

Signal VS Noise

Xero Bets on Brand for Its Global Growth



Xero has appointed Argonaut as its lead creative agency for a global brand campaign, signalling a major investment in brand-building as it expands internationally. The move reflects a wider industry lesson: while performance marketing can drive immediate results, building a distinctive and consistent brand remains critical [Read More](#)

Google Pixel Challenges the Idea of a “Smarter” Phone

Google’s latest Pixel 11 “Reclaim The Moment” campaign takes a different approach to smartphone marketing. Instead of promoting a phone that keeps users more connected to their screens, Google positions its technology as a way to reduce distractions and help people stay present in real life. The campaign highlights Pixel features designed to filter interruptions, built around the idea that “the smartest phone lets you look away from it.” [Read More](#)

Retail Media Is Set to Become a \$200 Billion Global Advertising Market



Global retail media advertising spend is forecast to reach \$200.4 billion in 2026, underlining how retailers are increasingly becoming powerful media platforms. As brands compete closer to the point of purchase, retail media is changing how advertising budgets [Read More](#)

Target's Halloween Backlash Becomes a Brand Warning



Target faced backlash over a Halloween costume, with its shares falling as the controversy grew. The incident is now part of a wider discussion about how cultural missteps can quickly [Read More](#)

Spotify, Pepsi and Naturium Put Real People in the Spotlight



A growing creative trend sees brands casting real people instead of celebrities or traditional talent. Recent efforts from Spotify, Pepsi and Naturium raise an important question for advertising: can authenticity and relatability create stronger connections than star power [Read More](#)

Nike x ONE PIECE: When Brand Collaboration Becomes World-Building

Nike has transformed its collaboration with the globally celebrated manga franchise ONE PIECE into a full cultural experience. Rather than simply placing characters or logos on existing products, the collection draws directly from the story's universe, reimagining three iconic Devil Fruits through exclusive Nike Air Max Plus designs. The partnership also extends into jerseys, T-shirts, caps and a vest, with manga artwork and references woven throughout the collection. Nike will further bring the launch to life through pop-up and retail experiences, beginning in Tokyo before the global launch on September 25. The collaboration shows how major brands are moving beyond traditional co-branding. By building products, experiences and storytelling around an [Read More](#)

Flex Your Mind

Think Beyond the Slogan. Guess the Brand Behind the Words.

Which brand introduced the iconic slogan:

“I’m Lovin’ It”

- A. Burger King
- B. KFC
- C. McDonald’s
- D. Subway

Think you know the answer?

Email your answer to connect@vegabison.com

