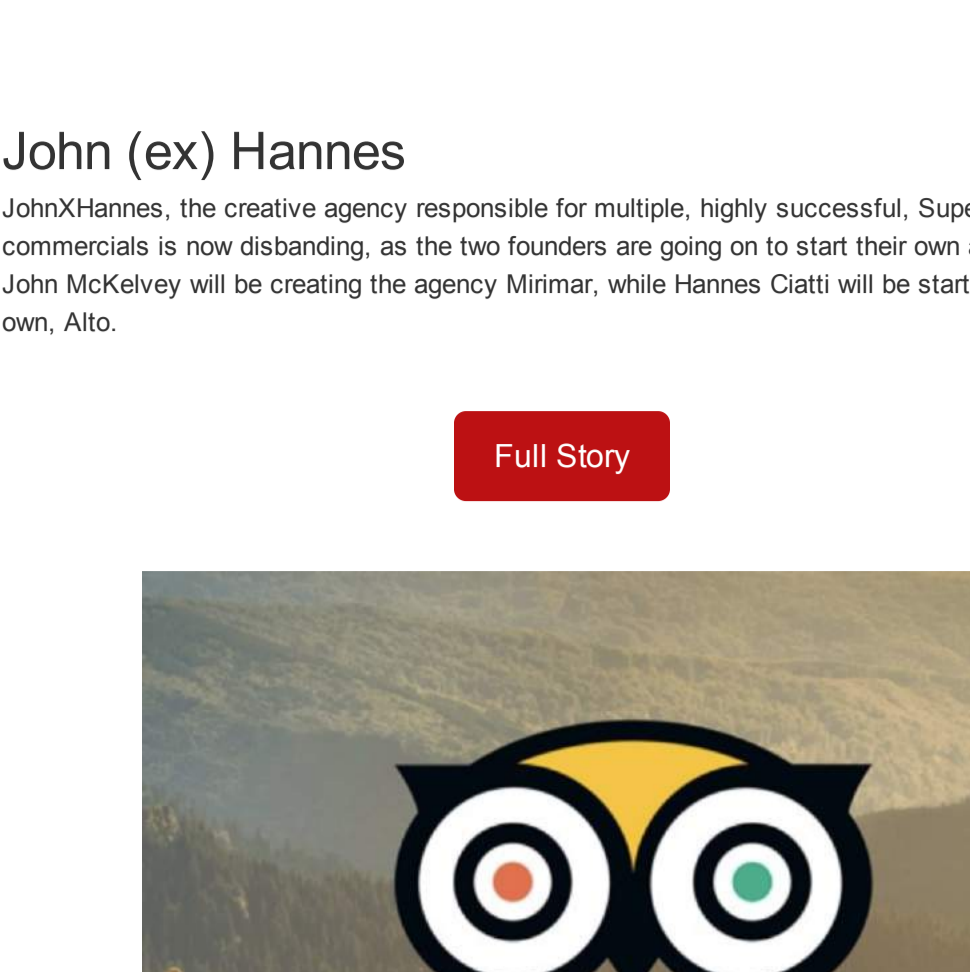


Dear ,

Here is your bi-weekly issue of St. John's advertising newsletter, *The Advisor*. To see all of the content in this edition, please make sure to click "view the entire message".

