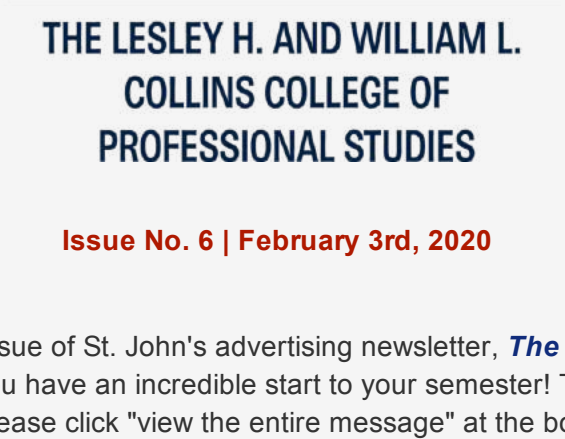


The Advisor

St. John's University Advertising Department



THE LESLEY H. AND WILLIAM L. COLLINS COLLEGE OF PROFESSIONAL STUDIES

Issue No. 6 | February 3rd, 2020

Dear ,

Here is your bi-weekly issue of St. John's advertising newsletter, *The Advisor*. Welcome back to school and we hope all of you have an incredible start to your semester! To make sure you see all of the content in this edition, please click "view the entire message" at the bottom of this email. This edition of *The Advisor* is brought to you by the **The Lesley H. and William L. Collins College of Professional Studies**.

Industry News



Ahead of the Game

Click below to see all pre-released commercial for Super Bowl 54 before they air. Game coverage begins at 6:30pm this Sunday, February 2nd.

[All Advertisements](#)

JEFF GOODBY & RICH SILVERSTEIN

TEACH ADVERTISING AND CREATIVITY



A MasterClass in Advertising

As a part of their series which has previously enlisted stars such as Martin Scorsese to teach filmmaking, Gordon Ramsey to teach cooking, and even astronaut Chris Hadfield to teach space exploration, MasterClass has now enlisted Jeff Goodby and Rich Silverstein (of Goody Silverstein & partners) to teach a class on Advertising and Creativity.

[Click Here to Learn More](#)

