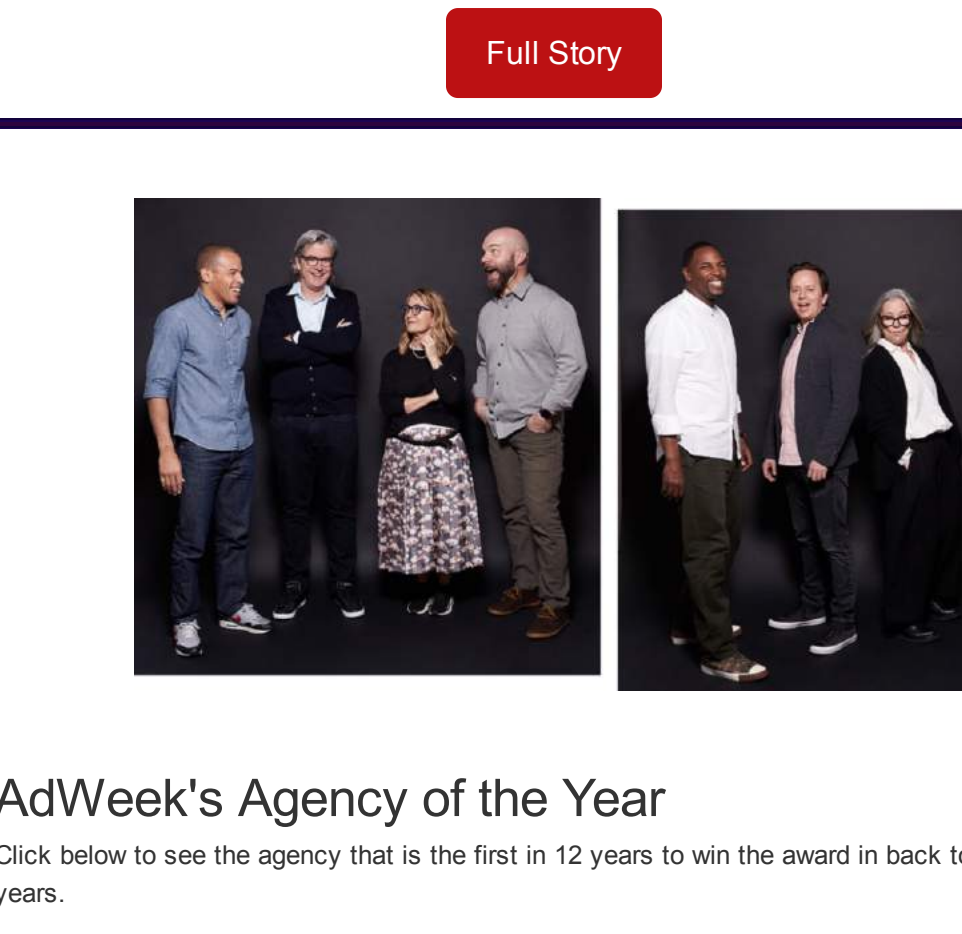


Dear,

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". As this is our last edition for the semester, good luck in finals and have a very happy holiday!

