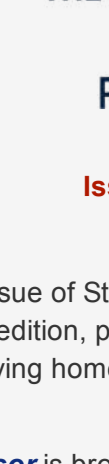


# The Advisor

St. John's University Advertising Department



ST. JOHN'S UNIVERSITY

THE LESLEY H. AND WILLIAM L. COLLINS COLLEGE OF PROFESSIONAL STUDIES

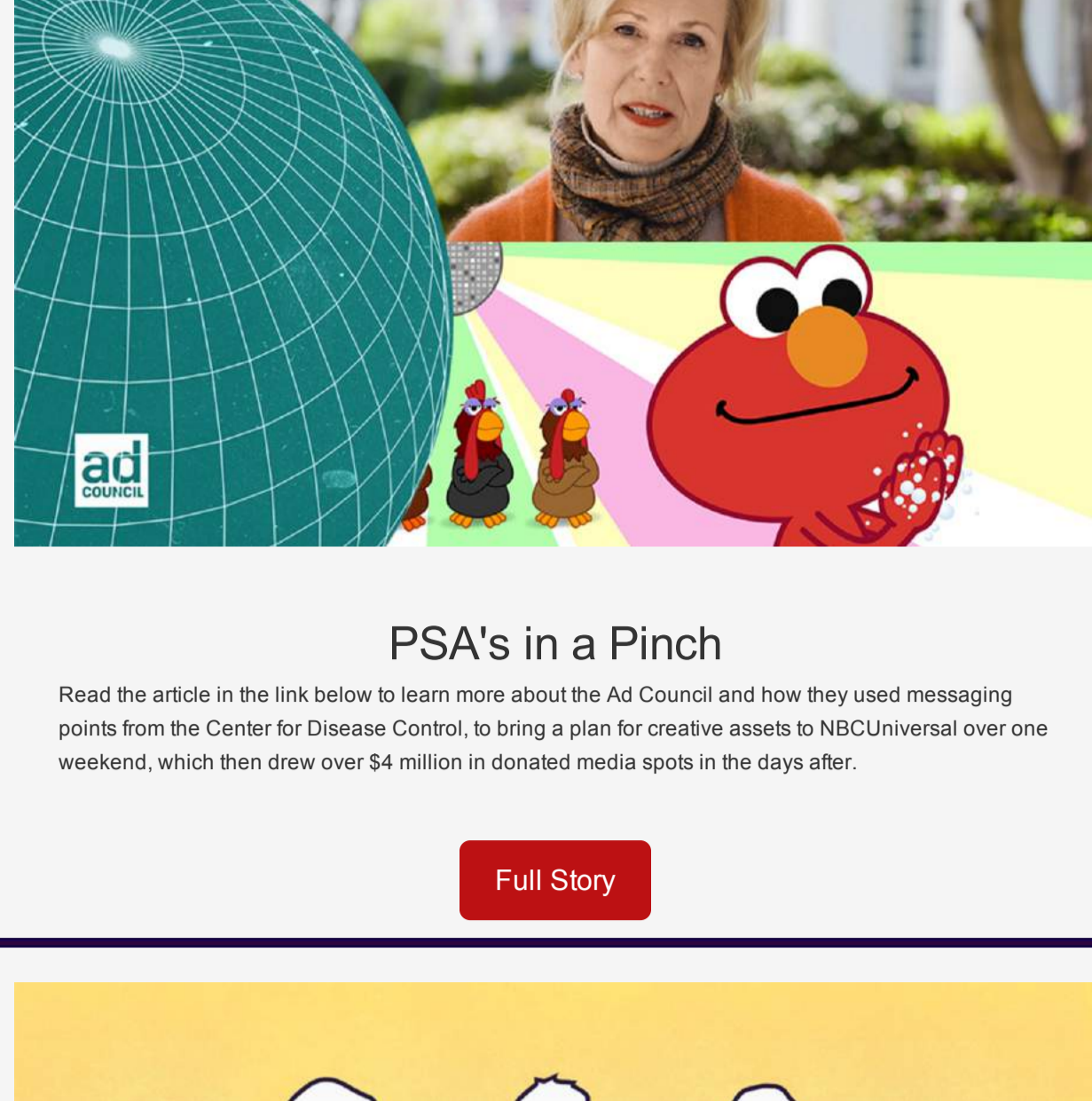
Issue No. 10 | April 3rd, 2020

Dear ,

Here is your bi-weekly issue of St. John's advertising newsletter, **The Advisor**. To make sure you see all of the content in this edition, please click "view the entire message" at the bottom of this email. As everyone is currently staying home in quarantine, you really don't have anything better to do but read this newsletter... enjoy!

