

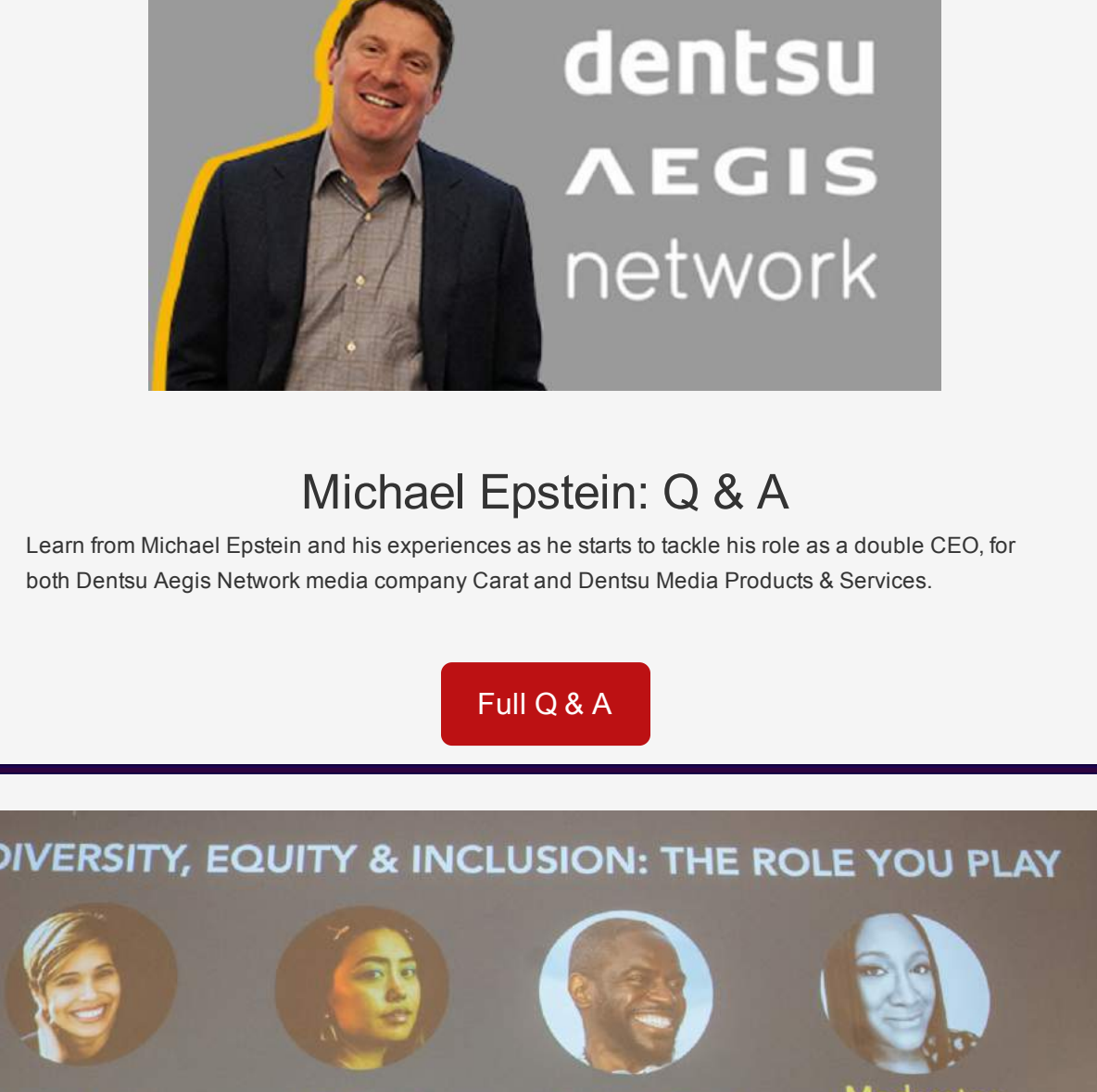
Dear ,

Here is your bi-weekly issue of St. John's advertising newsletter, **The Advisor**. To make sure you see all of the content in this edition, please click "view the entire message" at the bottom of this email. Enjoy your Friday and have a great spring break!

This edition of **The Advisor** is brought to you by the **The Lesley H. and William L. Collins College of Professional Studies**.

