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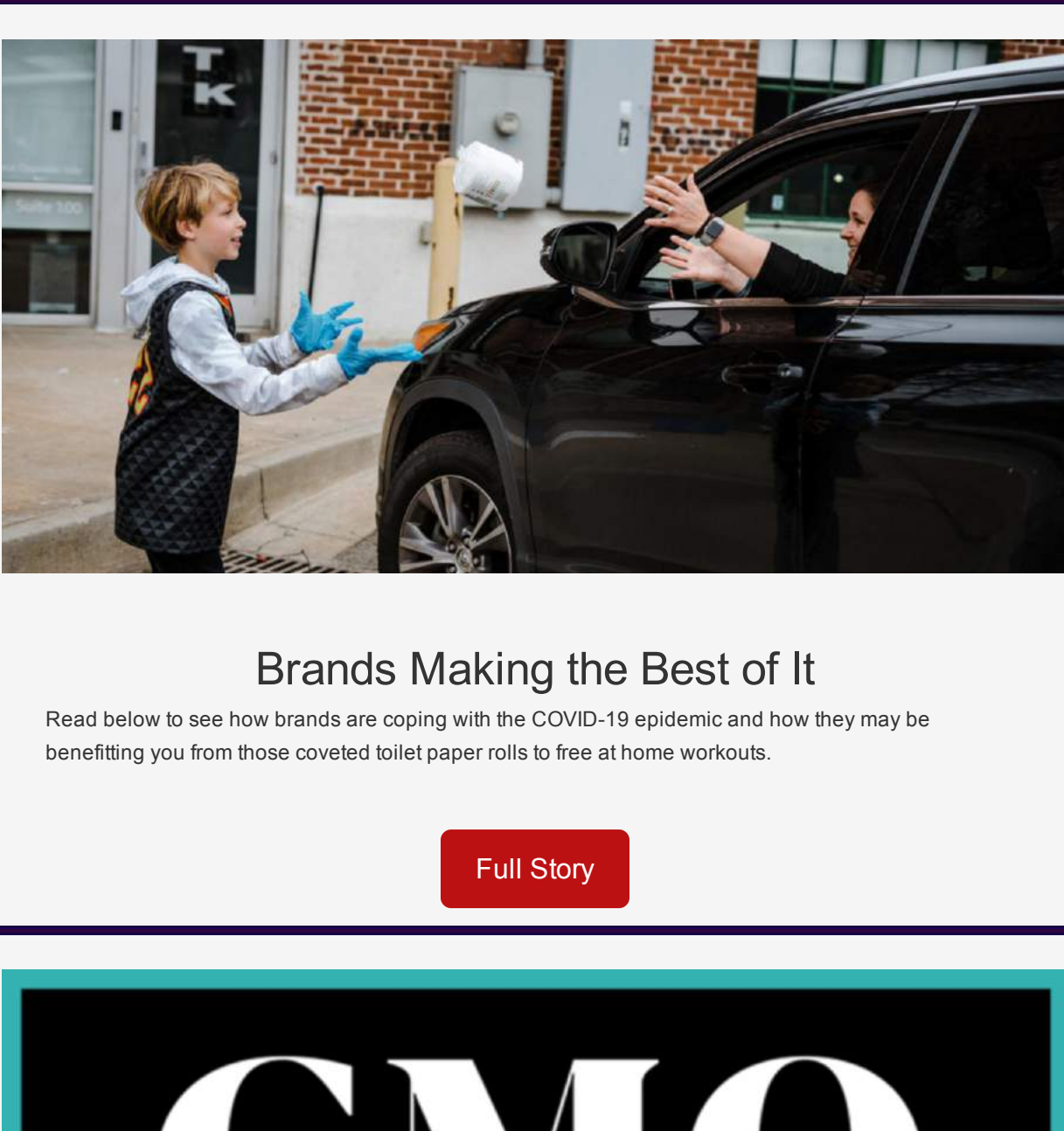
Issue No. 9 | March 20th, 2020

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. Please stay safe and at home with your families at this time, as we all go through the COVID-19 crisis together.

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

Industry News



COVID-19 Tracker

AdWeek has provided readers with this tracker which can tell you how the industry is being affected from events to CEO donations and policy changes. Follow it to keep up to date on the latest news around the world.

[Tracker](#)

Brands Making the Best of It

Read below to see how brands are coping with the COVID-19 epidemic and how they may be benefiting you from those coveted toilet paper rolls to free at home workouts.