This edition of **The Advisor** is brought to you by the **The Lesley H. and William L. Collins College of Professional Studies**.

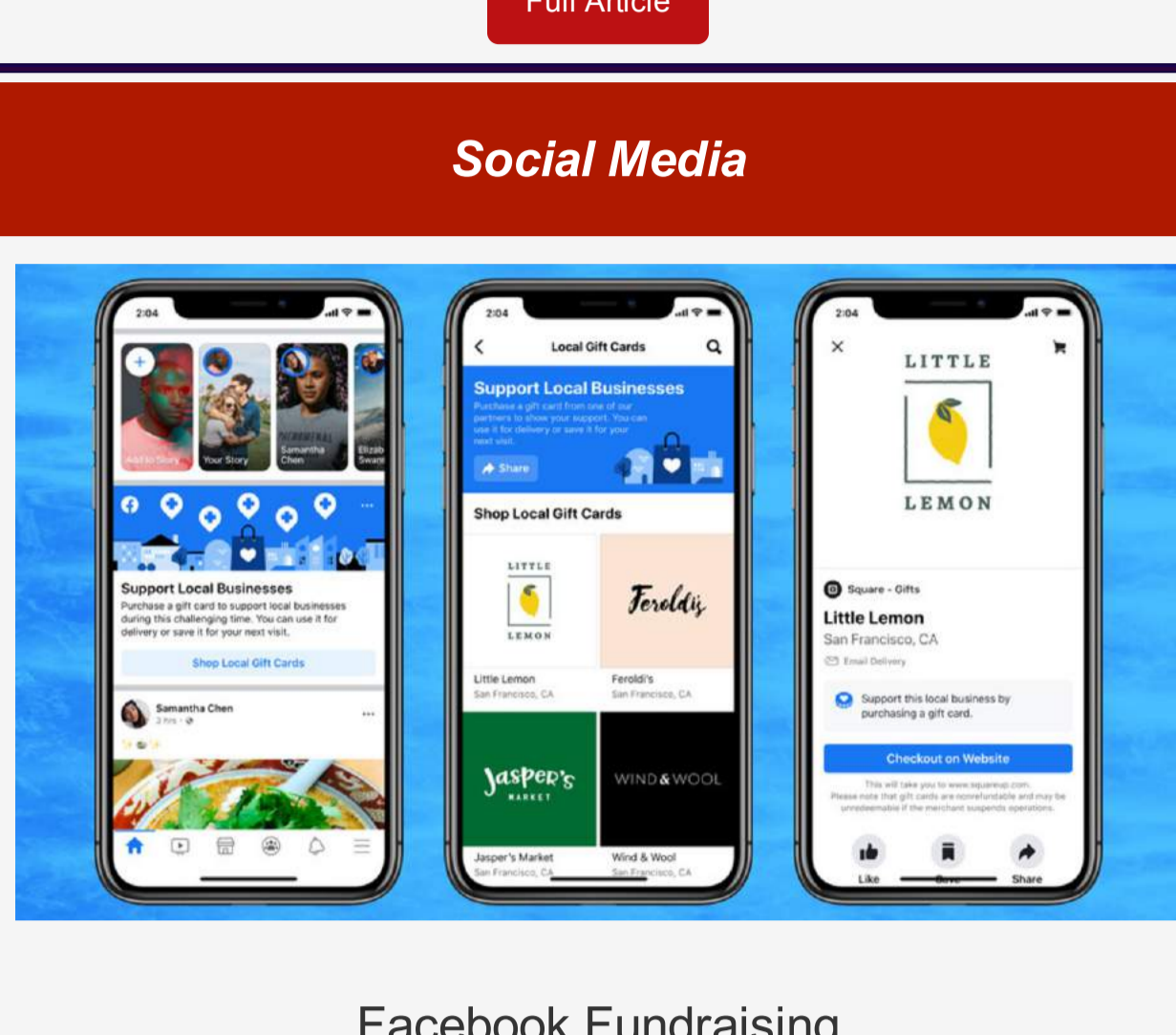
## Industry News



### Cannes-celled

After first rescheduling, the Cannes Lions International Festival of Creativity has cancelled its event for 2020. This annual event celebrates the most creative marketing and advertising, and normally brings around 12,000 attendees to the Palais des Festivals et des Congrès in France.