Industry News

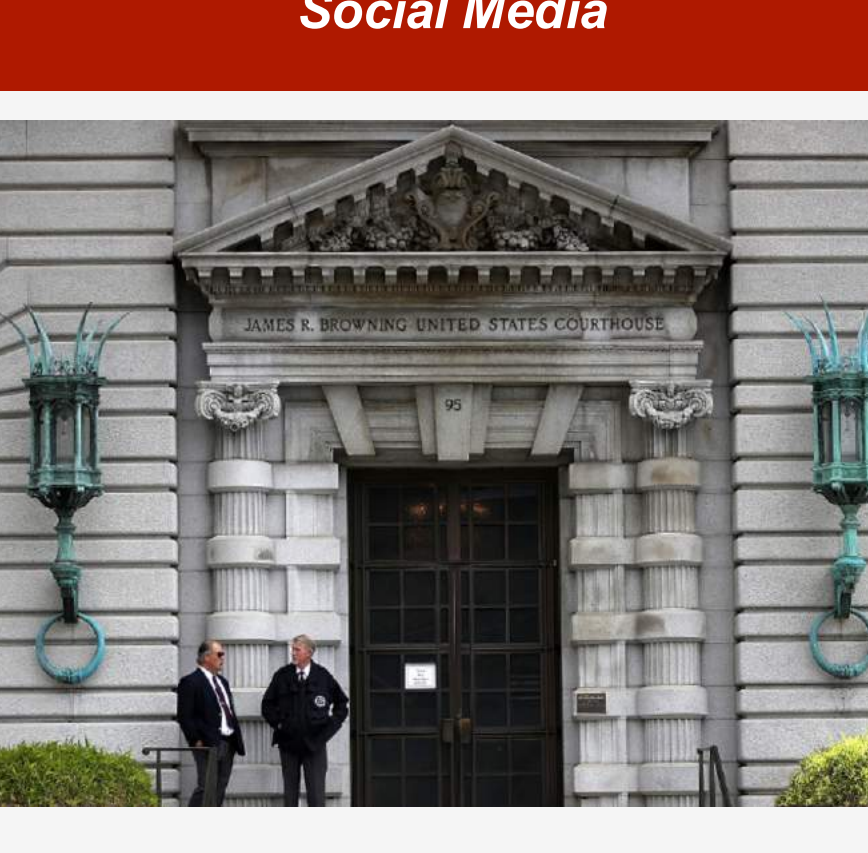
WPP per share trading price



WPP Stock Drops with a Dismal Q4

The world's largest ad agency group's stock has fell to the lowest it's been since 2012. Read the article below to see what has contributed to this drastic fall.

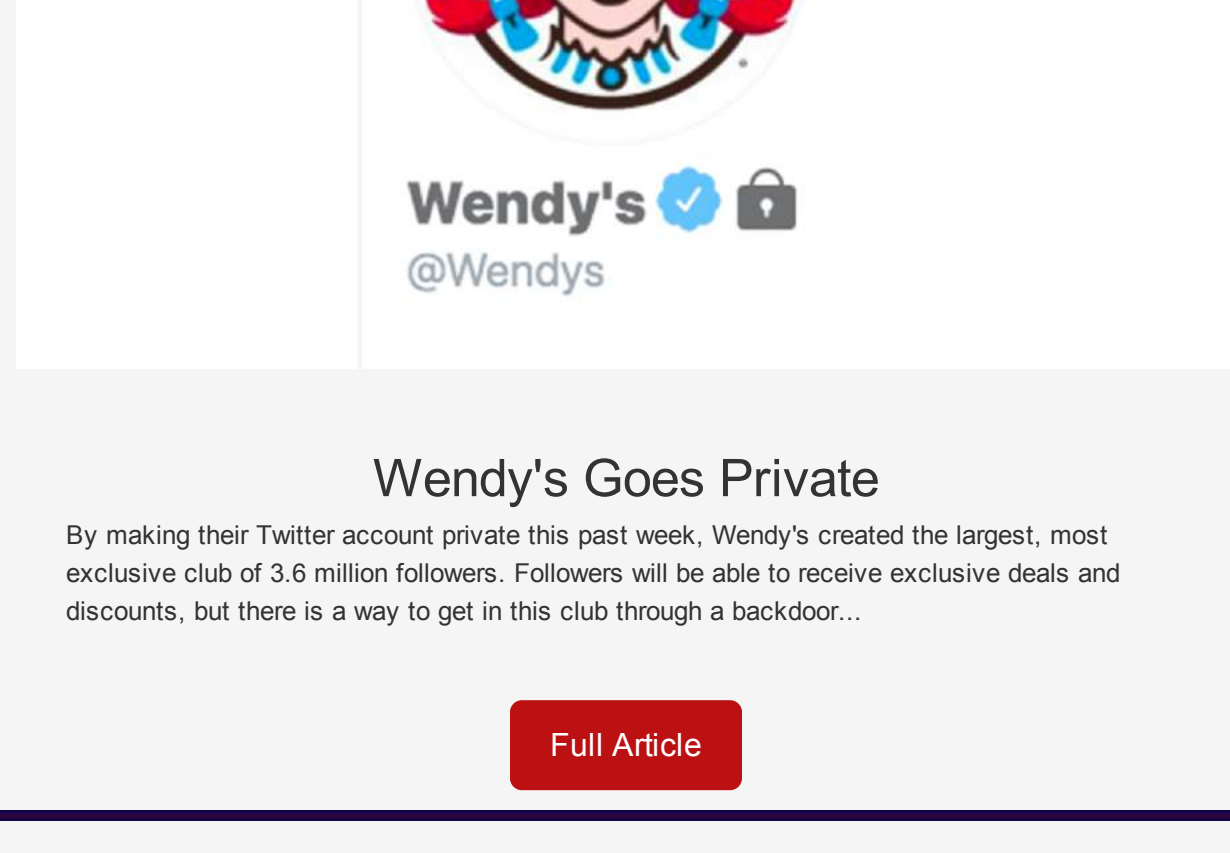
[Full Story](#)



Michael Epstein: Q & A

Learn from Michael Epstein and his experiences as he starts to tackle his role as a double CEO, for both Dentsu Aegis Network media company Carat and Dentsu Media Products & Services.

