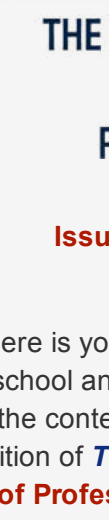


The Advisor

St. John's University Advertising Department



ST. JOHN'S UNIVERSITY

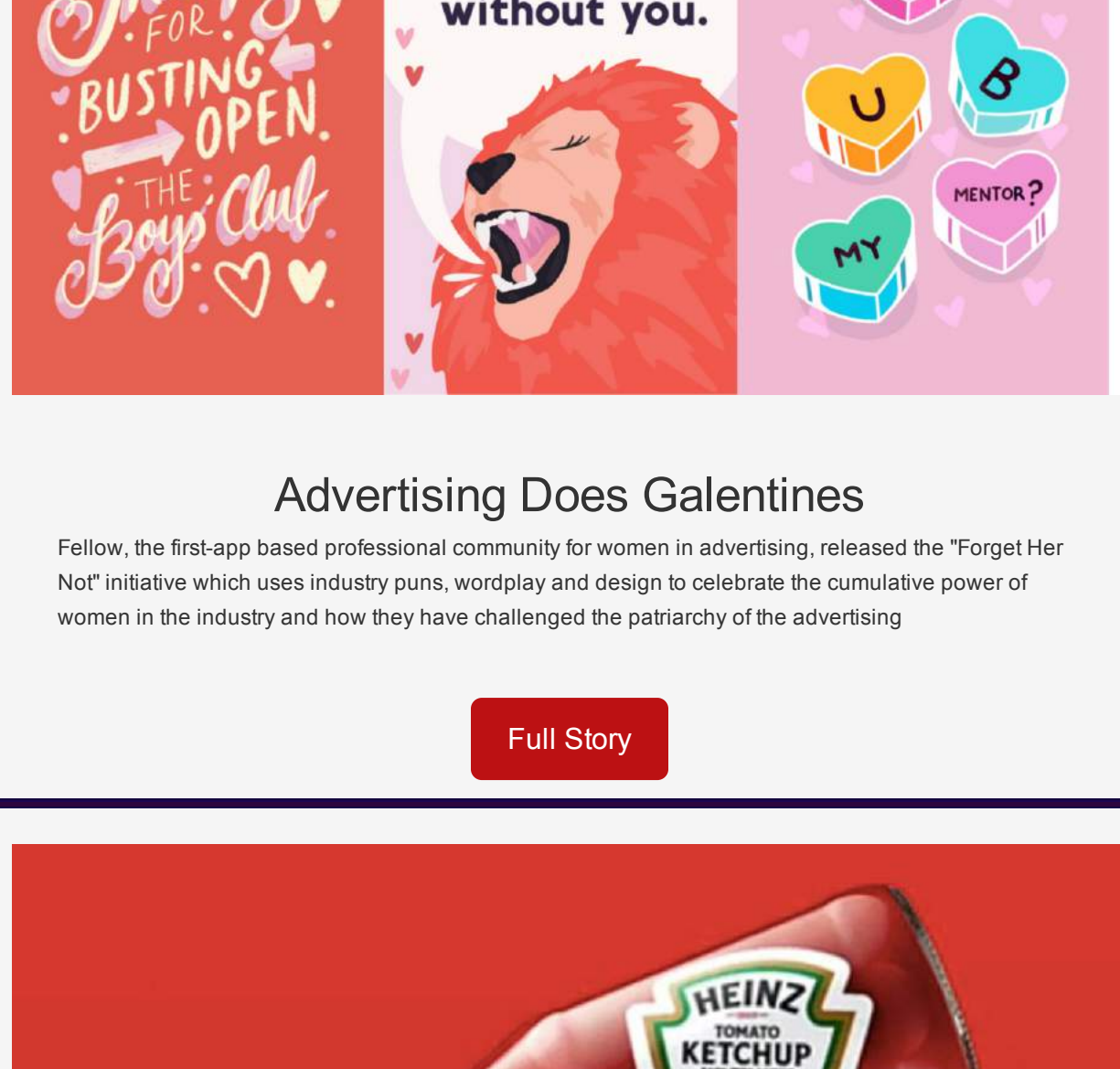
THE LESLEY H. AND WILLIAM L. COLLINS COLLEGE OF PROFESSIONAL STUDIES

Issue No. 7 | February 14th, 2020

Dear ,

Happy Valentines Day! 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**.