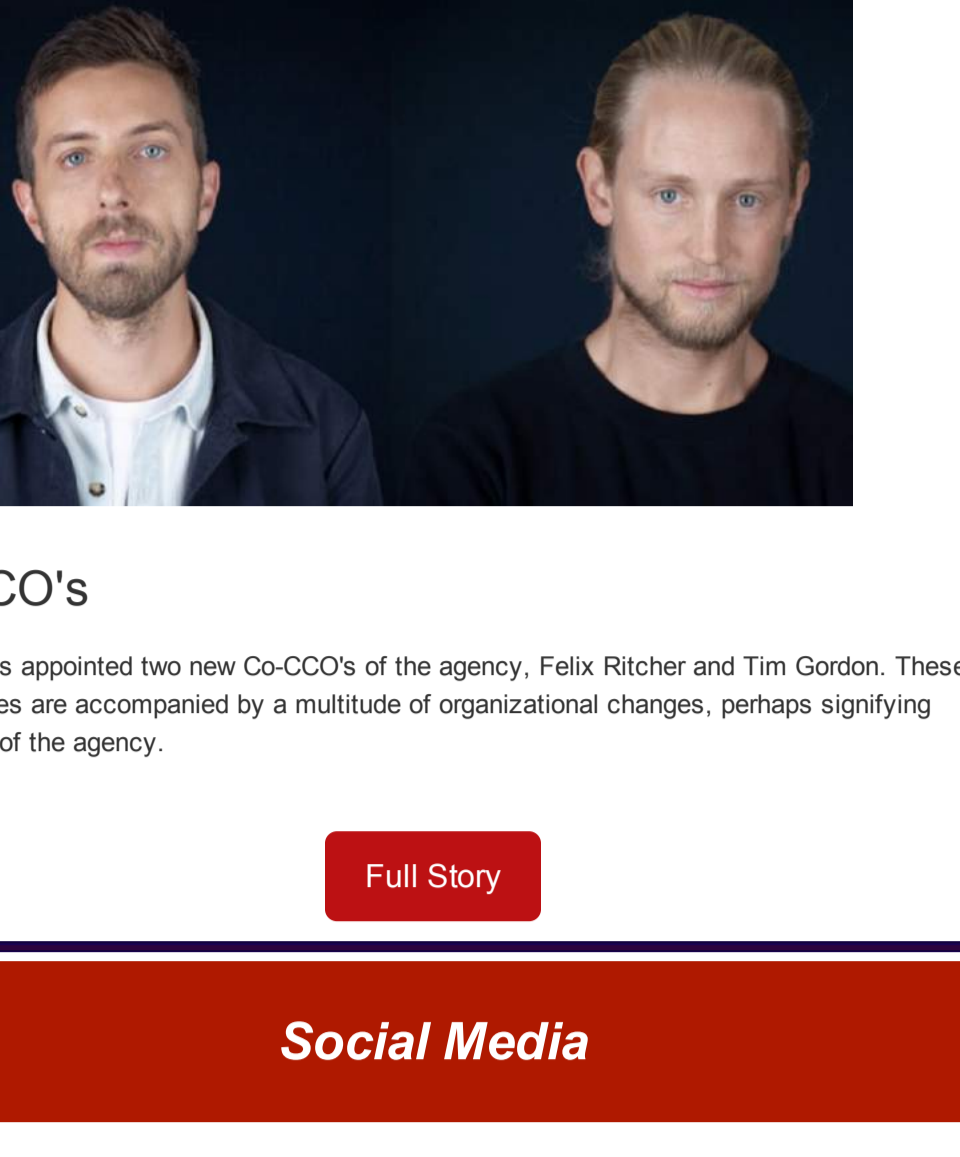
Industry News



John (ex) Hannes

JohnXHannes, the creative agency responsible for multiple, highly successful, Super Bowl commercials is now disbanding, as the two founders are going on to start their own agencies. John McKelvey will be creating the agency Mirimar, while Hannes Ciatti will be starting his very own, Alto.

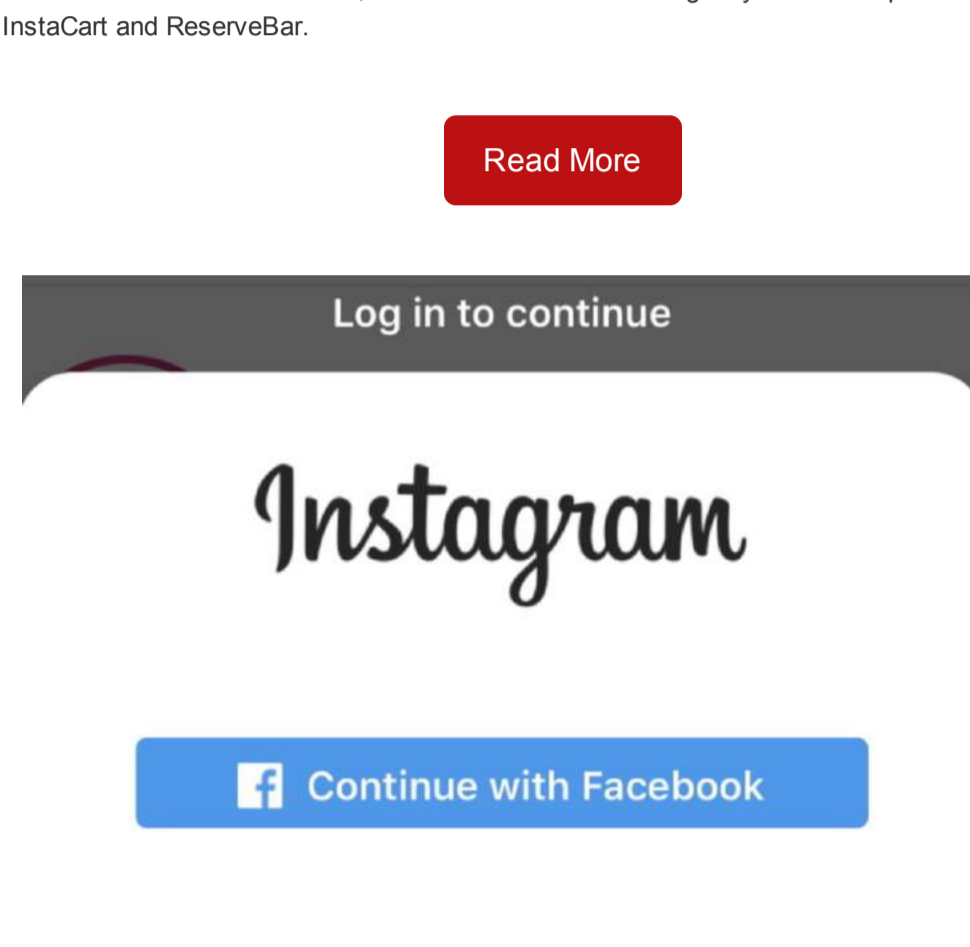
[Full Story](#)