[Full Story](#)

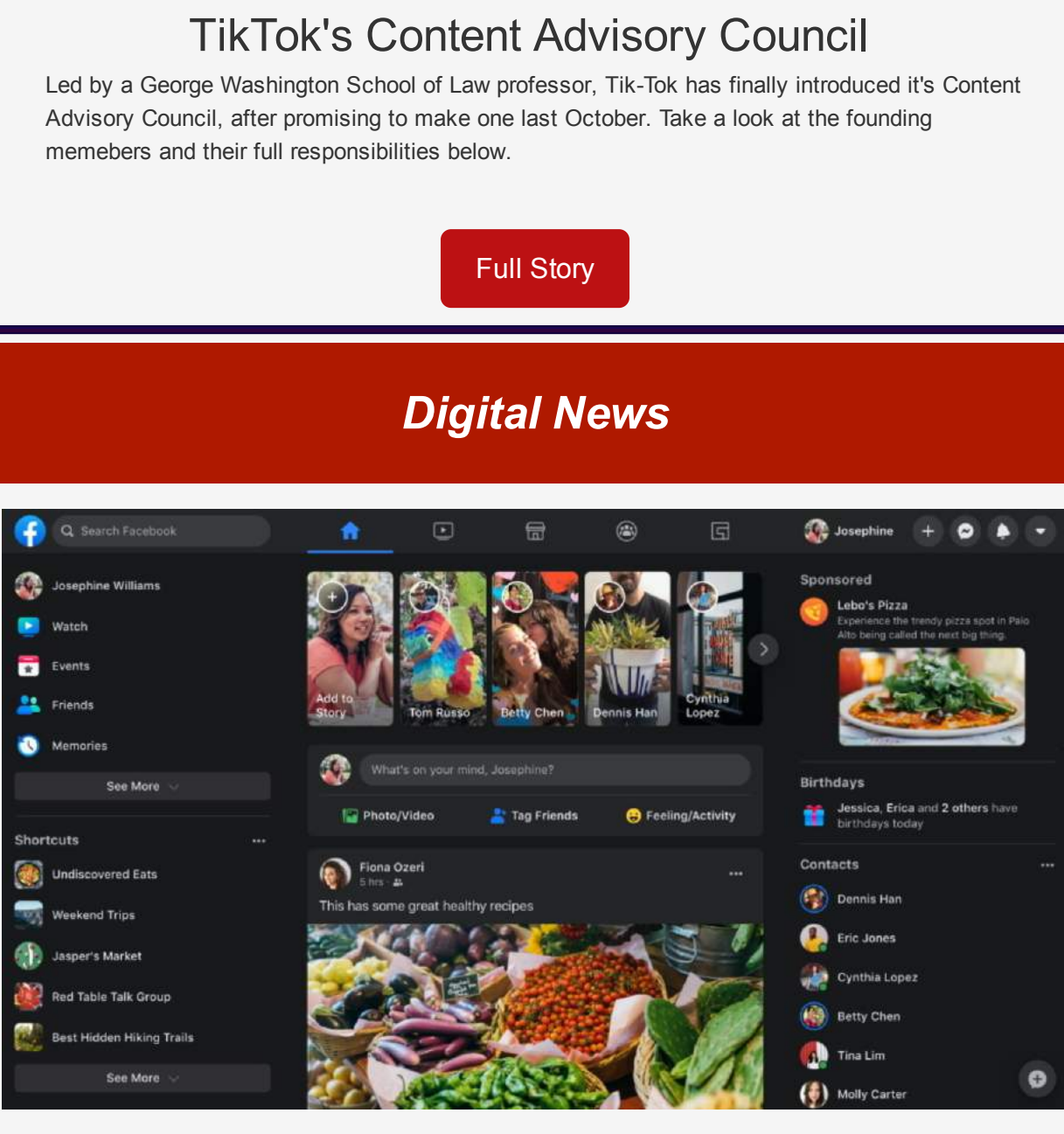
CMO vanguard

2020 CMO Vanguard Awards

A list of the CMO Vanguard award winners for 2020, who lead their company's marketing efforts by keeping their brands top of mind and ahead of the curve at the same time.

[Full List](#)