[Full Q & A](#)

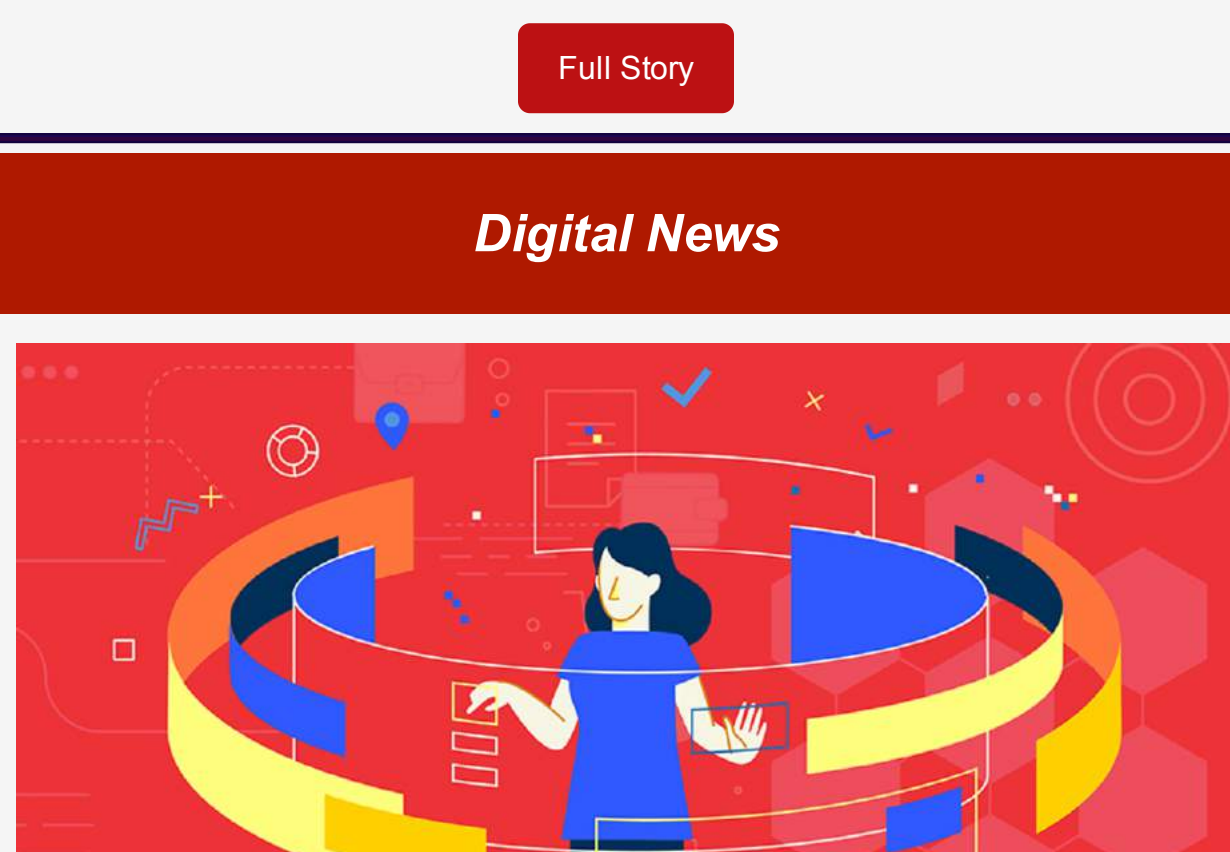


Tackling Diversity & Inclusion

Learn from industry leaders about how to deal with hurdles in diversity, equity and inclusion from the Multicultural Advertising Intern Program 2020 Summit.

[Full Story](#)