Million Dollar Mother

The creative agency Mother has recently won Trip Advisor's 150 million dollar global account as its global agency of record. According to sources, Mother beat out 72andSunny, Droga 5 and The Martin Agency. The first task on Mother's list? Launching a new creative platform coinciding with TripAdvisor's 20th anniversary in 2020.

[Full Article](#)

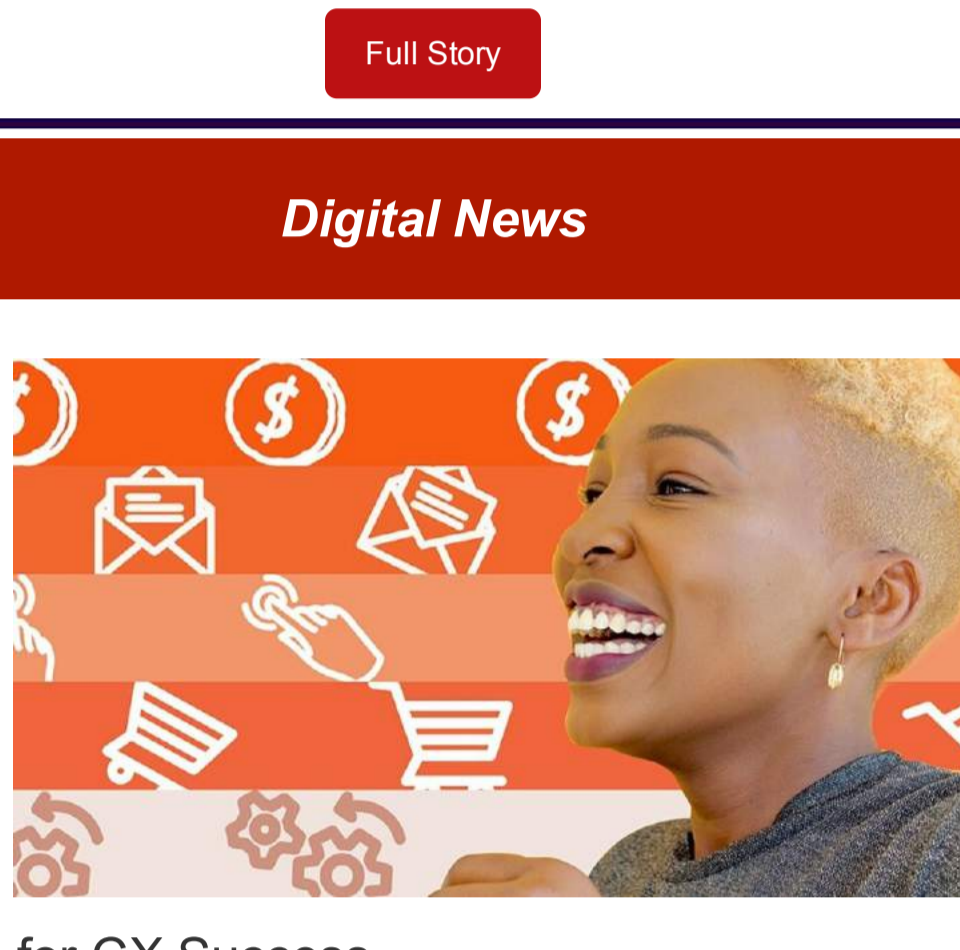


Co-CCO's

Droga 5 has appointed two new Co-CCO's of the agency, Felix Ritcher and Tim