

Ads of the Week: 8 Campaigns That Caught Our Eye, From Equinox to Dunkin'

This week's standout campaigns run the gamut of New Year messages, from motivational calls to action to ditching resolutions altogether.

While Apple Watch urges people not to quit, Premier Protein suggests big changes can wait. Megan Thee Stallion plays an enthusiastic fitness instructor for Dunkin', and Equinox cleverly subverts AI slop to inspire self-belief.

Plus, our Most Effective Ad of the Week, in partnership with EDO, is an inclusive take on fitness.

Keep reading for more of the week's most notable ads.

Equinox | "Question Everything But Yourself" by Angry Gods

Equinox's buzzworthy New Year's ads juxtapose bizarre, AI-generated visuals with portraits of real people to emphasize that "the only thing you can truly believe in is yourself."

Recommended videos

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