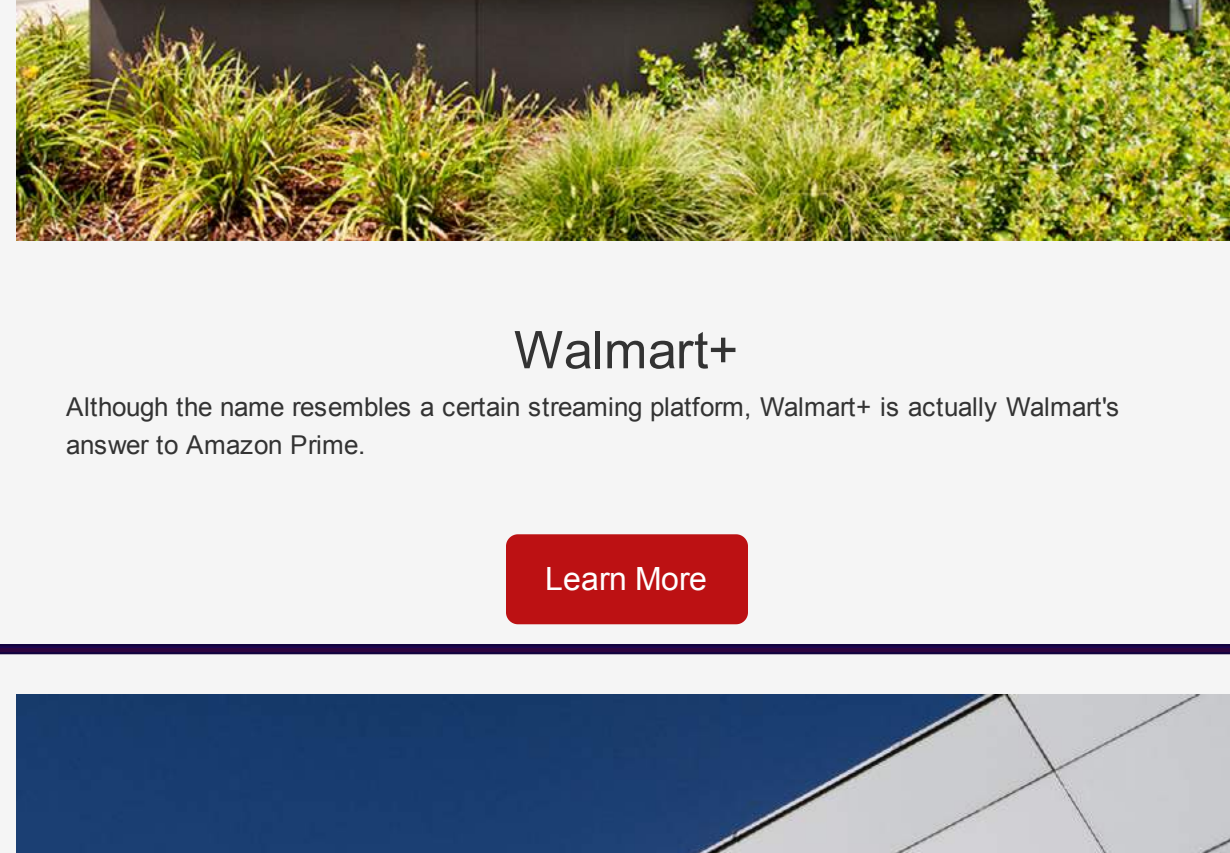
Social Media



Social Media Censorship

After a court battle between YouTube and Prager University, a content distributing, conservative, non-profit organization, it has been ruled that tech giants and social media platforms will be able to continue censoring speech. But how will these social media and publication platforms continue to be affected by our government in the future?

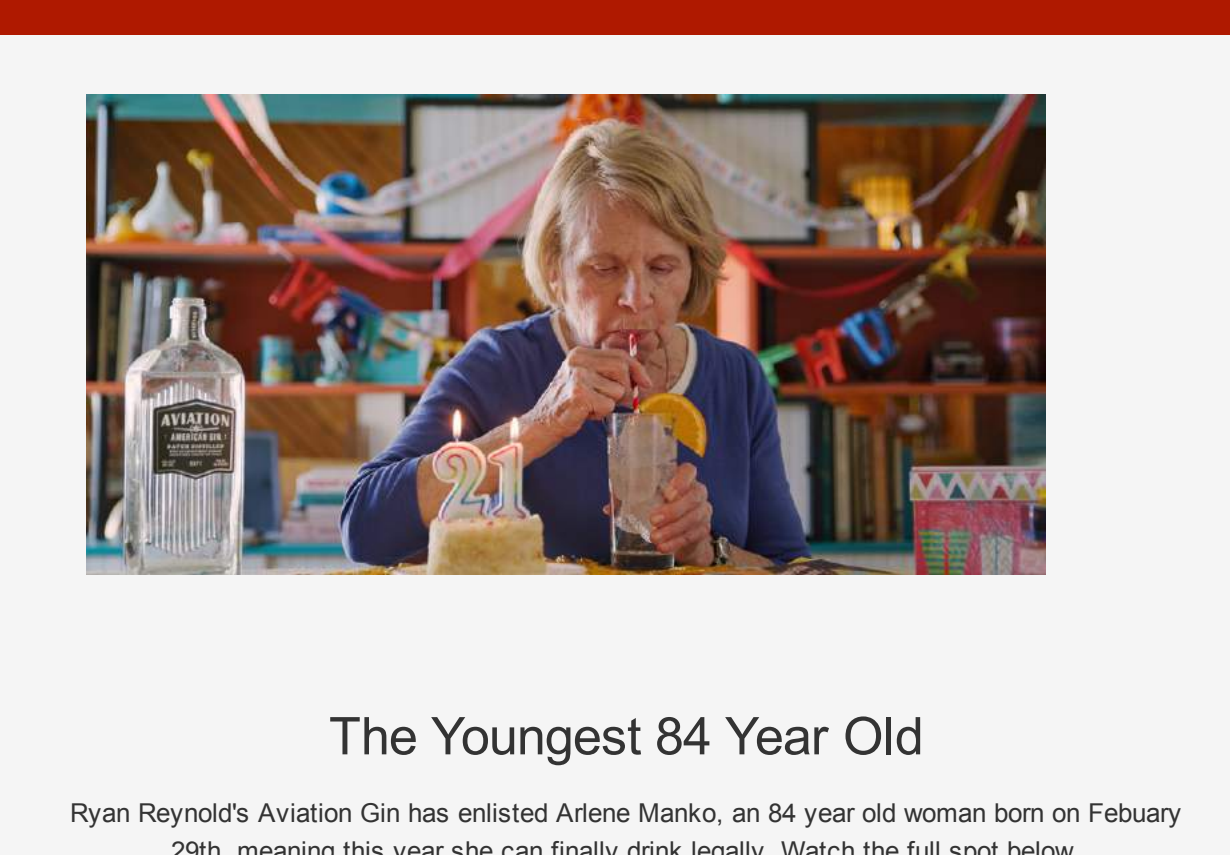
[Read More](#)



