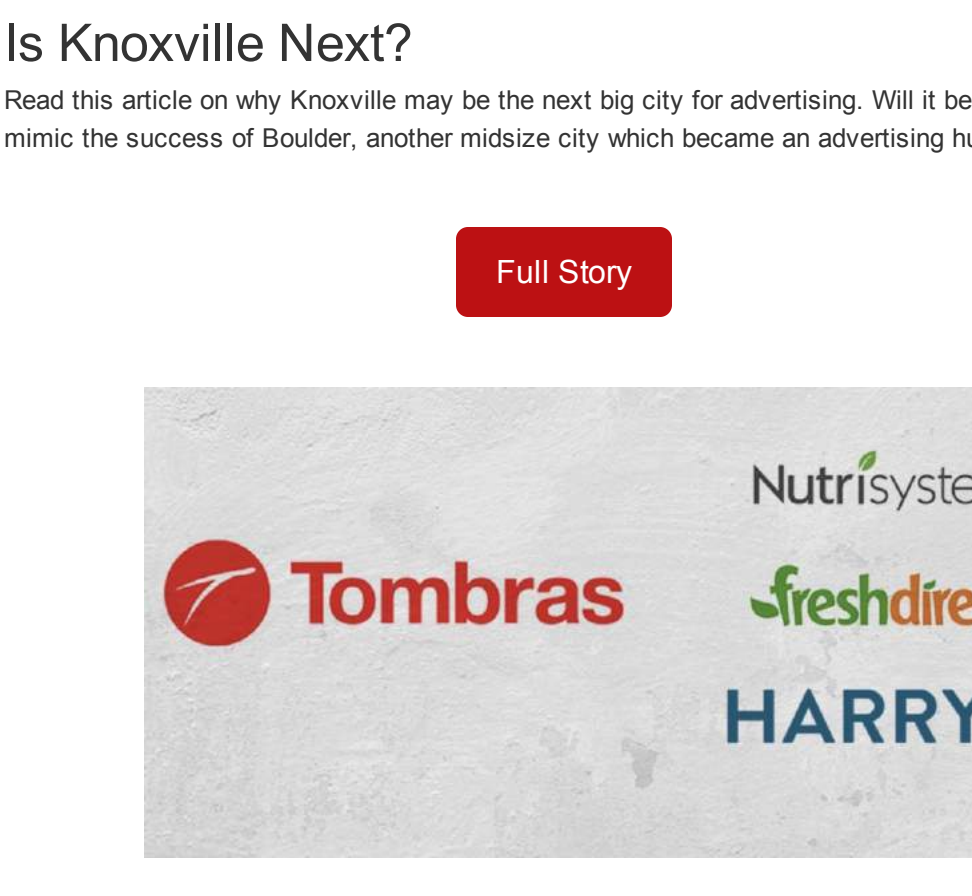


Dear ,

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".