Gordon. These major moves are accompanied by a multitude of organizational changes, perhaps signifying expansion of the agency.

[Full Story](#)

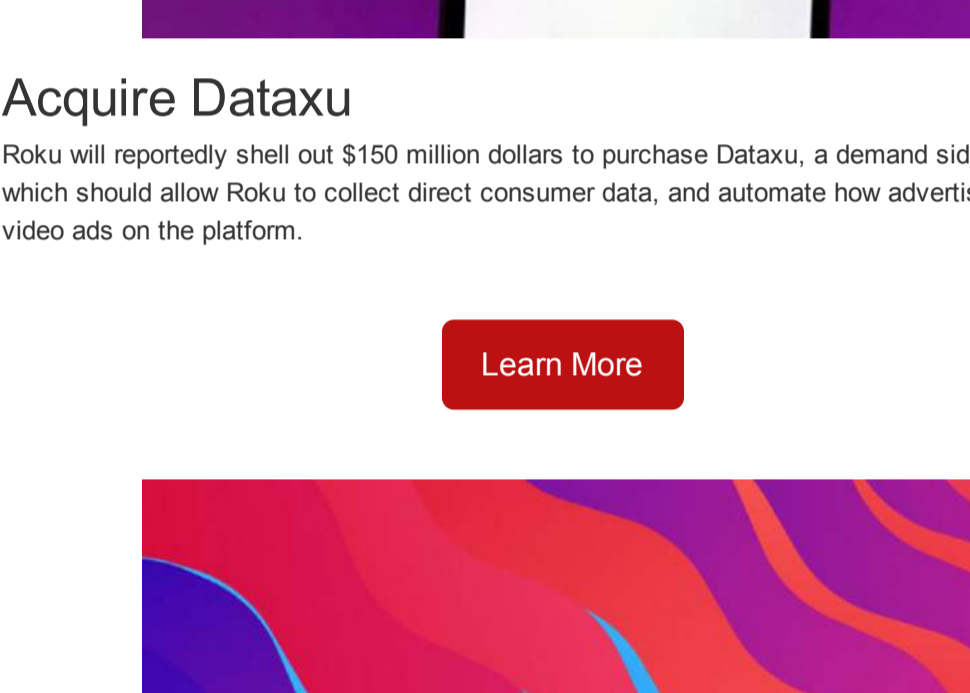
Social Media



Swipe for Tequila!

Patrón Tequila will be the first liquor brand that you can buy with just a swipe on Instagram. This is in collaboration with Mkmak, a social video commerce agency as well as partners Drizly, InstaCart and ReserveBar.

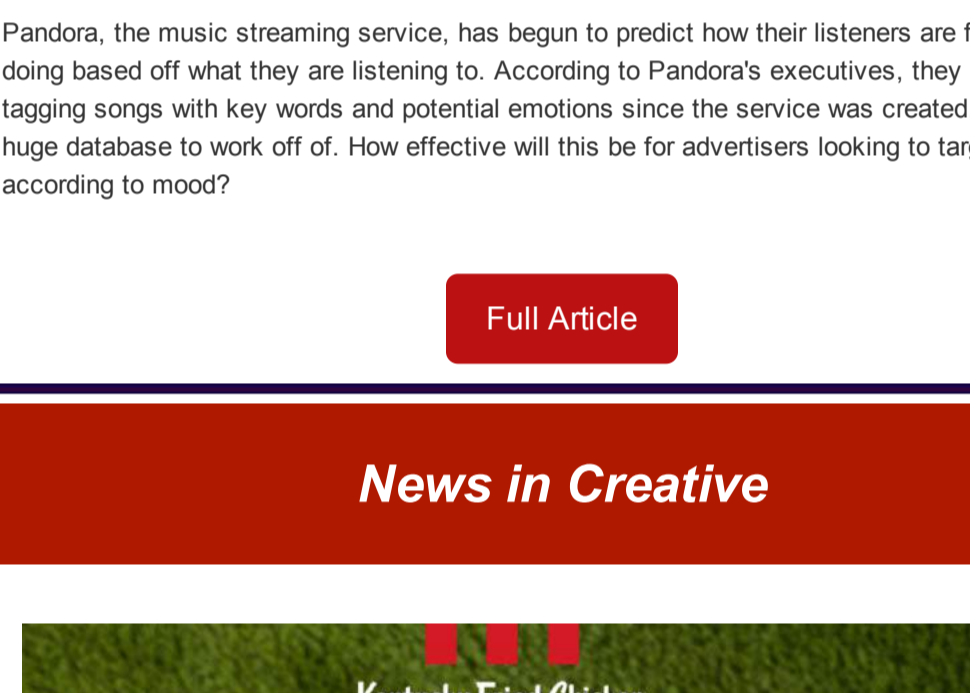
[Read More](#)



