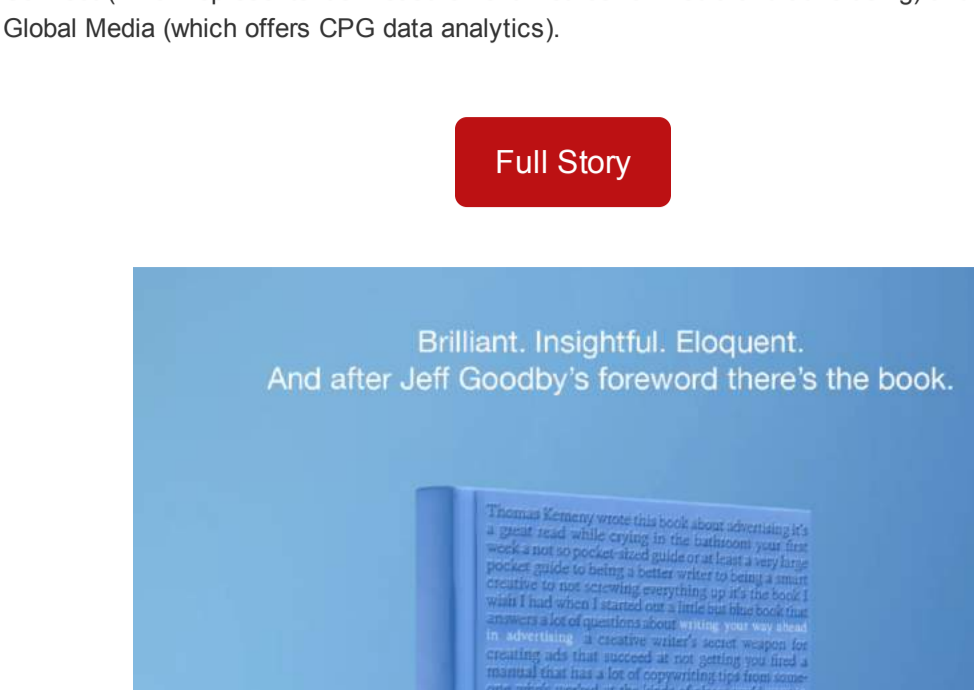


Dear ,

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".