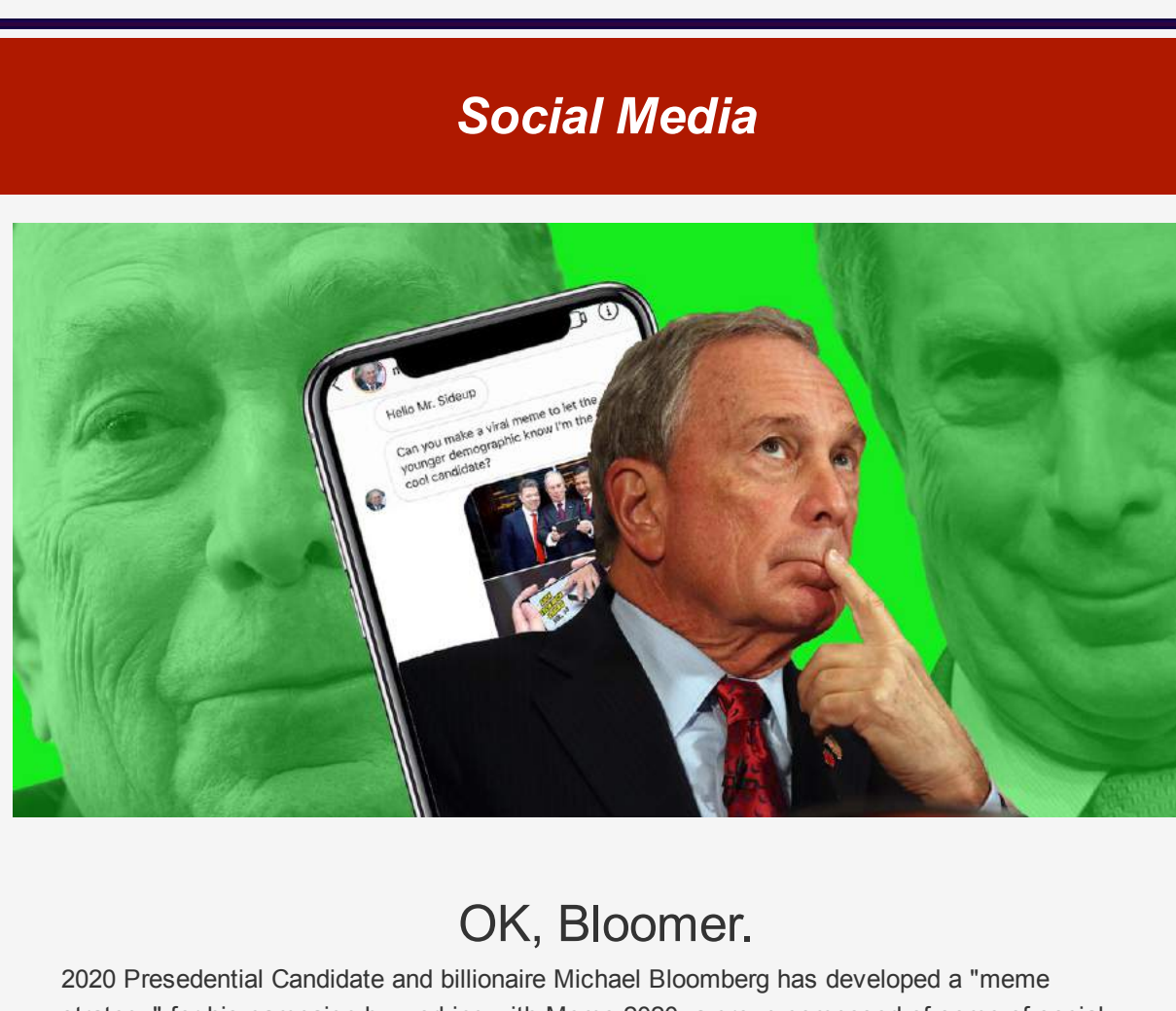
Industry News



Super Bowl Overview

Below is AdWeek's list of the 10 best advertisements from this year's Super Bowl. Rank your favorites then click the link below to see how they compare!

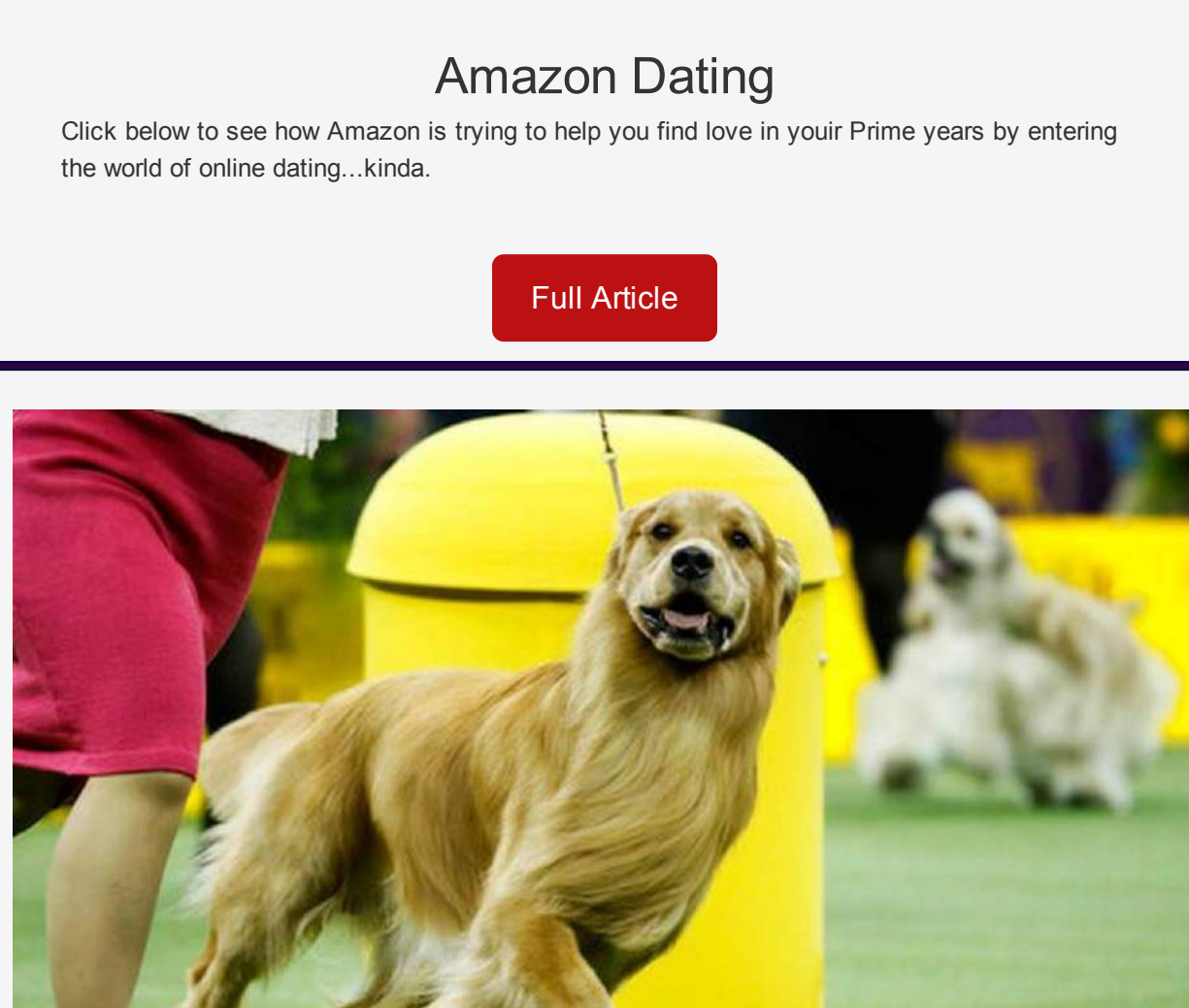
[AdWeek's Top 10](#)