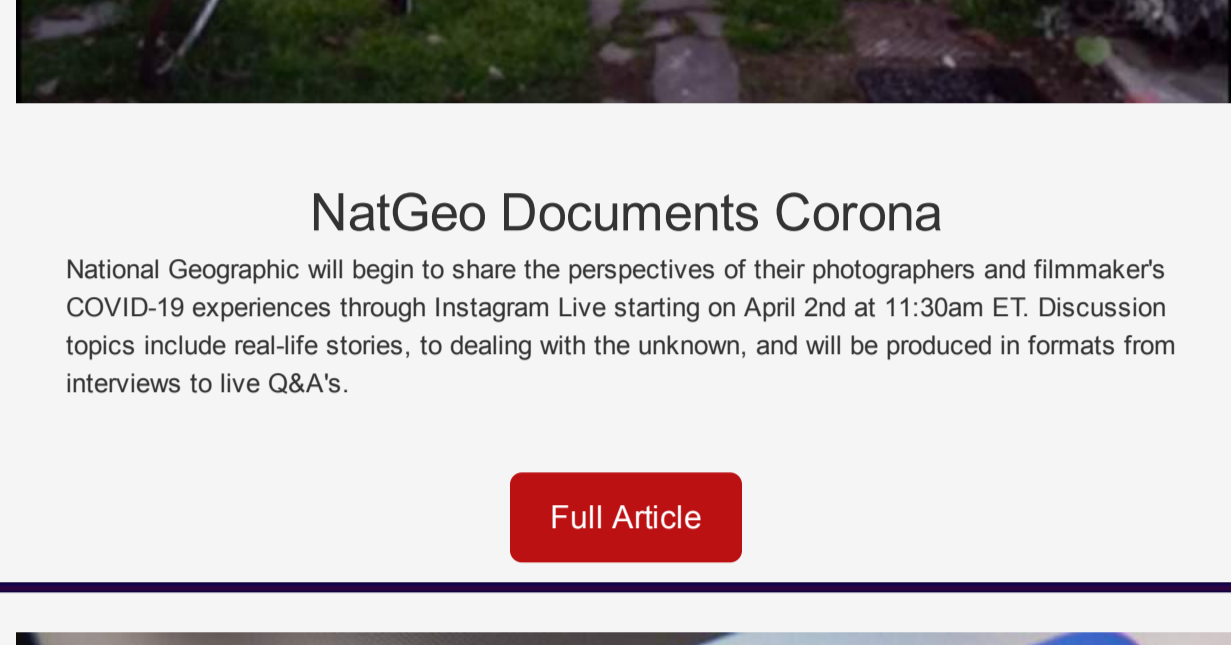
[Full Story](#)



### PSA's in a Pinch

Read the article in the link below to learn more about the Ad Council and how they used messaging points from the Center for Disease Control, to bring a plan for creative assets to NBCUniversal over one weekend, which then drew over \$4 million in donated media spots in the days after.

[Full Story](#)

