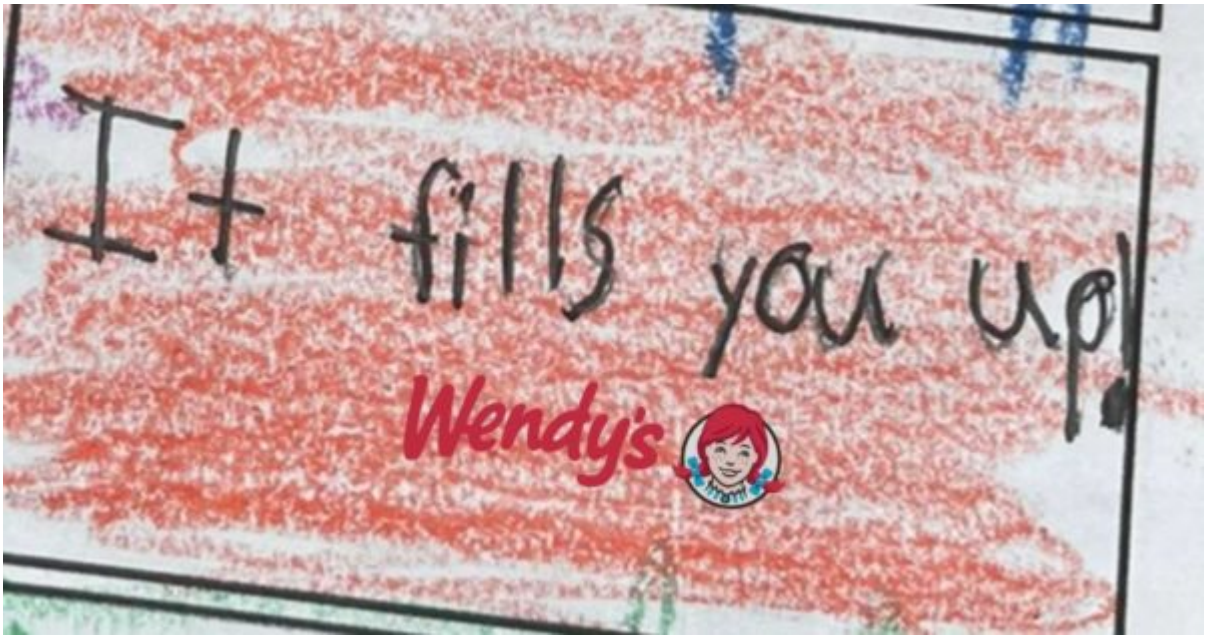
Samsung Builds a World Using Upcycled Product Packaging



With a Covid-inspired surge in home deliveries and wasteful packaging over the past year, electronics firm Samsung chose to launch an eco-friendly home renovation project ahead of the United Nation’s World Environment Day.

Recommended articles
https://www.adweek.com/creativity/samsung-builds-a-world-using-upcycled-product-packaging/

Wendy’s Brings to Life a Child’s Concept for an Ad to Promote Its Burgers



A child’s love for Wendy’s scrawled out in hand-drawn pictures has come to life as the newest promotion by the fast-food brand that coined the iconic “Where’s the Beef?” campaign slogan of the 1980s.

Recommended articles
https://www.adweek.com/brand-marketing/wendys-brings-to-life-a-childs-concept-for-an-ad-to-promote-its-burgers/

London Mayor Showcases What Makes The UK Capital Special This Summer



To mark the Uefa Euro 2020 tournament kicking off in June and showcase the diversity of the U.K. capital, the Mayor of London‘s office released a film to raise positivity about the city.

Recommended articles
https://www.adweek.com/brand-marketing/london-mayor-showcases-what-makes-the-uk-capital-special-this-summer/

UK Cereal Brand Alpine Uses a Ram to Inspire Problem Solving in Life



Have you ever wondered what it would be like to live with an Alpine goat in your home? Probably not. Well, to celebrate U.K. muesli brand Alpen's 50th anniversary, the brand will return to TV for the first time in more than four years with a $2.8 million (2 million pound) ad campaign featuring a man and his, perhaps imaginary, pet ram.

Recommended articles
https://www.adweek.com/creativity/uk-cereal-brand-alpine-uses-a-ram-to-inspire-problem-solving-in-life/

Instagram Users Can Step Through Doors at Home to Experience European Beauty Spots



Everyone has been dreaming of traveling abroad for some me-time lately, even if it’s still proving difficult. So to allow those still stuck at home to see beautiful destinations around Europe, U.K. airliner Easyjet has released some AR filers to transport users briefly from their living rooms to European beaches, coves and canals.