Advertising Does Galentines

Fellow, the first-app based professional community for women in advertising, released the "Forget Her Not" initiative which uses industry puns, wordplay and design to celebrate the cumulative power of women in the industry and how they have challenged the patriarchy of the advertising

[Full Story](#)



Kraft Cuts Agencies in Half

Read the story below to see why Kraft has decided to cut their agency relationships in half while boosting their media spend 30%.

[Full Story](#)

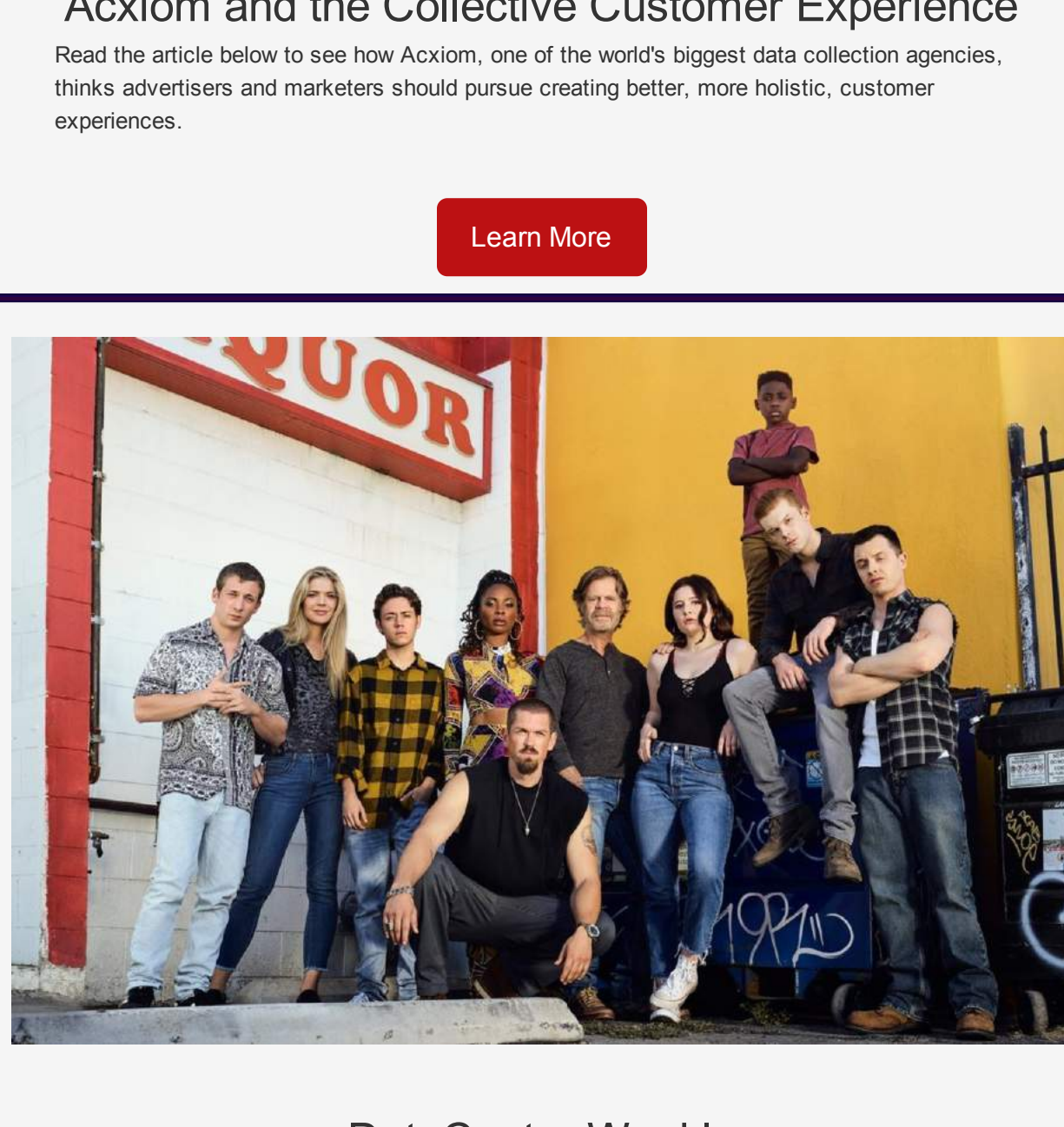
Social Media



OK, Bloomer.