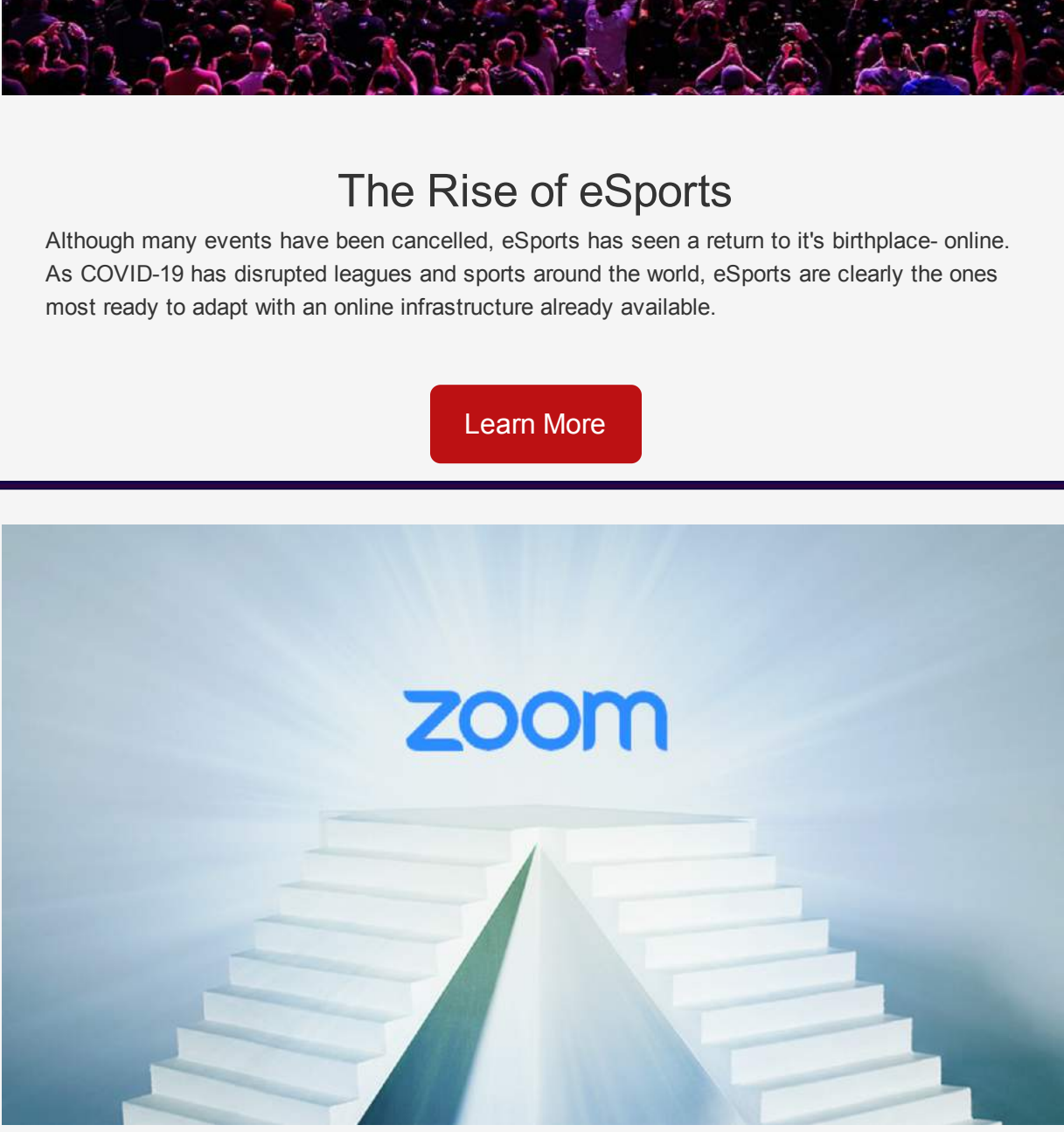
Social Media



The Snap Difference

The difference between Snapchat and other social media platforms lies within the struggle against misinformations. Read the full article to see how Snapchat is different and could possibly take advantage of social distancing and the increase of social media.

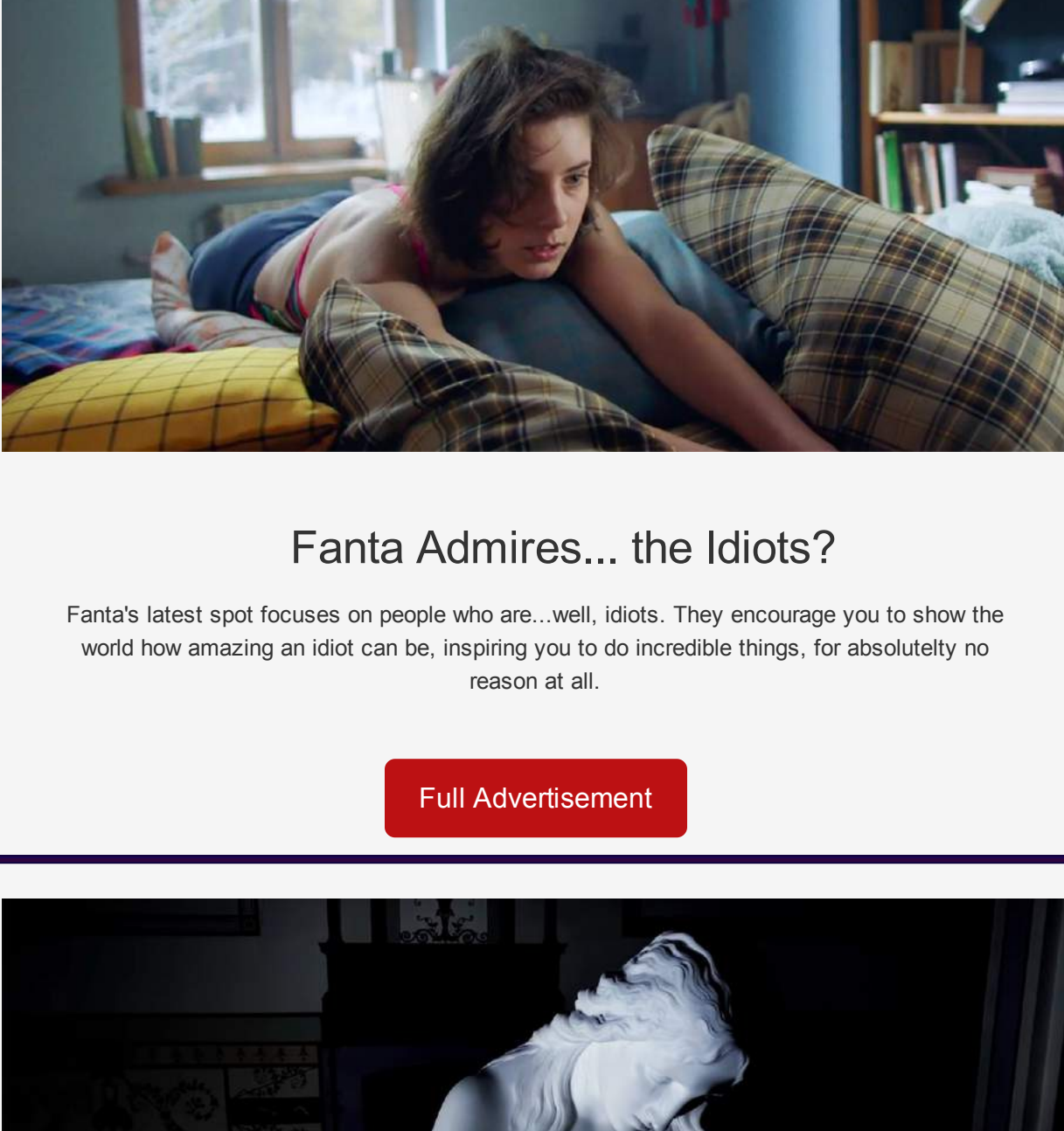
[Read More](#)