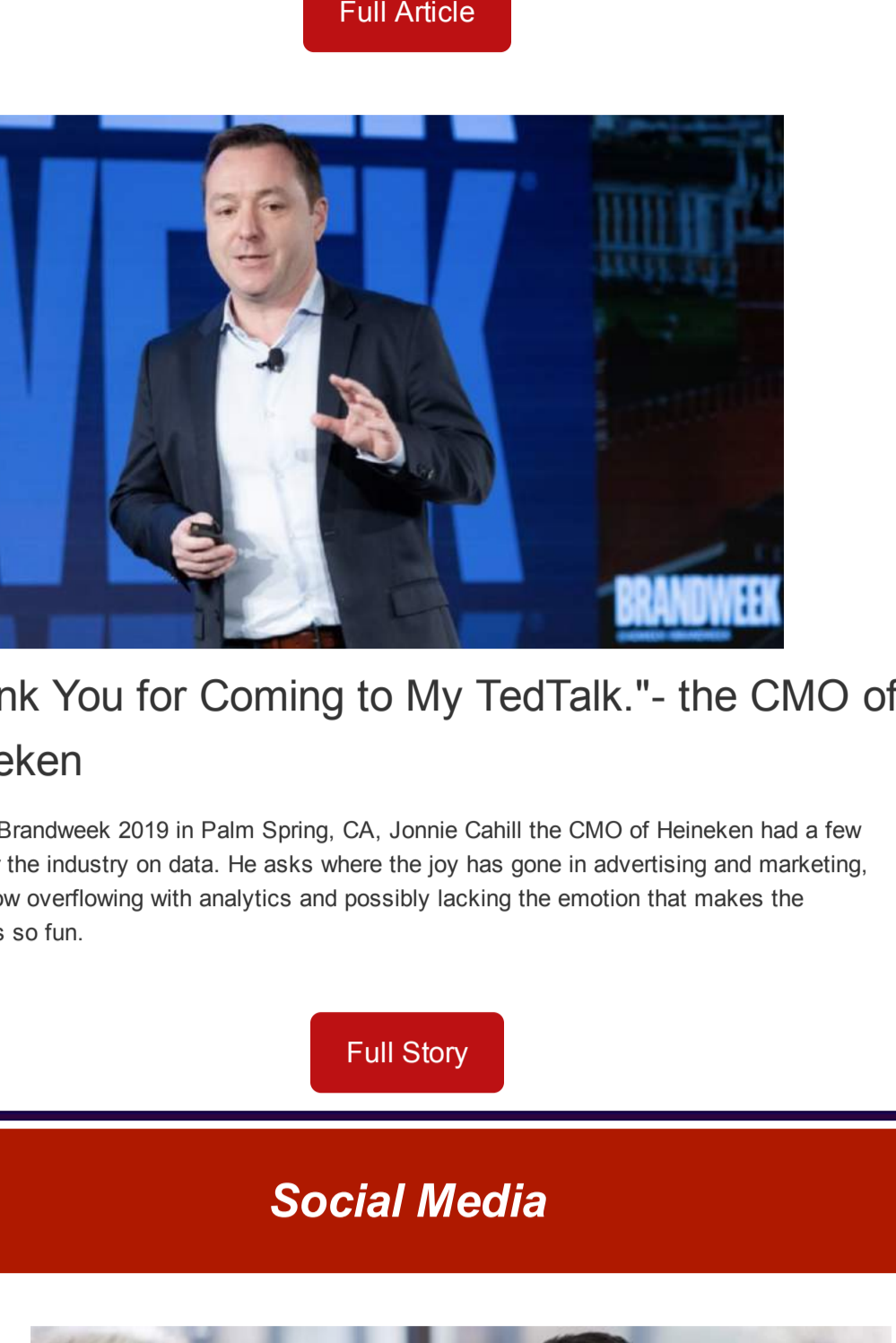
Industry News



It's Not You, It's Me

Nielsen has begun the process of splitting up into two separate companies, Nielsen Global Connect (which represents it's measurement metrics for media and advertising) and Nielsen Global Media (which offers CPG data analytics).

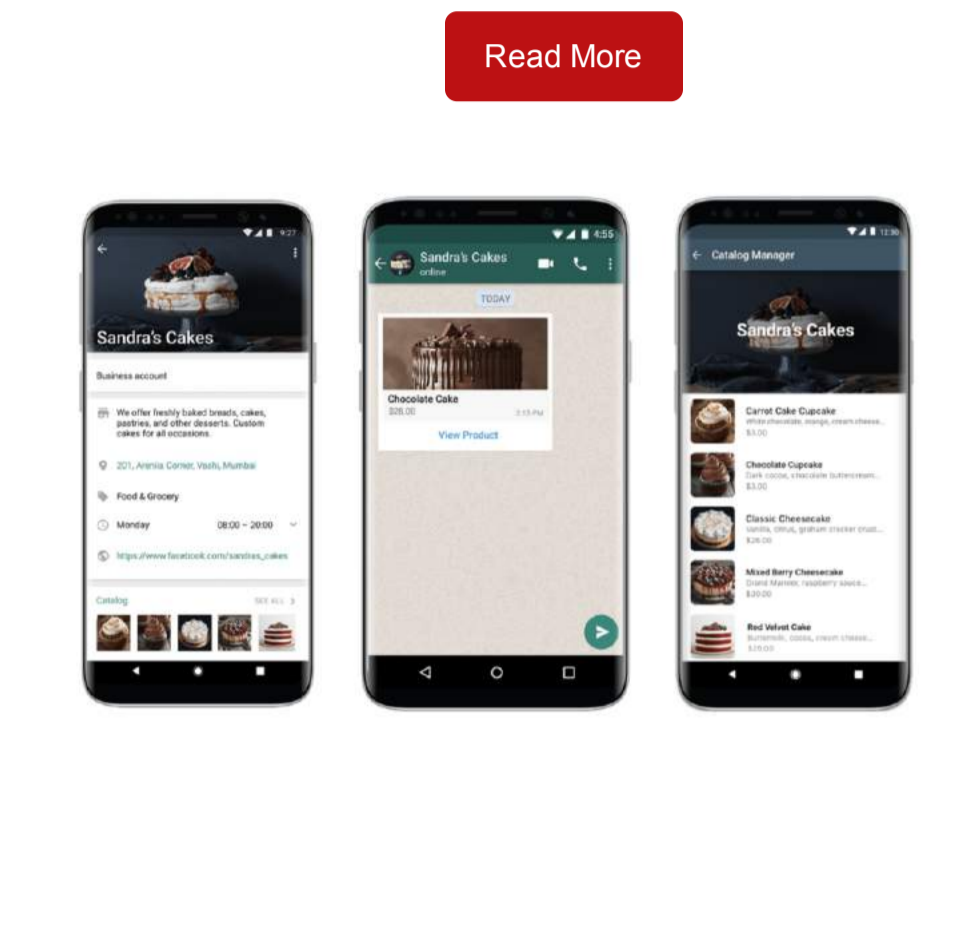
[Full Story](#)



An Ad for an Article, for a Book...for Writing Ads?

An inside look on Thomas Kemery's new book called Junior, a guide for creatives written by a copywriter who is still figuring things out. Filled with self-deprecating humor and solid advice, this book is different than any other advertising book you've read before. Even if you don't want to read the whole book, you can learn through the advertisements for it.