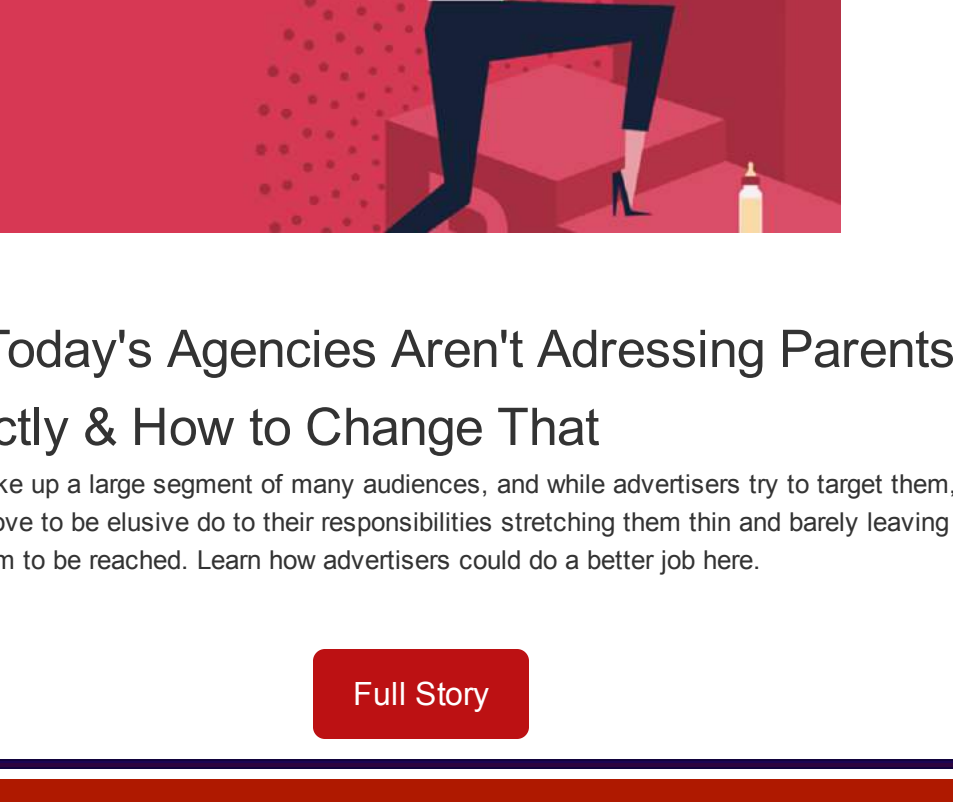
## Industry News



### Is Knoxville Next?

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?

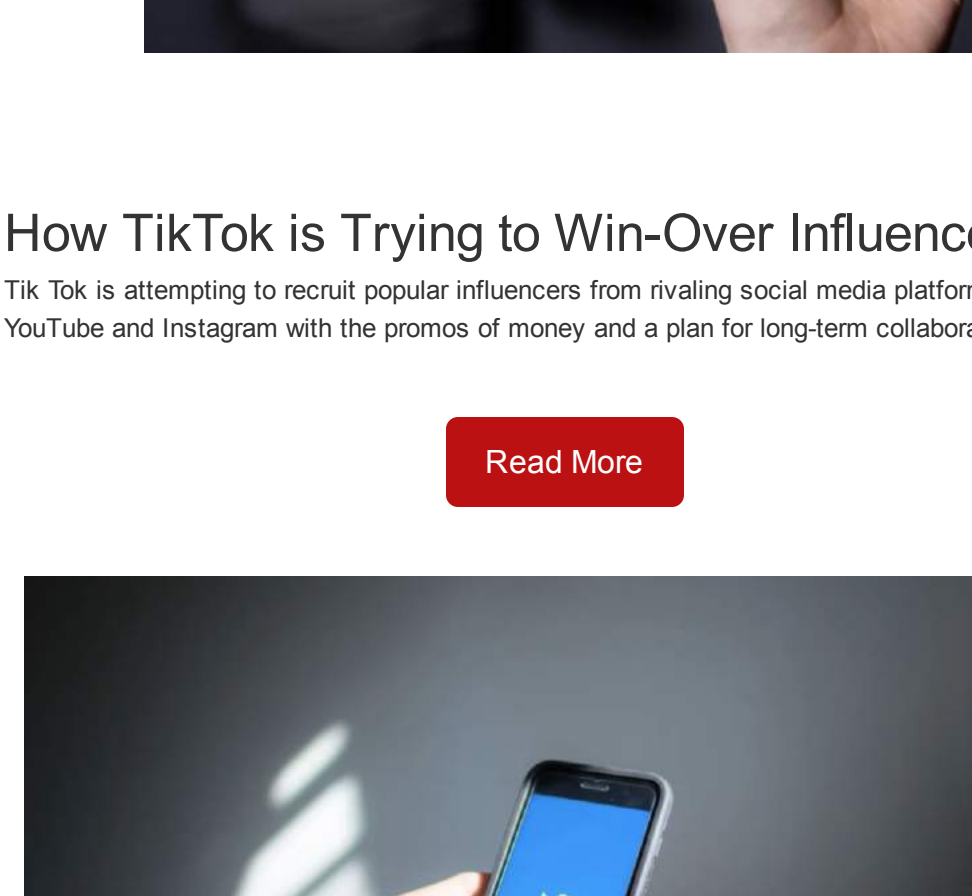
[Full Story](#)



### Tombras Moves Into New York

After winning three new accounts in Harry's, fresh direct, and Nutrisystem, Tombras will be opening a new office in New York City. This is the second consecutive year the agency has expanded, learn more about the growing group below.

