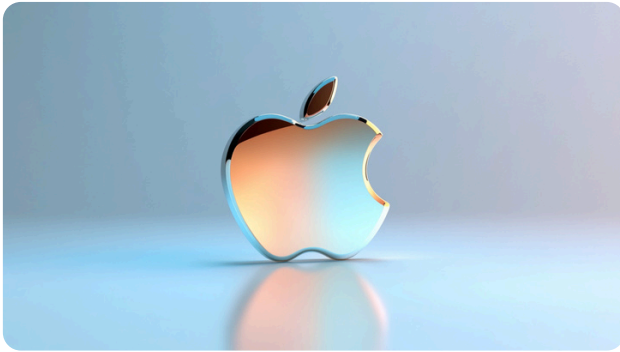


Signal VS Noise

Apple's biggest launch becomes a marketing moment for everyone



Apple's September 9 event introduced the iPhone Duo, iPhone 18 Pro, new AirPods and Apple Watch products. But the interesting marketing story is what happened around the launch: Apple's teaser campaign, its first major keynote under new CEO John Ternus, and competitors and retailers immediately creating [Read More](#)

Samsung turns Apple's launch into its own advertising opportunity



Apple's move into foldables has handed Samsung a perfect competitive-marketing opportunity. Samsung is positioning its existing foldable experience against Apple's new entrant, effectively [Read More](#)

Pepsi brings NFL nostalgia into a new campaign



PepsiCo has awarded its global media account, reportedly worth around \$1.7 billion, to Publicis Groupe in a move designed to bring media, data, technology, identity and AI closer together across its global marketing operations. The decision reflects the growing demand among multinational brands [Read More](#)

Levi's brings Alia Bhatt back for the next chapter of its global brand story



Levi's has launched the second chapter of its "Behind Every Original" campaign featuring Alia Bhatt, continuing the brand's focus on individuality and personal style. Rather than treating the celebrity simply as an endorsement [Read More](#)

Sadie Sink takes centre stage in Calvin Klein's latest denim campaign



Calvin Klein has launched a multi-chapter Fall 2026 denim campaign starring Sadie Sink, using everyday moments and different denim fits to build a broader story around confidence and [Read More](#)

Nike takes its World Cup story global



Nike is building its World Cup campaign around major football personalities and high-concept creative, including “Nobody Can Play Like Zlatan” and “Rip the Script.” The campaigns sit alongside major World Cup activity from Pepsi, Samsung and Coca-Cola [Read More](#)

Flex Your Mind

Think beyond the logo. Read the clues and guess the brand behind the strategy.

GUESS THE BRAND

Clue 01

We didn't make things complicated.
We made them easier to live with.

Clue 02

We turned affordability into a design advantage.

Clue 03

Our products became recognizable before you even saw the name.

Clue 04

And our most powerful idea was simple:
Good design should be for everyone.



Think you know the brand?

Email your answer to **connect@vegabison.com**

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