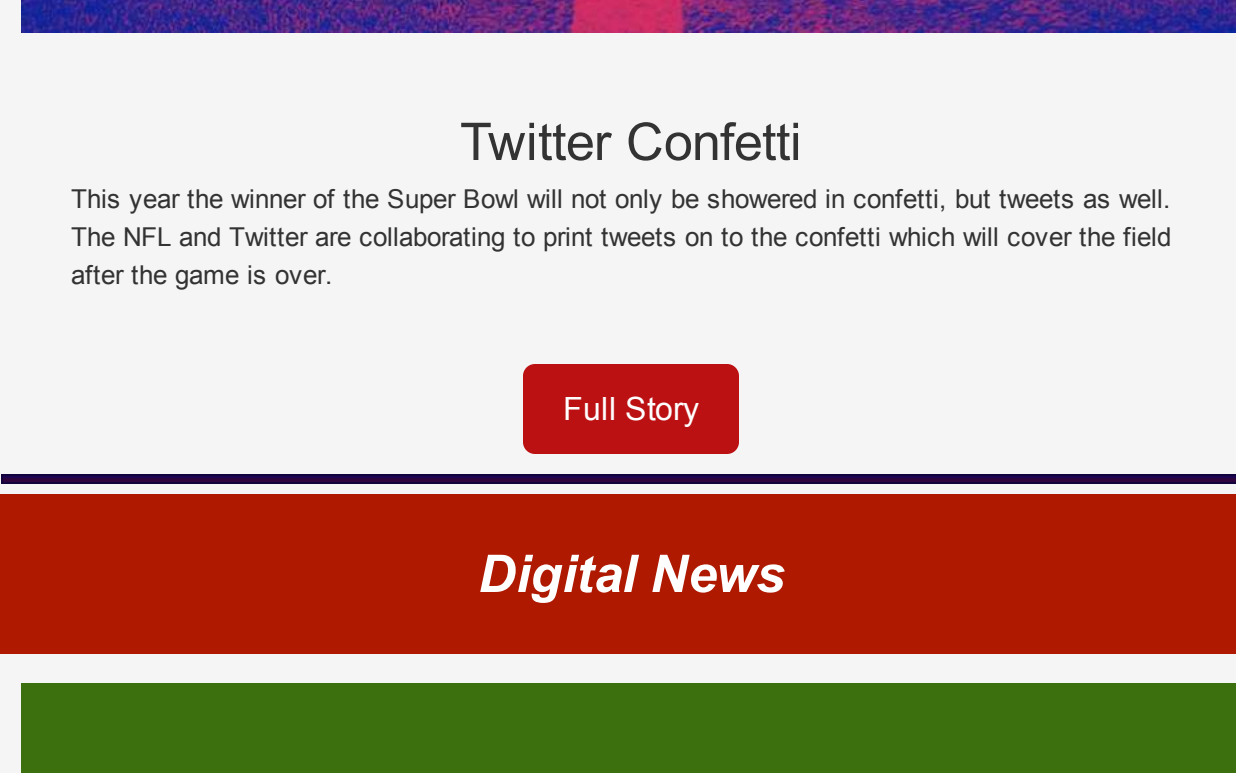


The Mamba Mentality in Advertising

A look into how the late basketball legend Kobe Bryant left his mark on the advertising, marketing and media world before his tragic passing. Bryant left a lasting mark on the industry through his work in front and behind the camera, and served as a creative inspiration for many professionals.

[Full Story](#)