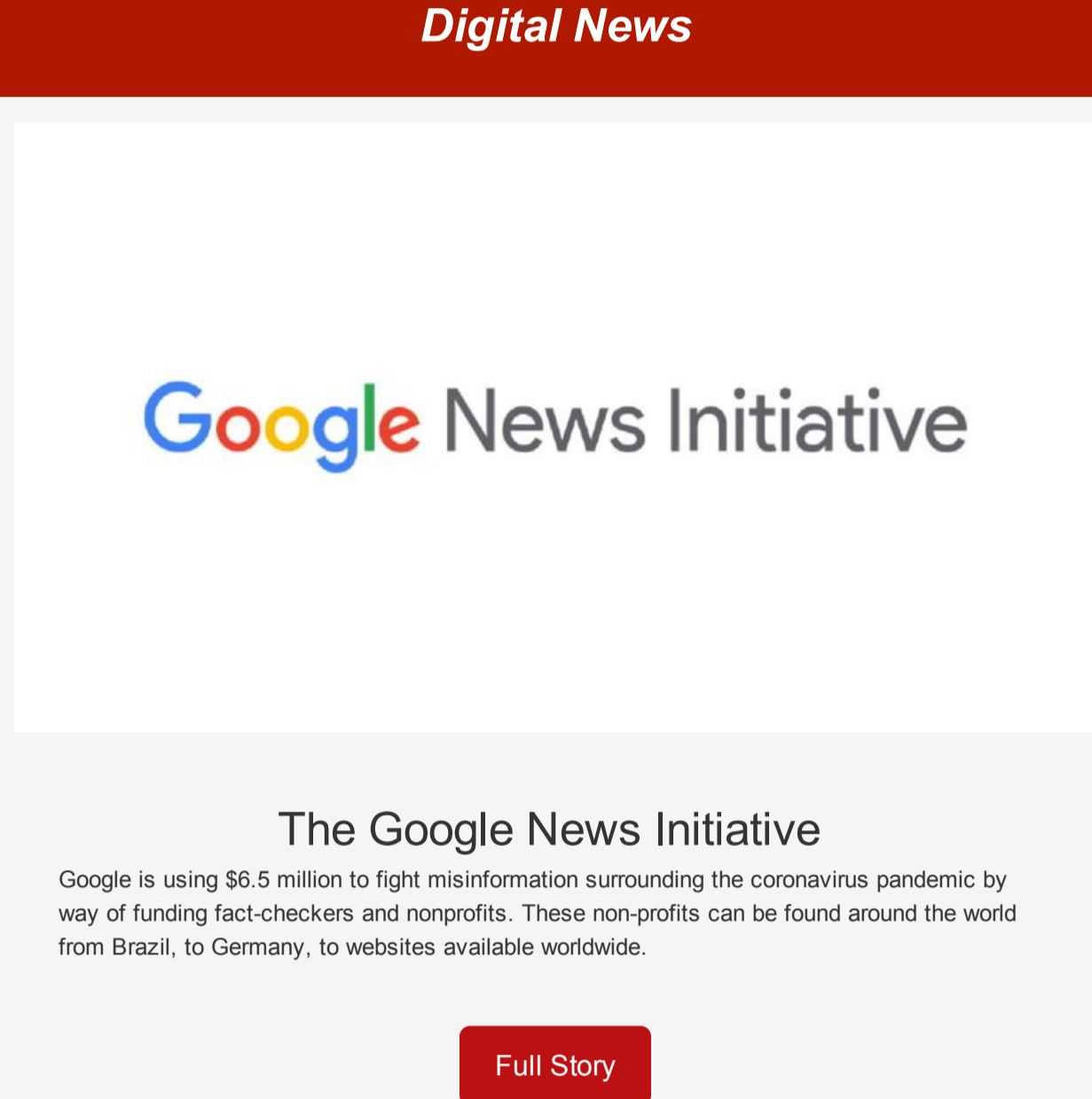


### Hope & Inspiration in Tough Times

"As long as people are present, even if they are in different places, the agency exists in a strong and incarnated way." As COVID-19 has momentarily taken the world's focus, the industry must look to the future and those around them for hope and inspiration during a trying time.

[Full Article](#)