[Full Article](#)

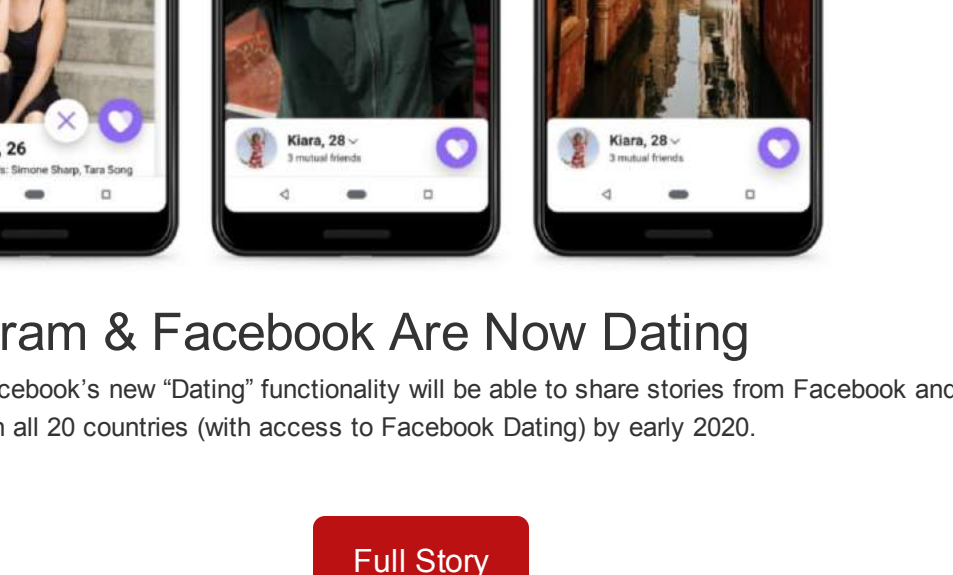


### Why Today's Agencies Aren't Addressing Parents Correctly & How to Change That

Parents make up a large segment of many audiences, and while advertisers try to target them, they can prove to be elusive do to their responsibilities stretching them thin and barely leaving time for them to be reached. Learn how advertisers could do a better job here.

[Full Story](#)

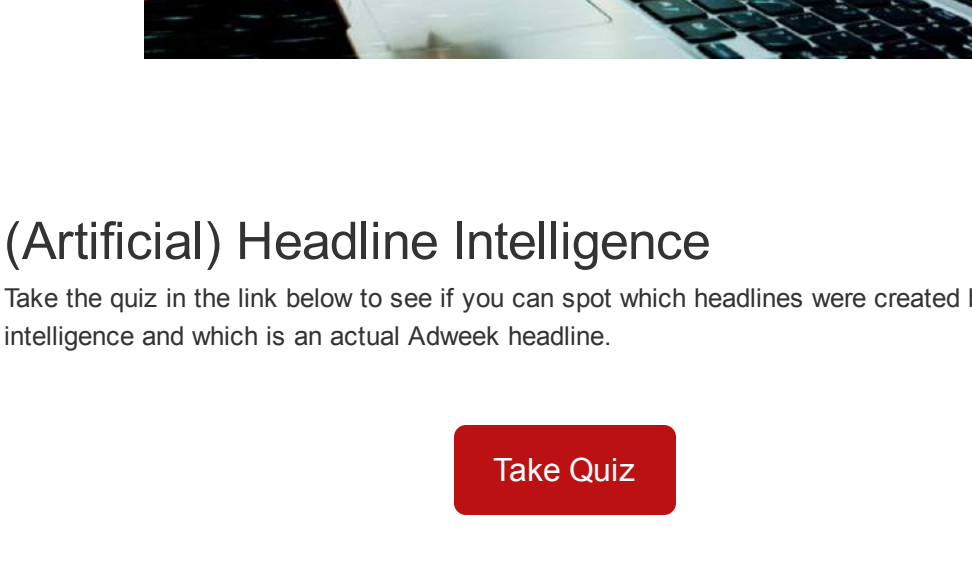
## Social Media



### How TikTok is Trying to Win-Over Influencers

Tik Tok is attempting to recruit popular influencers from rivaling social media platforms such as YouTube and Instagram with the promos of money and a plan for long-term collaboration.