2020 Presidential Candidate and billionaire Michael Bloomberg has developed a "meme strategy" for his campaign by working with Meme 2020, a group composed of some of social media's most influential accounts.

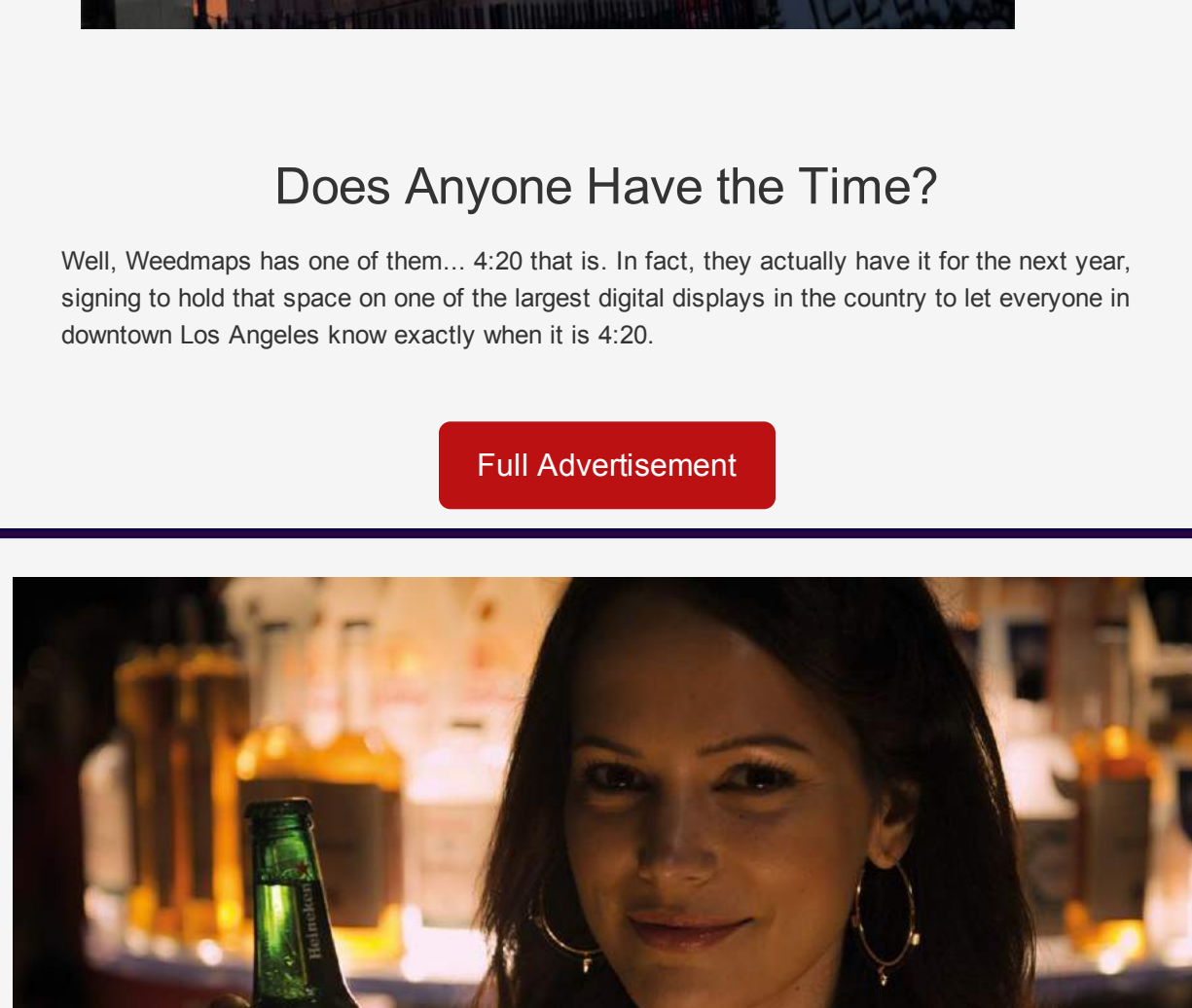
[Read More](#)



Amazon Dating

Click below to see how Amazon is trying to help you find love in your Prime years by entering the world of online dating... kinda.

[Full Article](#)