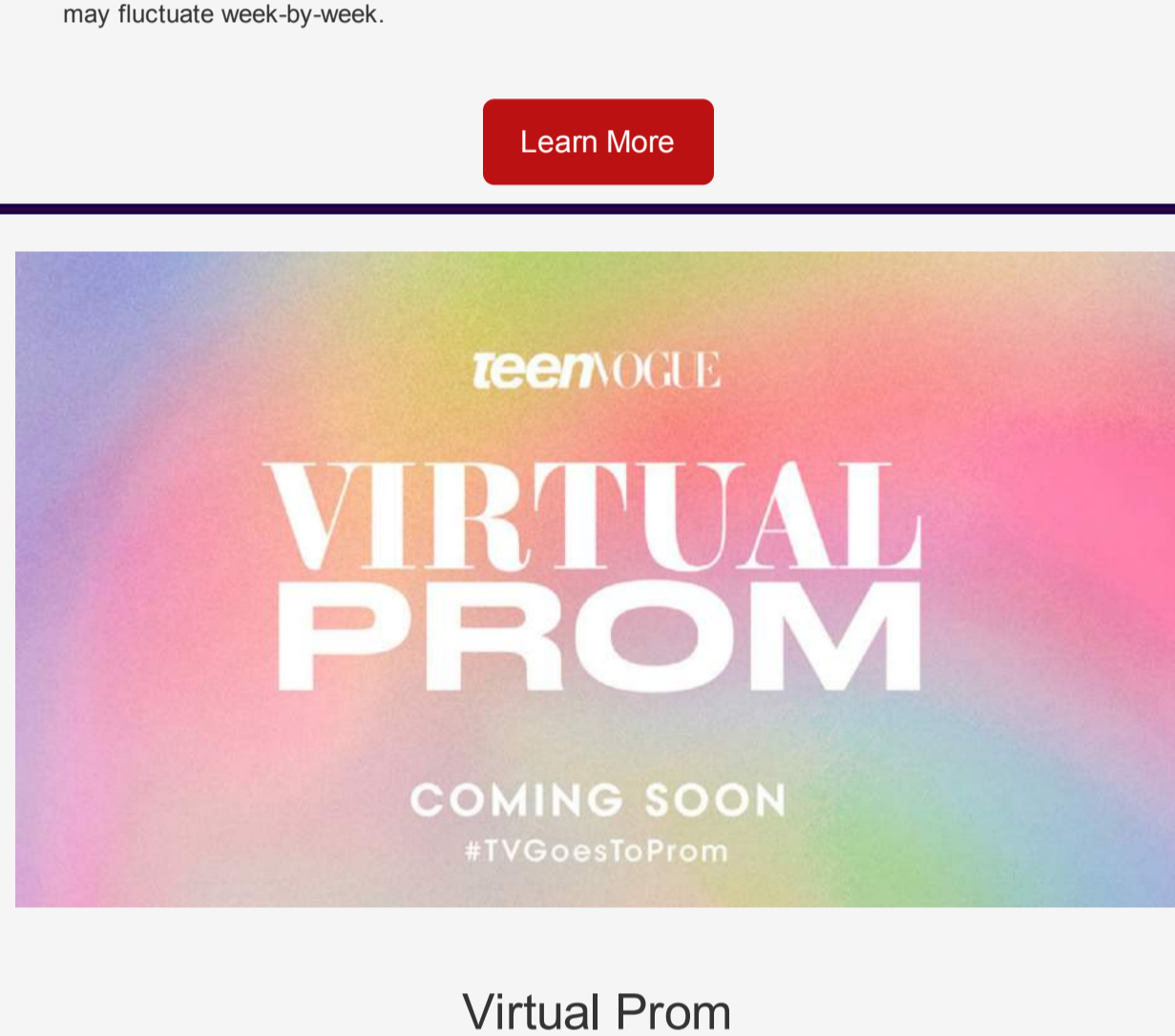
## Social Media



### Facebook Fundraising

Facebook is offering \$40 million in grants in the form of cash or ad credits, to 10,000 small businesses in 34 locations around America. This initiative focuses on supporting "eligible minority and women-owned businesses."

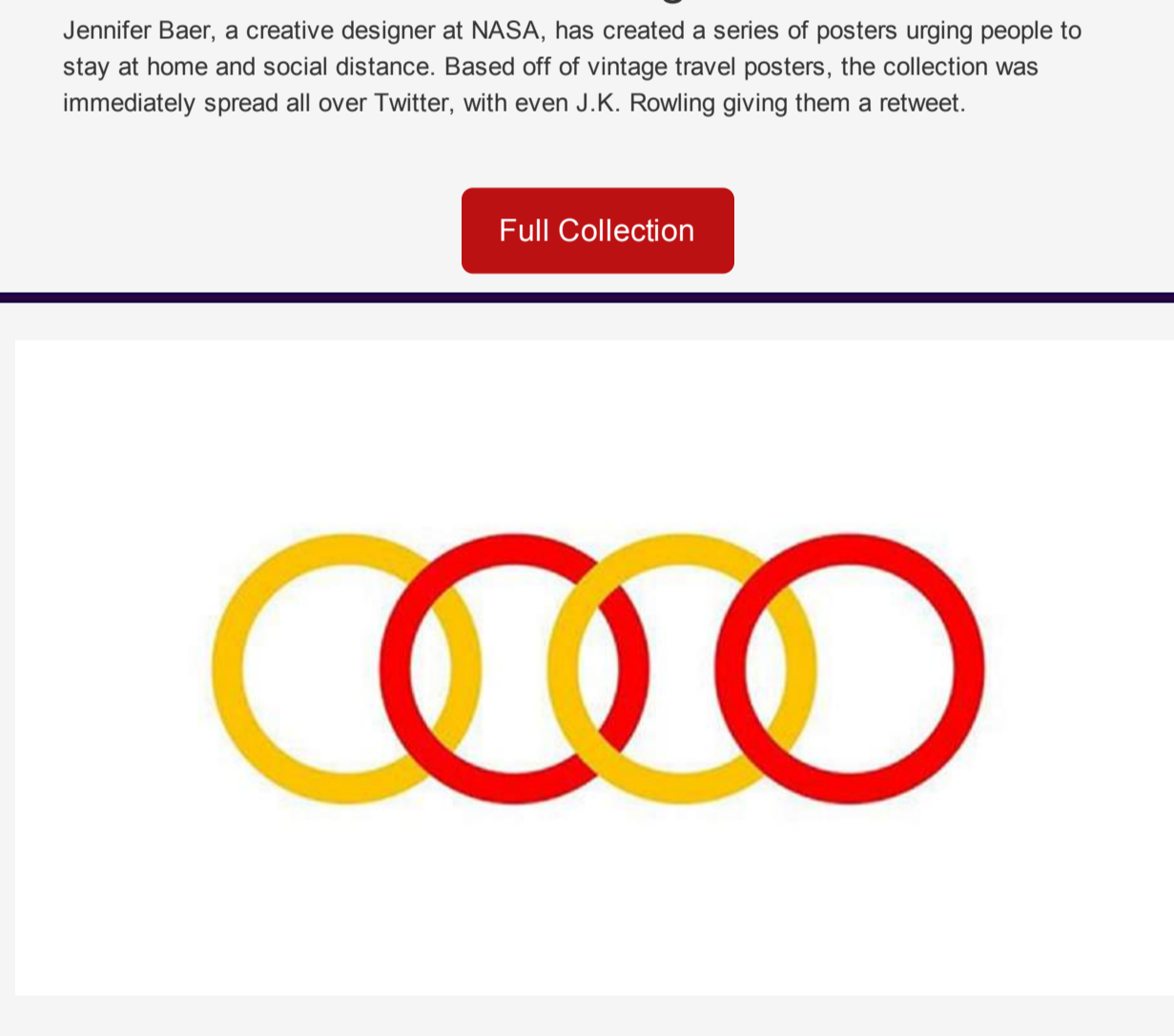
[Read More](#)