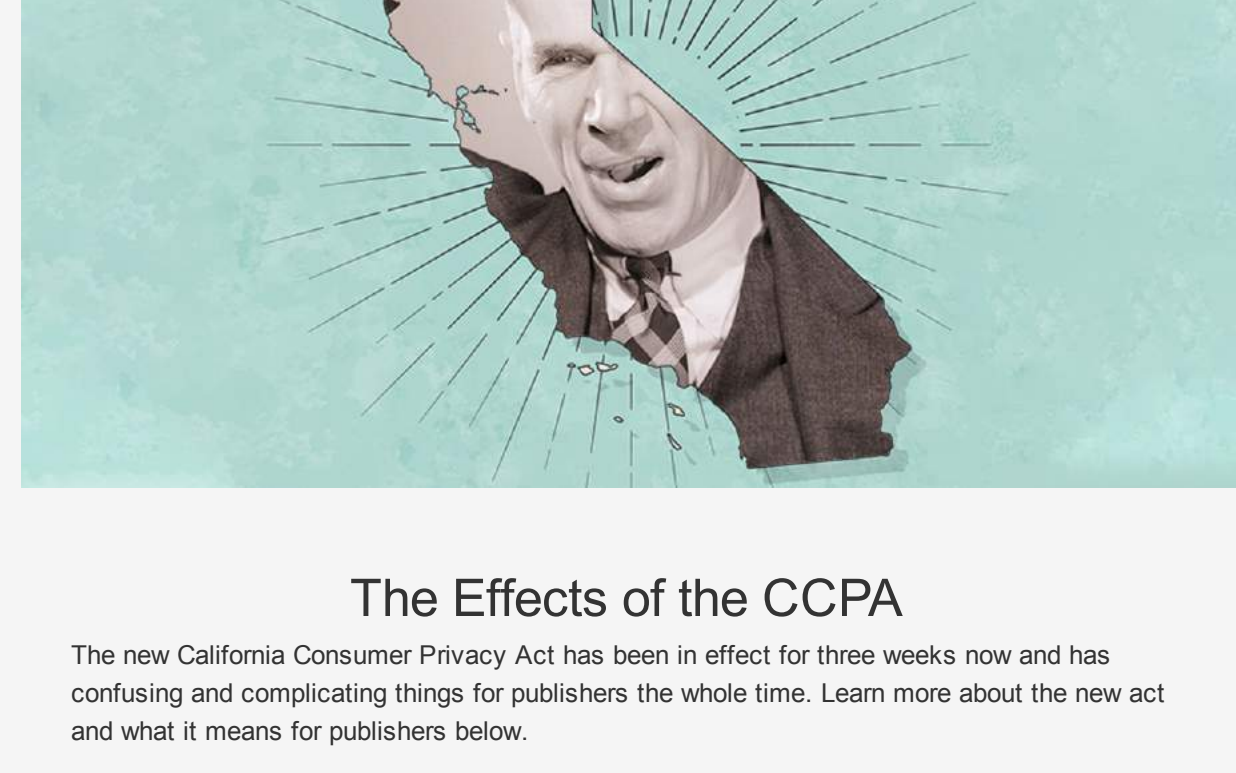
Social Media



Bumble's First Time

For their first time ever airing a commercial, Bumble will do it big, debuting with an advertisement centered on Serena Williams. This advertisement further cements Bumble's brand as being woman forward. Bumble also went out of their way to have the commercial directed by a woman of color in A.V. Rockwell, as previous Super Bowls have lacked in director diversity.

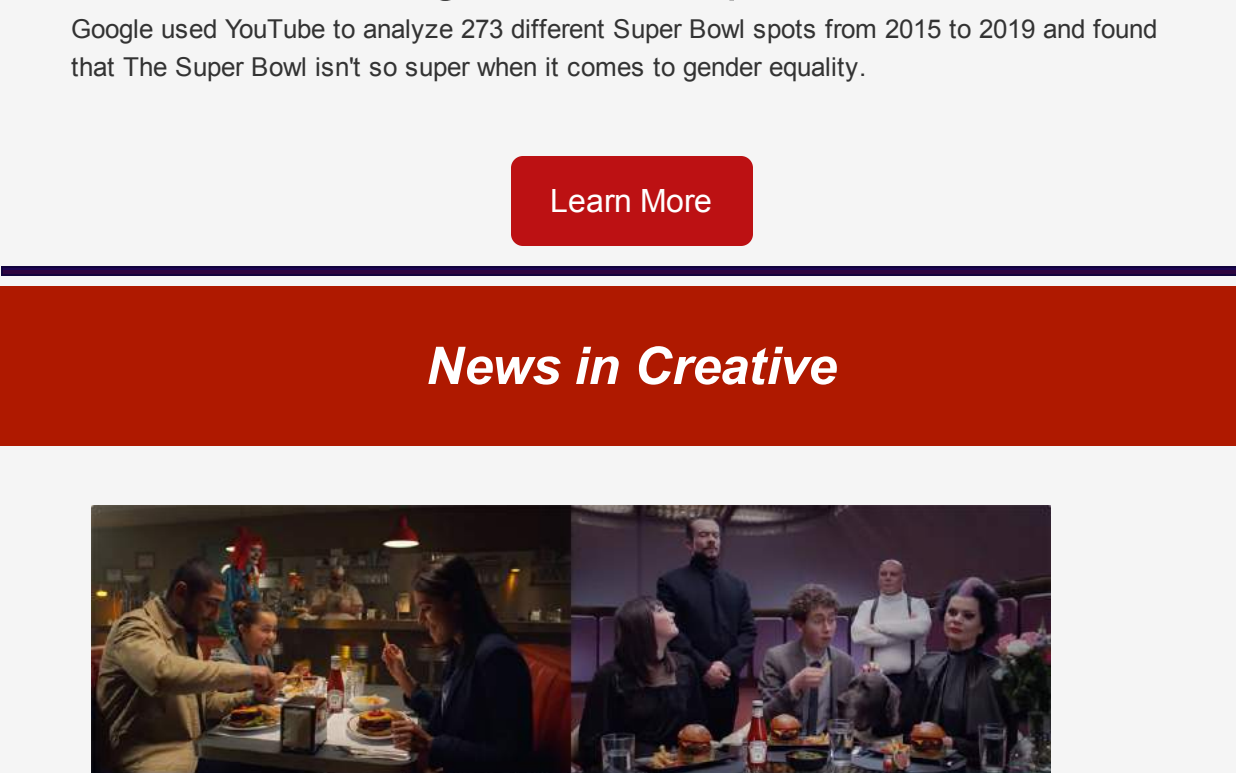
[Read More](#)



Vine Bytes Back

One of the creators of the famed and deprecated video sharing app Vine, has created a new app called Byte. This app will challenge TikTok, and even ended #1 in app downloads after it was released last Friday, January 24th.