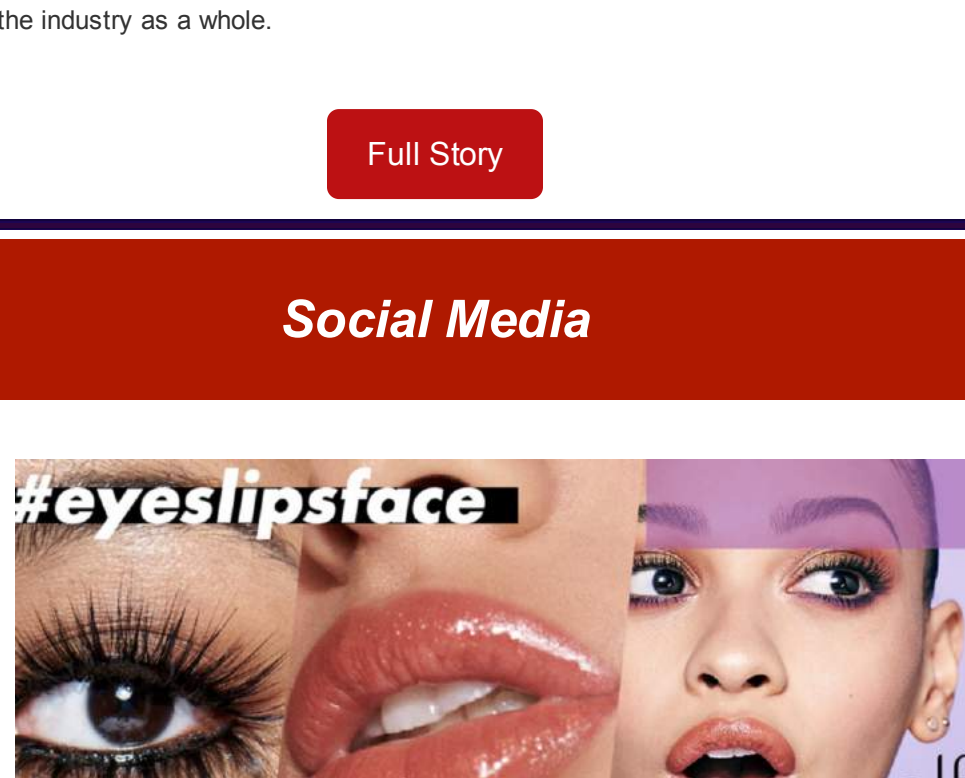
Industry News



Design Trends to Expect in 2020

Prepare yourself for the upcoming decade with this sneak peek at what the newest design and logo trends may look like.

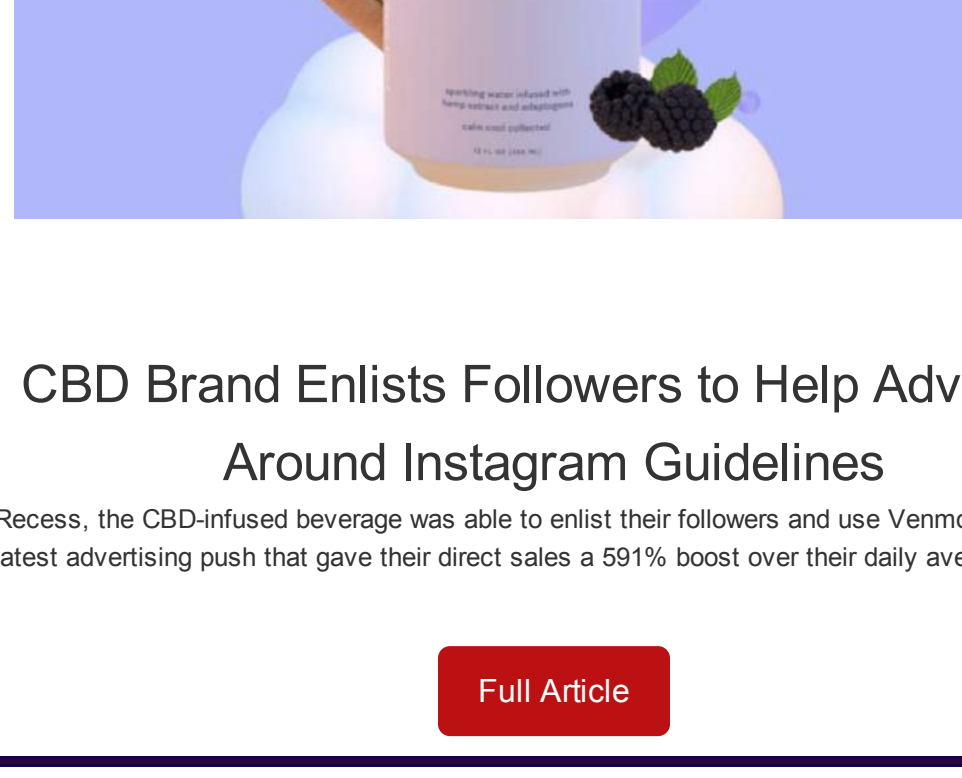
[Full Story](#)



AdWeek's Agency of the Year

Click below to see the agency that is the first in 12 years to win the award in back to back years.

[Full Article](#)

