Editor’s Letter: Join Us on the Road to Brandweek



Here at Adweek, we’re on what we like to call “the road to Brandweek”—the time of year when we are thinking, writing and talking about brands nonstop. Not just any brands, though—the best. Brands that invented products you didn’t know you needed and deployed marketing tactics that made you stop scrolling. Marketers who dug deep to find their purpose and had such a bright idea, you wish you’d thought of it first. The ones who took a blow and turned it into an opportunity.

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