[Full Article](#)

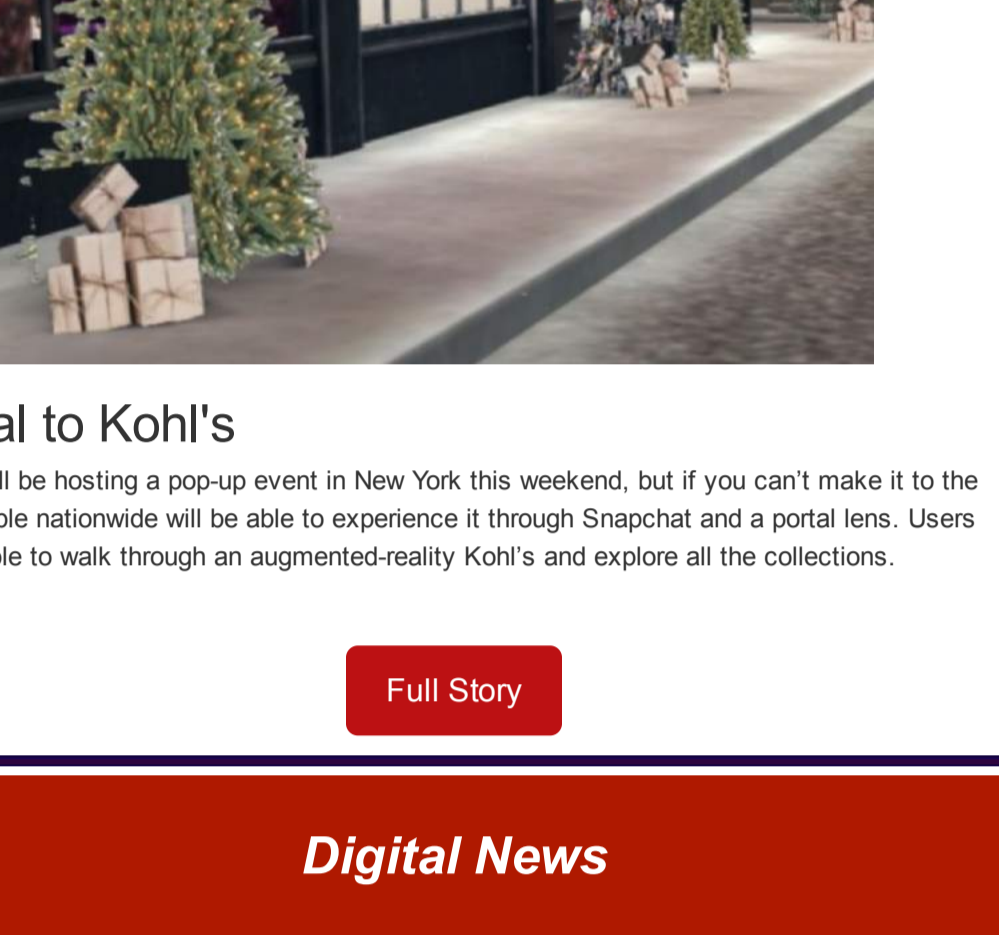


"Thank You for Coming to My TedTalk." - the CMO of Heineken

While at Brandweek 2019 in Palm Spring, CA, Jonnie Cahill the CMO of Heineken had a few words for the industry on data. He asks where the joy has gone in advertising and marketing, words now overflying with analytics and possibly lacking the emotion that makes the industries so fun.

[Full Story](#)

