

MoodReport : 19

ads in 2020

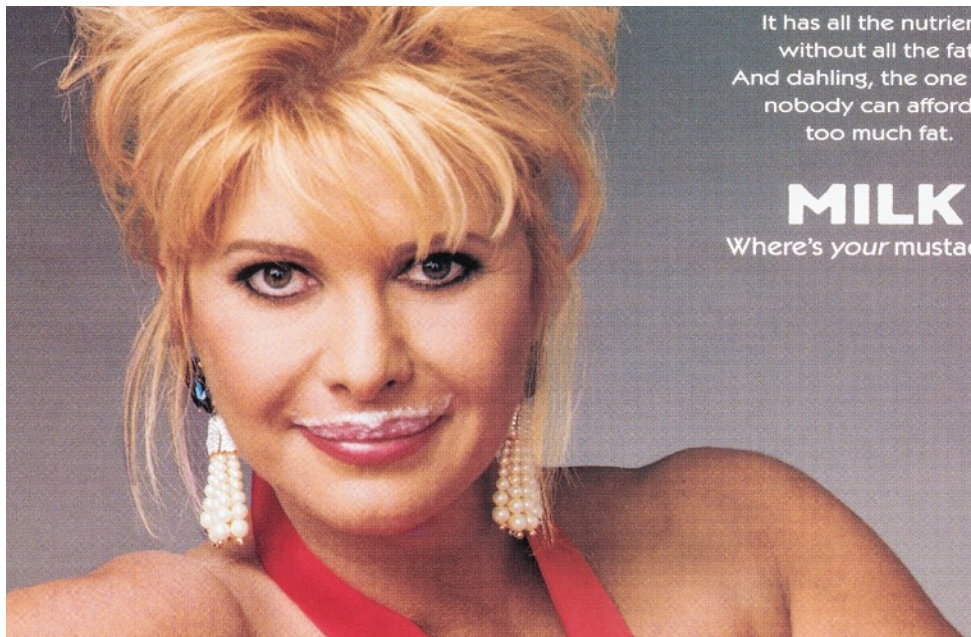




How did the pandemic affect **advertising**?

To what extent did the **creative input** shift?

collection



Hit
the
ball
as
loud
as
you
can.



Advertisement

A notice or announcement in a public medium **promoting a product, service, or event.**

Digital Advertising

advertising is the practice of delivering promotional content to users through various **online and digital channels.** It leverages mediums such as social media, email, search engines, mobile apps, affiliate programs and websites to show advertisements and messages to audiences.

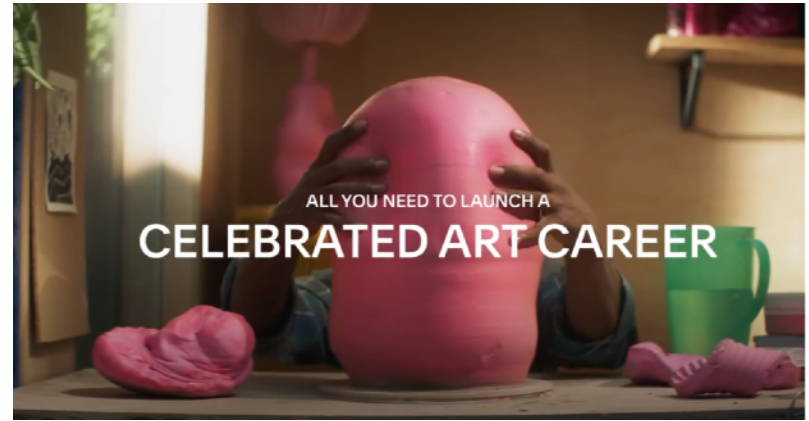
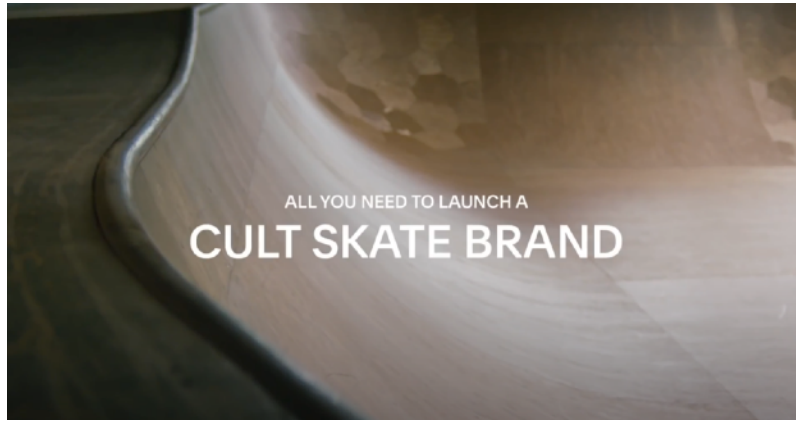
Native Advertising

material in an online publication which **resembles the publication's editorial content but is paid for** by an advertiser and intended to promote the advertiser's product.