Mirror Mode

Instagram has begun testing "Mirror Mode" for Stories, a camera feature which lets you add "kaleidoscope-like" filters.

[Full Article](#)

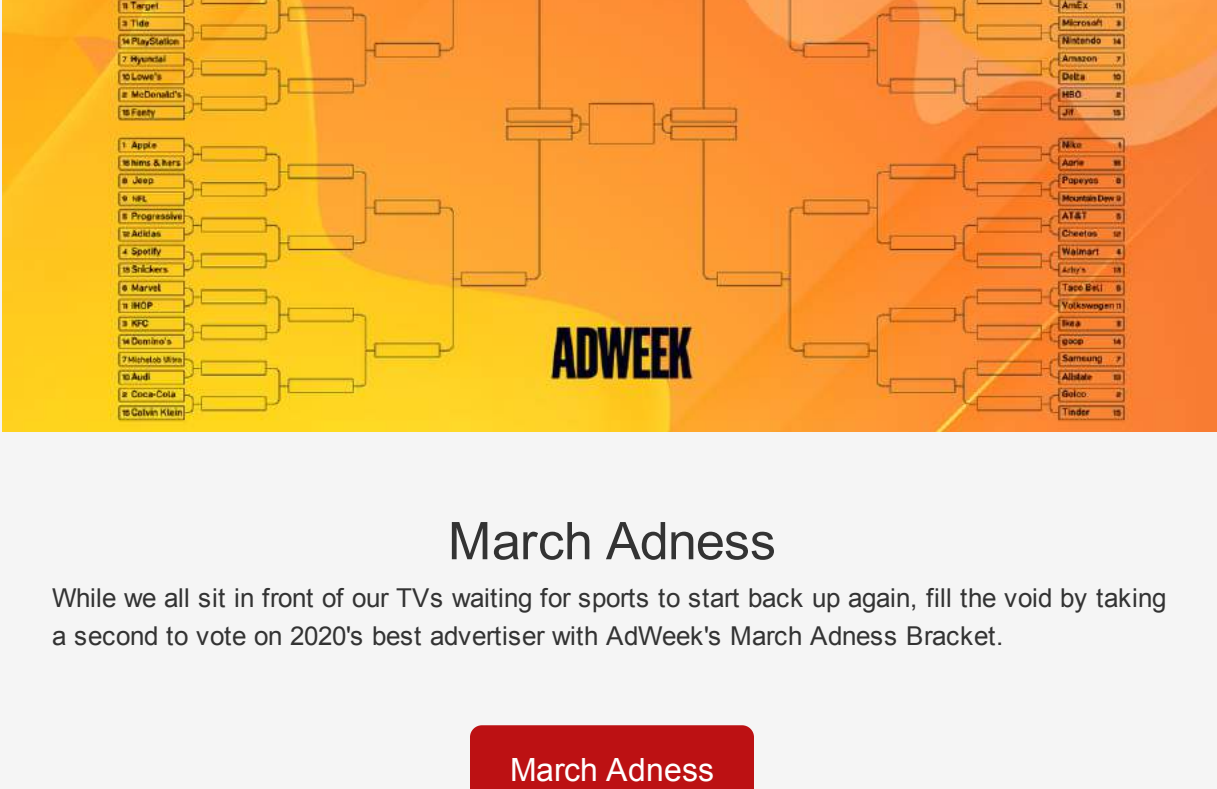


TikTok's Content Advisory Council

Led by a George Washington School of Law professor, TikTok has finally introduced its Content Advisory Council, after promising to make one last October. Take a look at the founding members and their full responsibilities below.

