

Signal VS Noise

Nike's turnaround enters a critical new phase



Nike has announced further job cuts and organisational changes as it works to reverse declining sales. The company is consolidating its geographic structure, focusing more heavily on performance sportswear and rebuilding its relationships with retailers. Sales in China have also continued [Read More](#)

McDonald's is turning its restaurants into a new advertising channel



McDonald's is expanding its ambitions beyond selling food, with plans to build a major advertising business across its digital ecosystem. The company is already selling advertising opportunities through its app [Read More](#)

Oreo turns 30 in China with a very local twist



Oreo is celebrating 30 years in China with an unusual collaboration involving KFC and fried-chicken-flavoured biscuits. The activation demonstrates how the global cookie brand is adapting its product and [Read More](#)

Instagram is changing what a brand's profile can look like



Instagram has introduced changes that allow tagged posts to be added directly to a profile grid. The platform has also moved away from its traditional square-grid presentation toward [Read More](#)

Formula E is refreshing its global brand identity



Formula E has introduced a refreshed brand identity, including an updated logo and high-energy motion graphics. The rebrand is designed to give the electric racing series a stronger contemporary identity and visual system [_Read More](#)

Coca-Cola is reshaping its global commercial leadership



The Coca-Cola Company has announced leadership changes across its customer and commercial organisation. Roberto Mercadé, currently president of Coca-Cola's McDonald's [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 just sell coffee.

We made the cup part of the culture.

Clue 02

We turned a daily routine into a space people wanted to belong to.

Clue 03

Our name became less important than the experience people instantly recognized.

Clue 04

And our most powerful idea was simple: Coffee could be a place, not just a product.



Think you know the brand?

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

VEGA & BISON