[Full Article](#)

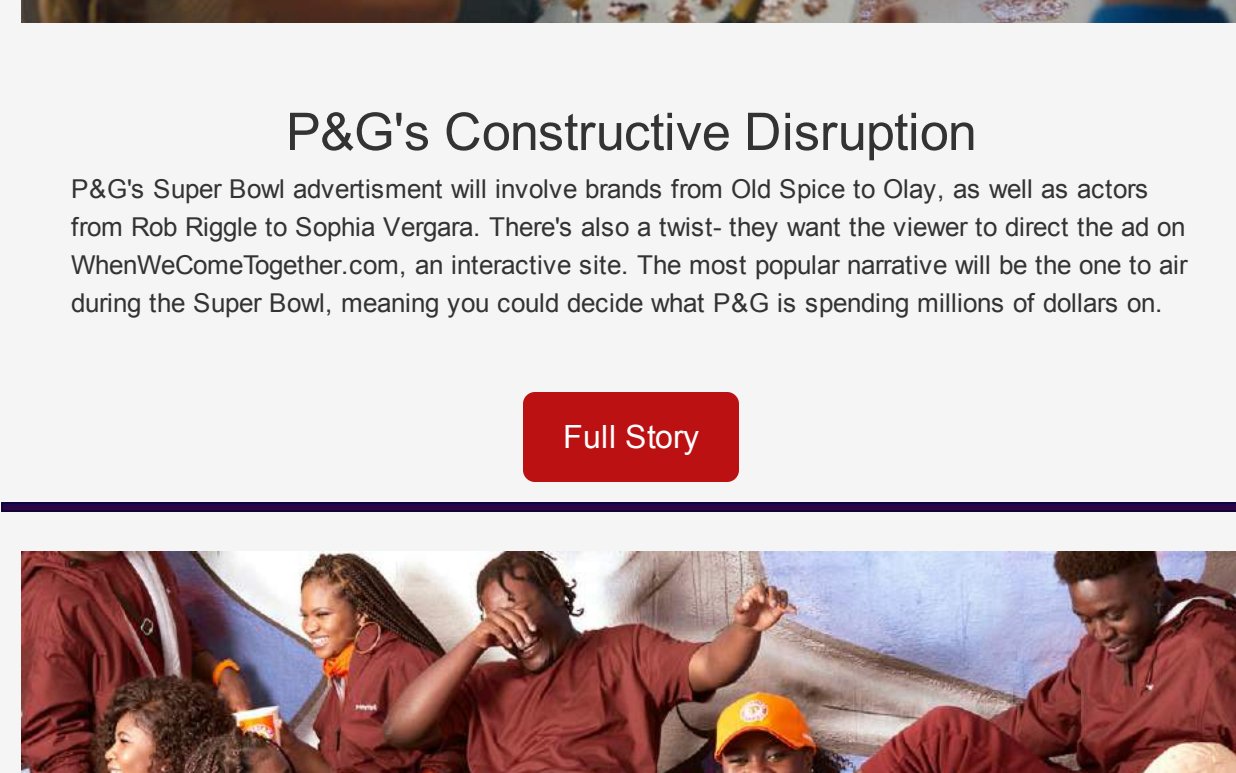


Twitter Confetti

This year the winner of the Super Bowl will not only be showered in confetti, but tweets as well. The NFL and Twitter are collaborating to print tweets on to the confetti which will cover the field after the game is over.

[Full Story](#)

