

How to Handle Marketing This Week; Netflix Tops 200M subscribers: Wednesday's First Things First



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It's officially Inauguration Day, and the transition of power from Donald Trump to Joe Biden has already proven to be the rockiest in recent memory. That means that things have the potential to be tense today—and that brands need to think carefully about the way they present themselves on social media. Alex Kalbli, who leads global social at TE Connectivity and is an Adweek Executive Mentee, shares a few key do's and don'ts for approaching social during this sensitive moment.

Getting it right: "Keeping a pulse on conversations and sentiment through social listening can help managers read the

room when deciding if their brand's social strategy should be business as usual or to go silent."

The streaming wars continue to rage on, with new players added seemingly every day (like Paramount+, which announced yesterday that it will launch on March 4), but Netflix surges on ahead of the pack, reaching more than 203 million subscribers this week, with 8.5 million added just in the last quarter. However, for the first time, Netflix isn't shrugging off its competitors: In a note to shareholders, the streamer acknowledged the crowded market for the first time ever.

Meet the competition: Disney+, Discovery+, HBOMax, Peacock and more could catch up.

- **Related:** Peacock is having a great 2021, mostly thanks to The Office's Jan. 1 arrival on the streaming service, after the sitcom departed its longtime streaming home on Netflix—and it has the Summer Olympics to look forward to.

Even if they shouldn't be, Covid-19 vaccines are a contentious topic. Healthcare professionals and world health organizations face a constant battle against widespread misinformation and resistance to the vaccine. That means that pandemic-strained retailers, which want to keep customers—and employees—coming in, are trying to find ways to ensure that they don't lose vaccine opponents. So some retailers are incentivizing, rather than requiring, employees to be vaccinated.

But will this actually convince people to get the vaccine? Here's why Dollar General, Instacart and Trader Joe's are taking this approach.

David&Goliath has a history of creating purpose-centered work, including for the nonprofit Today, I'm Brave (the brainchild of agency founder David Angelo) and for carmaker Kia, which has focused on philanthropy in its two most recent Super Bowl ads. Now D&G is advancing its purpose a step further with the

launch of a creative impact hub and the hiring of Blake Winfree and Ben Purcell to execute on the vision.

Learn more about the hub and check out D&G's prior work.

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