

An Elf-Themed Hotel Suite; Can AI Fool You? Wednesday's First Things First



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16 mins ago

Welcome to First Things First, Adweek's new daily resource for marketers. We'll be publishing the content to First Things First on Adweek.com each morning (like this post), but if you prefer that it come straight to your inbox, you can sign up for the email [here](#).

Eat Spaghetti With Maple Syrup at Club Wyndham's Over-the-Top Elf Suite

First, there was the Addams Family mansion in Brooklyn, then Hotels.com launched a rentable Lisa Frank suite in a Los Angeles penthouse. Now, just in time for the holidays, there's a hotel suite dedicated to Elf. Before you ask, of course it comes with spaghetti with maple syrup, over-the-top paper snowflakes and a full-size tree. Wyndham created the room, which Elf lovers can find at the Club Wyndham Midtown 45 property in New York.

See it: Check out images of the Elf suite and learn more about the strategy behind it.

Tombras Takes Manhattan, Opening New York Office After Winning 3 New Accounts

Yesterday, our agencies editor Doug Zanger profiled Knoxville, Tenn. as a rising creative hub in the industry. One of the key players in the state is Tombras, an agency led by Jeff Benjamin, a former top creative at JWT, CPB and Barton F. Graf. Tombras revealed that it's opening a new office in New York to service clients Nutrisystem, FreshDirect and Harry's.

Read more: The move marks the second expansion of the year for the agency, following Tombras opening an Atlanta office this summer.

Can You Tell Which of These Adweek Headlines Were Written by AI?

- 1) Facebook is Experimenting With a Drop-in Newsreader Feature in Some Countries
- 2) You Just Can't Box Jeff Bezos In. His Latest Venture Is Taking on Healthcare
- 3) Comcast May Launch a Wireless Service in 2019, and It May Come at a Discount

Natural language programs have gotten good. Eerily good. We used an online fake news tool called Grover and took a look at how these models fare at performing our own jobs here at Adweek—or at least passably imitating our work. Scroll down beneath the “Best of the Rest” links to learn whether those headlines are real or AI-generated.

Take the Quiz: Try your hand at our quiz to determine what's real and what's not. The average score? 60%

Streamers Lose Billions to Password Sharing, But 'There's No

Easy Solution' to the Problem

Odds are you have a “self-made family plan” for streaming services (that includes me, I get Netflix from my mother-in-law), and that’s a problem for Disney+, Amazon, Hulu and friends. Streaming platforms want to stop the bleeding, which costs them as much as \$9 billion each year according to one estimate, but most solutions tend to end in lose-lose situations. Fix the problem and you alienate your audience. Let it be and you lose money.

Read more: What platforms are doing to try to walk that fine line and limit password sharing.

Best of the Rest: Today’s News and Insights

- 1) Fake
- 2) Real
- 3) Fake

Ad of the Day: These 4 Ads for Spain’s Christmas Lottery Are Each a Masterclass in Storytelling

Each year, the Spanish Christmas lottery releases what is typically one of the year’s best ads. But not this year. For 2019, it released four of the year’s best ads. Watch them here.

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