Log In-stagram

Instagram has begun to force people to log-in on their platform after viewing a set number of pictures. This is an attempt to get more sign-ups as anyone used to have unlimited access to public accounts on the platform.

[Full Article](#)



Playable Advertisements?

Tik Tok is currently experimenting with a new form of playable advertisements on their platform.

[Full Story](#)

Digital News

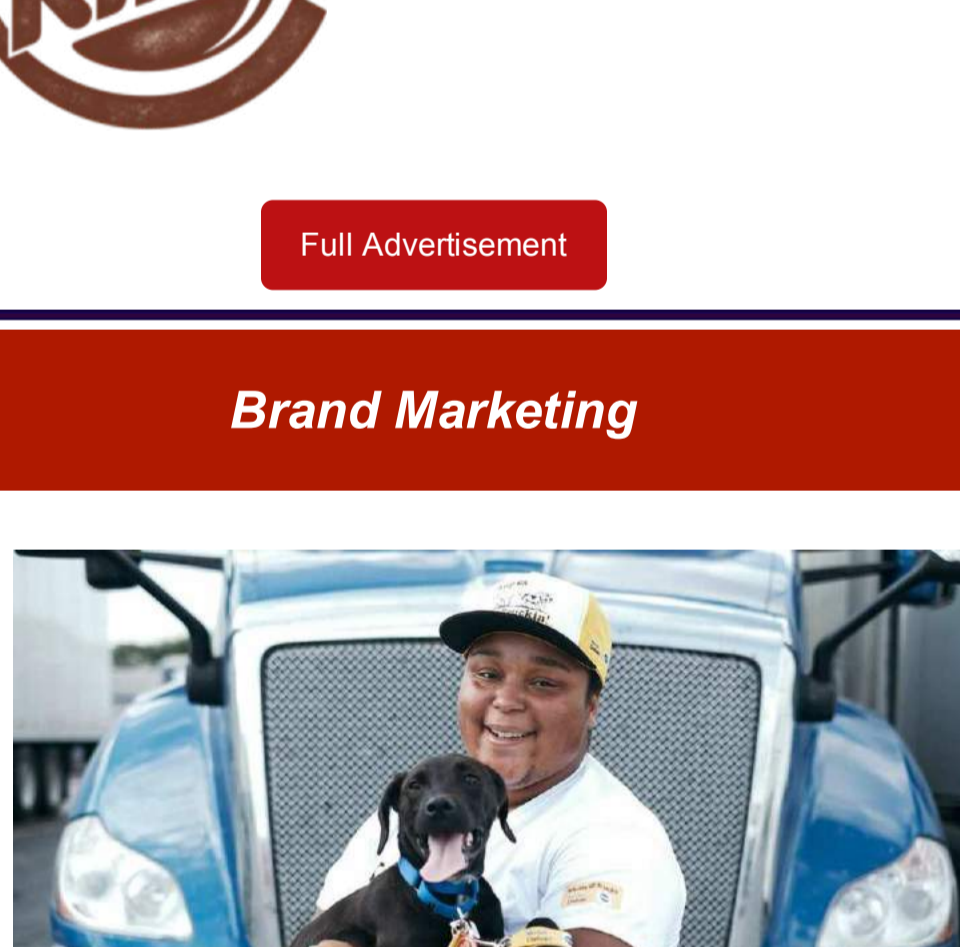


Steps for CX Success

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

[Full Article](#)