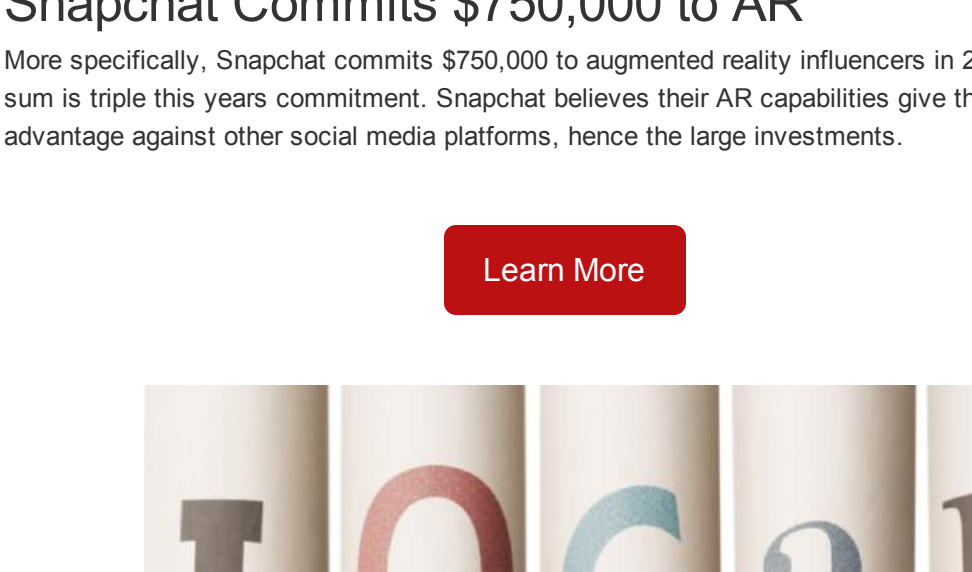
[Read More](#)



### Twitter Now Letting Users Hide Responses

In order to help everyone feel as safe and comfortable as possible on the platform, Twitter has been testing this feature in multiple markets including the U.S. and Japan. This added control is meant to keep spammers away, as well as hateful or inappropriate replies.

[Full Article](#)

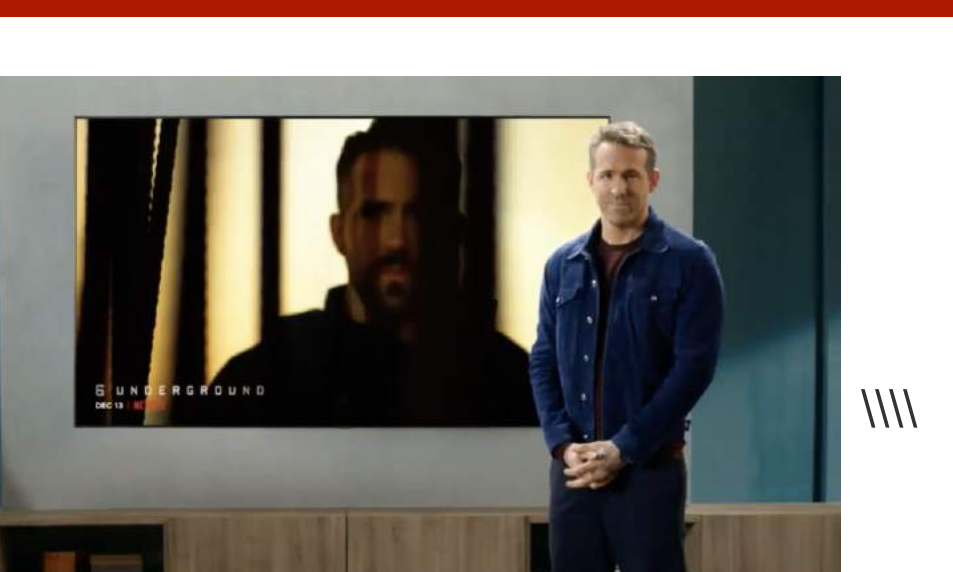


### Instagram & Facebook Are Now Dating

Users of Facebook's new "Dating" functionality will be able to share stories from Facebook and Instagram in all 20 countries (with access to Facebook Dating) by early 2020.

[Full Story](#)

## Digital News



### (Artificial) Headline Intelligence

Take the quiz in the link below to see if you can spot which headlines were created by artificial intelligence and which is an actual Adweek headline.

