Grammys Audience Grows Just 1% From Last Year’s Historic Low

A week after the Academy Awards audience grew 58% from 2021’s record low, the 64th Grammys was unable to pull off a similar ratings bounceback.

Recommended articles
https://www.adweek.com/convergent-tv/grammys-audience-2022-grows-last-year-historic-low/

Tailored Brands CBO Reveals Most Inclusive Campaign Ever for Men’s Wearhouse

Matt Repicky loves fashion, design, and creativity, so it should come as no surprise to anyone when he was tapped recently to lead brand and creative strategy for Tailored Brands—parent company to reputable menswear retailers Men’s Wearhouse, Jos. A. Bank and more. Following Matt’s social media presence, his sense of style and passion for fashion is contagious.

Recommended articles
https://www.adweek.com/inside-the-brand/tailored-brands-cbo-reveals-most-inclusive-campaign-ever-for-mens-wearhouse/

Sonic the Hedgehog Teams With Candy Crush to Promote Movie Sequel

With the imminent release of the sequel to surprise hit movie Sonic the Hedgehog, Activision Blizzard's mobile gaming division King has teamed with the makers of the film to deliver an in-game event through Candy Crush Saga.

Recommended articles
https://www.adweek.com/brand-marketing/sonic-the-hedgehog-teams-with-candy-crush-to-promote-sequel/

McDonald's Embraces Gen Z Aesthetic to Push its Coffee

For years, armed with Starbucks Pumpkin Spice Lattes,

millennials have defined trends in coffee culture. However, Gen Z’s influence on the humble cup of Joe is growing.

Recommended articles
https://www.adweek.com/brand-marketing/mcdonalds-embraces-gen-z-aesthetic-to-push-its-coffee/

Still Think the ’80s Were Cool? A German Bank Offers a Reality Check

Ah the ’80s. The decade that brought us Duran Duran, Jazzercise, Ghostbusters, shoulder pads and Super Mario Bros.

Recommended articles
https://www.adweek.com/creativity/still-think-the-80s-were-cool-a-german-bank-offers-a-reality-check/

Want to Get Ahead in Marketing? Top Innovators Share 3 Skills to Develop

What it takes to unleash great marketing today—marketing that truly moves people—requires buy-in both internally, communicating creativity's direct tie to commerce, as well as externally, connecting creativity to what's most important to your consumers.

Recommended articles
https://www.adweek.com/inside-the-brand/want-to-get-ahead-in-marketing-top-innovators-share-3-skills-to-develop/

ViacomCBS Changes Name to Paramount

Farewell, ViacomCBS. Hello, Paramount.

Recommended articles
https://www.adweek.com/convergent-tv/viacomcbs-changes-name-to-paramount/

How CMOs From BET and NTWRK

Contribute Back to Culture

In this all new CMO Moves Duos episode, BET CMO Kimberly Evans Paige and NTWRK's Jason Brown dive into the intersection of entertainment and commerce for their culture-led brands. The two leaders share how they're achieving the perfect science of creativity and community to empower young creators and artists and help them tell their own stories. "We've always operated in this dual space. We're a content company. We deliver experiences, but our 'why' is really rooted in changing outcomes for our community," said Paige.

Recommended articles
https://www.adweek.com/inside-the-brand/how-cmos-from-bet-and-ntwrk-contribute-back-to-culture/

IMAX's Denny Tu on Embracing What Makes You Different Over Achievements

After 10 years in London and a bit of career pause, Denny Tu joined IMAX in 2017 and for the past four and a half years, he's served as IMAX's chief marketing officer—a title he said he dreamed of his entire life. But, with great power comes great responsibility and expectations.

Recommended articles
https://www.adweek.com/inside-the-brand/imaxs-denny-tu-on-embracing-what-makes-you-different-over-achievements/

Coca-Cola Sidelines Super Bowl Ads for the Second Year in a Row

For the second consecutive year, Coca-Cola has decided not to play in this year’s Super Bowl, as the beverage brand focuses on existing sports marketing plans.

Recommended articles
https://www.adweek.com/brand-marketing/coca-cola-no-super-bowl-2022-ads/