The 3:2 Day Office Will Improve Agencies in Every Way, States Creature CEO

Early in the Covid-19 lockdowns, questions of “returning to the office” typically revolved around proposed dates and mask protocols. But as the pandemic has continued through its second year, the nature of work has become a highly complex and potentially volatile topic at companies around the world.

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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.

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Anomaly Berlin Taps New Leaders With Wieden+Kennedy's Azsa West and Nadine Müller-Eckel

Creative agency Anomaly has expanded the leadership team of its Berlin office with the hiring of creative director Azsa West as executive creative director and former Sitzfeld CMO Nadine MüllerEckel as the agency's new head of strategy.

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Jolie Hunt on Breaking the Mold of a PR Agency for Her Communications Company

Jolie Hunt set out to create a different type of strategic communications agency when she launched Hunt & Gather in 2014.

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https://www.adweek.com/agencies/jolie-hunt-mission-redefine-pr-agency-hunt-gather/

How to Successfully Fill the Shoes of a Larger-Than-Life Founder

For many first-generation tech companies, their brands are synonymous with the people who created, nurtured and passionately grew them to what they are today. These founders define the brain trust, values, purpose and aesthetic of their companies, setting the bar for their customer experience and relationship.

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https://www.adweek.com/brand-marketing/succession-bezos-jobs-gates-how-fill-shoes-larger-than-life-founder/

Imagine a World Without PowerPoint Decks That Instead Fosters Ideating and Insights

As we reimagine the future of work without an office as its center of gravity, we may also want to question why we spend so much time developing and presenting decks.

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Forsman & Bodenfors CEO on Work Hierarchies and Considering a Hybrid Future

Early in the Covid-19 pandemic, questions of “returning to the

office” typically revolved around proposed dates and mask protocols. But as the pandemic has continued into a second year, the nature of work has become a highly complex and potentially volatile topic at companies around the world.

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Publicis Groupe’s Platform Ambitions Progress With Hiring of Former Allianz Exec

Publicis Groupe is building on its vision of becoming more of a platform than a holding company with the hiring of former Allianz executive Sylvie Ouziel to oversee its shared platforms, including AI system Marcel.

Recommended articles
https://www.adweek.com/agencies/publicis-groupes-platform-ambitions-progress-with-hiring-of-former-allianz-exec/

Black Lives Matter Changed the Way Consumers View Brands Forever

The mainstreaming of the Black Lives Matter movement was one of the defining events of 2020. Having mobilized citizens all over the world, it sparked a tide of social activism not seen for decades. Now, a little over a year later, many Americans are at a point of reflection.

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https://www.adweek.com/social-marketing/black-lives-matter-changed-how-consumers-view-brands-forever/

Another Facebook Exec Departs as Creative Chief, Global Business Marketing VP Mark D’Arcy Exits

Facebook has lost another senior executive this year with the sudden departure of Mark D’Arcy, its vp of global business marketing and chief creative officer, just months after the departure of his fellow lead within the division, Carolyn

Everson.

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