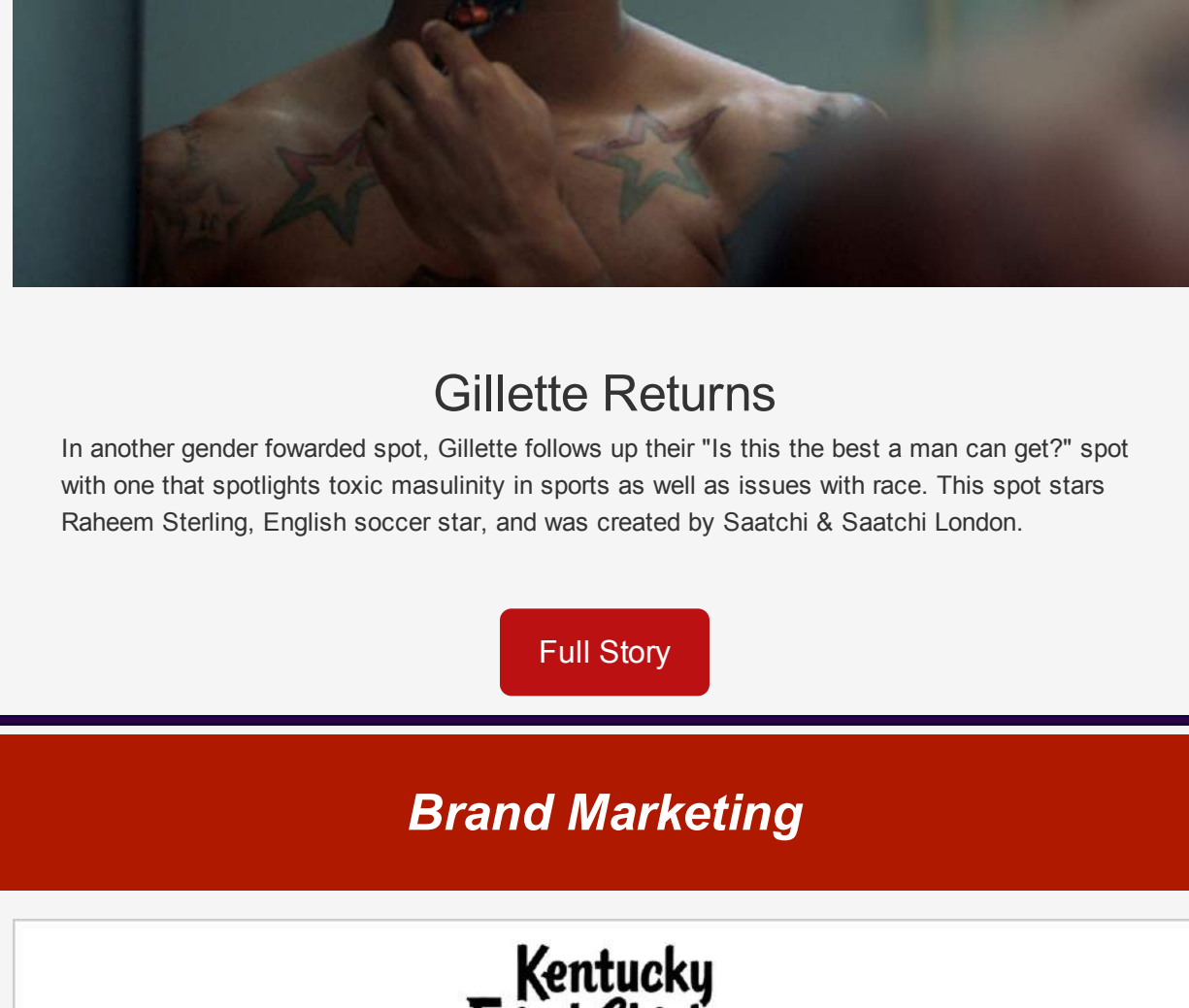


The Westminster TikTok Dog Show

Westminster Dog Show and their social agency Glow, enlisted multiple TikTok influencers to come to the dog show this year and post content based around the perfectly groomed and behaved dogs, and some of which garnered over 350k views.

[Full Story](#)