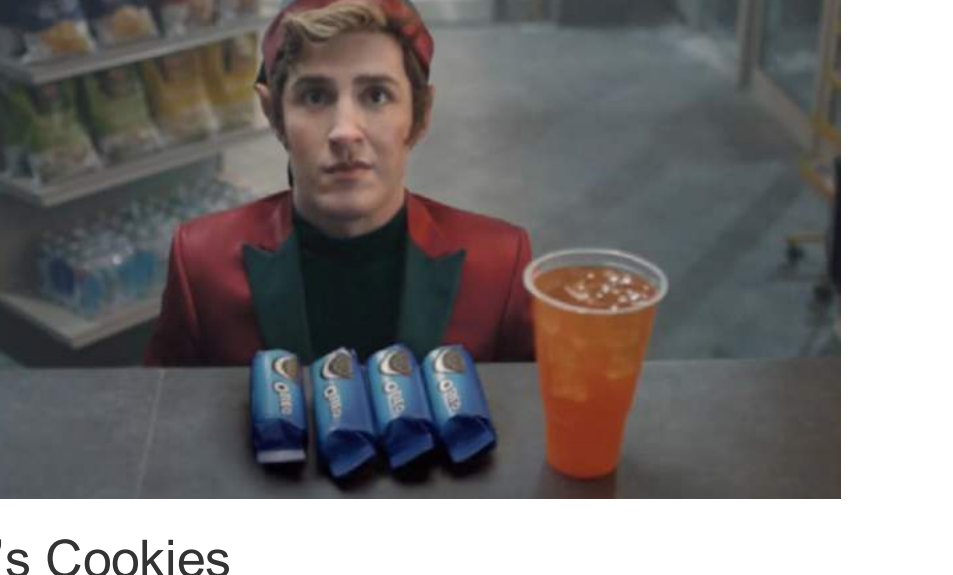
[Take Quiz](#)



### Snapchat Commits \$750,000 to AR

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

[Learn More](#)

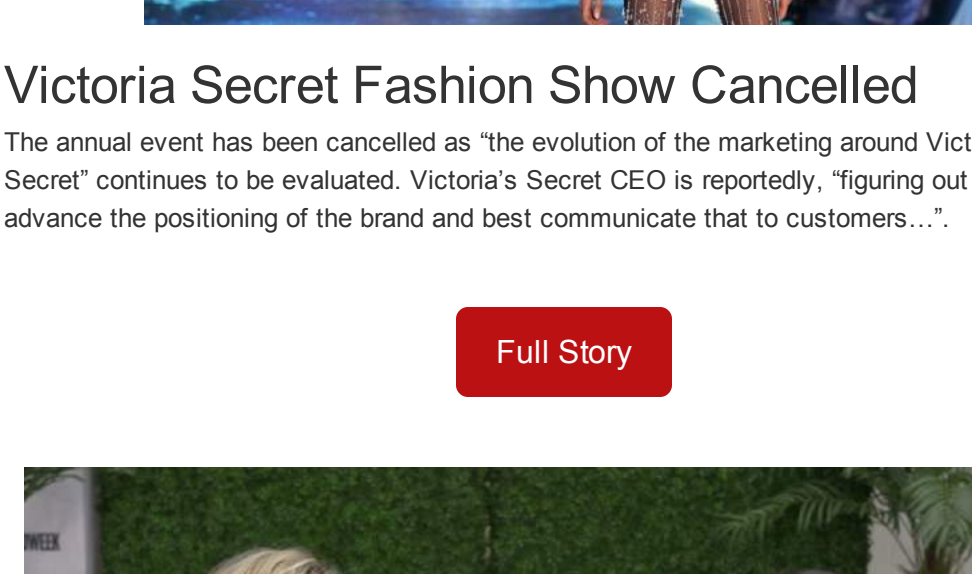


### The Branded Content Project

A list of 22 local media companies have been invited to participate in the Branded Content Project, as they "demonstrate a commitment to furthering best practices content initiatives." These 22 companies will receive funding to test and develop sustainable branded content offerings as well as revenue streams.

[Full Article](#)

