Simone Biles Champions Her Humanity—and the Sports World Is Better for It

In August 2019, the impossible was captured on video.

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/brand-marketing/simone-biles-champions-her-humanity-and-the-sports-world-is-better-for-it/

Publishers Flock to Food Licensing Deals as G-Commerce Heats Up

The hottest food you may ever eat will soon be available in

the frozen food section.

Recommended articles
https://www.adweek.com/media/publishers-flock-to-food-licensing-deals-as-g-commerce-heats-up/

Why Instacart Was Right for Carolyn Everson’s Next Act

Just one day after Facebook confirmed who will succeed Carolyn Everson in her former post as vp, Everson herself sat down with Profitero president Sarah Hofstetter to talk about her next chapter—and Instacart’s.

Recommended articles
https://www.adweek.com/commerce/why-instacart-was-right-for-carolyn-eversons-next-act/

By Owning the Music Video Scene, Vevo Drives Culture and Reaches a Diverse

Audience

The days of watching music videos on MTV, VH1 or BET from your couch are long gone unless you’re grooving to the intros of shows like The Challenge or Jersey Shore. Hosting service Vevo has dominated the music video scene for over a decade now.

Recommended articles
https://www.adweek.com/convergent-tv/by-owning-the-music-video-scene-vevo-drives-culture-and-reaches-a-diverse-audience/

Twitter to Sell MoPub to AppLovin

The pace of mergers and acquisitions in the ad-tech sector has gathered a furious pace in 2021, with today’s announcement that Twitter is to divest MoPub arguably the most high-profile deal of 2021.

Recommended articles
https://www.adweek.com/programmatic/twitter-to-sell-mopub-to-applovin/

Like to Hum That Folgers Jingle? How’d You Like to Own a Piece of It, Too?

Commercial jingles have always been part of America’s advertising pantheon. And while they’re not as common as they once were, odds are that more than a few are lodged in your subconscious.

Recommended articles
https://www.adweek.com/brand-marketing/like-to-hum-that-folgers-jingle-howd-you-like-to-own-a-piece-of-it-too/

Ikea Sees Opportunity for Physical and Digital Growth After the Pandemic

While emerging from the pandemic poses obstacles for retailers, in the eyes of Ikea, it’s an opportunity for the home furnishings purveyor to further grow its business.

Recommended articles
https://www.adweek.com/brand-marketing/ikea-sees-opportunity-for-physical-and-digital-growth-after-the-pandemic/

Athleta and Simone Biles to Offer Limited Edition Line This Fall

Because of the excitement around Olympic gymnast Simone Biles and Athleta's partnership, the athleisure brand will offer a limited edition collection that will serve as a "sneak peak" for the full line the two are developing for the spring.

Recommended articles
https://www.adweek.com/brand-marketing/athleta-and-simone-biles-to-offer-limited-edition-line-this-fall/

Diageo CMO on Johnnie Walker Princes Street, Digital Transformation and Working With Ryan Reynolds

It's the last week before the Johnnie Walker Princes Street experience is set to open in Edinburgh and Diageo chief

marketing officer Cristina Diezhandino has spent the last couple of days camped there for the preview tours. Meeting Adweek in the main top floor lounge, which includes a view of the castle as well as an amazing cityscape, she is relaxed but clearly pleased that this massive endeavor— costing around $200 million— has met its huge expectations.

Recommended articles
https://www.adweek.com/brand-marketing/diageo-cmo-on-johnnie-walker-princes-street-digital-transformation-and-working-with-ryan-reynolds/

Adweek's 2021 Constellation Awards Winners Epitomize the Power of Creative Collaboration

Putting together a full-scale campaign is no small task for any team, but having to do so during a pandemic requires a different skill set altogether. Just ask this year's winners of the Brandweek Constellation Awards, which honor the best team-led marketing efforts. Between heartwarming campaigns and humorous ads that momentarily transport us away from reality, our honorees prove that great marketing can only be achieved through great teamwork, and that the power of a team and creating something remarkable together is always worth the effort.

Recommended articles
https://www.adweek.com/brand-marketing/adweeks-2021-constellation-awards-winners-epitomize-the-power-of-creative-collaboration/