Dear [Name],

A look inside the life and career of Cindy Holland, Netflix's VP of Original Content.

A Moment with AdWeek's TV Exec of the Year

Christmas or holiday movies 24/7 every Friday in an attempt to challenge, Hallmark, Freeform, ABC, and Netflix to see if they can do better.

Clypd has been bought out by Xandr, an AT&T property, which will better Xandr's ability to deliver highly relevant ads to their content consumers as Clypd gives media buyers the option to purchase inventory on both open and private marketplaces.

NutriBullet’s (Fake) Influencers

Through their newest campaign NutriBullet takes a jab at today's "influencer culture," by launching a series of ads demonstrating the ridiculous, unrealistic, and sometimes ridiculous methods and recipes of today's influencers. Their first work by Humanaut, displays how NutriBullet can solve truck driver lonliness, obviously.

What happens when you combine dog food, engine oil, and CPG brands? Well you get this amazing ad for NutriBullet.

One Order of a... Sentimental Meal?

As McDonald's turns 40 this year, they have unveiled a new ad created by TBWA/Paris that solves the "last meal problem" forever. Their Super Bowl ad is a take off of that idea.

"Season-ed" Tickets

When the NFL announced that the Rams would be playing the L.A. Chargers in the Super Bowl, a lot of people in L.A. were angry about that. So, as a one week promotion, they offered "season-ed" tickets, which mean that you get a Super Bowl ticket for $75 dollars on StubHub. These tickets will give the buyer a weekly order of 48 chicken wins for 9 weeks, and 96 wings in the final, tenth, week.

Pandora, the music streaming service, has begun to predict how their listeners are feeling and tagging songs with key words and potential emotions since the service was created, giving it a huge database to work off of. How effective will this be for advertisers looking to target people doing based off what they are listening to. According to Pandora's executives, they have been doing based off what they are listening to. According to Pandora's executives, they have been doing based off what they are listening to.

Roku will reportedly shell out $150 million dollars to purchase Dataxu, a demand side platform that should allow Roku to collect direct consumer data, and automate how advertisers buy experience possible, without a million dollar marketing budget.

Steps for CX Success

Four steps to follow if you want to create the best possible omni-channel customer experience possible, without a million dollar marketing budget.

Tik Tok is currently experimenting with a new form of playable advertisements on their platform. What's interesting about these ads is that they are a short series of pictures. This is an attempt to get more sign-ups as anyone used to have unlimited access to public accounts on the platform.

Log In-stagram

Do you want to purchase Patrón Tequila? Now you can! Instagram is in collaboration with Mikmak, a social video commerce agency as well as partners Drizly, InstaCart and ReserveBar.

Million Dollar Mother

The Martin Agency. The first task on Mother's list? Launching a new creative platform coinciding with her birthday.

JohnXHannes, the creative agency responsible for multiple, highly successful, Super Bowl spots, John McKelvey will be creating the agency Mirimar, while Hannes Ciatti will be starting his very own, Alto.

Droga 5 has appointed two new Co-CCO's of the agency, Felix Ritcher and Tim Gordon. These Co-CCO's spent the last few years working with Droga's Creative Chairman, John R. Carroll, and will now be working under his guidance.

The ADvisor

To see all of the Formative footage to create this 30-second spot.

Burger King also used the customer's doorsteps and only Burger King, hand-deliver Burger King orders to their front doorstep.

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