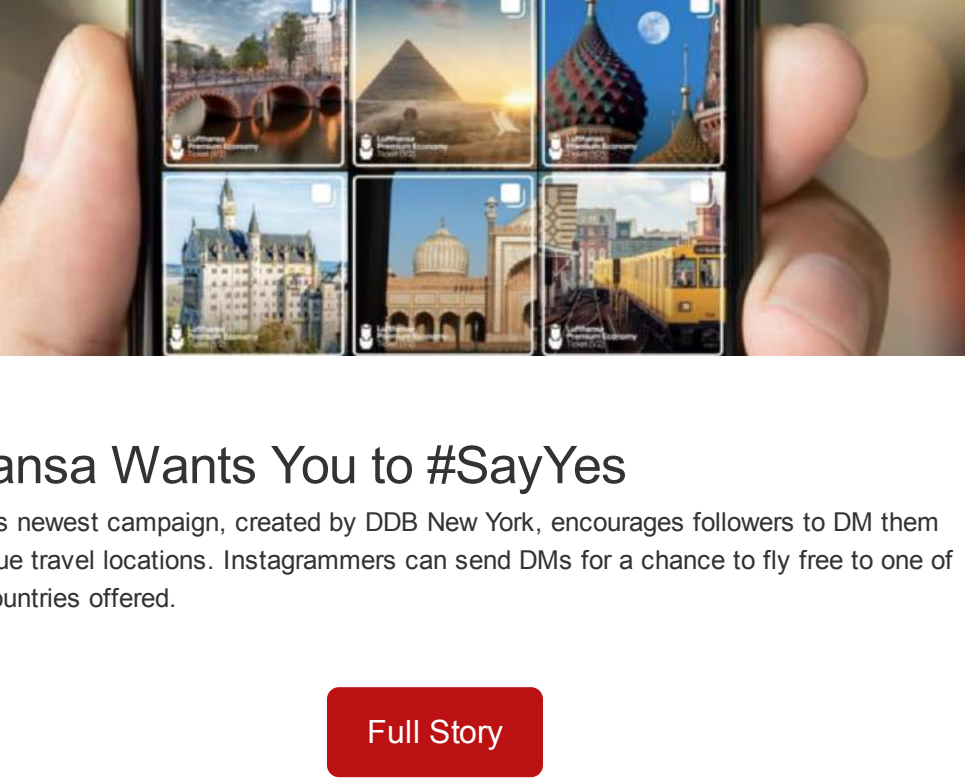


AdWeek's Creative Leader of the Decade

A look into Colleen DeCourcy's career over the last decade and how she has made a lasting impact on the industry as a whole.

[Full Story](#)

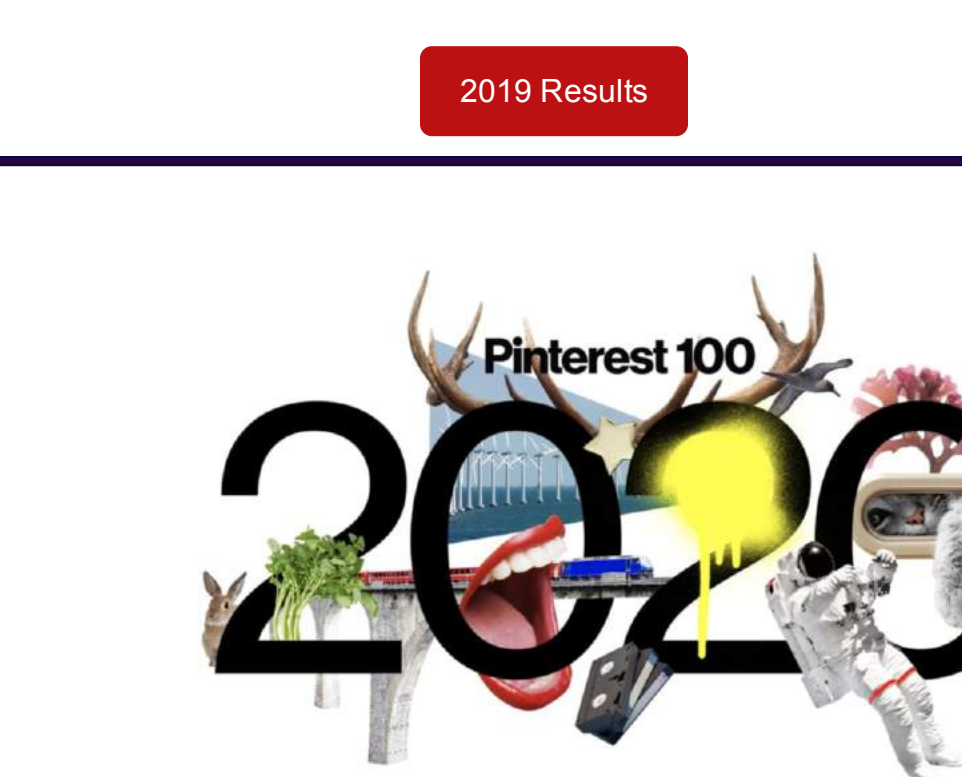
Social Media



Elf Releases an Original Song on TikTok

In an attempt to test the very popular social media platform, Elf Cosmetics has worked with agency Movers+Shakers to create an original song that was released on the platform. Click below to see how it turned out.