[Full Story](#)

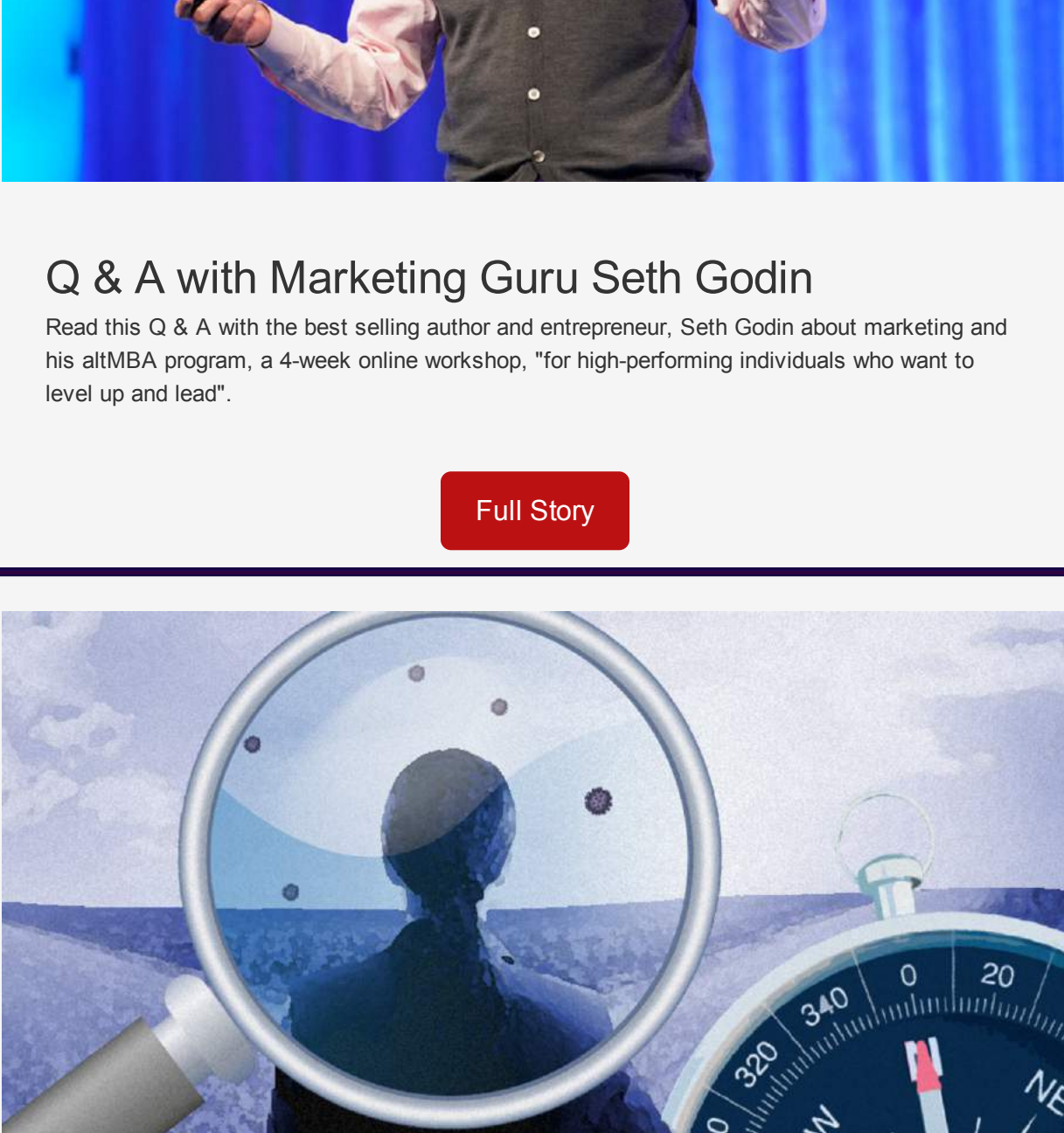
Digital News



FaceLift

Facebook has a new look which is centered around the ability to go dark mode, along with quicker load times and transitions. Now that it's available to most users after a gradual roll-out, click below to see all the changes made.