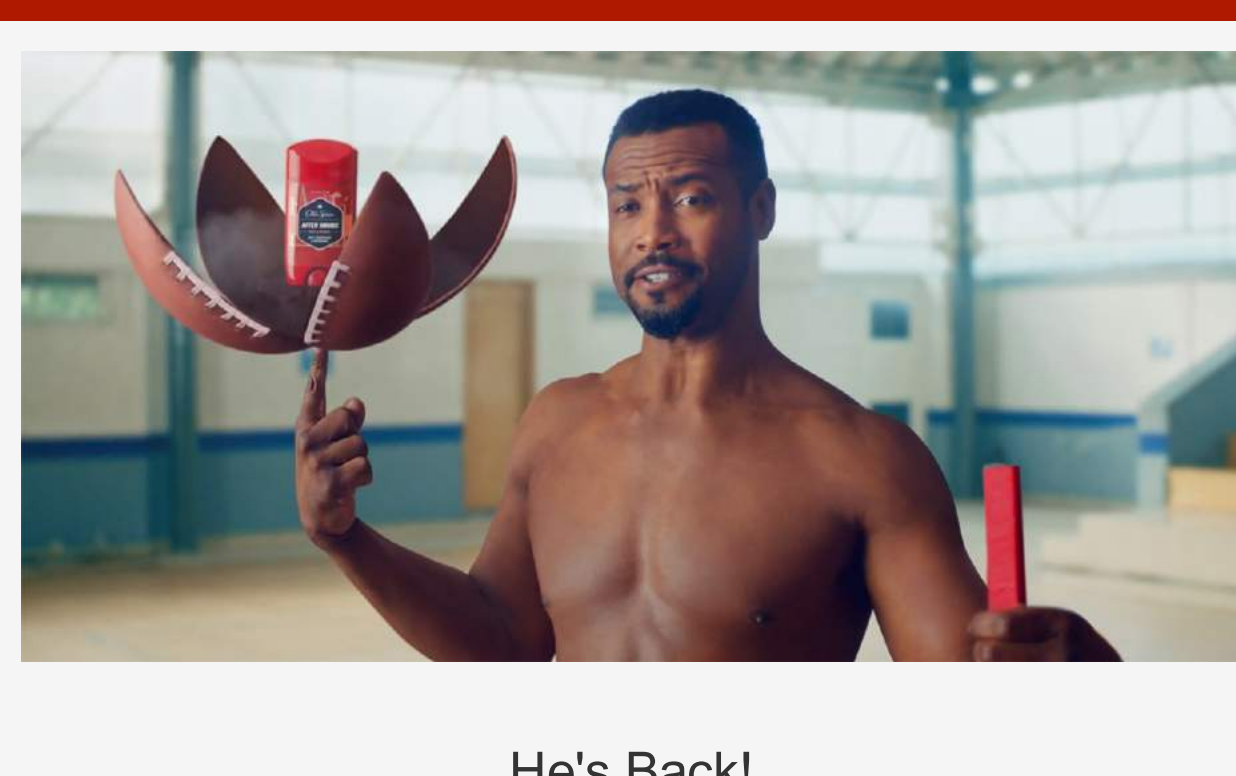
Digital News



The Super Bowl Bot

Funny? Insightful? Disturbing? Offensive? All of the above. Click below to see what happens when you trust AI with your copywriting, or follow @SuperBowlBot to see some of its ideas so far.

[Full Story](#)

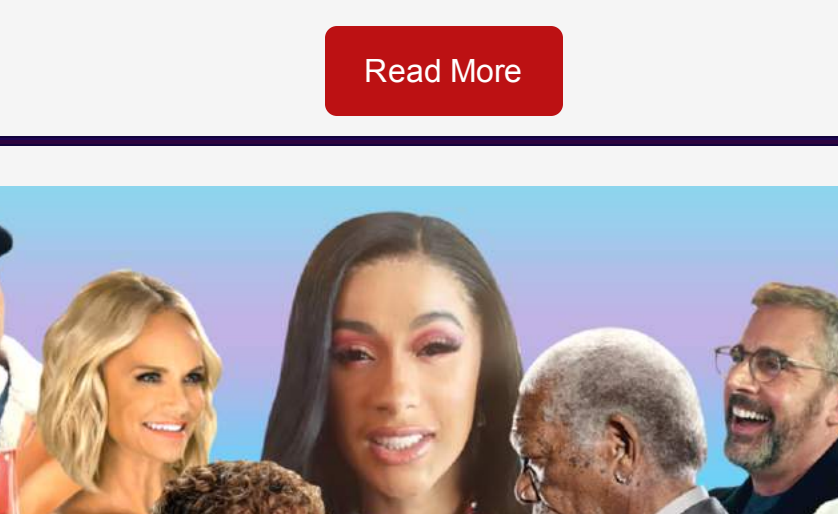


The Effects of the CCPA

The new California Consumer Privacy Act has been in effect for three weeks now and has confusing and complicating things for publishers the whole time. Learn more about the new act and what it means for publishers below.