Wendy's Goes Private

By making their Twitter account private this past week, Wendy's created the largest, most exclusive club of 3.6 million followers. Followers will be able to receive exclusive deals and discounts, but there is a way to get in this club through a backdoor...

[Full Article](#)

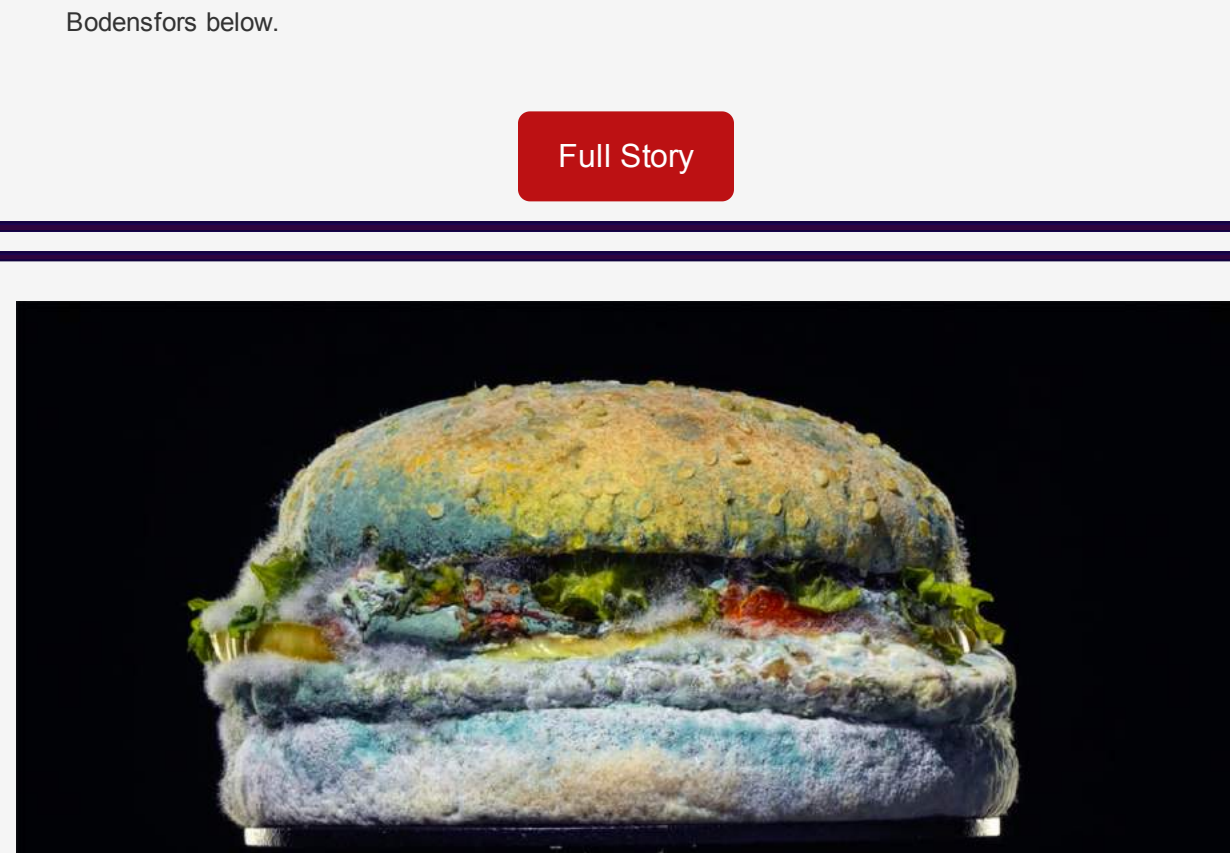


TikTok Wants Brands!

New York Times reporter Taylor Lorenz, an internet culture expert on anything from memes to influencers, was on AdWeek's AdLib podcast to discuss the possibilities in brands creating a relationship with TikTok.

[Full Story](#)

Digital News



Acquia & Digital Experience Platforms

Acquia is the leading cloud platform for all digital experiences. Learn from the experts on how you can use your data to make customer interactions as seamless as possible.

