourage you to read this: [Advertising's uncanny valley: The personalisation tightrope](#). Post Cambridge Analytica, we need to be thoughtful about how we propose and talk about targeting options. We need to address the elephant in the room.

Dark patterns.



A look at evil (or maybe just bad) user experience.

[Watch this.](#)

So what?

- Ask: are we being helpful?
- We should rely on the tenets of [Calm Technology](#). "The right amount of technology is the minimum needed to solve the problem."