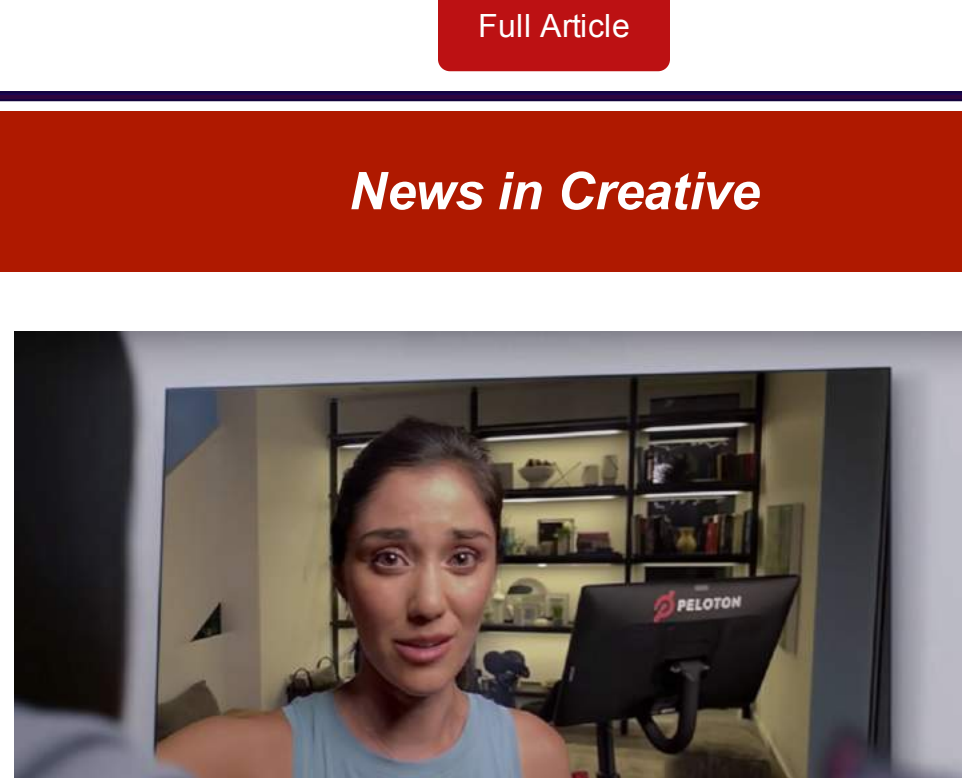
[Read More](#)



CBD Brand Enlists Followers to Help Advertise Around Instagram Guidelines

Recess, the CBD-infused beverage was able to enlist their followers and use Venmo in their latest advertising push that gave their direct sales a 591% boost over their daily average.

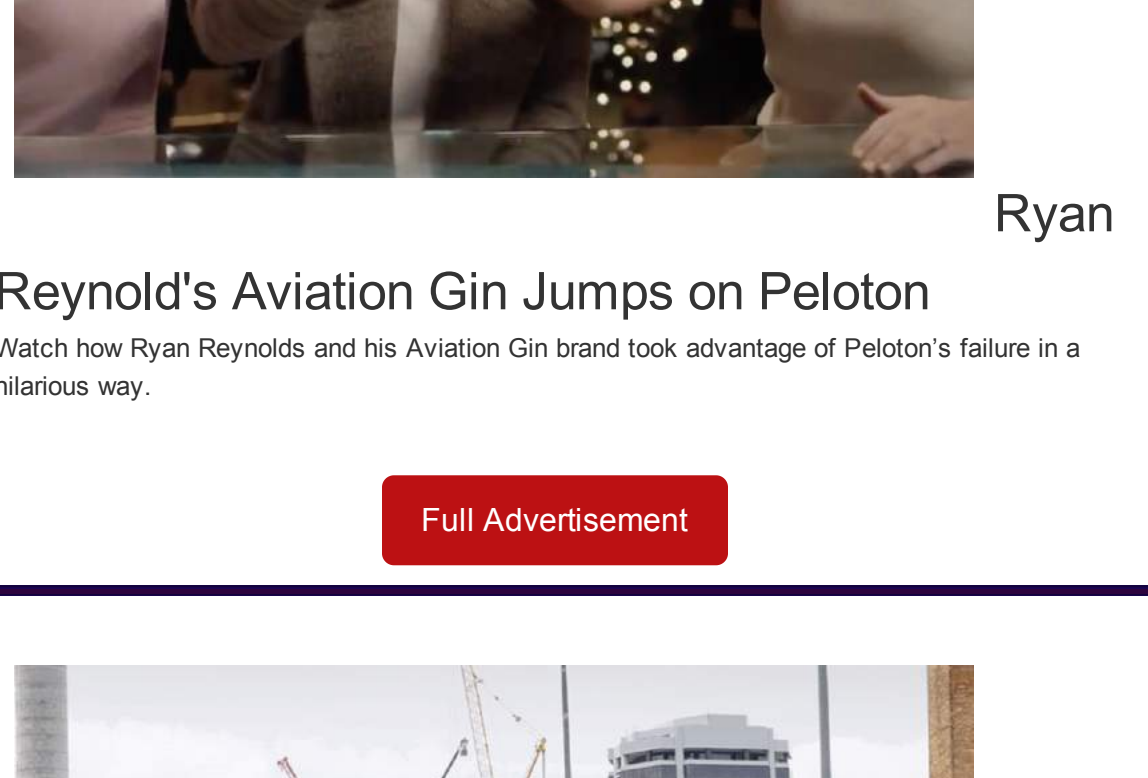
[Full Article](#)



