

Signal VS Noise

Formula 1 launches a global campaign built around storytelling



Formula 1 has launched “Five Lights,” a new global campaign promoting the second half of its 2026 season. The 90-second film, narrated by Colin Farrell, features all 22 F1 drivers and turns the upcoming races into a larger entertainment story [Read More](#)

Nespresso brings “What else?” back with Dua Lipa



Nespresso has launched its new global “Vertuo World” campaign starring Dua Lipa as its Global Brand Ambassador. The campaign refreshes the brand’s iconic “What Else?” platform, blending Nespresso’s premium heritage with Dua Lipa’s [Read More](#)

Amazon shifts agencies as it scales grocery



Amazon has shifted its Australian marketing and advertising account to VML as it accelerates its push into the grocery market, expanding fresh-food delivery and competing more directly with major supermarket players [Read More](#)

YouTube is changing how a “view” is counted



YouTube is changing its public audience measurement across video formats. Starting August 24, 2026, a playback will count as a view from the first frame, potentially changing how creators, advertisers [Read More](#)

Short-drama apps are turning into a new advertising playground



Short-drama app downloads have surged 95.5% globally, while the number of active advertisers has increased 132%. Creative output has also more than doubled, signalling growing advertiser interest [Read More](#)

Vine's six-second format returns with AI banned



A new social platform called Divine is reviving Vine's six-second looping video format. The platform is positioning itself around human creativity and will ban AI-generated content. Taco Bell is its inaugural brand partner [Read More](#)

Flex Your Mind

Take a quick break and put your observation skills to the test. How many differences can you spot?



Think you've found them all?
Email your answers to connect@vegabison.com