Dentsu’s Global CEO of Creative Services Jean Lin Takes on New Role

Dentsu Group has announced a new position for its global chief executive of creative services, Jean Lin, who will become its new executive officer later this year.

Maintaining growth is challenging. Gain the industry-wide recognition your team deserves by submitting to the 2021 Adweek Fastest Growing awards. **Deadline extended through 7/23**. **View details and start your submission**.

Recommended articles
https://www.adweek.com/agencies/dentsus-global-ceo-of-creative-services-jean-lin-takes-on-new-role/

Beyond Meat Debuts Plant-Based Chicken Tenders at 400 Indie Restaurants

Beyond Meat, diving further into plant-based poultry after

hits and flops in the category, announced this week that it will supply faux chicken tenders to 400 indie restaurants around the country.

Recommended articles
https://www.adweek.com/brand-marketing/beyond-meat-debuts-plant-based-chicken-tenders-at-400-indie-restaurants/

The Meaning Behind These Gorgeous Limited-Edition Doritos Bags

Last year, many brands made shows of general support to Black Lives Matter in the wake of worldwide protests against police brutality and violence in the U.S. For Doritos, this meant participating in a then-new campaign titled #AmplifyBlackVoices, which saw the brand release a video by Luke James alongside donating $650,000 in the advertising space and $150,000 to Black Lives Matter, among other community-building measures.

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https://www.adweek.com/brand-marketing/the-meaning-behind-these-gorgeous-limited-edition-doritos-bags/

HPE and Joan Creative Greet Tomorrow’s Tech Innovation in an Enchanting New Campaign

Companies switching to remote and hybrid work practices over the last 15 months are evidence of how our workplaces are rapidly changing. But that’s certainly not the only global technological shift at play: Every day, digital advancements roll out that ultimately change the way we live our lives, one innovation at a time.

Recommended articles
https://www.adweek.com/brand-marketing/hpe-and-joan-creative-greet-tomorrows-tech-innovation-in-an-enchanting-new-campaign/

This Story of Gay Farmers Kicks Off a Docuseries About Diverse Heroes in Agriculture

The world of agriculture still has some work to do when it comes to diversity, but the industry is changing all the time. Many are recognizing the need for a greater push for inclusion.

Recommended articles
https://www.adweek.com/agencies/this-story-of-gay-farmers-kicks-off-a-docuseries-about-diverse-heroes-in-agriculture/

Reddit, Burger King Win Cannes Social and Influencer Grand Prix

Two campaigns that, in their moment, were unlikely heroes have received top honors at Cannes Lions today.

Recommended articles
https://www.adweek.com/creativity/reddit-burger-king-win-cannes-social-and-influencer-grand-prix/

Burger King's Obscure Football Sponsorship Wins Cannes Direct Grand Prix

Burger King has added to its Cannes Lions awards haul by scoring the top prize in Direct, which celebrates targeted and

response-driven creativity.

Recommended articles
https://www.adweek.com/creativity/burger-kings-obscure-football-sponsorship-wins-cannes-direct-grand-prix/

UK Telecom Brand O2 Is Staging a Show in Fortnite for People Who Miss Live Gigs

U.K. telecom provider O2 is the latest brand to break into Fortnite by creating an interactive music experience within the video game.

Recommended articles
https://www.adweek.com/creativity/uk-telecom-brand-o2-is-staging-a-show-in-fortnite-for-people-who-miss-live-gigs/

Showtime Partners With AnalogFolk on Content Strategy to Promote New

Series

American broadcaster Showtime is developing a promotional content strategy with AnalogFolk’s New York team to make audiences more aware of new series being aired, with the first work produced promoting comedy Flatbush Misdemeanors.

Recommended articles
https://www.adweek.com/creativity/showtime-partners-with-analogfolk-on-content-strategy-to-promote-new-series/

British Confectioners Fox’s Gets Sweet on New Media Strategy With Spark Foundry Hire

British confectionery brand Fox’s named Spark Foundry as its media planning and buying partner in the U.K to help it build awareness.

Recommended articles
https://www.adweek.com/brand-marketing/british-confectioners-foxs-gets-sweet-on-new-media-strategy-with-spark-foundry-hire/