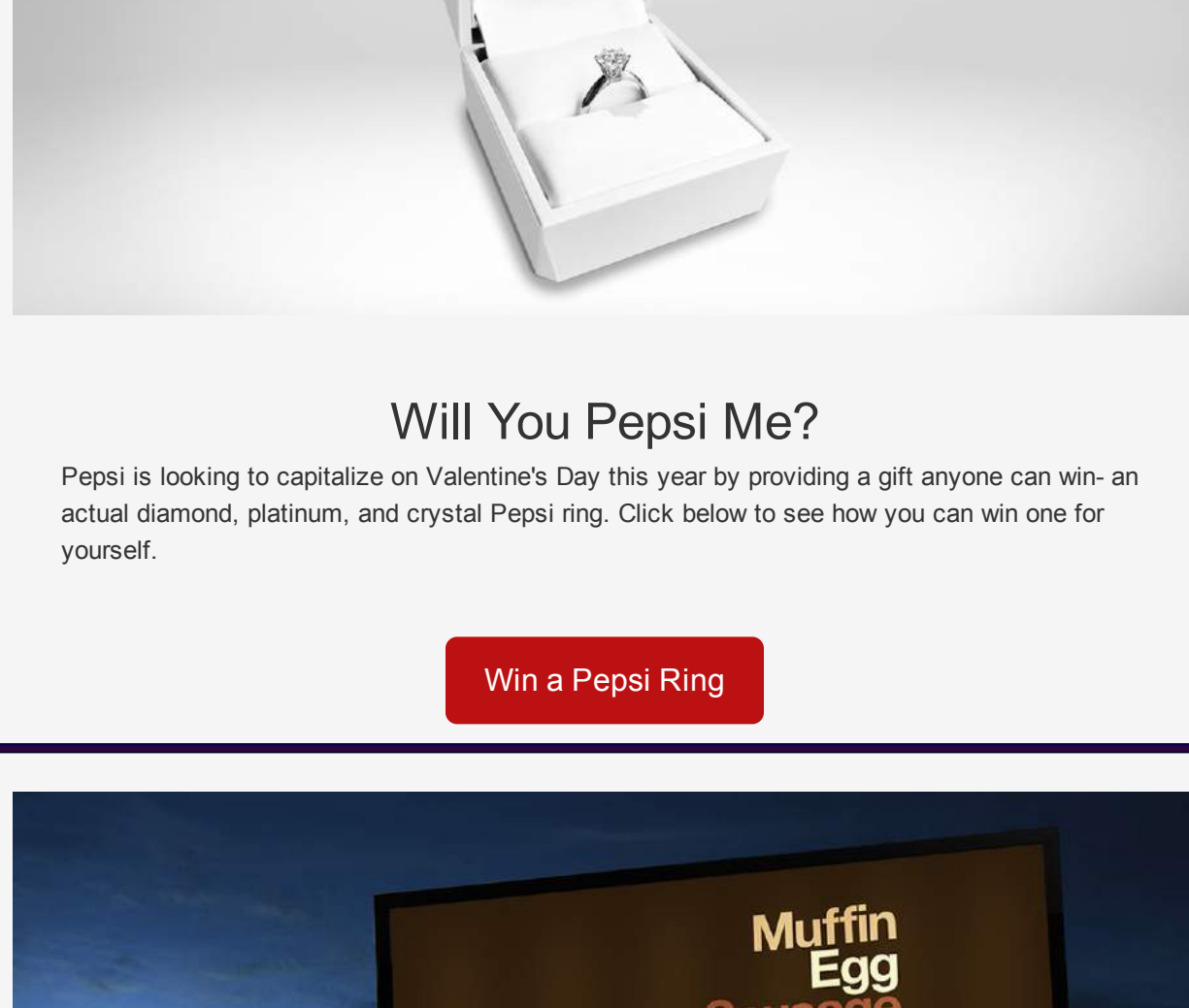
Digital News



Federal Data Protection Agency

Senator Kirsten Gillibrand of New York (D), has proposed that the US government be more involved in digital protection and privacy by creating a new federal agency to do so. This new federal agency would, "serve as 'referee' to define, arbitrate and enforce rules" that have to do with protecting personal data.

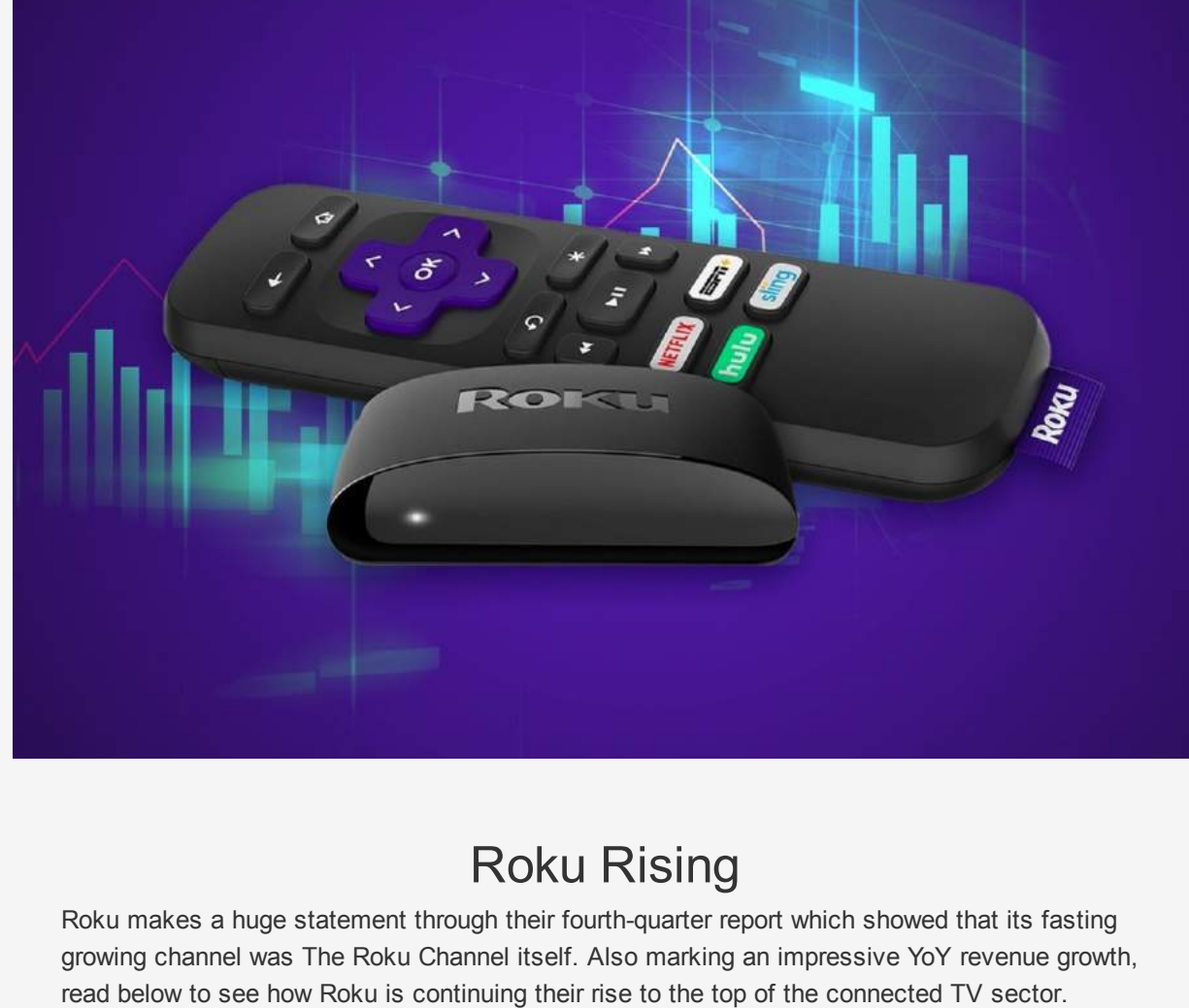
[Full Story](#)



Axiom and the Collective Customer Experience

Read the article below to see how Axiom, one of the world's biggest data collection agencies, thinks advertisers and marketers should pursue creating better, more holistic, customer experiences.