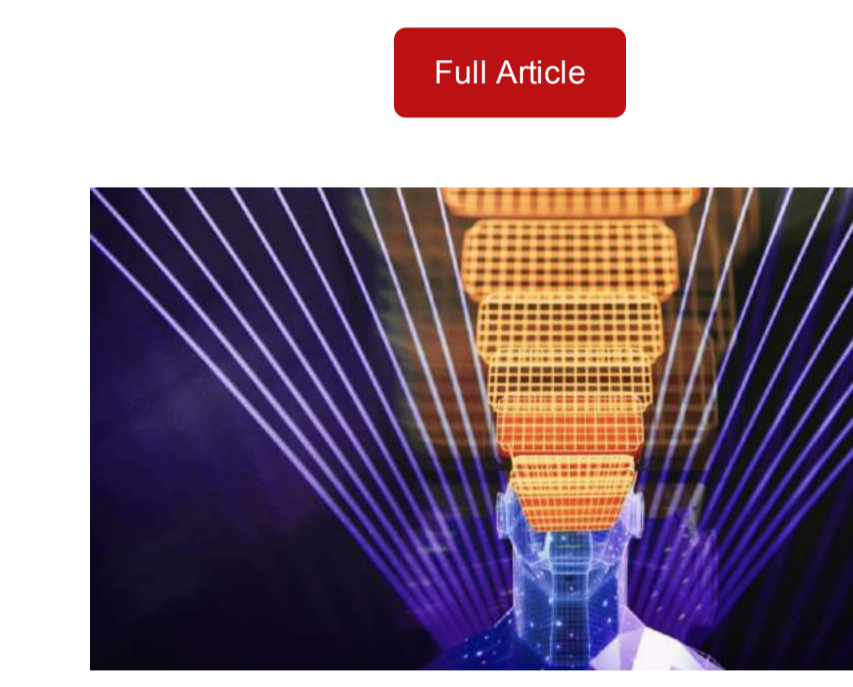
Social Media



Military & Veterans Score with Facebook

Facebook is teaming up with Score, the largest network of volunteer business mentors in the United States on digital skills for its Military and Veterans Hub. This will provide help through education and mentorship to military members, veterans, and their families. Learn more about this incredible initiative below.

[Read More](#)



WhatsApp with Your Small Business?

WhatsApp has released a new feature on their messaging application where small businesses can set up a mobile storefront where they can add products, picture, a description, pricing and more. Businesses can also interact with their customers through the WhatsApp Business App with this feature.

[Full Article](#)

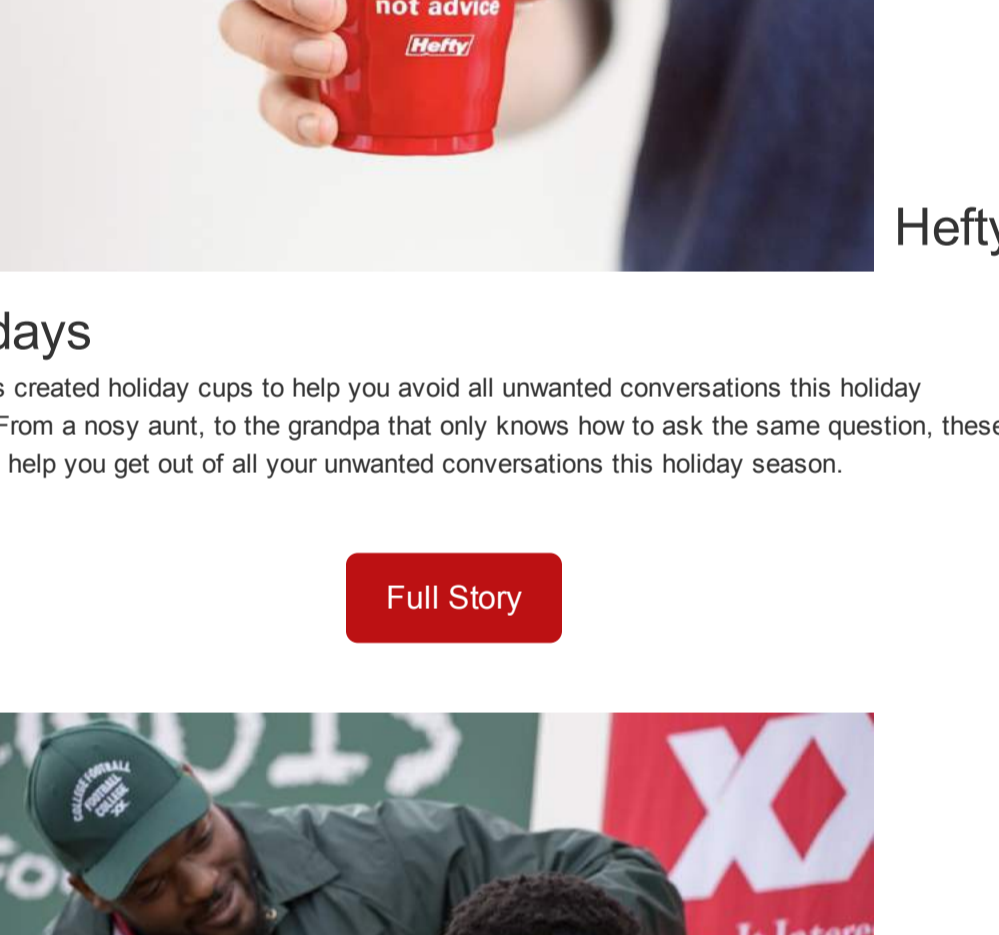


Portal to Kohl's

Kohl's will be hosting a pop-up event in New York this weekend, but if you can't make it to the city, people nationwide will be able to experience it through Snapchat and a portal lens. Users will be able to walk through an augmented-reality Kohl's and explore all the collections.

