Apple’s First Foldable iPhone Could Reshape the Creative Canvas for Brands

Apple’s first foldable iPhone could usher in a new creative format, ad leaders say. https://www.adweek.com/creativity/apples-first-foldable-iphone-could-reshape-the-creative-canvas-for-brands/

Kalshi’s Latest Celeb Play Sends Marshawn Lynch Into Full Beast Mode

Timed to the NFL kickoff, Kalshi’s latest celebrity ad gives Marshawn Lynch a superhero transformation. https://www.adweek.com/creativity/kalshis-latest-celeb-play-sends-marshawn-lynch-into-full-beast-mode/

Jury Nominations Open for 2027 ADWEEK Awards

Judging opportunities across creativity, tech, media, and more https://www.adweek.com/agencies/jury-nominations-open-for-2027-adweek-awards/

Widened Scan Turns Up Fourth Rogue Claude Cyber Incident

Anthropic is most concerned about Claude Mythos 5’s reckless behavior after recent incidents in which real systems were hacked.

The post Widened Scan Turns Up Fourth Rogue Claude Cyber Incident appeared first on SecurityWeek.

https://www.securityweek.com/widened-scan-turns-up-fourth-rogue-claude-cyber-incident/

4.1 Million Impacted by AdaptHealth Data Breach

In June 2026, hackers stole personal, health, and insurance information from AdaptHealth’s systems.

The post 4.1 Million Impacted by AdaptHealth Data Breach appeared first on SecurityWeek.

https://www.securityweek.com/4-1-million-impacted-by-adapthealth-data-breach/

Organizations Warned of Cisco Secure FMC Exploitation

Cisco and CISA have flagged exploitation of CVE-2026-20079, a vulnerability disclosed in March 2026.

The post Organizations Warned of Cisco Secure FMC Exploitation appeared first on SecurityWeek.

https://www.securityweek.com/organizations-warned-of-cisco-secure-fmc-exploitation/

Daily Mail Launches Unit to Push Social Video to 33% of Direct Ad Revenue by 2027

The tabloid expects revenue from social video to make up more than a third of its direct advertising business by 2027, up from 20% today. https://www.adweek.com/media/daily-mail-new-media-creator-franchises/

Amazon and OpenAI Team Up to

Target ChatGPT’s US Users

The ecommerce giant is helping advertisers integrate into the AI answer engine.
https://www.adweek.com/commerce/amazon-and-openai-team-up-to-target-chatgpts-us-users/

Why Tubi’s New Global Campaign ‘Feels’ About Right

Tubi’s new campaign will give you all the feels thanks to Y2K nostalgia.
https://www.adweek.com/convergent-tv/tubi-global-campaign-feels-about-right/

DeepIntent Releases Agentic Ad Platform As Pharma Marketing Grows More Complex

DeepIntent launched Cora, an AI platform with multiple agents designed to let healthcare marketers execute tasks with conversational language.
https://www.adweek.com/brand-marketing/deepintent-releases-agentic-ad-platform-as-pharma-marketing-grows-more-complex/