Instagram Now Requires a User Age

Instagram is employing a new policy where all users must enter their birth date in order to use the platform and new users must be at least 13.

[Full Story](#)

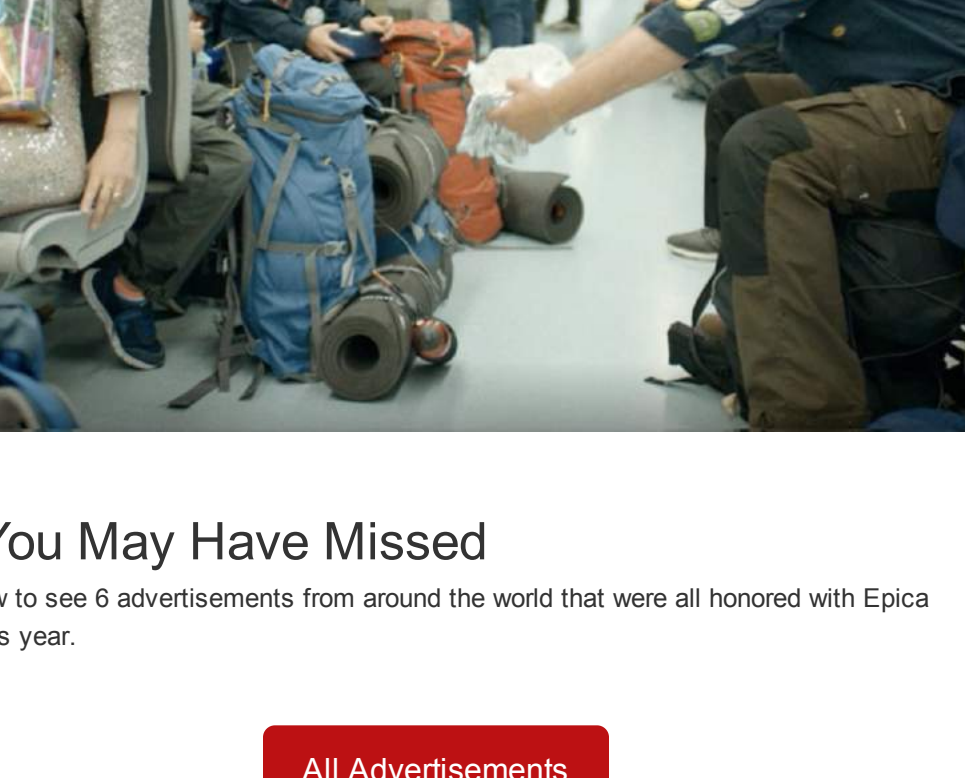


Lufthansa Wants You to #SayYes

Lufthansa's newest campaign, created by DOB New York, encourages followers to DM them about unique travel locations. Instagrammers can send DMs for a chance to fly free to one of the nine countries offered.

[Full Story](#)

