Week of Aug 31 Cable News Ratings: Fox News & MS NOW Record Gains in Demo

CNN was the only network to register across-the-board declines week over week. https://www.adweek.com/tvnewser/week-of-aug-31-2026-cable-news-ratings/

One Year Post-American Eagle Scandal, Sydney Sweeney Sparks Ire by Going Naked for Novig

The ad has received backlash for reversing years of gains for female athletes https://www.adweek.com/brand-marketing/one-year-post-american-eagle-scandal-sydney-sweeney-sparks-ire-by-going-naked-for-novig/

Kate McKinnon Is an Evil CEO

in Sequel to Zoom’s Bowen Yang-Led Brand Reset

The SNL alum fronts the next phase of the company’s largest global campaign ever https://www.adweek.com/brand-marketing/kate-mckinnon-is-an-evil-ceo-in-sequel-to-zooms-bowen-yang-led-brand-reset/

Samsung Taps Couples Therapy’s Dr. Orna Guralnik to Ease Phone Switching Fears

Samsung enlists Couples Therapy’s Dr. Orna Guralnik and a group of famous duos to address the emotional barriers of phone switching. https://www.adweek.com/creativity/samsung-taps-couples-therapys-dr-orna-guralnik-to-ease-phone-switching-fears/

Sonos’ New Brand Story Aims to Win Back Trust Two Years After Botched App Update

First campaign under new CMO Colleen DeCourcy is the most significant repositioning in Sonos’ history.

https://www.adweek.com/creativity/sonos-new-brand-story-aims-to-win-back-trust-two-years-after-botched-app-update/

Liz Rutgersson Named CEO of Stagwell's Assembly to Build 'Agency for the Future'

Rutgersson previously held the title of CEO at Dentsu's iProspect
https://www.adweek.com/agencies/liz-rutgersson-named-ceo-of-stagwells-assembly-to-build-agency-for-the-future/

Nutrafol Reframes the Makeover On Red Carpet's Biggest Night

The brand's latest campaign rewinds traditional "before and after" stories to focus on the moments where people choose to change.
https://www.adweek.com/brand-marketing/nutrafol-reframes-the-makeover-on-red-carpets-biggest-night/

Affiliate Firm Howl Quietly Sells Creator Business to Taboola’s Commerce Firm

The company will return its focus to publishers, which it has struggled to pay consistently in the past. https://www.adweek.com/dealroom/howl-sells-creator-business-taboola-connexity/

Droga5 Creative Mariano Jeger Joins OutFront, Launches IRL Studios

The move is rooted in a broader thesis, which holds that in-person marketing will grow more valuable as trust online degrades. https://www.adweek.com/agencies/droga5-mariano-jeger-outfront-irl-studios/

Trump and Mike Johnson think the AI industry is

overreacting

Yesterday, Anthropic CEO Dario Amodei published a lengthy open letter saying it was time to “pace the frontier” and slow down AI development. OpenAI’s Sam Altman and Elon Musk both agreed, publicly voicing their support on X. Even Alphabet’s Demis Hassabis offered tentative support for Amodei’s proposal.

Donald Trump and House Speaker Mike Johnson, however, seem to think the AI executives are being overreactive and fear that a pause could lead to China outpacing the US in the AI race. According to the *Financial Times*, Trump said “Look, we’re leading China in AI … and, frankly, I want to keep it that way, because whoever wins AI, wins.”

Johnson echoed those sentiments on *CNN*, telling Jake Tapper that rushing to place restrictions on AI development could be a “national security threat.” He urged people not to panic. “If Congress just races in and does some sort of emergency session to try and regulate AI, we will lose the race to China.”

https://www.theverge.com/ai-artificial-intelligence/994441/trump-mike-johnson-ai-industry-overreacting