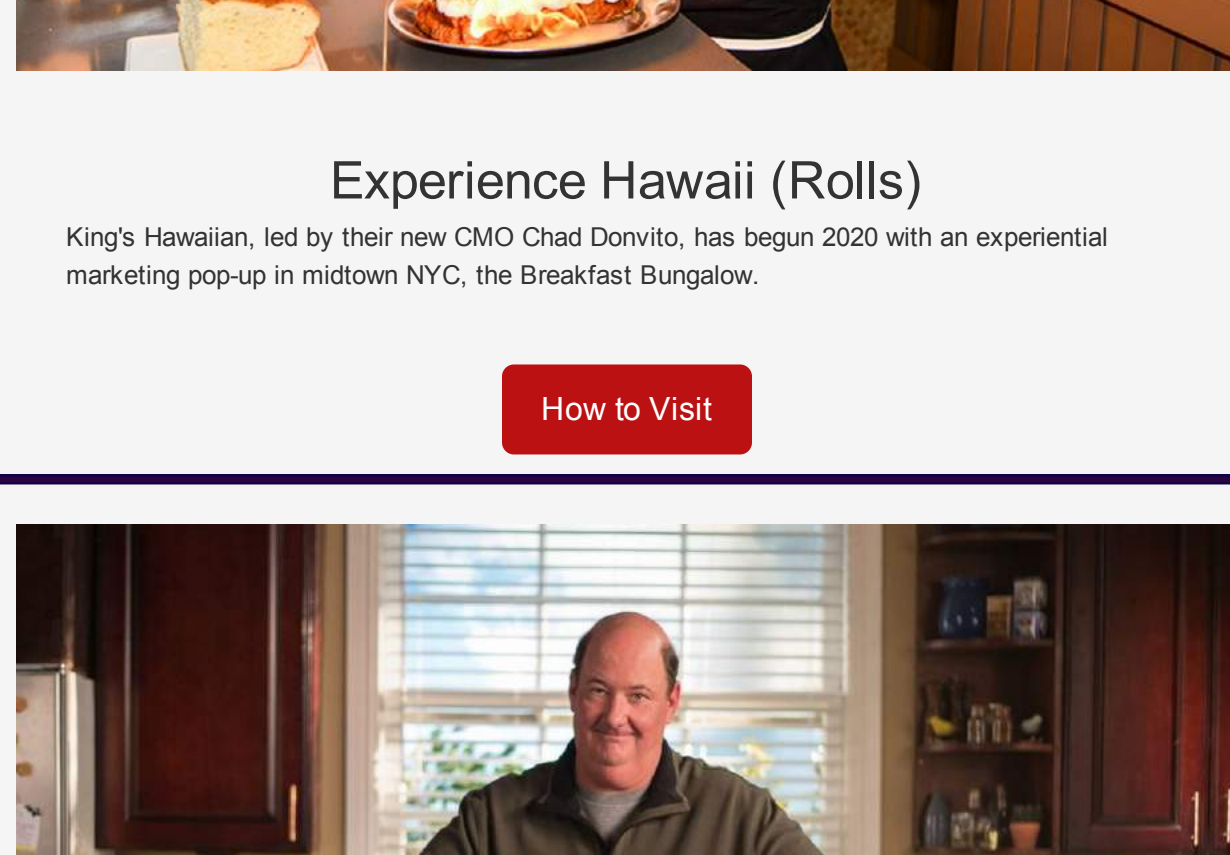
[Full Story](#)



Walmart+

Although the name resembles a certain streaming platform, Walmart+ is actually Walmart's answer to Amazon Prime.

[Learn More](#)



Google Invests in Data

Read the article below to see how google will be investing \$10 billion dollars into data, following a \$13 billion dollar investment last year, increasing their physical presence to 26 states.

[Learn More](#)