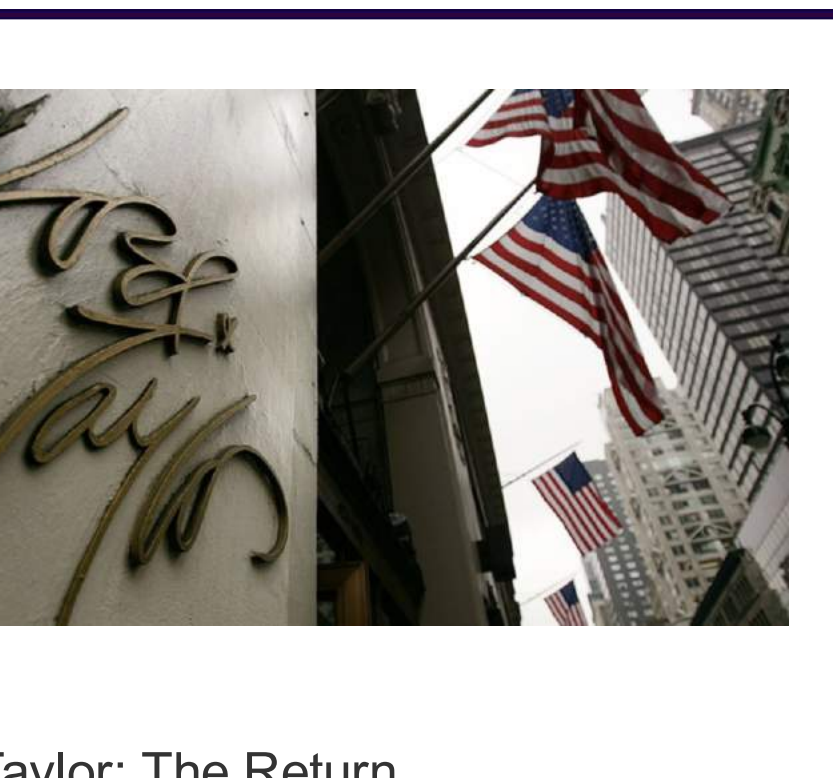
Digital News



Spotify Wrapped Delivers Data for Users, Artists, and the Music Industry as a Whole

Take a look at how your favorite artists have done on the platform over the past decade, from top albums to top mood playlists.

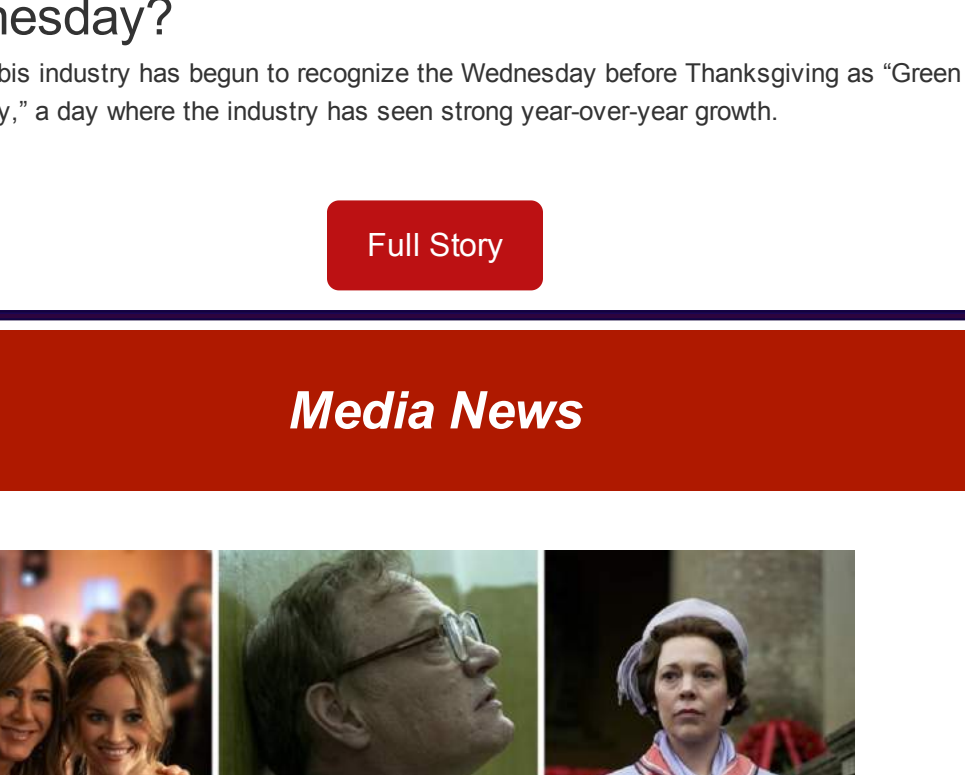
[2019 Results](#)



Pinterest 100: 2020

From pampering pets to finding balance in your life, Pinterest has used global search volumes to predict trends for the upcoming calendar year.

[Full List of Trends](#)