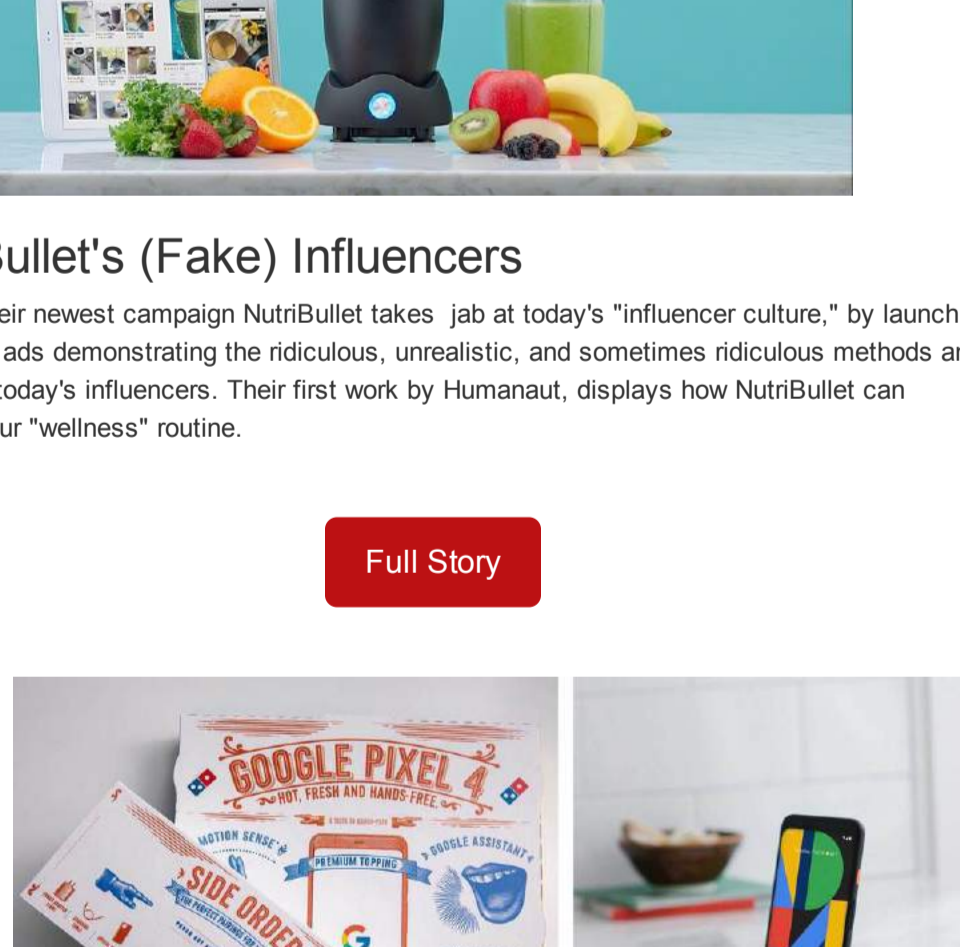
Roku to



Acquire Dataxu

Roku will reportedly shell out \$150 million dollars to purchase Dataxu, a demand side platform which should allow Roku to collect direct consumer data, and automate how advertisers buy video ads on the platform.

[Learn More](#)

