Campbell’s Chunky Soup Wants to Be Your Lunch

Football season is here. That means soup season is, too.

Recommended articles
https://www.adweek.com/commerce/campbells-chunky-soup-wants-to-be-your-lunch/

Watch Brad Pitt in a Rare Ad Role as He Stars in De’Longhi’s New Campaign

Sorry, breakfast enthusiasts: For many of us, coffee is actually the most important moment of the day. It’s rich. If made well, it’s a delicate balance of bold and sweet. More importantly, it can be the comforting, peaceful start that one needs to get through the following 16-plus hours. No matter where your coffee preferences lie—whether you love a nice cappuccino, opt for a creamy cup of espresso, or are satisfied with a quick cup of Americano from your favorite fast food spot—coffee culture has an interesting way of straddling the line between luxury and accessible everyday pleasures.

Recommended articles

https://www.adweek.com/brand-marketing/watch-brad-pitt-in-a-rare-ad-role-as-he-stars-in-delonghis-new-campaign/

These Spoof Fashion Ads Help Women Spot Signs of Domestic Abuse

At first glance, this new series of ads appears to be a typical fashion campaign. But look a little closer and its darker meaning is revealed.

Recommended articles
https://www.adweek.com/creativity/these-spoof-fashion-ads-help-women-spot-signs-of-domestic-abuse/

AT&T and Cordae Explore How Technology Feeds Creativity With Emerging Voices Initiative

Every so often, you stumble across an artist so intriguing that simply enjoying their music isn’t enough; you *have* to know more. Who are they? How did they get into music? What does their creative process look like?

Recommended articles
https://www.adweek.com/brand-marketing/att-and-cordae-explore-how-technology-feeds-creativity-with-emerging-voices-initiative/

White Claw Moves Creative to VCCP out of Rothco After Five Years

Hard seltzer brand White Claw has named VCCP as its international communication agency to help it develop global campaigns, taking over from Accenture-owned agency Rothco.

Recommended articles
https://www.adweek.com/agencies/white-claw-moves-creative-to-vccp-out-of-rothco-after-five-years/

Samsung’s Musical Manifesto Explores Limitless Experiences Smartphones Open Up to Users

The human spirit can be a beautiful thing when it is full of joy and happiness, an insight that Samsung has aimed to explore alongside how technology can empower that feeling in a musical brand film.

Recommended articles
https://www.adweek.com/creativity/samsungs-musical-manifesto-explores-experiences-smartphones-can-open-up-to-users/

Arby’s Joins the Summer Swag Parade With a Meat-Themed Clothing Collection

The summer of swag continues, with yet another fast food chain creating a line of branded merchandise specially tailored to the sweltering season. The newest entrant—Arby’s—is trying to make a splash with swimsuits, Hawaiian shirts, flip-flops and sunglasses inspired by its menu.

Recommended articles
https://www.adweek.com/brand-marketing/arbys-joins-the-summer-swag-parade-with-a-meat-themed-clothing-collection/

Boston Pizza Has Advice on ‘How to Patio’ After Canada’s Extended Lockdown

Canadians, just now emerging from some of the longest and most restrictive pandemic lockdowns in the world, have probably forgotten how to patio.

Recommended articles
https://www.adweek.com/brand-marketing/boston-pizza-has-advice-on-how-to-patio-after-canadas-extended-lockdown/

Bubble Gum? Rhubarb? This Ad Stirs Debate on What Scottish Soda Irn-Bru Tastes Like

Scotland has a soda that tastes unlike any other on the

planet, distinctive from its rivals in both flavor and its garish orange coloring.

Recommended articles
https://www.adweek.com/brand-marketing/bubble-gum-rhubarb-this-ad-stirs-debate-on-what-scottish-soda-irn-bru-tastes-of/

Kraft Turns Its Iconic Comfort Food Into Flavored Ice Cream

Kraft likes to tinker with its legendary macaroni and cheese, turning it bright pink and adding a candy coating for Valentine’s Day and latching onto the pumpkin spice trend for a fall novelty flavor.

Recommended articles
https://www.adweek.com/brand-marketing/kraft-turns-its-iconic-comfort-food-into-flavored-ice-cream/