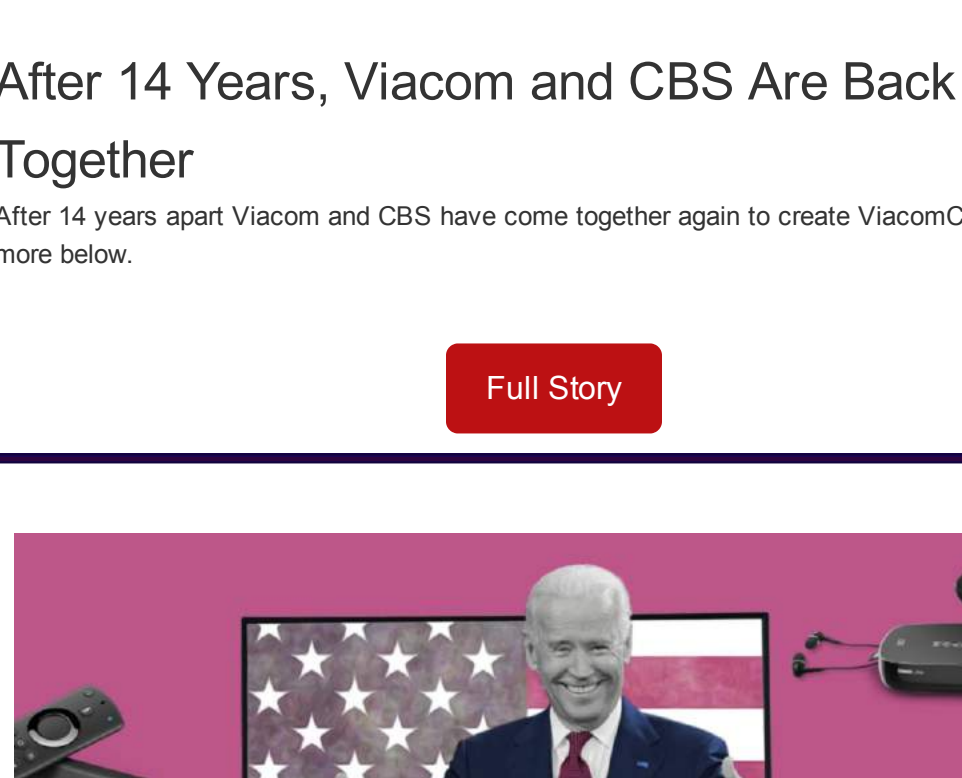


The Top 25 GIFs of 2019

A look at Giphy's list of most popular GIFs this past year that included personalities from Lizzo to Keanu Reeves.

[Full Article](#)

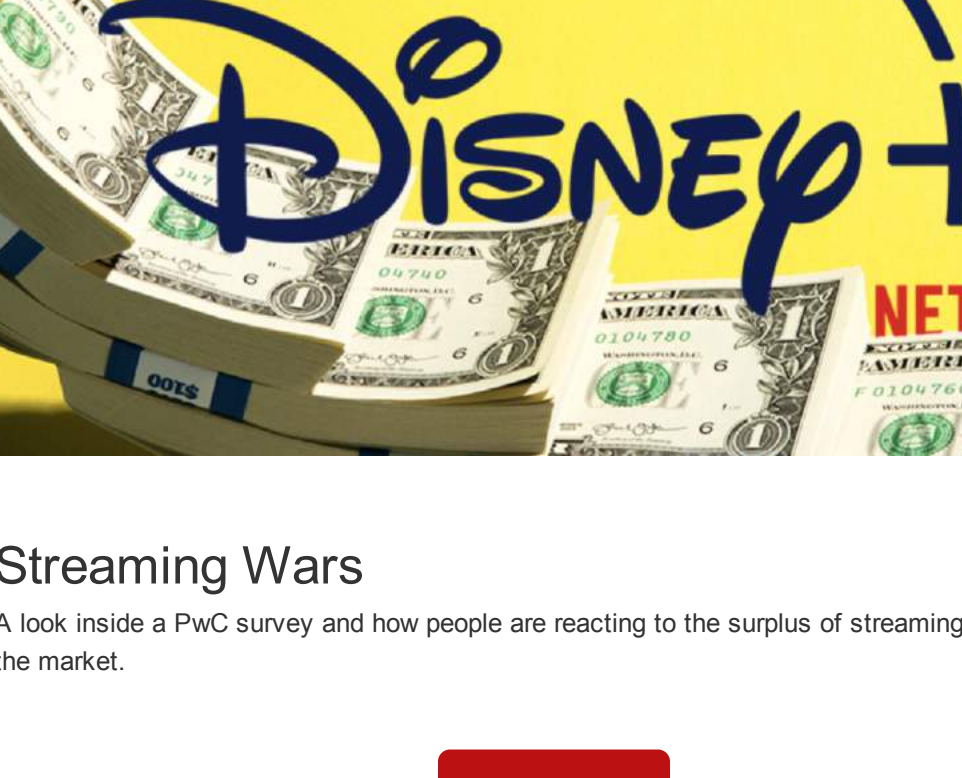
News in Creative



Peloton Flops

Peloton's latest ad has been labeled as ignorant, disturbing, and just plain horrible by the general public. Some even say it had something to do with the start-up's stock price falling on the same day.