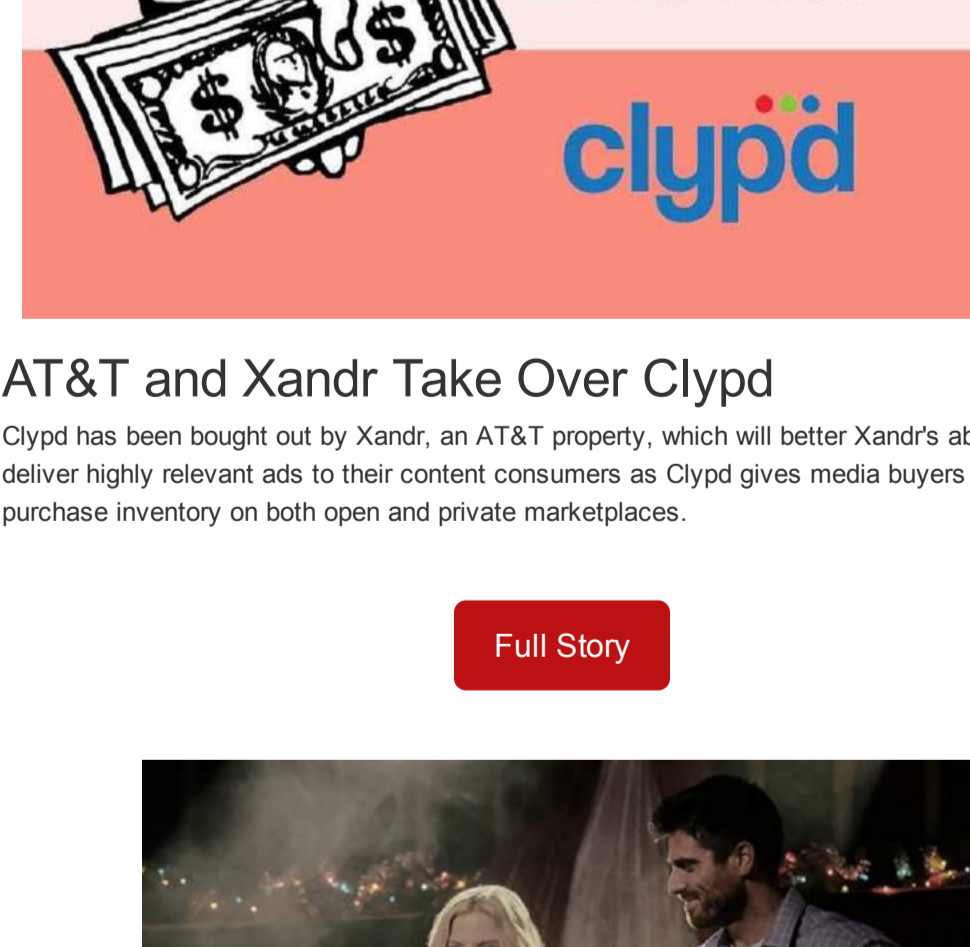


Pandora is in... Your Feels?

Pandora, the music streaming service, has begun to predict how their listeners are feeling and doing based off what they are listening to. According to Pandora's executives, they have been 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 according to mood?

[Full Article](#)

