The Peloton Pivot; Planters' Super Bowl Ad to Star Veep's Matt Walsh: Tuesday's First Things First

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Why Planet Fitness Made a Peloton Pivot for New Year's Eve

At the end of 2019, the ad industry—and the culture more broadly—were consumed with all things Peloton. The brand's widely mocked holiday ad was a PR nightmare and fodder for one of the year's best ads. Ryan Reynolds' Aviation Gin took advantage of the cultural moment to playfully "save" the woman in the original ad. But after the noise had died down, Planet Fitness added its own spin with an ad that featured a "Bike of Shame," putting the fitness industry right in its crosshairs. And with its Times Square partnership, New Year's Eve was the perfect time to debut it. "It's a hilarious depiction of the spoken and unspoken exclusivity in the competitive fitness environment that [society has] created," said Katy Hornaday, evp and executive creative director at Barkley, which won the account in February 2019. "How high up on the leaderboard are you? How many calories are you burning? And sometimes you might feel left out, and sometimes your place on the leaderboard makes you feel like you don't belong. And that's

what we were trying to bring to light.”

Read more: Planet Fitness takes great pains (though it seems effortless) to remind people that fitness doesn’t have to be a competitive, $240-a-month endeavor that takes up tons of time and is meant to fill an Instagram feed.

Planters’ Second Super Bowl Appearance in 2 Years Will Star Veep’s Matt Walsh

Last year, Planters advertised in the Big Game for the first time in a decade, and it’s back at it again in 2020. This time the 30-second spot will feature Matt Walsh, who played TV’s worst press secretary in HBO’s award-winning show, Veep. Walsh’s character was also known for his “propensity to eat,” said Walsh, which could be part of why Planters pegged the comedian and actor for its spot. While Walsh confirmed that Charlie Sheen, who made a cameo in last year’s ad, will not be returning this year, Mr. Peanut and his Nutmobile definitely will. The spot, produced by VaynerMedia, will air during the third quarter.

Read more: This’ll be Walsh’s first time acting in a Super Bowl ad, which he said is “kind of a neat milestone for an actor.”

CPG Industry Shines in New Report on Brand Trust

What brands do consumers trust the most? Morning Consult conducted a survey of U.S. adults throughout the fall that garnered an average of 16,700 responses for more than 2,000 different brands, and the results might surprise you: According to that data, 12 familiar CPG names placed among the top 25 most trusted brands in America. From highest to lowest, they are Hershey’s (at No. 7), Cheerios (No. 9), M&M’s (No. 10), Dove and Tide (tied at No. 11), Ziploc (No. 13), Clorox (No. 14), Tylenol and Colgate (tied at No. 16), Crest (No. 18), Heinz and Campbell’s (tied at No. 21). Additional data in the report revealed that 61% of U.S. adults trust the food and

beverage industry either “a lot” or “some” to do what is right, while 28% said “not much” or “not at all.” By comparison, only 37% of people indicated that they trusted the insurance industry to do what is right. One major takeaway from the report: Trust takes time. Among the 100 most-trusted brands, just two—Android and YouTube—were established after 2000.

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