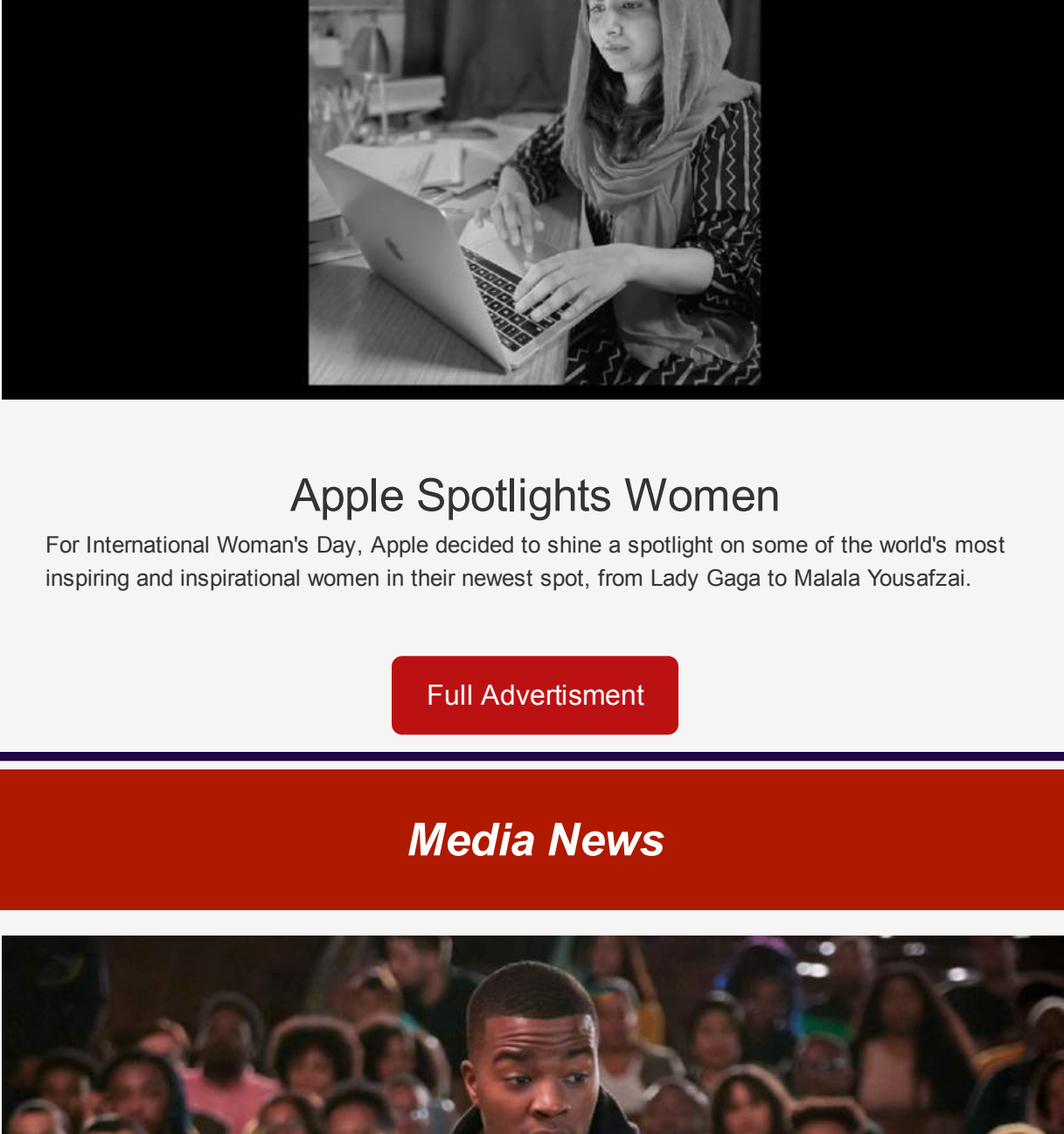
[Full Story](#)



The Rise of eSports

Although many events have been cancelled, eSports has seen a return to its birthplace- online. As COVID-19 has disrupted leagues and sports around the world, eSports are clearly the ones most ready to adapt with an online infrastructure already available.

[Learn More](#)