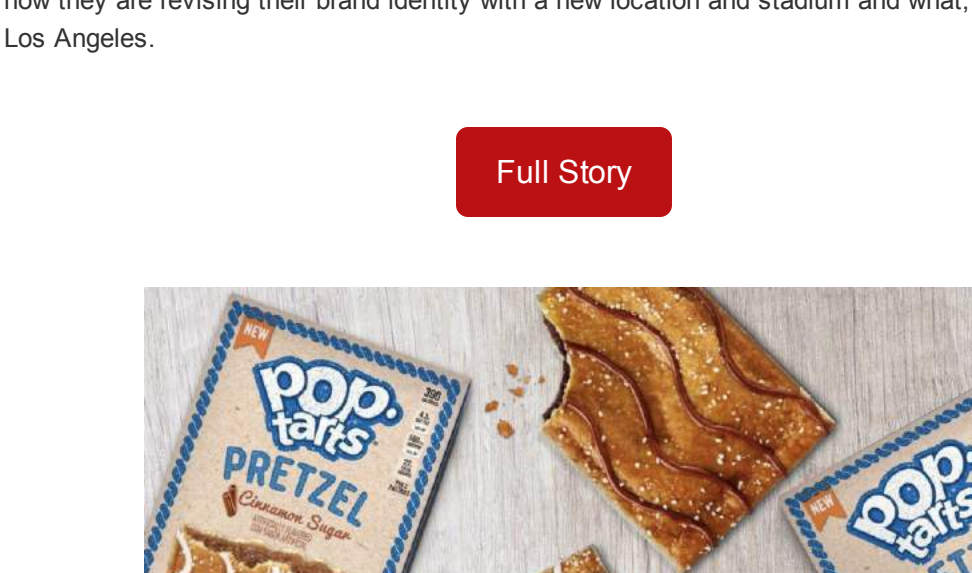
## News in Creative



### Ad-Ception

Watch Ryan Reynolds in an ad for his new movie within an ad while he also pitches his new gin with an ad... within the same ad?

[Full Advertisement](#)



### No Phones at the Dinner Table

Watch an advertisement for Ace Bakery's newest product, the breadbox. Just in time for the holidays, this new product helps users spend time at the dinner table and not with their faces in their phones. Plus, if you're in the market for a cutting board it comes with a free bamboo cutting board, so there's that too.

[Full Advertisement](#)

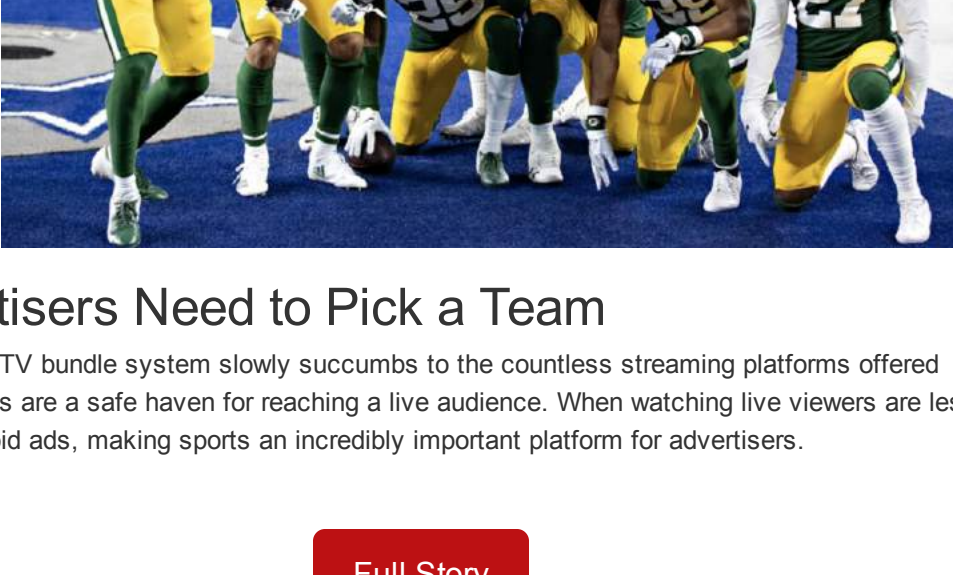


### Santa's Cookies

Watch Oreos' Christmas themed advertisement, and find out what Santa asks for while he's giving everyone what they asked for.

[Full Advertisement](#)

