Google’s Global Citizen Campaign to Drive US Recruitment to Save the World

Google is continuing its global lighthouse partnership with Global Citizen, an international organization aiming to bring together millions of people to take action on worldwide commitments, with the release of a campaign to drive registrations for the initiative’s Recovery Plan for the world.

Recommended articles
https://www.adweek.com/brand-marketing/googles-global-citizen-campaign-to-drive-us-recruitment-to-save-the-world/

Ballantine’s Features Half Ads to Promote Its Low-Alcohol Scotch

As people aim to begin to cut back on their intake of alcohol, Ballantine’s has released half an advertising campaign to promote its variety of Scotch whisky with lower alcohol content.

Recommended articles
https://www.adweek.com/brand-marketing/ballantines-features-half-ads-to-promote-its-low-alcohol-scotch/

Droga5 Embarks on International Expansion With Tokyo Office

Droga5 is going global. The Accenture-owned creative agency is opening a new Tokyo office, with plans to expand to Brazil and China over the course of the next year.

Recommended articles
https://www.adweek.com/agencies/droga5-embarks-on-international-expansion-with-tokyo-office/

Disney Upfront Leans Into Inclusive Entertainment and Live Events

When Black-ish first debuted on ABC in 2014, it found success

among critics and audiences alike and was called groundbreaking precisely because its cast and plotlines represented many U.S. viewers in a way that many other primetime broadcast comedies didn’t. The show is heading into its eighth and final season, and Disney executives say they are committed to bringing more shows like Black-ish that feature diverse casts and showcase a variety of voices and stories to all of the company’s networks and platforms.

Recommended articles
https://www.adweek.com/convergent-tv/disney-upfront-leans-into-inclusive-entertainment-and-live-events/

A New Pilsener Ad Highlights the Selflessness of Ecuador’s Front-Line Doctors

Pilsener, a leading beer brand that has served Ecuador for nearly 110 years, unveiled a new campaign celebrating Ecuadorian pride, which has helped the population endure the roughest moments of pandemic. The newest English-language spots tell true stories of medical professionals whose generosity and tenacity work to heal their country, one patient at a time.

Recommended articles
https://www.adweek.com/brand-marketing/a-new-pilsener-ad-highlights-the-selflessness-of-ecuadors-front-line-doctors/

Watch Adweek’s Spring 2021 Convergent TV Summit

Adweek’s semi-annual Convergent TV Summit returned this spring with a focus on the future. From April 26-28, thought leaders came together to discuss how the industry reacted to the seismic shifts of the past year—and what the future might hold.

Recommended articles
https://www.adweek.com/convergent-tv/watch-adweeks-spring-2021-convergent-tv-summit/

Viant’s Q1 Revenues Top $40 Million

Since late 2020, several ad-tech companies have attempted to float on the public markets. That includes Viant, which issued its first quarterly results today after listing on the Nasdaq in February.

Recommended articles
https://www.adweek.com/programmatic/viants-q1-revenues-top-40-

million/

Medterra’s Ads Want You to Learn the ‘CBDo’s and CBDon’ts’ of Shopping for CBD

It should go without saying, but here’s a bit of advice anyway—skip the CBD-coated “sleep pretzels” of dubious origin and the CBD tonic that some guy cooked up in his garage. Sketchy!

Recommended articles
https://www.adweek.com/agencies/medterras-ads-want-you-to-learn-the-cbdos-and-cbdonts-of-shopping-for-cbd/

Havas Chicago Hires CCO From Leo Burnett

In a generational leadership shift, Havas hired a new chief creative for its Chicago office from Leo Burnett as a 30-year industry veteran steps aside.

Recommended articles
https://www.adweek.com/agencies/havas-chicago-hires-cco-from-leo-burnett/

‘The Black Mother’s Green Book’ Seeks to Improve Birth Experiences for Black Women

A new app launched ahead of Mother’s Day invokes Victor Hugo Green’s historic Green Book as it attempts to help Black mothers navigate the perils of racism in the medical industry.

Recommended articles
https://www.adweek.com/agencies/the-black-mothers-green-book-seeks-to-improve-birth-experiences-for-black-women/