[Full Story](#)

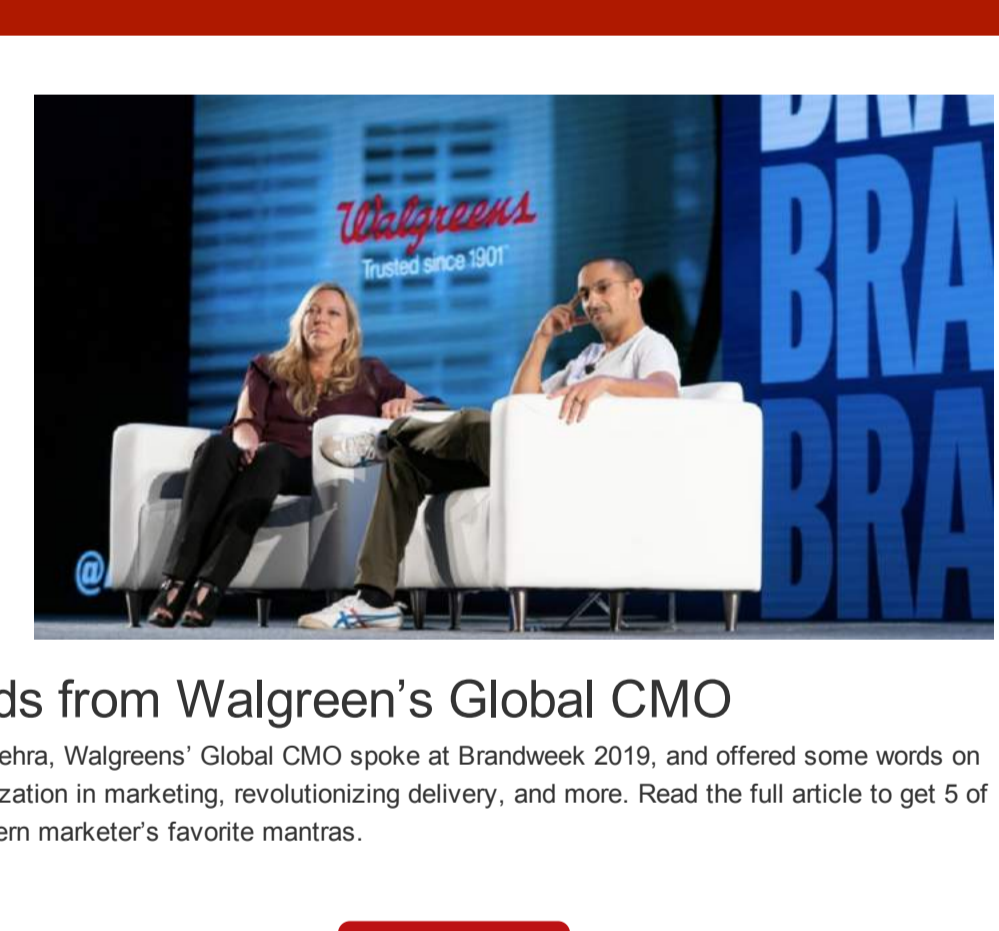
Digital News



New Logo Who Dis?

Facebook, sorry, FACEBOOK released their new corporate logo on November 4th, to a flurry of criticism and feedback which was mostly negative. However, it seems as though the logo represents exactly what Fac-FACEBOOK wants it to. It is a testament to FACEBOOK's neutrality on all issues, and support of free speech as it is simply a reflection of its users, according to Mark Zuckerberg.