Recommended articles
https://www.adweek.com/creativity/instagram-users-can-step-through-doors-at-home-to-experience-european-beauty-spots/

Wavemaker UK Chief Growth Officer Mu Ali Departs From Newly Created Position

Wavemaker U.K.’s chief growth officer Mu Ali left the media business after two-and-a-half years.

Recommended articles
https://www.adweek.com/agencies/wavemaker-uk-chief-growth-officer-mu-ali-departs-from-newly-created-position/

Coca-Cola’s Year-Long African Campaign Displays the Euphoria of Dance



Coca-Cola began a year-long campaign across Africa to promote the feeling of joy and the positive energy the soft drink can bring to consumers.

Recommended articles
https://www.adweek.com/creativity/coca-colas-year-long-african-campaign-displays-the-euphoria-of-dance/

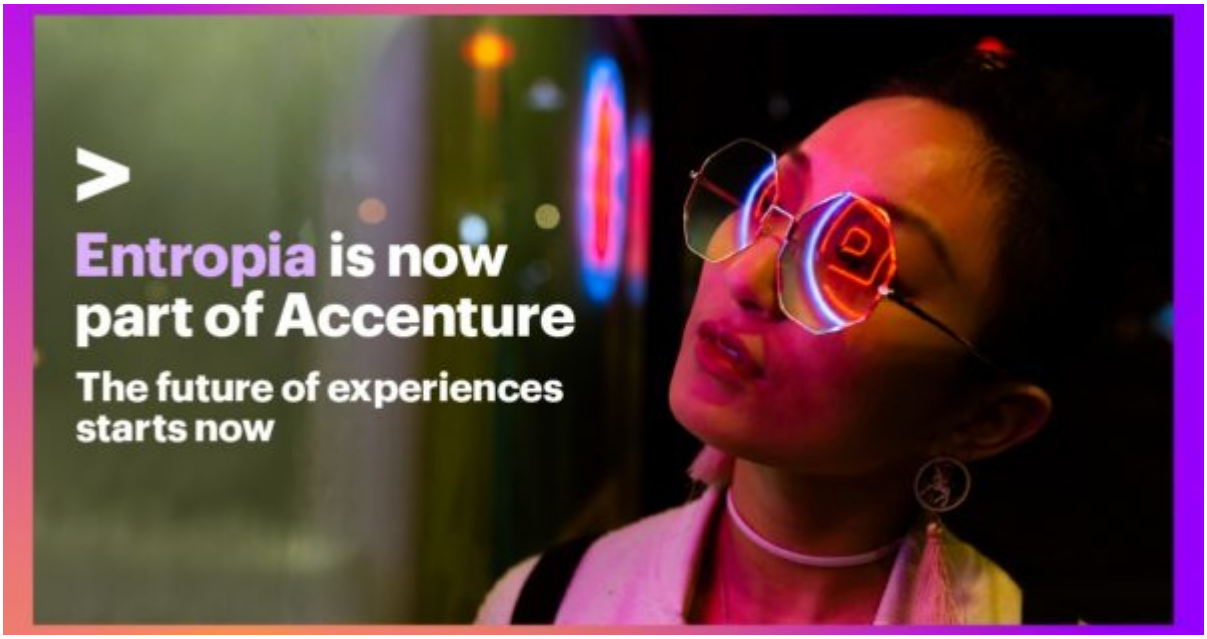
Kinetic France and Hivestack Partnership to Programmatically Serve 15,000 Sites



Out of Home media planning and buying agency Kinetic France has formed a partnership with Hivestack, a programmatic digital out of home (DOOH) business, to offer a new solution to the French market.

Recommended articles
https://www.adweek.com/programmatic/kinetic-france-and-hivestack-partnership-to-programmatically-serve-15000-sites/

Accenture Interactive Acquires Southeast Asian Digital Experience Agency Entropia



Accenture Interactive acquired the Kuala Lumpur- and Singapore-based agency Entropia to expand its offering in experience-led services.

Recommended articles
https://www.adweek.com/agencies/accenture-interactive-acquires-southeast-asian-digital-experience-agency-entropia/

Amex Promos Deliveroo Tie-Up Telling Gold Card Members to Do What They Want in Life



Credit card brand American Express wants to showcase to U.K. customers the benefits of living life using its Gold card while also promoting its partnership with delivery service Deliveroo.

Recommended articles
https://www.adweek.com/brand-marketing/amex-promos-deliveroo-tie-up-telling-gold-card-members-to-do-what-they-want-in-life/