### NatGeo Documents Corona

National Geographic will begin to share the perspectives of their photographers and filmmaker's COVID-19 experiences through Instagram Live starting on April 2nd at 11:30am ET. Discussion topics include real-life stories, to dealing with the unknown, and will be produced in formats from interviews to live Q&As.

[Full Article](#)

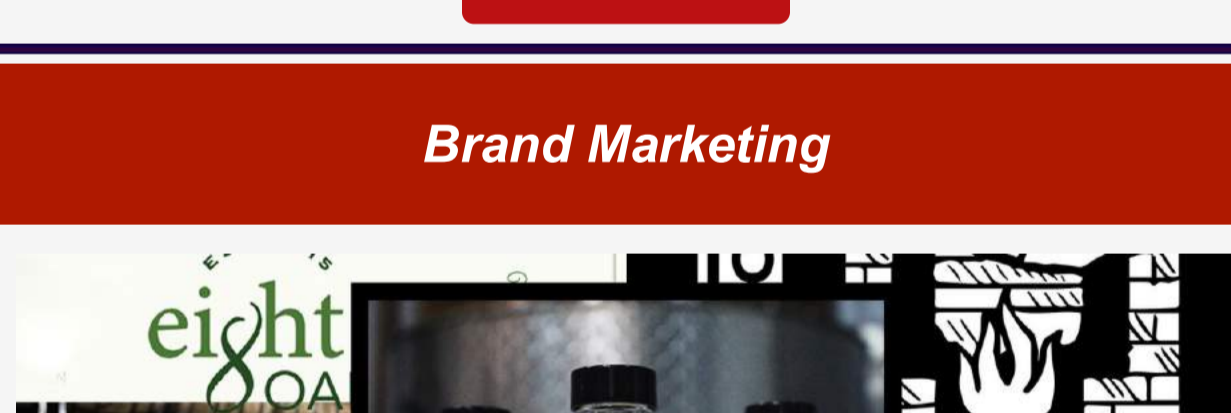


### App Annie

App Annie, a mobile data and analytics company has released its Q1 Global App Market Index which analyzes the top mobile apps and tells us who was downloaded the most (Tik Tok), who had the most users (Facebook) and more interesting statistics.

[Full Report](#)

## Digital News



### The Google News Initiative

Google is using \$6.5 million to fight misinformation surrounding the coronavirus pandemic by way of funding fact-checkers and nonprofits. These non-profits can be found around the world from Brazil, to Germany, to websites available worldwide.

[Full Story](#)



### Virtual Prom

On May 16th, Teen Vogue will be bringing high schools together over Zoom with customized playlists and backdrops. Additionally, Teen Vogue has stated they will be bringing in TikTok stars and celebrities for cameos throughout the event, but have yet to reveal who they'll be.