[Learn More](#)

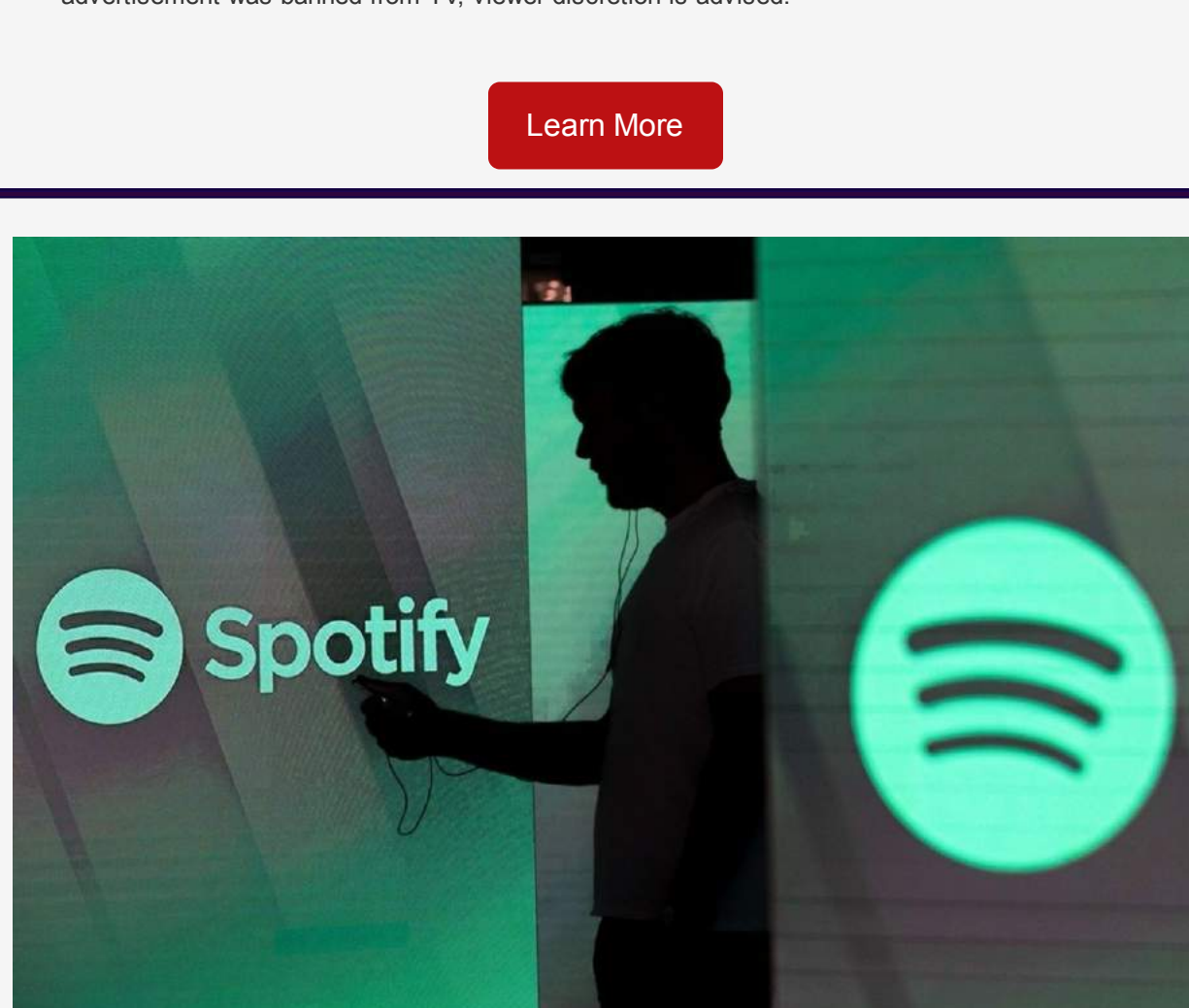


DataCenter Weekly

This may be a little too much newsletter inception, but click below to see Ad Age's newsletter on data in marketing and media which ranges from life after cookies to what Fox viewers find funny compared to CNN viewers.

[Learn More](#)

