The Trump Brand Crumbles; GM's New Identity Design: Monday's First Things First

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A great deal of damage was done last Wednesday during the storming of the capital: tragic deaths and injuries, the ravaging of the building itself, and, as many lawmakers have suggested, damage to the U.S. government's reputation—and to the very soul of the nation.

And then, at a level that pales in comparison to the former issues, there's the ongoing deterioration of the Trump brand. Twitter's decision to permanently ban Donald Trump's account @realDonaldTrump on Friday represents the latest blow to the president and his name, which has long been plastered across his various businesses. Since Wednesday, even Trump's most loyal supporters are distancing themselves from him, which leaves the business world asking the question: what will the Trump brand look like when he leaves office?

Adweek's Robert Klara asked experts: Now that it's associated with extremism, will the Trump brand survive?

Related: Conservatives who have fled Facebook, Twitter and other platforms in recent months have headed to Parler—but the app has been delisted from the Google Play store and the Apple App store for inadequately moderating its community's

content.

Media buyers met last week's events with caution, who pressed pause on their campaigns—and now some are still wondering when it's safe to resume. After all, an understandably edgy public doesn't respond well to brands that market themselves during crises. Adweek's Ronan Shields and Lucinda Southern talked to several agencies about their strategies for advising clients on ad spend during tense cultural moments.

It's not always an easy call: "Some advertisers don't necessarily have the luxury at this time to shift budgets."

The revamped identity design for General Motors—the fifth in its 113-year history—was unveiled this year at CES 2021. The new look emphasizes its commitment to electric vehicles, which includes introducing 30 electric models by 2025.

Take a look at the new design, and discover how it fits into the company's larger strategies.

Quibi, alas, met its doom in less than a year after its launch in early 2020. But fans, fear not—the streamer's content, including more than 75 scripted originals, reality series and short documentaries under 10 minutes in length, will live on. Roku acquired the global rights to stream the programming on its dedicated viewing hub, The Roku Channel.

And new content, too: Roku will also premiere more than a dozen new shows that never had a chance to appear on Quibi.

More of Today's News:

In an act of extreme social distancing, a handful of brave film fans will be sent to isolated venues—like a lighthouse on a remote island in the North Sea—to watch the Göteborg Film Festival's 60 film premieres alone and without a phone to connect them to the rest of the world.

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