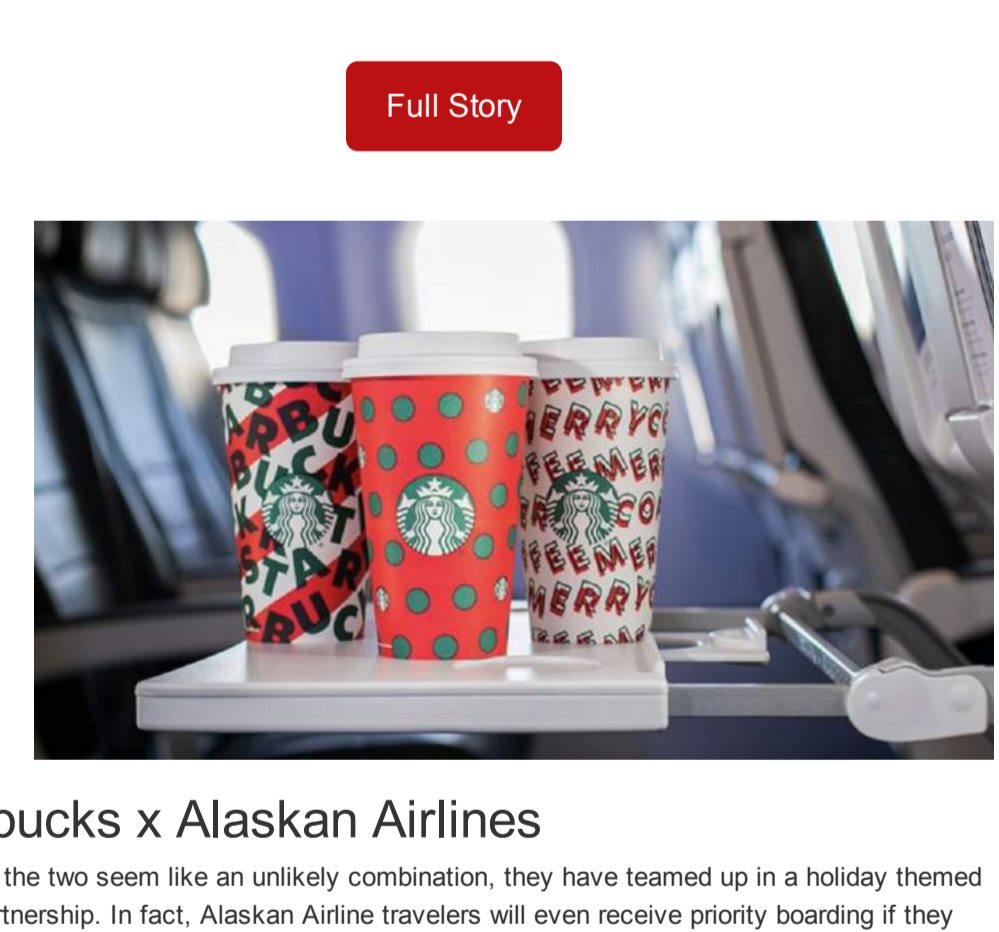
[Full Article](#)



Please Excuse Microsoft's Language

Microsoft has released a chatbot version of a state-of-the-art text generator that has been trained on millions of Reddit posts (hence the offensive part). DialoGPT is a breakthrough in language-based AI that can generate extremely realistic and human-like copy. Read more about this cutting-edge tech below.

[Learn More](#)

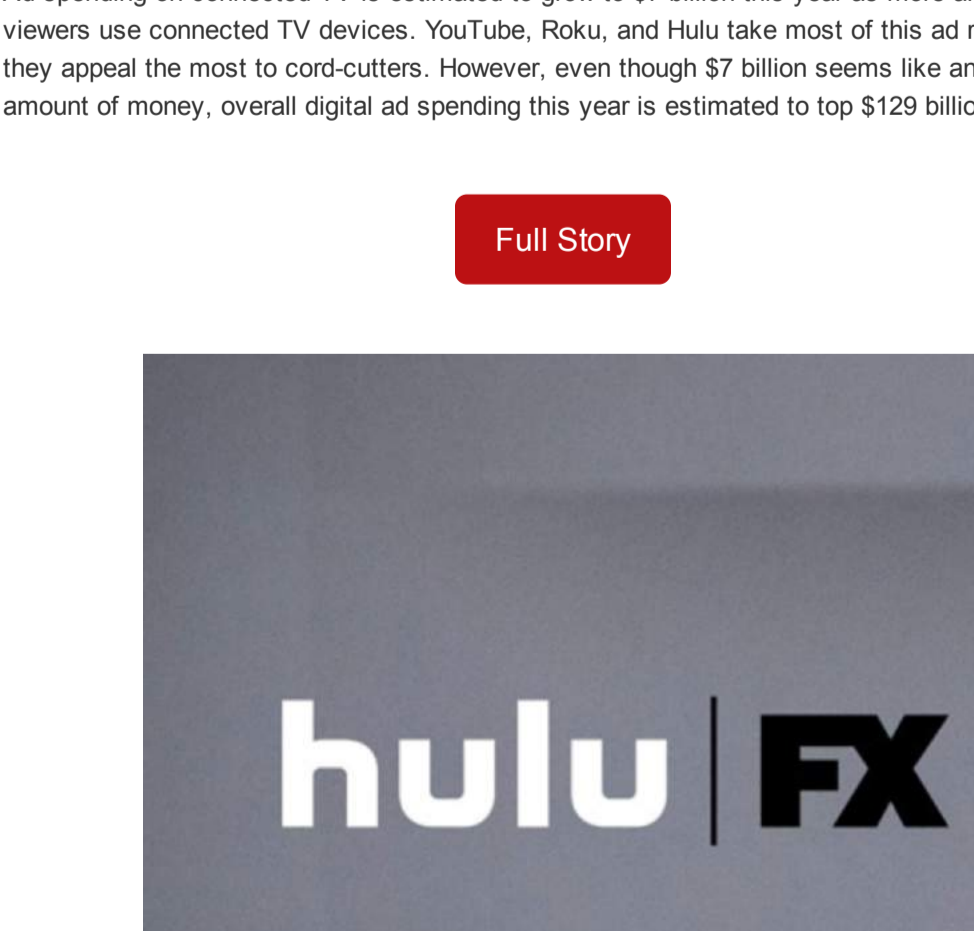


The Real +'s and -'s of Streaming

With content creators like Apple and Disney starting their own ventures into the streaming world to battle the likes of Netflix, Hulu and more, who really has the upper hand?