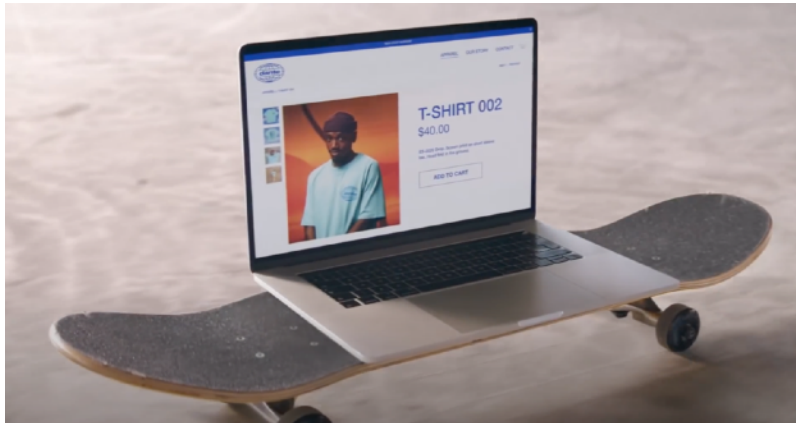
2020 has been a disruptive year in many ways. It has put a question mark on advertising, raising questions around the purpose & impact of ads. And how should brands advertise their products?

Now with the new year approaching, we look back at the creative evolution.

*Square space - All you need to launch



[Link](#)



*Uber - Bring It (uber eats) - Thank you for not riding



[Link](#)



[Link](#)