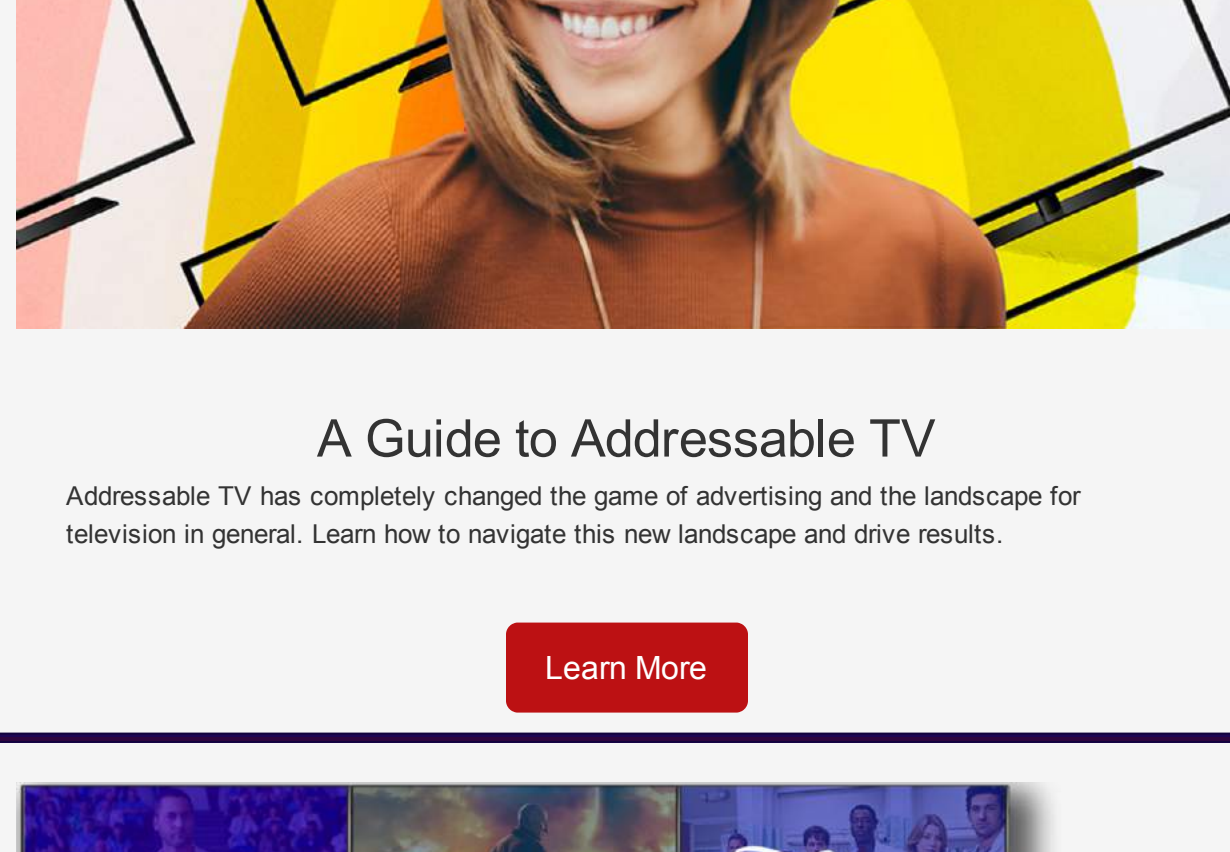
News in Creative



The Youngest 84 Year Old

Ryan Reynolds's Aviation Gin has enlisted Ariane Manku, an 84 year old woman born on February 29th, meaning this year she can finally drink legally. Watch the full spot below.

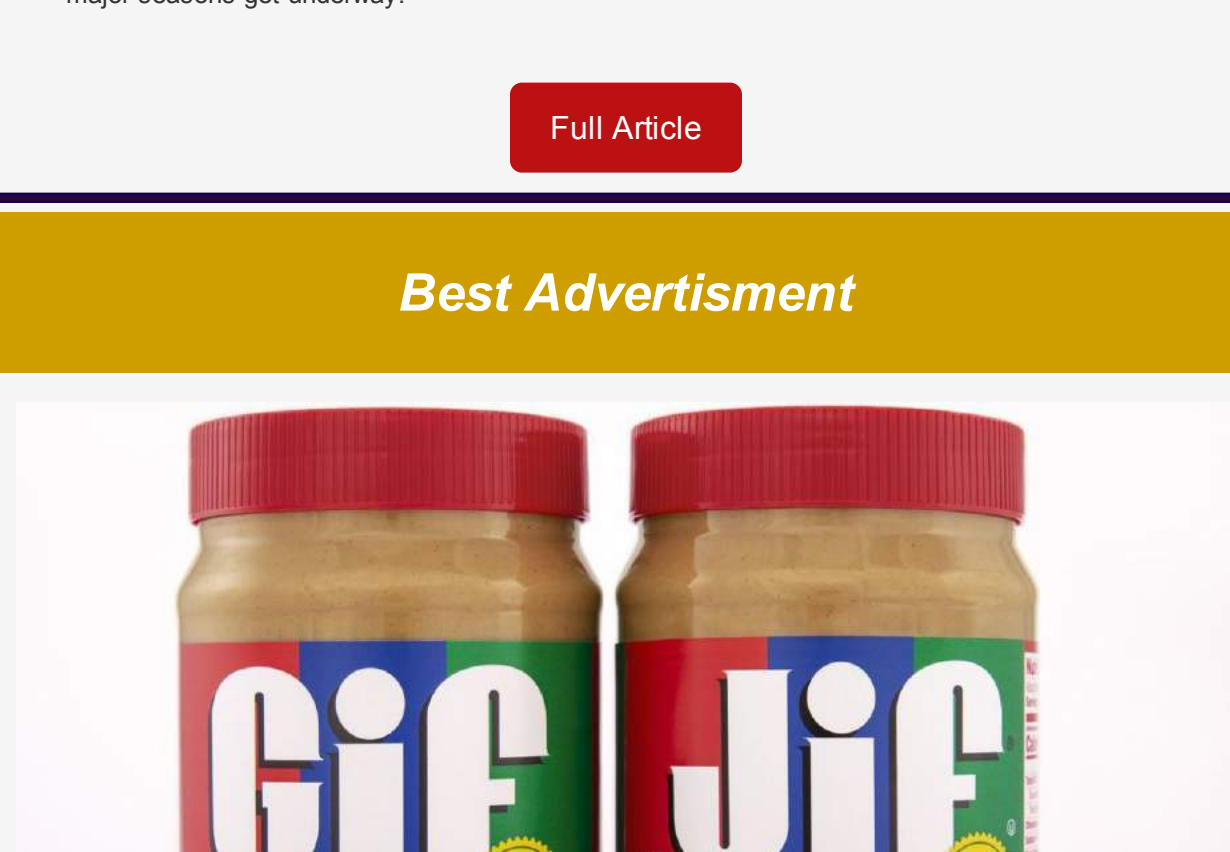
[Full Advertisement](#)