[Full Story](#)

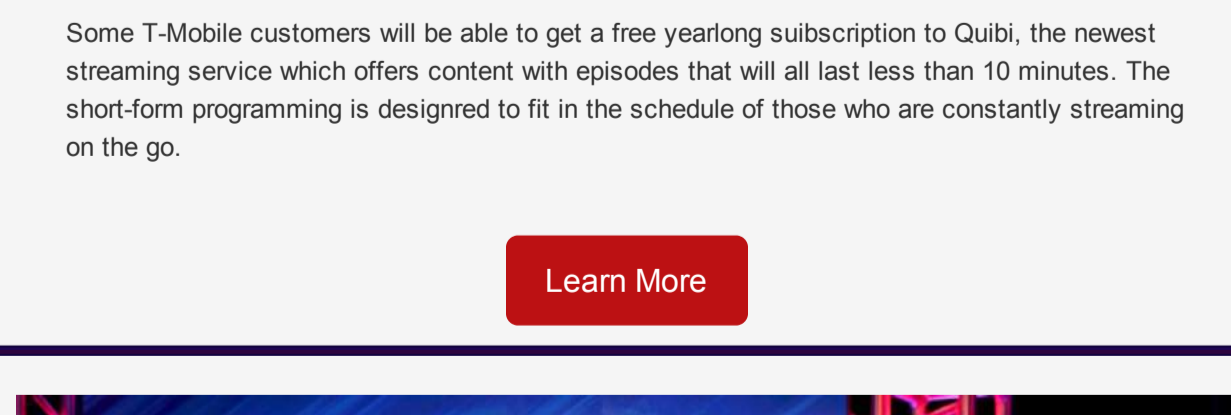
## News in Creative



### Social Distancing Creative

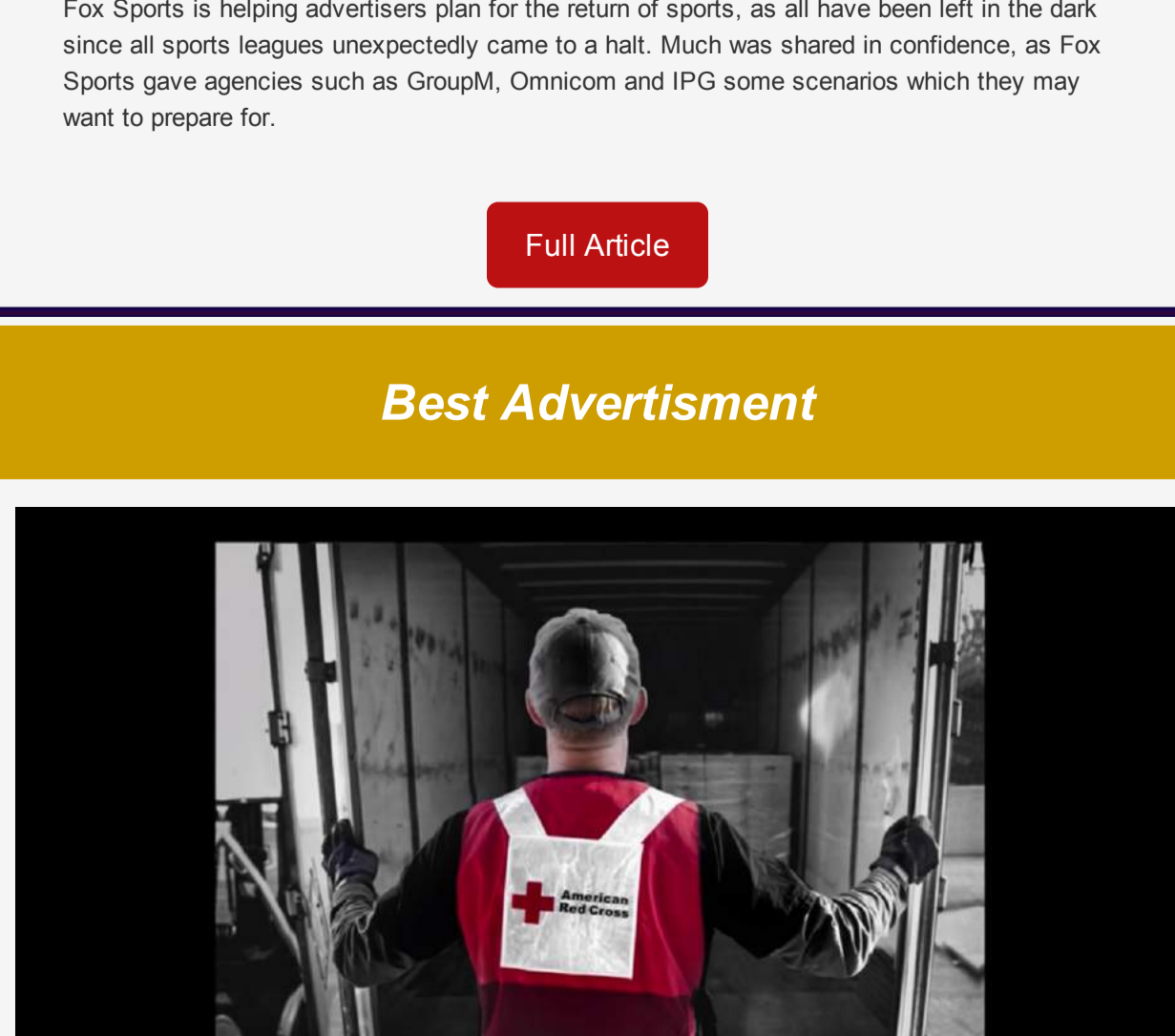
Jennifer Baer, a creative designer at NASA, has created a series of posters urging people to stay at home and social distance. Based off of vintage travel posters, the collection was immediately spread all over Twitter, with even J.K. Rowling giving them a retweet.

