Google Wants Users to Know What Questions People Are Asking About in Post-Lockdown Summer

From “Can we hug?” to “How to talk to people,” this last year has left many people confused and asking questions. As the U.K. aims to reopen for the summer following Covid-19 restrictions and people begin to socialize once again, Google released a campaign to showcase what users have been searching for recently.

Recommended articles
https://www.adweek.com/creativity/google-wants-users-to-know-what-questions-people-are-asking-about-in-post-lockdown-summer/

Ahead of Expected IPO Weedmaps Taps Jimmy Kimmel’s Wheelhouse Labs to Embed Cannabis in Daily Culture

Cannabis tech company Weedmaps, on the heels of several well-

attended virtual events and original content created in-house, has picked Wheelhouse Labs as its entertainment marketing agency of record.

Recommended articles
https://www.adweek.com/agencies/ahead-of-expected-ipo-weedmaps-taps-jimmy-kimmels-wheelhouse-labs-to-embed-cannabis-in-daily-culture/

Why One of the World's Biggest Fast-Food Chains Wendy's Is Re-Entering the UK

As summer returns to the U.K., so too will one of America's biggest fast food chains. Wendy's—the one with the logo featuring a red-headed girl in pigtails and a blue dress—which re-enters the market after shuttering its stores in Britain more than 20 years ago.

Recommended articles
https://www.adweek.com/brand-marketing/why-one-of-the-worlds-biggest-fast-food-chains-wendys-is-re-entering-the-uk/

Tetley Wants More Young People to Drink Tea

Tetley is aiming to modernize in a bid to attract a younger and broader audience and protect its market share.

Recommended articles
https://www.adweek.com/brand-marketing/tetley-wants-more-young-people-to-drink-tea/

Alpha Foods’ Seed Kits Show Consumers What Its Plant-Based Products Are Made Of

Home gardens and micro farming may have taken off during the pandemic, but are consumers really ready to cultivate their own plant-based comfort food, like vegan burritos and meatless nuggets?

Recommended articles
https://www.adweek.com/agencies/alpha-foods-seed-kits-show-consumers-what-its-plant-based-products-are-made-of/

This Ginger Beer Campaign Emits the Perfect Summer Vibes

Summer is on the horizon, and ginger beer brand Old Jamaica has released a sun-soaked brand campaign to strengthen its position as the sector leader in the U.K.

Recommended articles
https://www.adweek.com/creativity/this-ginger-beer-campaign-emits-the-perfect-summer-vibes/

Pepsi Shares the Story Behind Its Brilliant Burger-Wrapper Ads

Sometimes an ad idea is so perfect, creatives find it almost painful to look at. It fills you with a mix of admiration, jealousy and tentative optimism that you'll think of something so pure for a client someday.

Recommended articles
https://www.adweek.com/creativity/pepsi-shares-the-story-behind-its-brilliant-burger-wrapper-ads/

NBA Aims for the World With New Global Campaign Narrated by Idris Elba

With the National Basketball League (NBA) celebrating its 75th anniversary this year, the league has released a global campaign voiced by award-winning actor Idris Elba to promote itself to the world.

Recommended articles
https://www.adweek.com/brand-marketing/nba-aims-for-the-world-with-new-global-campaign-narrated-by-idris-elba/

Inside Google’s Vision for Privacy-Safe Advertising

Google Marketing Live kicked off earlier today, and the

prevailing themes were online commerce and developing new ways of measuring marketing effectiveness in an increasingly privacy-centric world.

Recommended articles
https://www.adweek.com/programmatic/inside-googles-vision-for-privacy-safe-advertising/

Grey London Acquires Wildfire to Form Dedicated Social Offer

Grey London is to fully acquire and integrate social media agency Wildfire on June 1, forming Grey Social, which will offer social insights, creative and content production.

Recommended articles
https://www.adweek.com/agencies/grey-london-acquires-wildfire-to-form-dedicated-social-offer/