The Sydney Sweeney Effect Can Fade Fast for Brands, Data Suggests

Novig recently doubled down on its Sweeney campaign after a strong start. But for American Eagle, her early boost faded, and Dr. Squatch’s direct sales didn’t show a lasting lift either.
https://www.adweek.com/brand-marketing/the-sydney-sweeney-effect-can-fade-fast-for-brands-data-suggests/