How British Food Advertising Restrictions Could Lead to Business Success

Food brands in the U.K. are being forced to rapidly change how they market their products, due to a new set of legal restrictions on advertising anything which contains high fat, salt and sugar content (HFSS).

Recommended articles
https://www.adweek.com/brand-marketing/how-british-food-advertising-restrictions-could-lead-to-business-success/

The Winners and Losers From the Facebook, Instagram and WhatsApp Outage

Picture this. It’s a crisp, Autumn day in early October and you’re just starting off the week with some scrolling and messaging on your social media app of choice. All of a sudden, it just stops.

Recommended articles
https://www.adweek.com/social-marketing/the-facebook-instagram

-and-whatsapp-outage/

You Sponsored My Visa, but Do You Really Want Me to Stay?

As an immigrant, you can be the most talented and awarded creative at an agency, but if you’re not in a workplace that fully supports who you truly are, you might get the title you want without the voice you need.

Recommended articles
https://www.adweek.com/agencies/you-sponsored-my-visa-but-do-you-really-want-me-to-stay/

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3 Radical New Rules for Creatives When It Comes to Sustainable Packaging

I admit that I have a love-hate relationship with packaging.

Recommended articles
https://www.adweek.com/creativity/3-radical-new-rules-for-crea

tives-when-it-comes-to-sustainable-packaging/

The Empathy Equation: How AI Will Reshape Creativity in Marketing

Technology has had a monumental impact on the creative industry. This is true not only in how people consume the things we create, but also in how we craft the work itself.

Recommended articles
https://www.adweek.com/creativity/the-empathy-equation-how-ai-will-reshape-creativity-in-marketing/

The Curious Case of Puerto Rico Within the Marketing Landscape

This article is part of the Hispanic and Latin American Voices in Adweek series, which will cover the different nuances and

challenges within this community.

Recommended articles
https://www.adweek.com/brand-marketing/puerto-rico-marketing-landscape/

This TikToker Gave Brands the Refresh They Didn’t Know They Needed

Earlier this month, TikTok user Emily Zugay uploaded a satirical video in which she made mock redesigns of famous logos. A week later, huge brands like Adobe, Tampax, Nascar and Tinder had left comments on the video, begging her to make crude reimaginings of their own marks.

Recommended articles
https://www.adweek.com/creativity/this-tiktoker-gave-brands-the-refresh-they-didnt-know-they-needed/

Why the Hershey’s Media Pitch

Points to the Future of Agency Sourcing

Even the best media pitches can leave questions in the ether. Will there be a gap between what’s promised and what will be delivered? Will the agency team working on the business match up to the image that the slick new business machine has presented?

Recommended articles
https://www.adweek.com/agencies/hershey-media-pitch/

Why the Future of Advertising Is in Three Dimensions

This idea that our media is about to become “dimensionalized” is fascinating.

Recommended articles
https://www.adweek.com/brand-marketing/why-the-future-of-advertising-is-in-three-dimensions/

How Your Health Care Message Can Reach Black and Brown Communities

When entering a building, do you inspect its foundation? While on a bridge crossing a river, do you and verify who designed and built the structure? Does your neighborhood have public transit or safe streets to get you to school or work?

Recommended articles
https://www.adweek.com/creativity/how-your-health-care-message-can-reach-black-and-brown-communities/