

Victoria's Secret Fashion Show Is No More; TikTok's Influencer Strategy: Friday's First Things First

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The Victoria's Secret Fashion Show Is Officially Canceled

For the Victoria's Secret Fashion Show, the writing's been on the wall for a long time. The onetime marketing juggernaut quickly fell out of favor as the show failed to adapt to changing tastes and didn't respond to calls for more inclusivity. Now, it's no more. When longtime CMO Ed Razek, who had been the event's biggest champion, announced his departure from the brand in August, it all but sealed the show's fate.

Read more: It's been a rough road for VS, which has struggled mightily since 2016.

Exclusive: An Inside Look Into How TikTok Could Attempt to Win Over Influencers

Platforms reporter Shoshana Wodinsky unearthed what appears to be a recent brief from influencer-focused agency Upfluence. It laid out a proposal by which TikTok would attempt to recruit

influencers off of Instagram and YouTube with the promise of hundreds of dollars to create “original, high quality content [that’s] meant to go viral.” The document contains pay structures for influencers who deliver videos that tally six- and seven-figure view counts.

Read more: See what TikTok is offering influencers to jump ship and join the platform.

How the Macy’s Thanksgiving Day Parade Ballooned Into a Cherished Holiday Tradition

Here’s some eye-popping numbers: Macy’s Thanksgiving balloons cost at least \$200,000; the balloons need 90 people to operate them; and 50 million people will watch the parade. That astoundingly large audience keeps brands coming back year after year to get a piece of one America’s most family-friendly traditions.

Read more: Get a rundown of the complete history of the Macy’s Thanksgiving Day Parade.

Can a Reindeer With a Diversity Agenda Topple the Christmas Elf From His Shelf?

First came the Elf on the Shelf. Then came the Mensch on a Bench. Now there’s Reindeer in Here. It’s an oddly crowded space for characters who watch over your children. And with any crowded space, there’s a branding battle. Reindeer in Here tries to set itself apart with a message of diversity and inclusivity.

Read more: Is that message working? Well, the brand increased sales by 60-fold year over year and Reindeer in Here can be found in 2,000 retailers.

Best of the Rest: Today’s Top News and Insights

Ad of the Day: Is This Coffee So Good, It’s Criminal?

A new ad for Folgers' premium brand 1850 is a far cry from "The best part of waking up is Folgers in your cup."

The spot portrays the police force tasked with tracking down banned brew 1850 and arresting the people in possession of the contraband caffeine.

What can younger employees do to impress their boss's boss?

Mike Gatti, executive creative director, GYK Antler

To impress the Big Bosses, junior folks need to be relentlessly curious, and constantly dedicated to making the work better. That's it. With those two things in mind, they will naturally find themselves pushed into bigger and bigger opportunities on larger and larger stages, places where the Big Bosses will naturally witness their fantastic thinking and marketing prowess.

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