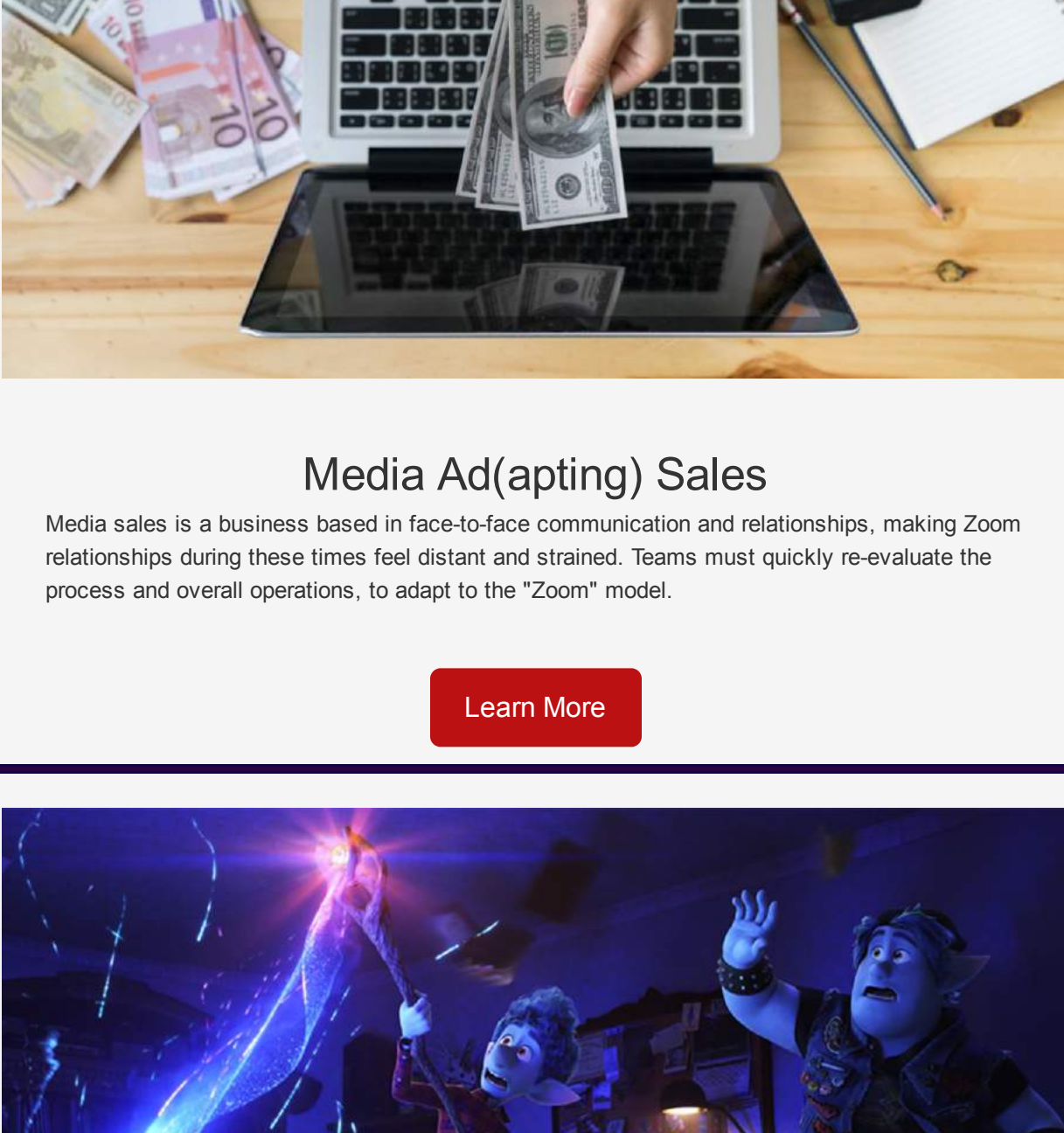


Long Live Zoom

As companies scramble to adjust to the COVID-19 pandemic, Zoom sat on their "freemium" pricing model throne, offering their services to anyone and everyone who needed, and became more valuable than Uber on the way.

[Learn More](#)

