A 2020 Resolution Pop-Up Resort; How Top U.S. Brands Spend on Politics: Friday's First Things First

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2 hours ago

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Booking.com Will Open a Pop-Up Resort Inspired by 2020 Resolutions

Looking for a place to hunker down and jump start your New Year's resolutions? Booking.com's got you covered. The travel company is launching a pop-up resort with 20 different rooms designed with popular 2020 goals in mind. They've got everything from a book lover's room for those resolving to read more to a ballroom for folks who've decided that this is the year that they'll learn to dance. Beginning Monday, Jan. 13, consumers can reserve two-night stays for their intended suite for $20.20 on Booking.com. Each stay includes custom programming related to the suite's theme.

Read more: Open Jan. 17-19 at the Broad Exchange Building in Manhattan, the activation is an extension of the brand's integrated marketing campaign by Anomaly.

How 10 of America's Biggest Brands Divvy Up Their Donations to

Democrats and Republicans

Using data compiled by the Center for Responsive Politics, a nonpartisan, nonprofit research entity in D.C., Adweek's Robert Klara wrote about where 10 top brands are putting their dollar in the race to the White House. While it's illegal for corporations themselves to donate to presidential candidates, their affiliates (employees and political action committees) are free to do so. By visualizing the data (thanks to Adweek's Trent Joaquin), we came up with a picture that might surprise you. Big tech brands like Google and Apple tend to lean left, the infographic shows, but many brands "work both sides," according to CRP's director of research and strategy Sarah Bryner.

Read more: "Not all people donate based on monetary interests," Bryner said. "People have ideological interests."

Shaquille O'Neal Likes Ring Doorbells So Much He Has One for His Treehouse

For former NBA MVP Shaquille O'Neal, the Consumer Electronics Show in Las Vegas isn't just business—it's "Toys R Us," he told Adweek. This year, O'Neal is on the floor promoting Ring, Amazon's home security business. He's been involved with the company since 2016, before it was acquired by Amazon. "Everyone knows that the Shaq brand is a fun brand, but what makes us 'authentically' authentic is that what you see on TV is what you see in real life," O'Neal said.

Read more: Hooking up his first Ring doorbell was so easy he could do it himself—which is rare, O'Neal told Adweek.

P&G's First Acquisition of 2020 Is a DTC Shaving Brand for Women

Less than two weeks into the new year, P&G has made a major acquisition in Billie, a direct-to-consumer shaving brand. The price wasn't disclosed. Launched in 2017, Billie has garnered

attention for showing body hair in its ads and marketing to all women, whether they shave or not. The startup has raised $35 million to date, with a Series A round in January 2019 of $25 million led by Goldman Sachs' Private Capital Investing. P&G's last acquisition occurred in February 2019 when it bought This Is L, a period startup, with reports putting the value of the deal at $100 million.

Read more: Billie's co-founders will stay on and continue to lead the brand.

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