DoorDash’s ‘Soul of the City’ Traces the Emotional Return of New York City’s Restaurants

The energy that consumes DoorDash‘s Tribeca premiere at The Standard Biergarten in New York aligns with that of the short film the event honors: communal. Hopeful. Vibrant. As the crowd awaits the premiere of “Soul of the City,” the delivery service’s follow-up to its 2020’s “Southside Magnolia,” there’s an air of excitement for both the film and the return of in-restaurant dining—a concept that the company says to fully support.

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https://www.adweek.com/brand-marketing/doordashs-soul-of-the-city-traces-the-emotional-return-of-new-york-citys-restaurants/

Smashing Fortnite Freezers: How Wendy’s Became a Fresh Voice on Twitch

Wendy’s has always taken an unconventional approach to social

marketing, and its path to success on streaming platform Twitch followed that model.

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Dove Campaign Celebrates the Role of Fathers and Supports Their Mental Well-being

According to new research, practicing a holistic care regime, that takes care of both physical and mental health, helps men hold more effective relationships. That was one of the findings of research undertaken by Dove Men+Care in partnership with research company Promundo.

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https://www.adweek.com/brand-marketing/dove-campaign-celebrates-the-role-of-fathers-and-supports-their-mental-well-being/

Stella Artois Uses NFTs to

Auction Virtual Racing Horses in Branded Experience

Beer brand Stella Artois has entered the metaverse, the virtual shared space in which people can interact with online experiences, with a horse racing partnership like never before.

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This Virtual Fashion Collection Imagines a Sustainable Future for the Industry

With sustainable fashion on the rise, non-profit H&M Foundation has created a twist on the traditional fashion collection to showcase an eco-friendly future for the industry.

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ion-imagines-a-sustainable-future-for-the-industry/

How The Athletic’s Uefa 2020 Campaign Aims to Help England Win the Tournament

Subscription-based sports website The Athletic has begun an eye-catching engagement drive around the Uefa Euro 2020 tournament that aims to support the England team, from flying planes over its training ground with insights to their first competitor to releasing racing pigeons with match tips.

Recommended articles
https://www.adweek.com/creativity/how-the-athletics-uefa-2020-campaign-aims-to-help-england-win-the-tournament/

Recess, a CBD Beverage, Created a ‘Guide to Re-entering Society’

There’s no instruction manual to follow for the country’s reopening after more than a year of Covid-19 lockdowns. But thanks to Recess, a sparkling CBD drink, there is a cheeky zine to help people navigate the post-pandemic landscape.

Recommended articles
https://www.adweek.com/brand-marketing/recess-a-cbd-beverage-created-a-guide-to-re-entering-society/

Ryan Reynolds’ Father’s Day Creation for Aviation Gin Is ‘The Vasectomy’

Father’s Day is coming soon, and it’s always a good time to reflect on the joys of parenthood. Like lack of sleep. And constant noise.

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https://www.adweek.com/agencies/ryan-reynolds-fathers-day-creation-for-aviation-gin-is-the-vasectomy/

Molson Coors Wants Its First

U.K. Hard Seltzer to ‘Burst Onto the Seltzer Stage’

Molson Coors wants to capture the attention of consumers who revel in self-expression to persuade them to experience its first U.K. hard seltzer, Three Fold. To do that, the beverage brand launched a $7 million (5 million pound) campaign showcasing the liberation of movement.

Recommended articles
https://www.adweek.com/brand-marketing/molson-coors-wants-its-first-u-k-hard-seltzer-to-burst-onto-the-seltzer-stage/

How Domino’s Came to Use Yodeling to Promote App’s New Group Order Feature

Pizza delivery chain Domino’s is taking a new direction with its U.K. advertising with the introduction of yodeling in its latest multi-million-pound campaign to signify how groups of friends connect using their own ways of communication.

Recommended articles
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