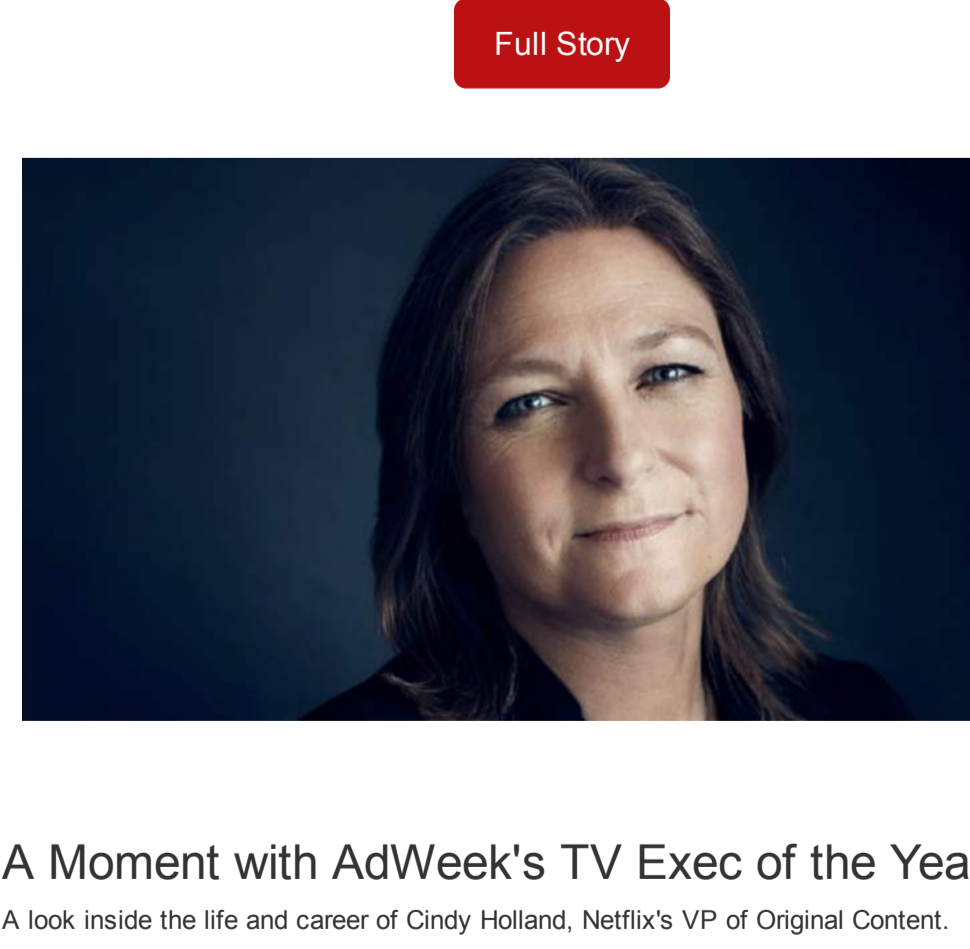
News in Creative



"Season-ed" Tickets

KFC's newest offer likens it to the Netflix of food, where 500 consumers will be able to purchase their very own "seasoned tickets" for \$75 dollars on StubHub. These tickets will give the buyer a weekly order of 48 chicken wings for 9 weeks, and 96 wings in the final, tenth, week.

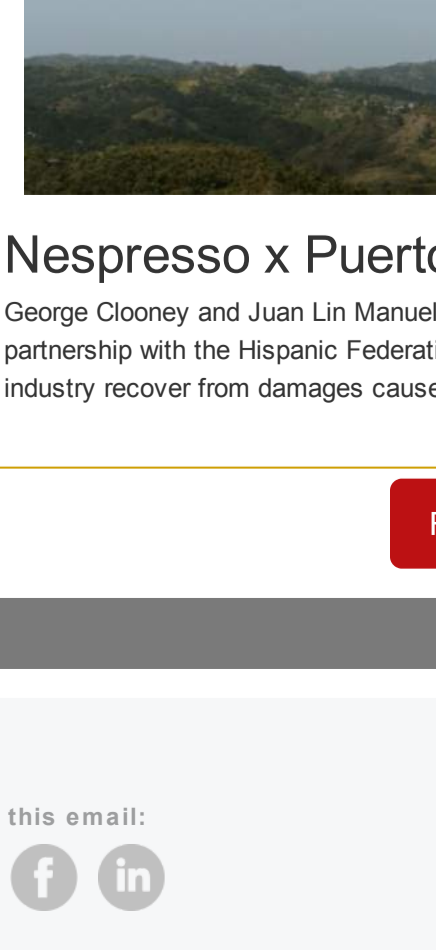
[Full Story](#)



One Order of a... Sentimental Meal?

As McDonald's turns 40 this year, they have unveiled a new ad created by TBWA/Paris that tugs on the heart strings a little more than their normal material. Out close runner-up for Ad of the week is centered around a child and his connection to the iconic happy meal box.

[Full Story](#)



Delivery King

In Burger King's latest advertisement, they had the one and only Burger King, hand-deliver Burger King orders from Uber Eats to promote their new partnership. Burger King also used the customer's doorsteps footage to create this 30-second spot.

[Full Advertisement](#)

Brand Marketing

Mutts 4 Trucks

What happens when you combine dog food, engine oil, and CPG brands? Well you solve truck driver loneliness, obviously.

[Full Story](#)

NutriBullet's (Fake) Influencers

Through their newest campaign NutriBullet takes 'job 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 simplify your "wellness" routine.

[Full Story](#)

Google Pizza?

If you didn't answer the door on October 15th, you may have seriously missed out. Google delivered their new Pixel 4 phones to select people across the country within a Domino's pizza box (which also included an actual Domino's Pizza), to demonstrate the hands-free nature of their newest device. "Includes sides of a new charger, power adapter, and case"

[Full Story](#)

Media News

AT&T and Xandr Take Over Clypd

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.

[Full Story](#)

Holi(Fri)days

Although we haven't even reached Halloween yet, the Lifetime Channel will be showing Christmas or holiday movies 24/7 every Friday in an attempt to challenge, Hallmark, Freeform, and even Netflix within the highly competitive (and highly valued) holiday space.

[Full Story](#)

A Moment with AdWeek's TV Exec of the Year

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

[Full Story](#)

Best Advertisement

Nespresso x Puerto Rico

George Clooney and Juan Lin Manuel star in Nespresso's newest advertisement about it's partnership with the Hispanic Federation as they attempt to help Puerto Rico and its coffee industry recover from damages caused by recent natural disaster.

[Full Advertisement](#)

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