

The ADvisor

St. John's University Advertising Department

The ADvisor's First Edition

Dear ,

Here is the first edition of St. John's University's bi-weekly Advertising Newsletter, *The ADvisor*. Here you'll find all the most useful and relevant news in the industry, collected in one place for your enjoyment.

Industry News

Adapt to Survive

An insider's look on how four CEOs from some of today's fastest growing advertising agencies have dealt, and continue to deal with the quickly evolving advertising world. From the clients they deal with to the technology they use, the leaders discuss their largest issues and success stories.



[Full Article](#)

Broken Glass

According to recruiting firm Russell Reynolds, in the first six months of 2019 *almost half (48%)*, of all marketing leadership positions hired were women. The firm has been tracking this statistic for six years now, and the first half of 2019 delivered an all-time high.



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Social Media

[Instagram & Facebook to Change Algorithms](#)



Instagram and Facebook are constantly tweaking their platforms, from the logo to app design. However, they are now beginning to take away like counts to the algorithms that determine what content consumers see. What will these changes mean for Social Media influencers and the rest of the Advertising & Marketing world?

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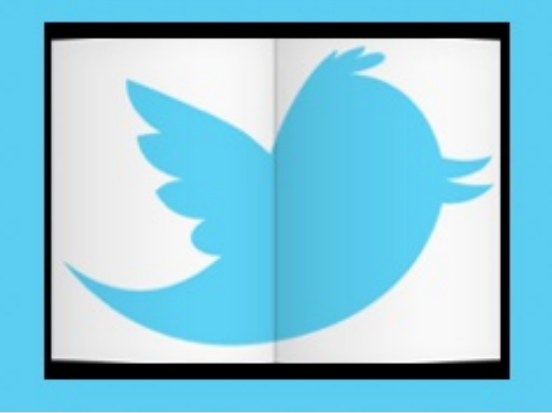
Snap-ify?

Snapchat and Spotify have teamed up to integrate the two platforms and enhance sharing capabilities by allowing users to share music on both platforms.

[Full Article](#)



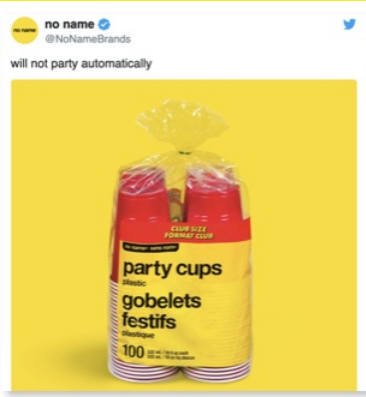
Twitter Unveils New Marketing Playbook



Twitter has recently released an "Agency Playbook" which includes their essentials on the platform for any agency, marketer, and social media manager.

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Digital



headline.

No Name is a CPG brand under Loblaw Companies Ltd., Canada's largest food retailer. They are producers of over 500 generic, bargain price products and are rolling out their largest ad campaign ever highlighting their very minimalist, distinct branding, as well as promoting their first additional branding ever.

article link.

Ad(d)-Tech?

The industry's two largest content recommendation companies, Taboola & Outbrain, have agreed to merge as of October 3rd, 2019. According to company leaders, meetings between the two companies have been going on for the last



decade and the two parties finally felt as though it was the right time. However, the real question is- will this newly formed company be able to compete with the digital dominance of Google and Facebook?

[Full Article](#)



(Swipe to) Right Your Own Story

Tinder has released *Swipe Night*, an interactive digital experience aimed to further engage users on the platform. This digital experience was created by *72andSunny* Los Angeles, and its goal is to give users more common experiences that they can relate to. In turn, this will create more matches and therefore more conversations for users.

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Creative

Arranged Marriage

Helzberg Diamonds has recently arranged for hundreds of their employees (52% of the company) to be ordained as wedding officiants as part of their "Hitched at Helzberg" campaign. Learn more about this idea developed by creative agency Carmichael Lynch below!

[Full Article](#)



A Snack to Dye For



KIND, a company most known for their granola bars, has created a campaign to demonstrate how much dye is being used in fruit gummy products. KIND gummies are the only synthetic dye free gummies on the market, while other products contribute to U.S. children consuming 2,000 gallons (altogether) of synthetic dye daily. These synthetic dyes can be found anywhere from fruit snacks to frozen breakfasts.

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Sprite Stays Fresh

Sprite's new "Stay Fresh," campaign is designed to give those going through their everyday commute and routines some

fresh relief, through short-form animations. These animations will be running on 2,500 digital displays in Rio de Janeiro and São Paulo during rush hour. Even if you won't be commuting through Brazil soon, you can still watch the animations here.

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Brand Marketing



Pod-Casting a Line on Your Audience

New research has found that podcasts can be up to 22% better than TV for brands at capturing and engaging consumers who normally avoid ads.

[Full Article](#)



P&G Chief Brand Officer on Disruptive Marketing

Mark Pritchard, Chief Brand Officer at P&G recently spoke on P&G's strategy for disrupting the market, using consumer data, and promoting diversity at a recent ANA, Masters of Marketing Conference. Learn how P&G cuts through clutter with innovative and integrated campaigns.

[Learn More](#)



Burger King's Finnovation

Burger King has recently announced a new campaign in Finland, based off of the introvert nature of the Finnish people. Using the Burger King app, customers can have a completely silent drive through experience. Burger King continues to focus their campaigns around their new app, hoping to increase the apps usage while also increasing efficiency at physical locations.

[Full Article](#)

Media

Discover FreeWheel

The Discovery Channel has recently partnered with FreeWheel to unify their media selling services through a platform where media buyers can manage their buying across all of Discovery's channels, from Food Network to DiscoveryGo. Will more companies follow suite in this unification? Is this possibly a step toward the future of media-buying?



[Full Article](#)



Q2 Review

Take a look at how companies did in the second quarter of 2019, from Roku to Spotify. This overview of industry giants will give you an indication of how the industry is doing as a whole.

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Best Advertisement



Nike Joyride ft. Ilana Glazer

Nike takes a turn away from their usual inspirational tone and taps Ilana Glazer of Broad City to voice her skepticism on running. Led by Megs and Shamus, a two person boutique agency out of Portland, the ad begs the question- when it comes to running, what's really in it for me?

[Full Campaign](#)