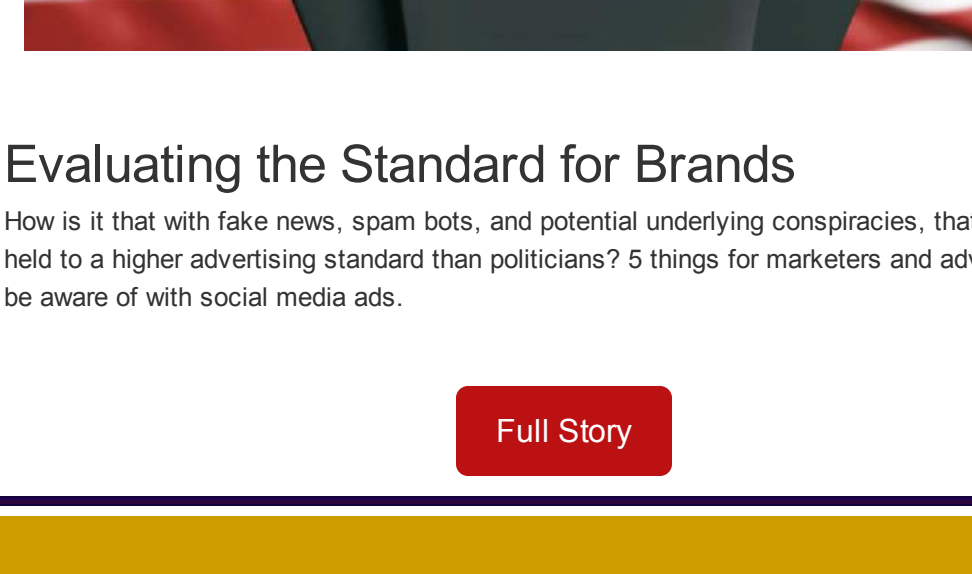
## Brand Marketing



### Victoria Secret Fashion Show Cancelled

The annual event has been cancelled as "the evolution of the marketing around Victoria's 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...".

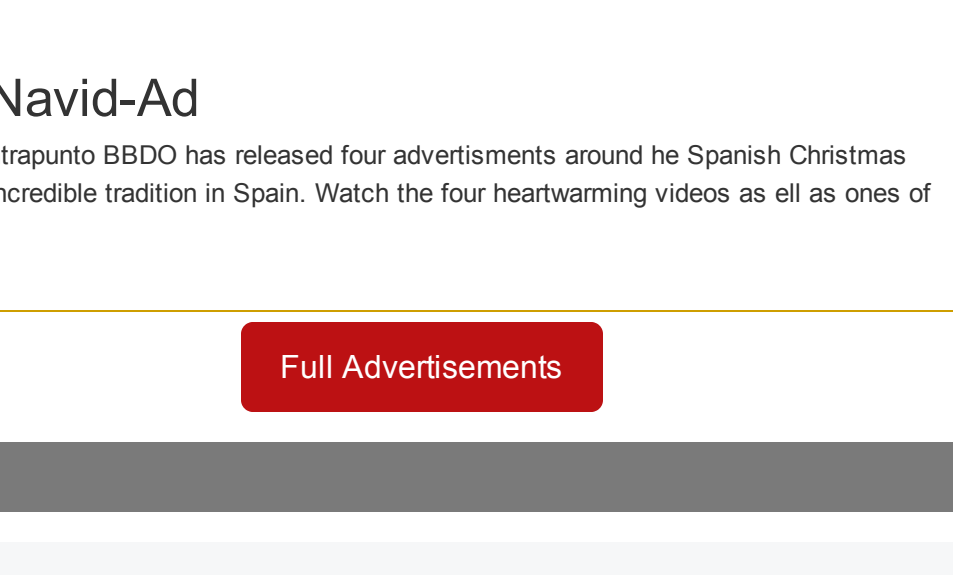
[Full Story](#)



### LA Rams CMO on Branding

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.

[Full Story](#)



### AdAge Marketer's Brief (11/20)

Click below for an overview on all things that are currently happening in the marketing world from new hires to new holidays.

[Full Brief](#)

## Media News



### How Google's AdX Changes Affect Media Buying

Learn how Google's AdX changes that begin in February 2020 will affect media buying and the type of content and advertisements served to you or your audience.

[Full Story](#)



### Advertisers Need to Pick a Team

As the Pay TV bundle system slowly succumbs to the countless streaming platforms offered today, sports are a safe haven for reaching a live audience. When watching live viewers are less likely to avoid ads, making sports an incredibly important platform for advertisers.

[Full Story](#)



### Evaluating the Standard for Brands

How is it that with fake news, spam bots, and potential underlying conspiracies, that brands are held to a higher advertising standard than politicians? 5 things for marketers and advertisers to be aware of with social media ads.

[Full Story](#)

## Best Advertisement

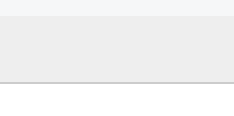


### Feliz Navid-Ad

Spain's Contrapunto BBDO has released four advertisements around the Spanish Christmas lottery, an incredible tradition in Spain. Watch the four heartwarming videos as well as ones of years past.

[Full Advertisements](#)

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