[Full Collection](#)



Read the article to see how Audi Russia and Leo Burnett Moscow are continuing to show new signs of solidarity with the healthcare workers on the front lines fighting COVID-19, and how they are urging other companies to join them.

[Full Story](#)

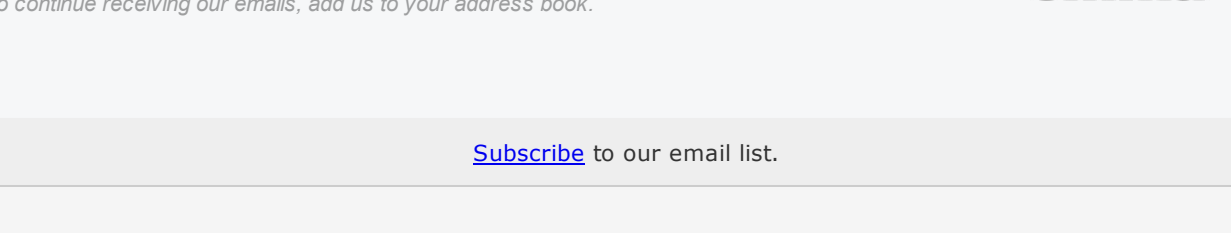


### New Sports?

Buffalo Wild Wings is utilizing UGC or User Generated Content in order to launch its new campaign based around sports made up by people on the internet. These "sports" are meant to fill the void left by the postponement of your favorite professional leagues, and involve some serious equipment from toilet paper to skateboards and even the occasional treadmill.

[Full Advertisement](#)

## Brand Marketing



### Brand Sanitizer

Smaller distilleries are helping their communities by using their resources to produce hand sanitizer instead of the normal alcohols that they produce. However, some are using this opportunity to spread their brand name by designing new labels, which are serving as good first impressions for many people being given the free bottles.

[Full Story](#)



### From the Frontline to the Front Page

Grazia, a women's magazine out of London had dedicated its latest issues to the doctors, nurses and medical specialists who have been battling against the COVID-19 pandemic. Normally the magazine features celebrity covers but this issue features four different female health-care professionals.

[Full Story](#)



### Event Marketing After Corona

Read the article below to see how experts think event marketing will bounce back after Corona (hopefully Q3 or Q4). As some organizers cancel while others postpone, what is the best way to go for brands after corona, depending on their resources or clients.

[Full Article](#)

## Media News



### SXSW in 2 Days or Less

Due to this year South by Southwest being cancelled, the festival's annual film lineup will be available on Amazon Prime FOR FREE. Thanks to the partnership between SXSW and Amazon, these films which would have premiered at the festival will instead be revealed for free on Prime for 10 days later this month.

[Full Story](#)



### Quibi x T-Mobile

Some T-Mobile customers will be able to get a free year-long subscription to Quibi, the newest streaming service which offers content with episodes that will all last less than 10 minutes. The short-form programming is designed to fit in the schedule of those who are constantly streaming on the go.

[Learn More](#)



### Leveling the Playing Field

Fox Sports is helping advertisers plan for the return of sports, as all have been left in the dark since all sports leagues unexpectedly came to a halt. Much was shared in confidence, as Fox Sports gave agencies such as GroupM, Omnicom and IPG some scenarios which they may want to prepare for.

[Full Article](#)

## Best Advertisement



### AB InBev and American Red Cross

This week's Best Advertisement comes from AB InBev and American Red Cross. With most of AB InBev's major sponsorships out of commissions as sports are postponed, they have turned to American Red Cross, givin them a \$5 million initial donation and a donation of media time. On top of this, AB InBev is working with partners to see which stadiums and arenas can be used for drives while also producing mass amounts of hand sanitizer for Red Cross. In this time of crisis, we hope that many companies are able to follow AB InBev's lead and use their resources as a positive influence in a world that is currently going through a lot.

[Full Advertisement](#)



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