***Facebook** - We're never lost if we can find each other

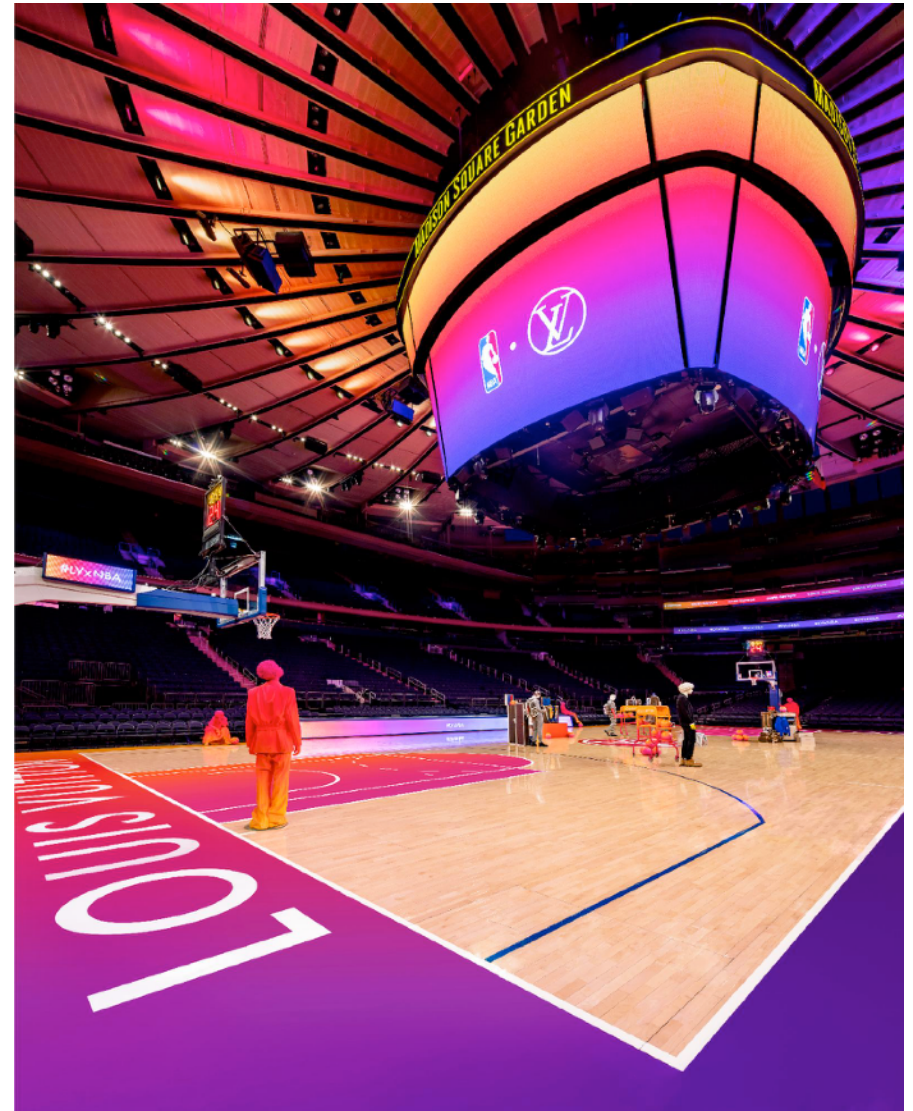


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We're never lost if we can find each other

*Louis Vuitton - Mens Fall 2020 - LV x NBA



*Balenciaga - Campaign



*Mc Donald's - Travis Scott / JBalvin - Christmas 2020 'Inner Child'



[Link](#)



***Sainbury's - Gravy Song - Big Sarnie**



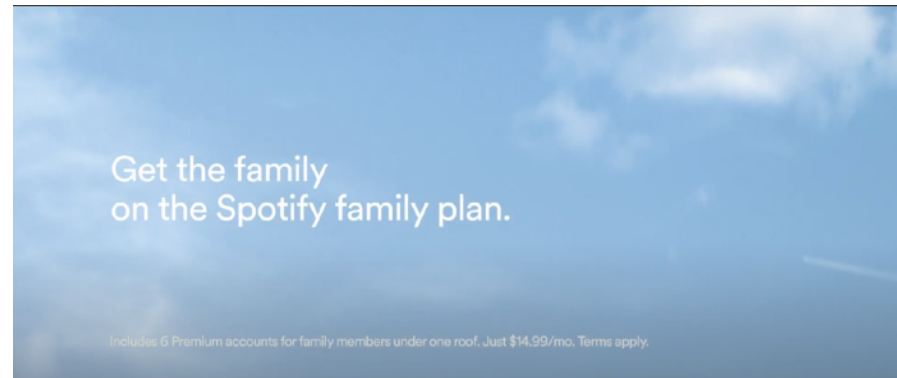
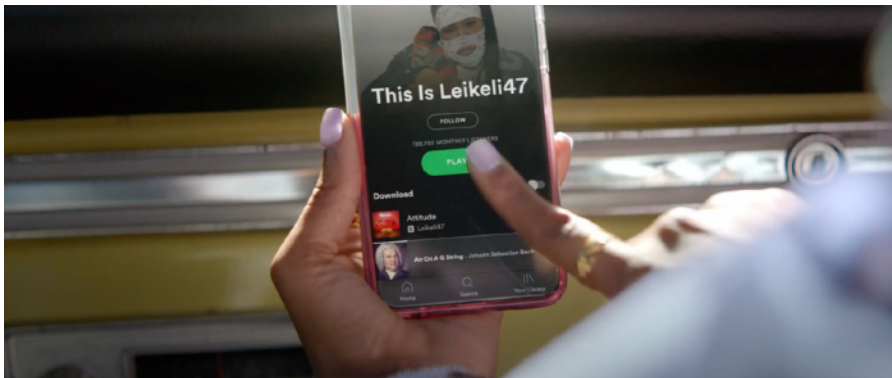
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*Spotify - Get the family on