[Full Article](#)

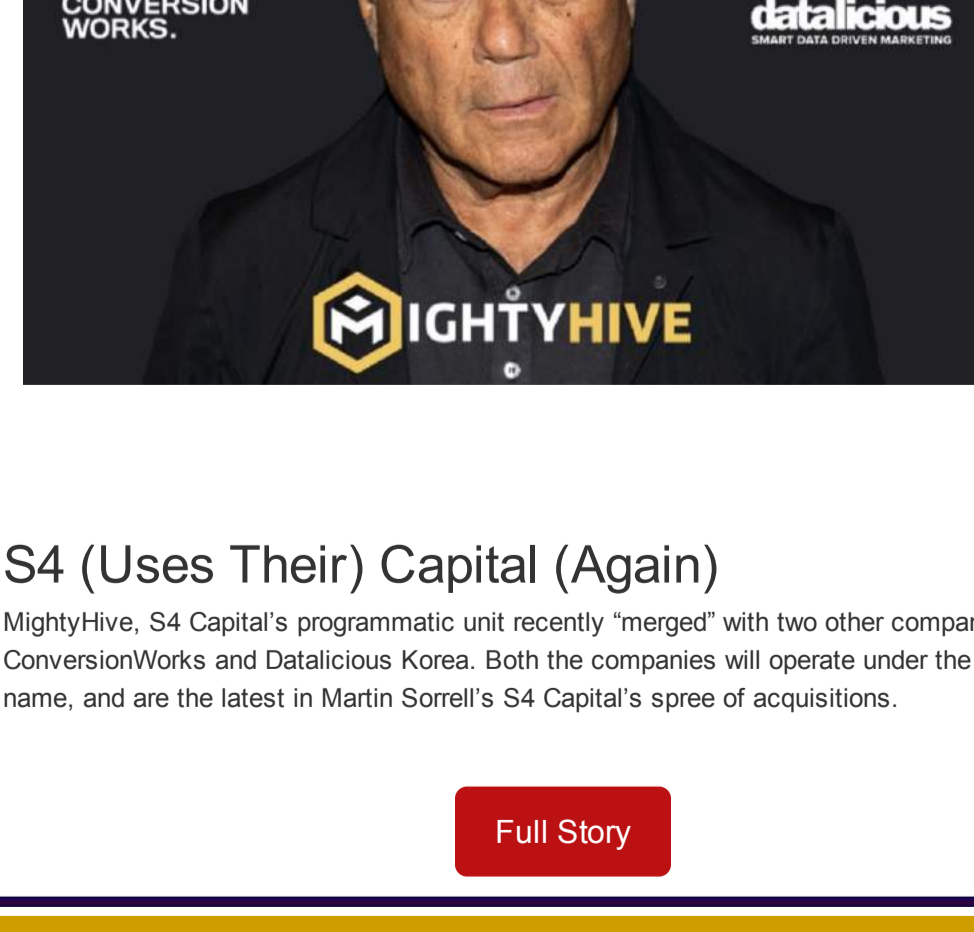
News in Creative



McNostalgia

Starting November 7th, 2019 McDonald's will be bringing back an array of their historic Happy Meal toys. From Grimace to Tamagotchi's, this promotion has something for everyone and anyone who has gotten a Happy Meal all the way back to 1988. Click below to see the full array of toys.

[Full Story](#)