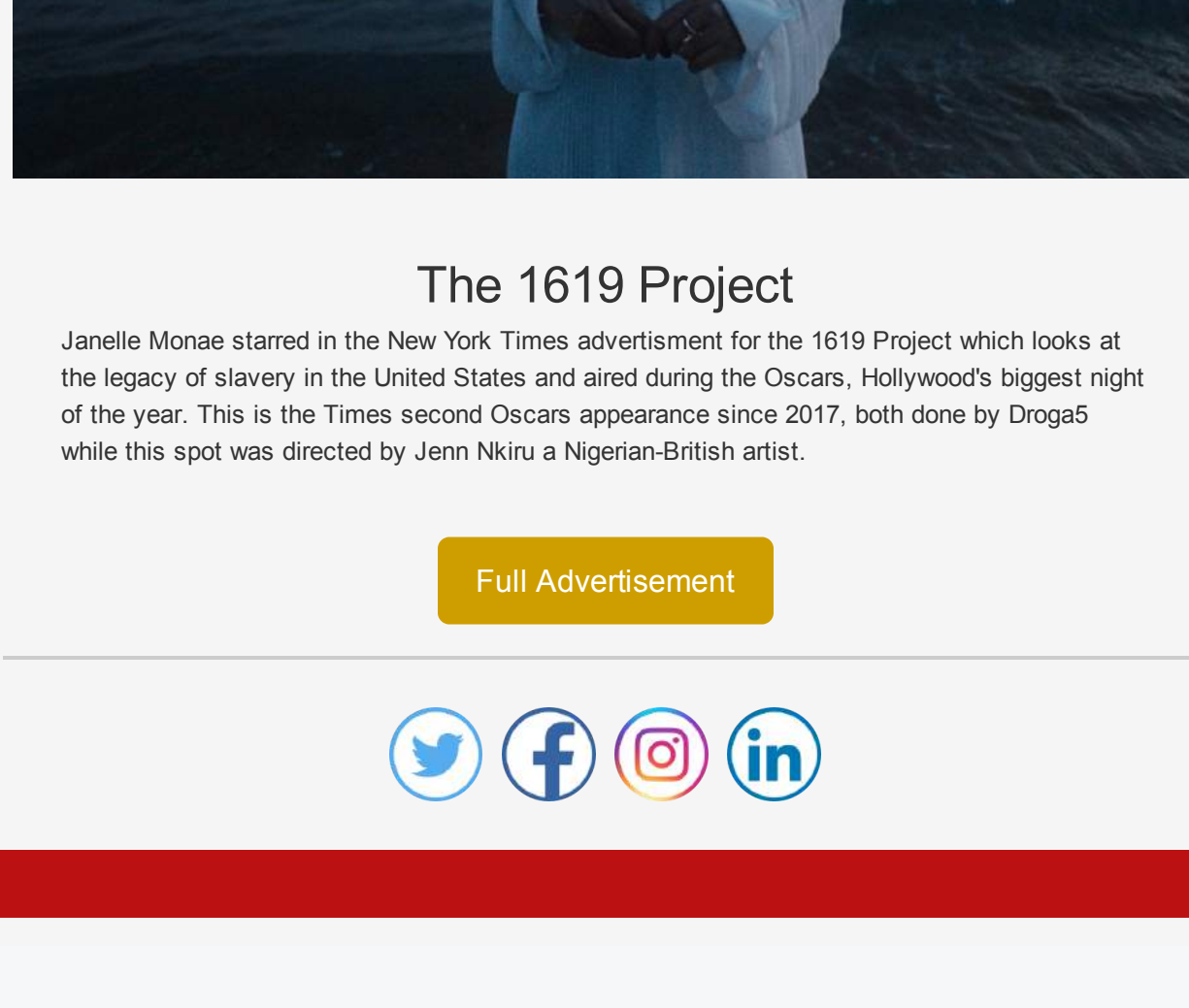
News in Creative



Does Anyone Have the Time?

Well, Weedmaps has one of them... 4:20 that is. In fact, they actually have it for the next year, signing to hold that space on one of the largest digital displays in the country to let everyone in downtown Los Angeles know exactly when it is 4:20.

[Full Advertisement](#)



Heineken Takes Aim at Stereotypes

Heineken's newest spot takes aim at gender stereotypes when it comes to drinking, and each gender's drink of choice.

[Full Story](#)

Gillette Returns

In another gender forwarder spot, Gillette follows up their "Is this the best a man can get?" spot with one that spotlights toxic masculinity in sports as well as issues with race. This spot stars Raheem Sterling, English soccer star, and was created by Saatchi & Saatchi London.

[Full Story](#)

Brand Marketing

Kentucky Fried Crocs

Just in time for NYFW 2020, the collaboration no one knew they needed- Crocs and KFC. Read below to see how the partnership came to fruition, or just to learn how you should wear your Kentucky Fried Crocs from Korean artist and rapper MLM.A.

[Full Story](#)

Will You Pepsi Me?

Pepsi is looking to capitalize on Valentine's Day this year by providing a gift anyone can win- an actual diamond, platinum, and crystal Pepsi ring. Click below to see how you can win one for yourself.

[Win a Pepsi Ring](#)

A New Level of Brand Recognition

Read the article below to see how McDonald's is flexing their brand strength and reputation to create advertisements without any logos, branding, or images at all.

[Full Story](#)

Media News

Roku Rising

Roku makes a huge statement through their fourth-quarter report which showed that its fastest growing channel was the Roku Channel itself. Also marking an impressive YoY revenue growth, read below to see how Roku is continuing their rise to the top of the connected TV sector.

[Full Story](#)

How Far Can You Go?

Take an inside look at the commercial on child births, by little-known Frida Mom company, which got banned from this year's Oscars and what it takes for an advertisement to be banned. As the advertisement was banned from TV, viewer discretion is advised.

[Learn More](#)

The Ringer

As Spotify looks to expand their library of podcasts, they recently moved to acquire The Ringer, a website and podcast founded by Bill Simmons. Formerly of ESPN, Simmons' The Ringer focuses on sports, an area in which Spotify was looking to grow

[Full Article](#)

Best Advertisement

The 1619 Project

Janelle Monae starred in the New York Times advertisement for the 1619 Project which looks at the legacy of slavery in the United States and aired during the Oscars. Hollywood's biggest night of the year. This is the Times second Oscars appearance since 2017, both done by Droga5 while this spot was directed by Jenn Nkiru a Nigerian-British artist.

[Full Advertisement](#)

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