

Adweek Podcast: Revisiting 2020's Best Ads, Stunts and Bold Marketing Ideas

A tough year to be a marketer? Heck, it was a hard year to be a human. But as the world went into pandemic-fueled lockdowns that upended all the rules of normal life, it was the marketers who had to find ways to keep communicating without sounding insensitive, opportunistic or detached from reality.

That also made it a difficult year to identify the “best ads.” How do you reflect back on something bold and unapologetic like Burger King’s Moldy Whopper, when it feels (having launched in February) like it belongs to a completely different year than the one we’ve endured since quarantines began?

As we unveiled Adweek’s list of the 25 Best Ads of 2020 today, we assembled a group of our writers and editors onto Adweek’s weekly podcast to talk about our personal picks and why we feel they represented the best of the year’s brand marketing.

You can stream this week’s full episode of Yeah, That’s Probably an Ad below, listen and subscribe on Apple Podcasts, or find the podcast on Spotify.

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