Dear,

How is it that with fake news, spam bots, and potential underlying conspiracies, that brands are likely to avoid ads, making sports an incredibly important platform for advertisers.

Evaluating the Standard for Brands

Advertisers Need to Pick a Team

Click below for an overview on all things that are currently happening in the marketing world from AdAge Marketer's Brief (11/20)

No Phones at the Dinner Table

Secret" continues to be evaluated. Victoria's Secret CEO is reportedly, "figuring out how to advance the positioning of the brand and best communicate that to customers…".

Victoria Secret Fashion Show Canceled

Watch this short video with Ronalee Zarate-Bayani, the CMO of the Los Angeles Rams. Find out how they are revising their brand identity with a new location and stadium and what;'s next for Los Angeles.

Watch Oreo's Christmas themed advertisement, and find out what Santa asks for while he's doing his rounds.

Noel's Cookies

Snapchat commits $750,000 to augmented reality influencers in 2020. That sum is triple this year's commitment. Snapchat believes their AR capabilities give them an advantage against other social media platforms, hence the large investments.

Snapchat Commits $750,000 to AR

Instagram & Facebook Are Now Dating

TikTok is trying to win over influencers. How to do that... Is TikTok the go to platform for influencers now? They've been testing this feature in multiple markets including the U.S. and Japan. This added control is time for them to be reached. Learn how advertisers could do a better job here.

How TikTok is Trying to Win-Over Influencers

These 22 companies will receive funding to test and develop sustainable branded content for the purpose of advancing the branded content space as part of the Branded Content Project, as they “demonstrate a commitment to furthering best practices content initiatives.”

The Branded Content Project

These new hires to new holidays.

Tombras Moves Into New York

Another midsize city which became an advertising hub? Read this article on why Knoxville may be the next big city for advertising. Will it be able to mimic the success of Boulder, another midsize city which became an advertising hub?

Is Knoxville Next?

Correctly & How to Change That

Secret & Best Advertisment

Ad-Ception

News in Creative

Brand Marketing

Industry News

Social Media

Digital News

Media News

Full Advertisements

Full Advertisement

Full Advertisement

Full Advertisement

Full Article

Full Story

Full Story

Full Story

Full Story

Full Brief