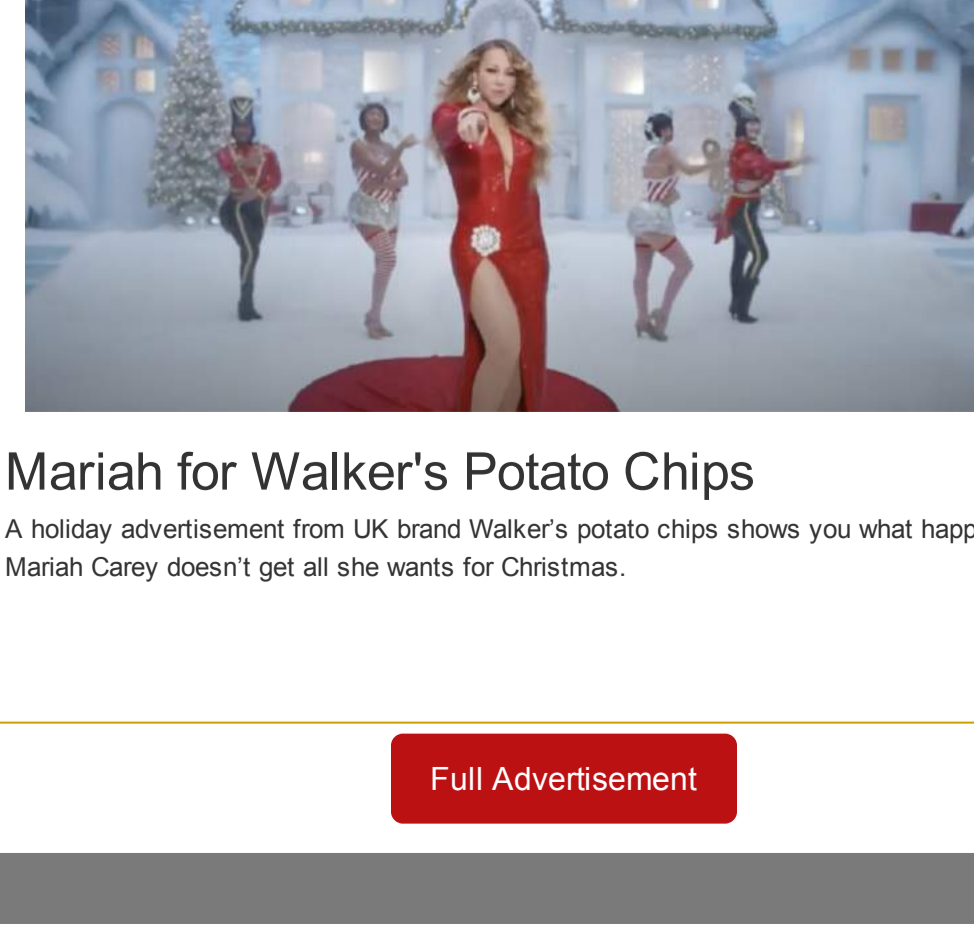


Hefty

Holidays

Hefty has created holiday cups to help you avoid all unwanted conversations this holiday season. From a nosy aunt, to the grandpa that only knows how to ask the same question, these cups can help you get out of all your unwanted conversations this holiday season.

[Full Story](#)



The Super Bowl!...Cut?

Recently at a Mississippi State vs. Texas A&M football game, Dos Equis set up a contest run by famous sports personalities such as Jay Cutler, Martellus Bennett and Katie Nolan. The winner of the contest would be given tickets to the College National Playoff Championship bowl game, which seems incentive enough for anyone to enter a trivia contest. However, the losers received admission to a different type of bowl, the haircut made famous by Dumb and Dumber.

[Full Story](#)

Brand Marketing

Words from Walgreen's Global CMO

Vinest Mehra, Walgreens' Global CMO spoke at Brandweek 2019, and offered some words on personalization in marketing, revolutionizing delivery, and more. Read the full article to get 5 of this modern marketer's favorite mantras.

[Full Article](#)

Constellation Awards

Adweek awarded the best marketing collaborations with honors for the first time at the 2019 Brandweek Summit. Click the link to see all 25 of the inaugural winners.

[Full Story](#)

Starbucks x Alaskan Airlines

Although the two seem like an unlikely combination, they have teamed up in a holiday themed brand partnership. In fact, Alaskan Airline travelers will even receive priority boarding if they board with one of Starbucks' signature holiday cups. Alaskan Airlines actually offered priority boarding for all those wearing ugly holiday sweaters last year, so this may be the beginning of a new Alaskan holiday tradition.

[Full Story](#)

Media News

Ad Spending

Ad spending on connected TV is estimated to grow to \$7 billion this year as more and more viewers use connected TV devices. YouTube, Roku, and Hulu take most of this ad revenue as they appeal the most to cord-cutters. However, even though \$7 billion seems like an incredible amount of money, overall digital ad spending this year is estimated to top \$129 billion.

[Full Story](#)

Hulu's Special FX

Disney recently announced that Hulu will be the streaming home for programming from Disney owned FX network. Furthermore, 4 Hulu-exclusive programs will be released on the platform with the first two of those projected to be available in Match. FX recently shut down its own streaming service FX+ in August.

[Full Story](#)

S4 (Uses Their) Capital (Again)

MightyHive, S4 Capital's programmatic unit recently "merged" with two other companies in ConversionWorks and Datalicious Korea. Both the companies will operate under the MightyHive name, and are the latest in Martin Sorrell's S4 Capital's spree of acquisitions.

[Full Story](#)

Best Advertisement

Mariah for Walker's Potato Chips

A holiday advertisement from UK brand Walker's potato chips shows you what happens when Mariah Carey doesn't get all she wants for Christmas.

[Full Advertisement](#)

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