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## HOW DOES MCCANN DO IT?

The article is about the Advertising: McCann Always On Gets a Name and Expands Agency's Social Media Unit. These factors have helped Buzzfeed gain reams of press, but it has also helped it win over a more important audience: Madison Avenue. The site, which disdains banners in favor of social ads, has arrived with the right message at the right time. Agencies are more interested than ever in figuring out social ads and going 'beyond the banner'.  
Read the full article here:

[Advertising: McCann Always On Gets a Name and Expands Agency's Social Media Unit](#)

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