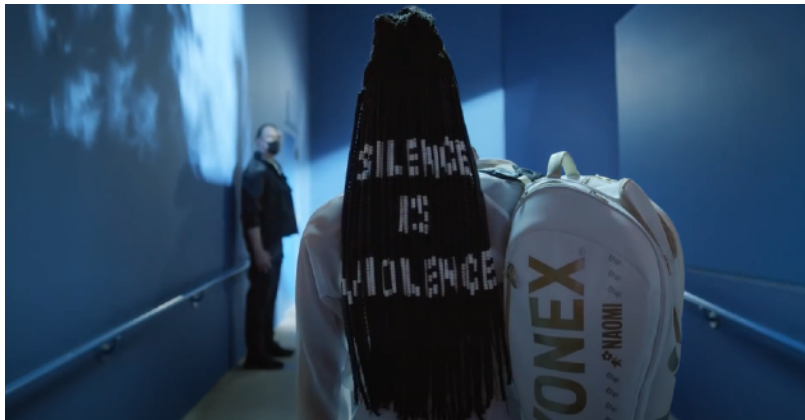


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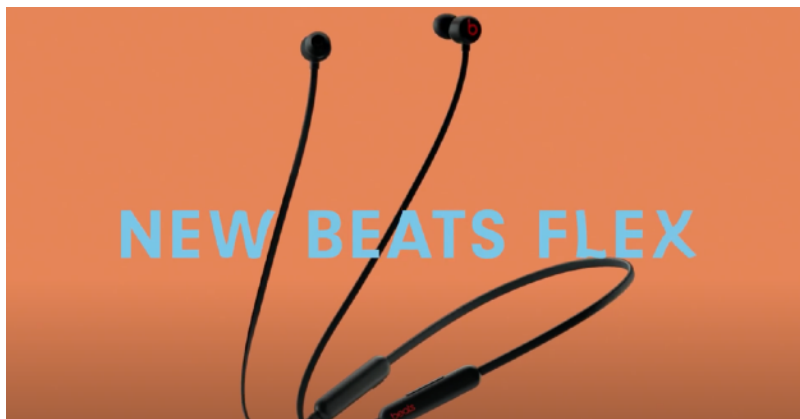
*Beats - Naomi Osaka Flexing Her Voice - 'You love Me'



[Link](#)



[Link](#)



***Nike** - You can't stop us



[Link](#)



YOU CAN'T STOP SPORT.

YOU CAN'T STOP SPORT.

*Apple - The magic of mini - Creativity Goes On



[Link](#)



[Link](#)



*Durex - Ladies, Let's Lube: Moist



[Link](#)

*Reebok - No Signal 'NS Yearbook'



*SodaStream - The Small Things



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***Co-op** - All the people giving double



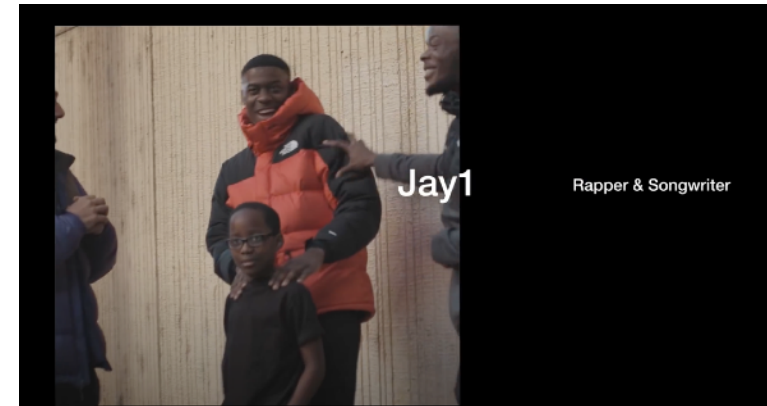
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*IKEA - Conquer The Great Indoors



[Link](#)

*The North Face - Reset Normal



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[Link](#)



*'Profitability in the back half of next year': BuzzFeed CEO Jonah Peretti (and Verizon Media CEO Guru Gowrappan) on their big merger - **The Digiday Podcast***



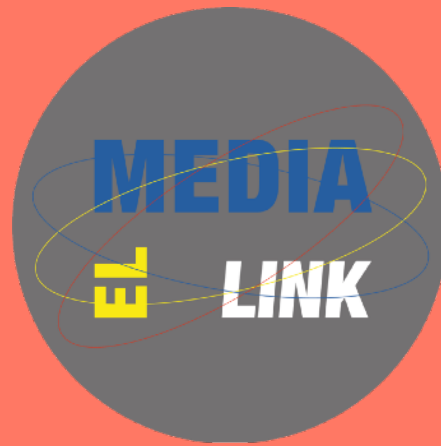
*Making Christmas ads in the era of the coronavirus pandemic - **The Campaign Podcast***



*Approaching Influencer Marketing - **Born Social***

Watchings/ Listenings/ Readings

This report was created by



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