[Learn More](#)

Female characters are about **9X more likely** to be shown in revealing clothing than male characters

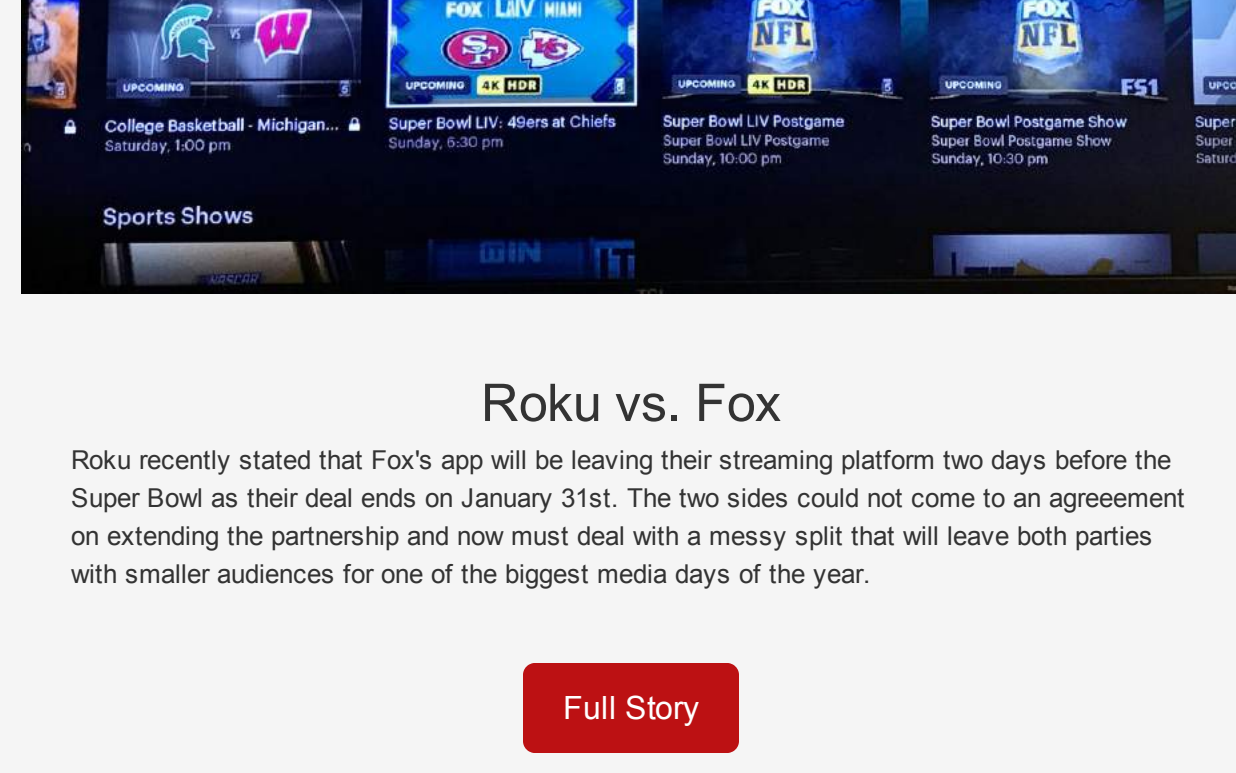


Google & The Super Bowl

Google used YouTube to analyze 273 different Super Bowl spots from 2015 to 2019 and found that The Super Bowl isn't so super when it comes to gender equality.

[Learn More](#)

