RIP Open Rates: Study Finds Apple’s iOS 15 Update Shatters Open Rates

In June 2021, Apple announced its Mail Privacy Protection (MPP) for the Apple Mail app at the Worldwide Developers Conference (WWDC) as a part of its iOS 15 software update, a broader update that triggered nervous hand-wringing from marketers over-reliant on audience tracking.

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https://www.adweek.com/programmatic/rip-open-rates-study-finds-apples-ios-15-update-shatters-open-rates/

Dallas Cowboys Legend Troy Aikman Is Returning to His Old Job—Not Football, Beer

It’s a reasonable bet that an NFL legend whose career earnings have been estimated at $55.5 million is a guy who doesn’t need to work anymore. Nonetheless, hall-of-fame quarterback Troy Aikman did find another gig: Since his 2001 retirement, he’s been a very popular on-air analyst for Fox Sports.

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https://www.adweek.com/brand-marketing/dallas-cowboys-legend-troy-aikman-is-returning-to-his-old-job-not-football-beer/

TV Icon Betty White Dies at 99. Here Were Her Most Memorable Ads

TV legend Betty White—who starred in The Golden Girls, The Mary Tyler Moore Show, Hot in Cleveland and dozens (if not hundreds) of other film and television projects over the past 70 decades—has died at 99, just weeks before her 100th birthday.

Recommended articles
https://www.adweek.com/convergent-tv/tv-icon-betty-white-dies-at-99-here-were-her-most-memorable-ads/

Digital Agency Croud Acquires Verb Brands and impakt

Advisors

Digital marketing agency Croud has announced the acquisitions of luxury performance agency Verb Brands—which will offer a new service element within the parent company—just days after it bought impakt Advisors, the data and analytics company.

Recommended articles
https://www.adweek.com/agencies/digital-agency-croud-acquires-verb-brands-and-impakt-advisors/

Designer Outlet Owner McArthurGlen Tasks Wavemaker With $40 Million European Account

Designer outlet owner McArthurGlen has named Wavemaker as its media buyer, having appointed it to handle its $40 million account.

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https://www.adweek.com/agencies/designer-outlet-owner-mcarthurglen-tasks-wavemaker-with-40-million-european-account/

Mint Mobile’s Aron North on Why Creative Is Jet Fuel To the Engine

Aron North has always been intentional with his career moves, even from childhood. North recalls a flyer he made as a kid that read “Aron is my name, taking out your trash cans is my game.” It was that entrepreneurial, business-minded spirit that led Aron to ditch pre-med in school for a career in marketing and never look back.

Recommended articles
https://www.adweek.com/inside-the-brand/mint-mobiles-aron-north-on-why-creative-is-jet-fuel-to-the-engine/

Coca-Cola Launches First U.S. TikTok Challenge

For brands seeking widespread appeal, it’s good to have a presence where the shoppers are. And right now that’s the video-sharing platform TikTok, which surpassed 1 billion monthly active users around the globe in September.

Recommended articles
https://www.adweek.com/commerce/coca-cola-first-u-s-tiktok-challenge/

Sports Organizations Are Scrambling to Get In on the NFT Craze

If you had asked Philadelphia 76ers president Chris Heck about crypto a year and a half ago, he jokes he would have thought you were talking about a Superman comic.

Recommended articles
https://www.adweek.com/media/sports-organizations-are-scrambling-to-get-in-on-the-nft-craze/

Prime Video Deploys First Brand Tagline in Campaign Highlighting Vast Ecosystem

After locking in the rights to Thursday Night Football, receiving Emmy nominations for shows like The Boys and

debuting buzzy new originals like The Wheel of Time, Amazon Prime Video is taking the wraps off a global brand marketing campaign to win over more viewers and shoppers alike.

Don’t miss **The Business of Marketing** podcast featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/convergent-tv/prime-video-deploys-first-brand-tagline-in-campaign-highlighting-vast-ecosystem/

Athletes Lead a New Era of Sports Activism

As more athletes use their platforms to raise awareness of social issues, the sports landscape is becoming more accepting of its athletes’ activism initiatives.

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c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

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