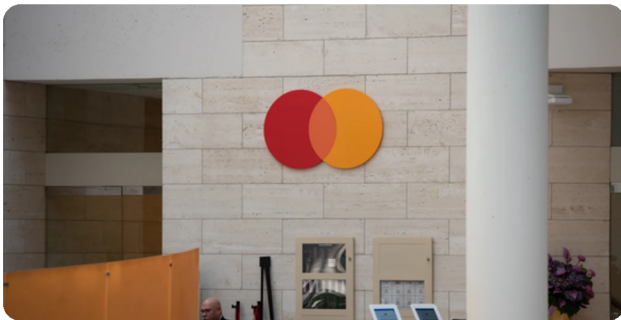


Signal VS Noise

Mastercard changes its global communications agency after 14 years



Mastercard has selected We. Communications as its new global communications partner, ending a nearly 14-year relationship with Ketchum. The appointment followed a competitive review. The change is notable not simply because a major brand changed agencies, but because it shows [Read More](#)

Apple's foldable iPhone opens a new canvas for creativity



Apple's introduction of the iPhone Duo is significant for marketers beyond the hardware itself. Advertising and creative leaders are looking at the foldable format as a potential new canvas for digital experiences. A screen that changes shape can create different possibilities for storytelling, interaction [Read More](#)

KFC turns a food trend into a culture



KFC Australia has launched "Picklecore," a campaign built around the growing cultural obsession with pickles. Instead of treating the ingredient simply as another menu item, [Read More](#)

Samsung is selling the emotion behind switching phones

Samsung's new "Switchers" campaign tackles something more complicated than smartphone specifications: why people emotionally resist changing brands. The campaign works with clinical psychologist Dr. Orna Guralnik, using the language of relationships, familiarity and change to explore why consumers can remain attached to what they already know. Samsung is essentially reframing a competitive smartphone decision as a human behavioural problem rather than a technical comparison. The campaign also extends [Read More](#)

Reuters is marketing trust itself



Reuters has launched the second wave of its “Pure News, Straight from the Source” brand campaign, built around the importance of accurate and unbiased information at a time of growing misinformation. Rather than simply promoting the features of its news service, Reuters is making trust, accuracy and [Read More](#)

Coach × Spotify turns a campaign into an experience



Coach's Fall 2026 “Live Your Story” campaign brings fashion, music and self-expression together through a global partnership with Spotify. The campaign goes beyond traditional advertising: Spotify is creating a dedicated experience around the campaign, while Coach is taking the idea into [Read More](#)

Flex Your Mind

Think Beyond the Campaign. Guess the Brand Behind the Idea.

Which brand created the “Whopper Detour” campaign?

- A. Wendy's
- B. KFC
- C. Burger King
- D. Five Guys

Think you know the answer?

Email your answer to connect@vegabison.com



VEGA & BISON