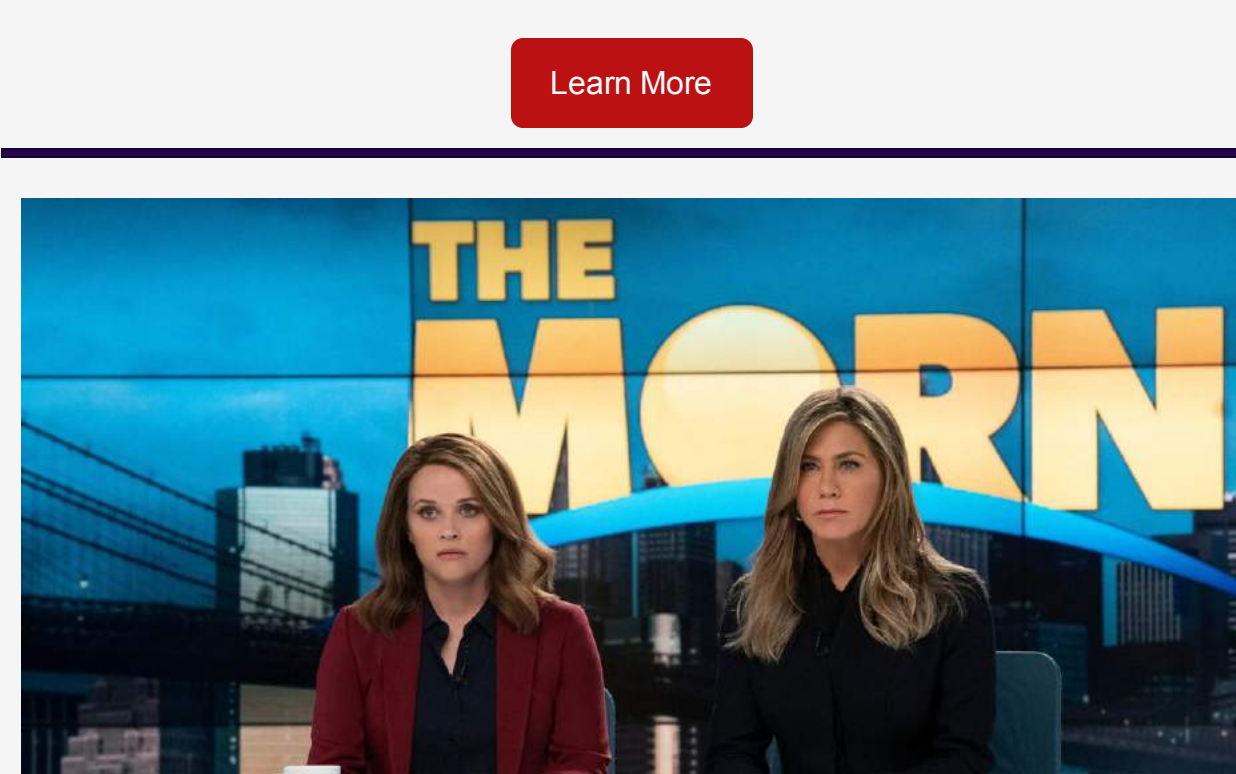
News in Creative



4 Ads for the Price of 1

Super Bowl advertising space is expensive and can put a significant dent in even the largest company's budget. So, Heinz decided to fit four advertisements in one spot to kick-off their new "Find the Goodness" campaign.

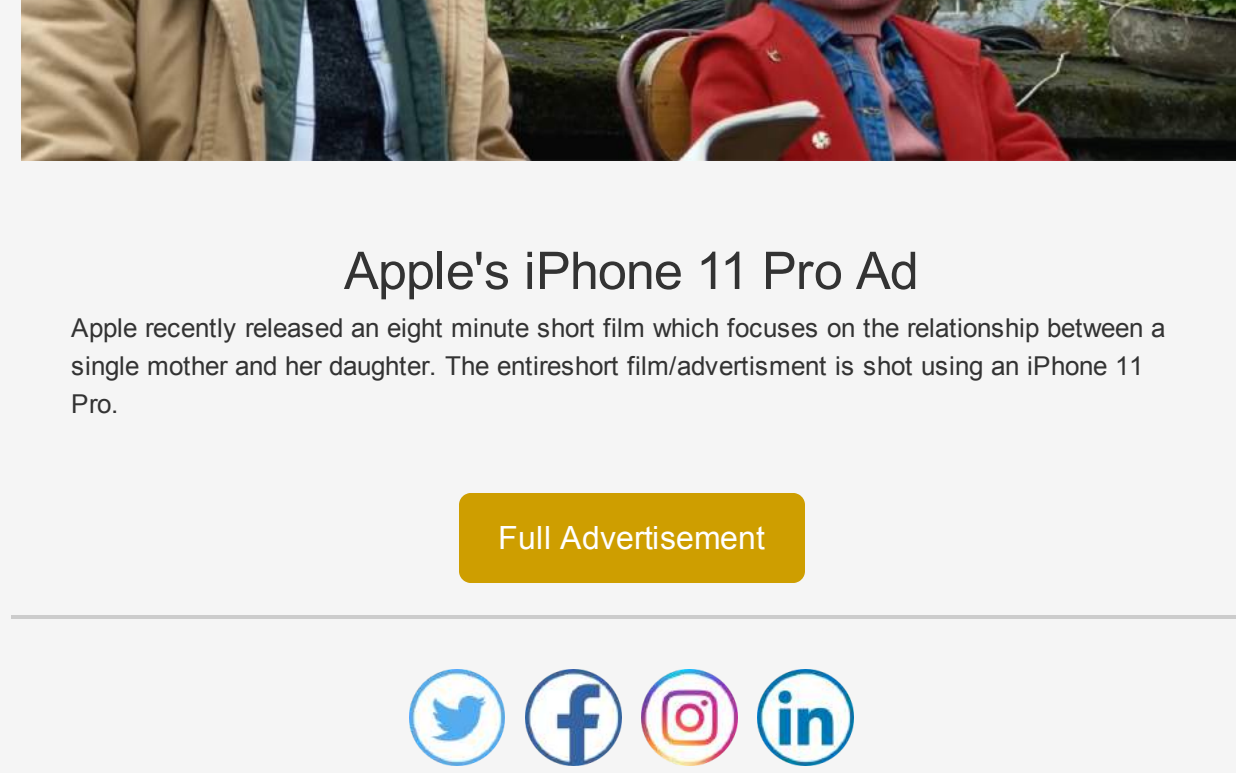
[Full Advertisement](#)