[Full Advertisement](#)

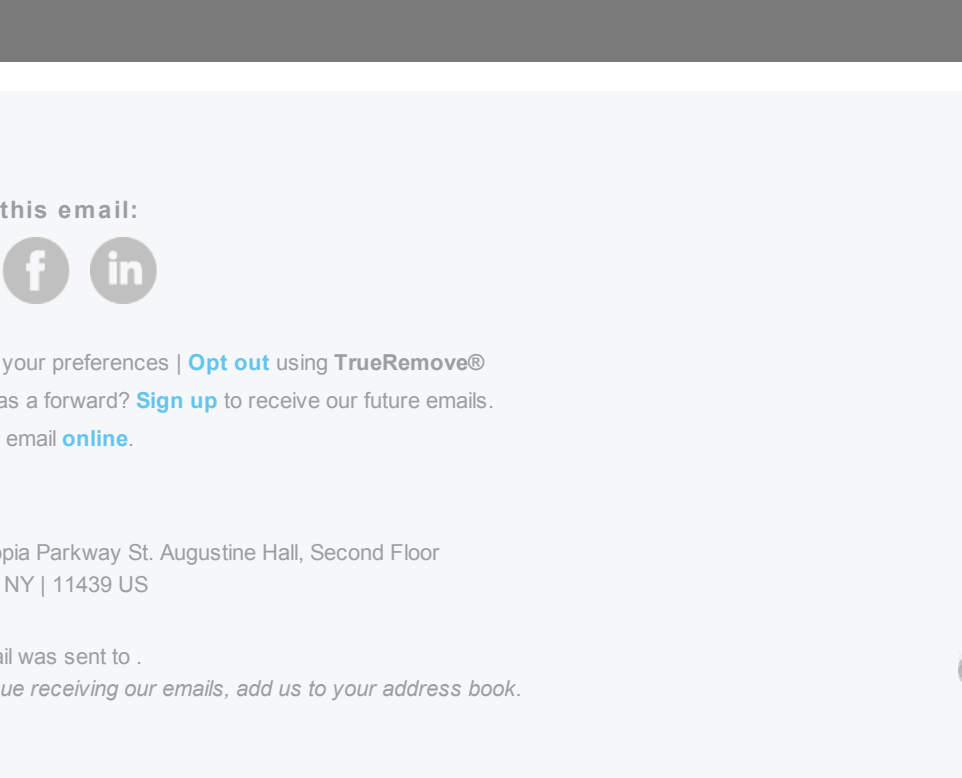


Ryan

Reynold's Aviation Gin Jumps on Peloton

Watch how Ryan Reynolds and his Aviation Gin brand took advantage of Peloton's failure in a hilarious way.

[Full Advertisement](#)



Volkswagen Says Goodbye

Volkswagen's latest campaign pays homage to the end of the VW Beetle's 80 year run with DBB New Zealand. Click below to see the campaign.

[Full Advertisement](#)

Ads You May Have Missed

Click below to see 6 advertisements from around the world that were all honored with Epica Awards this year.

[All Advertisements](#)

Brand Marketing

Diesel's \$5.5 Million Dollar T-Shirt

Although this may seem like a steep price for a new t-shirt, the shirt actually comes with a new luxury apartment. Click below to see how Diesel is using this promotion to highlight their move into the world of luxe real estate.

[Full Story](#)

Lord & Taylor: The Return

A little less than a year after closing their 5th Avenue flagship store, Lord & Taylor will return to NYC in a different manner.

[Full Story](#)

Black Friday, Cyber Monday, and Green Wednesday?

The cannabis industry has begun to recognize the Wednesday before Thanksgiving as "Green Wednesday," a day where the industry has seen strong year-over-year growth.

[Full Story](#)

Media News

Netflix & Streaming Dominates Golden Globe Nominations

Mostly due to Netflix's 34 nominations total, streaming services have received 47 nominations across tv and film overall.

[Full Article](#)

After 14 Years, Viacom and CBS Are Back Together

After 14 years apart Viacom and CBS have come together again to create ViacomCBS. Learn more below.

[Full Story](#)

Joe Biden's OTT Campaign

Read the article below to see how Joe Biden is using OTT advertising as a channel to reach potential voters and how he may be ahead of the curve for the coming election.

[Full Article](#)

Streaming Wars

A look inside a PwC survey and how people are reacting to the surplus of streaming services on the market.

[Full Article](#)

Best Advertisement

Crest Uses Ad to Gift a Smile

Watch how Crest made 86-year-old retired corrections officer Bertha Dunn the star in their newest advertisement.

[Full Advertisement](#)

Share this email:

Manage your preferences | Opt out using TrueRemove®

Got this as a forward? Sign up to receive our future emails.

View this email online.

8000 Utopia Parkway St. Augustine Hall, Second Floor
Queens, NY | 11439 US

This email was sent to
To continue receiving our emails, add us to your address book.

emma

[Subscribe](#) to our email list.