Volvo Trucks Make a Tower of them

Volvo's newest advertisement for their four new trucks involve a tower of topped off with a cherry, in the form of Volvo Truck president Roger Alm. See the spot made by Forsman & Bodensfors below.

[Full Story](#)

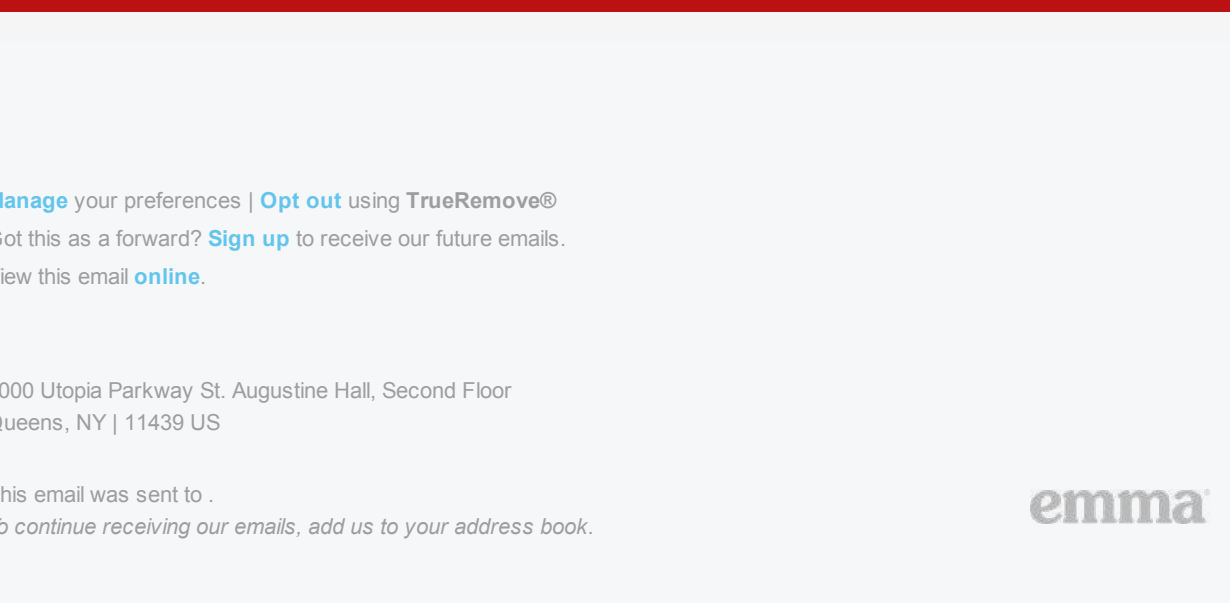


Au Naturelle

Burger King has broken every rule of advertising with their latest campaign, meant to showcase the new Whopper, made out of all natural ingredients. You can decide whether it kill your appetite or makes you appreciate natural foods.

[Full Story](#)

Brand Marketing



Brands & Japan vs. The Corona Virus

This summer, Japan is slated to host the 2020 Summer Olympics, a marketing opportunity that could bring the company up to \$12 billion dollars in revenue. On the other hand, brands have a lot at stake with the huge global audience and marketing plans that need execution.

[Full Story](#)

Experience Hawaii (Rolls)

King's Hawaiian, led by their new CMO Chad Donvito, has begun 2020 with an experiential marketing pop-up in midtown NYC, the Breakfast Bungalow.

[How to Visit](#)

Kevin's Chili

The Office star and his famous family chili have made their return to television thanks to Bush's Beans newest spot for National Chili Day.

[Full Story](#)

Media News

What Do We Want?

Connatix, a video monetization and syndication platform for publishers like MEderedith and Tribune Media has given an inside look of what content they believe Gen Z will consume as well as where it will be consumed.

[Full Story](#)

A Guide to Addressable TV

Addressable TV has completely changed the game of advertising and the landscape for television in general. Learn how to navigate this new landscape and drive results.

[Learn More](#)

The NewFronts and UpFronts

AdWeek will be providing extensive coverage for this year's Upfronts and NewFronts, presentations made by television network execs and digital media execs respectively. These presentations are meant to sell commercial time "upfront" to advertisers and the media before major seasons get underway.

[Full Article](#)

Best Advertisement

JIF vs GIF

Although they won't be getting any points for timeliness, JIF Peanut Butter has finally embraced debate between the pronunciation of GIF moving images with special packaging and a new campaign

[Full Advertisement](#)