P&G's Constructive Disruption

P&G's Super Bowl advertisement will involve brands from Old Spice to Olay, as well as actors from Rob Riggle to Sophia Vergara. There's also a twist- they want the viewer to direct the ad on WhenWeComeTogether.com, an interactive site. The most popular narrative will be the one to air during the Super Bowl, meaning you could decide what P&G is spending millions of dollars on.

[Full Story](#)



Beyonce x Popeyes?

Not really. However, Popeyes has sold out of their "Atheisure Uniforms" inspired by Beyonce's latest collaboration with Adidas, her Ivy Park line. This new clothing line was inspired by the similar color scheme, and the fact that the new Ivy Park line is, "Warm and comforting. Like our butter milk biscuits."

[Full Story](#)

Brand Marketing

He's Back!

Ten years after his debut, Old Spice has reunited with Isaiah Mustafa, the original "Man Your Man Could Smell Like". Another surprising development- he now has a son.

[See the Advertisements](#)

Marketing (F)Arm

During the Super Bowl State Farm will release their first commercial with their new creative lead agency, The Marketing Farm. They've released a 10 second teaser, hinting at the return of Jake from State Farm and his infamous khakis.

[Read More](#)

How to Last Beyond the Super Bowl Buzz

When investing in a Super Bowl spot, you are paying millions for the largest possible audience to see your commercial. However, they only see it once, or may not even see it at all due to refills and bathroom breaks. Read the article below to see how brands can extend their spot's impact past their 30 seconds and even post-game.

[Full Article](#)

Media News

Roku vs. Fox

Roku recently stated that Fox's app will be leaving their streaming platform two days before the Super Bowl as their deal ends on January 31st. The two sides could not come to an agreement on extending the partnership and now must deal with a messy split that will leave both parties with smaller audiences for one of the biggest media days of the year.

[Full Story](#)

Pause If You Like Ads!

Xandr, AT&T's media arm, started CES 2020 (Consumer Electronics Show) by unveiling their new Pause Ad units. These units will become a part of Xandr's wider connected TV strategy and will be bundled with broader media packages.

[Learn More](#)

How Far is the Apple Falling from the Tree?

Although Apple has greenlighted new seasons of Apple+ Originals such as *The Morning Show*, starring Jennifer Aniston and Reese Witherspoon who also act as executive producers, no one seems to know exactly how the show is performing. The calls for second seasons is always a good sign, the stars have stated confusion in not knowing how well they are doing. Because there are no ratings they are forced to rely on qualitative reviews.

[Full Article](#)

Best Advertisement

Apple's iPhone 11 Pro Ad

Apple recently released an eight minute short film which focuses on the relationship between a single mother and her daughter. The entire short film/advertisement is shot using an iPhone 11 Pro.

[Full Advertisement](#)

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