

# You Don't Need a Curation Campaign

A simple guide to smarter  
media buying. *Full stop.*



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# Introduction

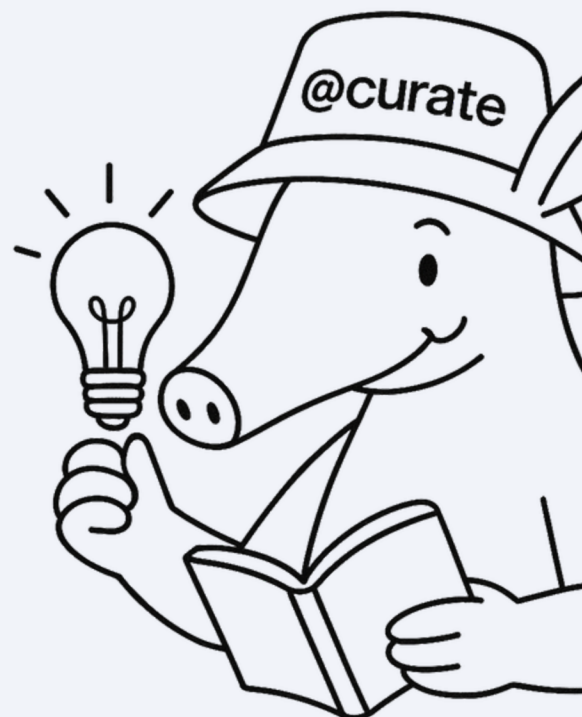
Over the last few years, curation has become one of adtech's favourite buzzwords. It's taken over LinkedIn feeds. It's dominating stage panels. Everyone and anyone is claiming they are doing it.

We've crowned it the 'King', placing it firmly in the same bucket as *'Context is Queen'*, or *'Data is the New Emperor'*.

But here's the reality: Curation isn't royalty. It's not even the Pope. It's just **common sense**.

At its simplest, curation is:

- **Intentionality:** Selecting inventory on purpose, not by accident.
- **Logic:** Applying actual thought to where your ads land.
- **Efficiency:** Removing the "unnecessary hops" and duplication.
- **Control:** Creating transparent, direct buying paths.



It's not a format. It's not a targeting add-on.  
It's how you choose to buy.

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## Why It Became a Buzzword

Curation exploded because our supply chains became bloated, opaque, and frankly, messy. We needed a fancy word to describe something utterly boring: **cleaning the pipes.**

Instead of titling PowerPoints *'Let's Fix the Plumbing,'* we called it *Curation.* We made it sound like a premium product; a feature to opt-into. By doing that, we accidentally gave buyers an excuse to wait for permission to use it.

## THE BIG MYTH

“I need a curation brief in order to, well, curate media.”



# THE STARK REALITY

You don't brief in curation.  
You simply buy with it

No Special Briefs Required

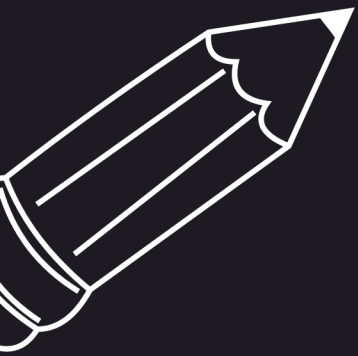
**You don't need:**

*A separate IO*

*A different budget*

*A specialist campaign*

*A magical brief that says "curation"*



Curation isn't a thing you switch on occasionally.  
It's a *decision* about how your supply works.

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# THE USUAL MISTAKE

Somewhere along the way, buyers started saying: *“We’d love to use curation...but we don’t have a curation campaign.”*

**And that, dear reader, is a load of BS.**

**Waiting for a curation brief makes about as much sense as waiting for a no-KPI campaign booking to land in your inbox.**

**You’ll be waiting a while.**

**And while you wait, budgets continue flowing through the same messy pipes.**



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# The *important* thing to remember:

The long story short: If you're buying programmatic, *you can curate it.*

- Brand campaign? **Curate it.**
- Performance campaign? **Curate it.**
- Retail media extension? **Curate it.**
- Seasonal burst? **Curate it.**
- Always-on activity? **Curate it.**
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**Curation is a buying strategy. Not a line item.**

**When you apply curation properly:**

- Supply paths are cleaner
- Fees are clearer
- Duplication reduces
- Resold inventory drops
- Control increases
- Commercial terms become more predictable



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# Curation isn't a trend. It's *basic hygiene*.

But not all of us adtech folk are squeaky clean. And, the industry loves making things feel ceremonial.

*We crown trends.*

*We package tactics.*

*We invent categories.*

The key thing to remember: Stop treating curation like it needs a tiara. It doesn't need a moment. It just needs to be *standard*.

**Work with @curate your way.**

Our platform, Aardvark, wasn't built to power curation campaigns. It was built to make media work.

We didn't build just another platform for the sake of it; we built a toolkit to:

- Structure supply properly from the jump.
- Package logic clearly so you know exactly what you're buying.
- Fix commercials so they are predictable and transparent.
- Kill complexity before it hits your DSP.

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**Stop treating curation like a special occasion. It's just bloody good media buying.**

**Call it what you want. *Just buy better.***

[marketing@atcurate.com](mailto:marketing@atcurate.com)



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