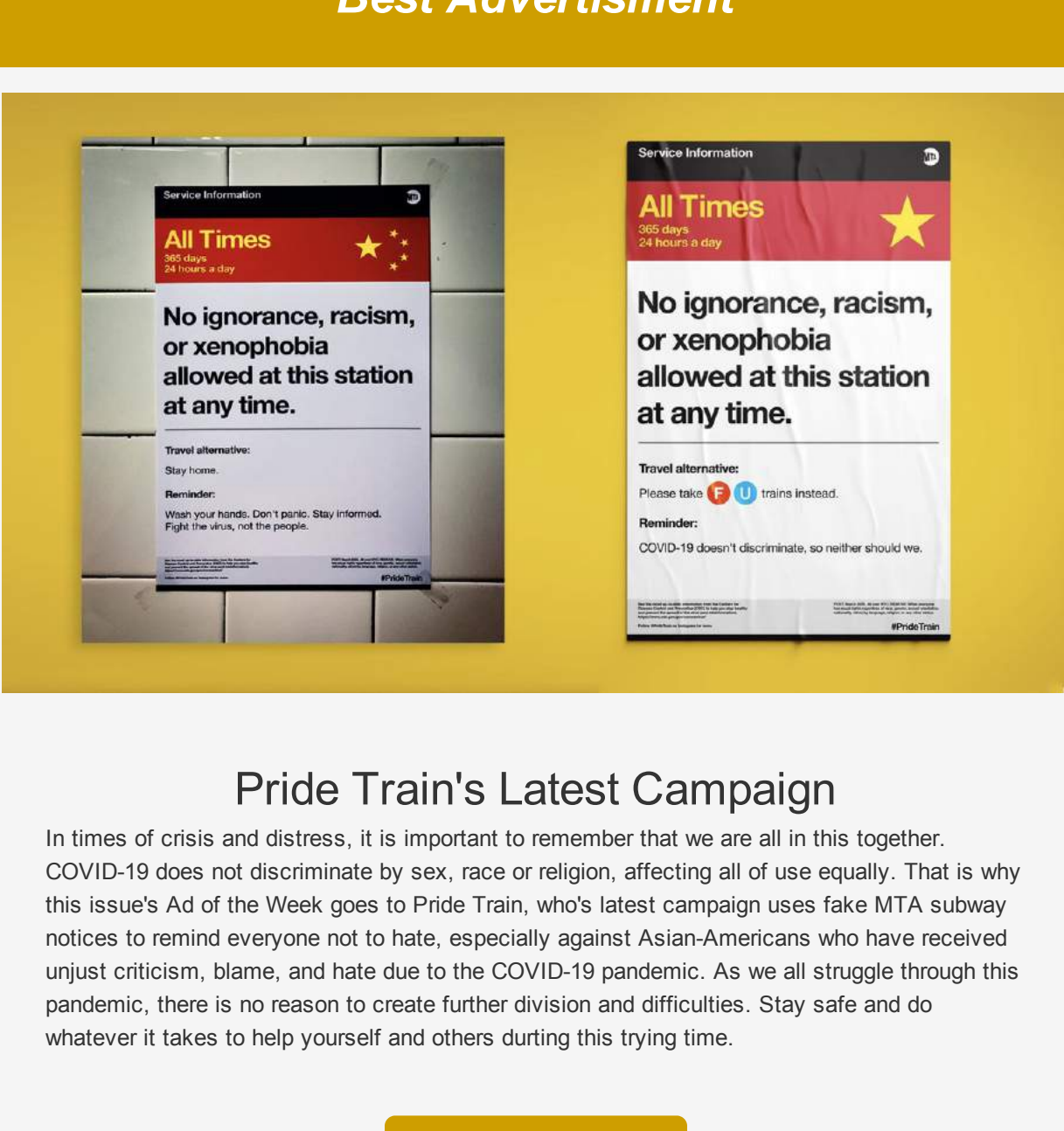
News in Creative



Fanta Admires... the Idiots?

Fanta's latest spot focuses on people who are...well, idiots. They encourage you to show the world how amazing an idiot can be, inspiring you to do incredible things, for absolutely no reason at all.

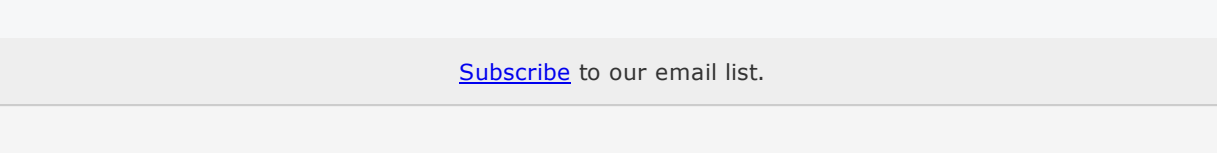
[Full Advertisement](#)



A 5 Hour Ad?

Although this may not be the ad you'd like to get on before watching your next YouTube video, Apple's newest ad for the iPhone 11 Pro, is shot on one iPhone for 5 hours, 19 minutes, and 28 seconds straight. Luckily, you can watch the 90 second version below.

[Full Story](#)



March Adress

While we all sit in front of our TV's waiting for sports to start back up again, fill the void by taking a second to vote on 2020's best advertiser with AdWeek's March Adress Bracket.

[March Adress](#)

Brand Marketing

Q & A with Marketing Guru Seth Godin

Read this Q & A with the best selling author and entrepreneur, Seth Godin about marketing and his atMBA program, a 4-week online workshop, "for high-performing individuals who want to level up and lead".

[Full Story](#)

Navigating Corona

A guide provided by AdWeek on how to navigate this pandemic while also portraying your brand in a good light. These Do's and Do Not's should help you find the places with most value for branding opportunities in these trying times.

[Full Story](#)

Apple Spotlights Women

For International Woman's Day, Apple decided to shine a spotlight on some of the world's most inspiring and inspirational women in their newest spot, from Lady Gaga to Malala Yousafzai.

[Full Advertisement](#)

Media News

The "Netflix Bump"

CW's drama, All-American is one of broadcast television's least watched shows across the board. However, on Netflix, it rose up to the No. 1 spot for all movies and shows since March 18th. Read below to see how the "Netflix Bump" affects how linear TV shows reach their audience.

[Full Story](#)

Media Ad(apt)ing Sales

Media sales is a business based in face-to-face communication and relationships, making Zoom relationships during these times feel distant and strained. Teams must quickly re-evaluate the process and overall operations, to adapt to the "Zoom" model.

[Learn More](#)

Onward or On Demand?

Straying away from an industry trend of simply pushing back premiers, Disney has made many of their in-theater movies available on-demand extremely early, putting Frozen 2 on Disney+ weeks earlier than expected and now putting their latest release, Onward, on-demand just two weeks after theater release.

[Full Article](#)

Best Advertisement

Pride Train's Latest Campaign

In times of crisis and distress, it is important to remember that we are all in this together. COVID-19 does not discriminate by sex, race or religion, affecting all of use equally. That is why this issue's Ad of the Week goes to Pride Train, who's latest campaign uses fake MTA subway notices to remind everyone not to hate, especially against Asian-Americans who have received unjust criticism, blame, and hate due to the COVID-19 pandemic. As we all struggle through this pandemic, there is no reason to create further division and difficulties. Stay safe and do whatever it takes to help yourself and others during this trying time.

[Full Advertisement](#)

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