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NEWS



SNAPBOTS

Snapchat creates a spectacle by selling its Spectacles glasses via vending machines with personality.

JOHN LEWIS

Election got you down? Turn to John Lewis' 2016 holiday ad for a bouncing boxer sure to lift your spirits.



NASCAR

Twitter hands out awards for best use of the platform, and Nascar wins the #Live category.

HITS & MISSES



SODA

Chicago, three California cities and Boulder, Colo., join list of municipalities levying taxes against sugary beverages.

NFL

As ratings slide continues, league considers fewer ads, shorter games. But it'll all be better after the election, right?



SEARS

The edgy side of Sears isn't pretty. Hipster elves belong on the naughty list along with severed heads and corporate lawyers.

NEED TO KNOW

KIA

is returning to the Super Bowl. The automaker will be in the game for the eighth straight year when Fox airs Super Bowl LI on Feb. 5. Agency of record David & Goliath will handle the creative work.



BOSTON MARKET

has brought on The Richards Group as agency of record, bringing the shop back into the fast-casual category after losing longtime client Chick-fil-A this summer.

TOYOTA

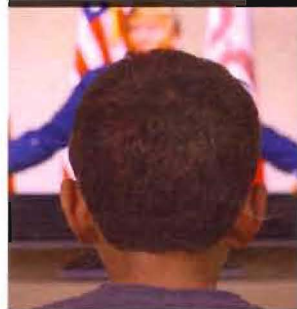
is moving its European creative, digital, content and media business from Publicis Groupe to WPP-backed The & Partnership.



ADAM BAIN

is stepping down from his role as Twitter's chief operating officer just as the company works to address slowing revenue growth.

INSIDE



WHAT WENT WRONG? Simon Dumenco on HOW CLINTON'S ADS LOST THE ELECTION

PAGE 4

Marketers, agencies, media search for clues in WHAT TRUMP PRESIDENCY WILL MEAN for them

PAGE 6

The polls got it wrong. Could RESEARCH be also FAILING YOUR MARKETING?

PAGE 8

It wasn't just his gut. TRUMP'S TEAM relied on DATA too

PAGE 9

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BEST PLACES TO WORK

Dust off those resumes: This year's list highlights 50 industry players with **BEST-IN-CLASS EMPLOYEE PRACTICES, BENEFITS AND CULTURE.** [BEGINS ON P. 10](#)

What you can learn from WeChat on the FUTURE OF SOCIAL COMMERCE

PAGE 32



Lessons from Diageo on CULTURE SHOCK, and how it can invigorate your marketing and staff

PAGE 34

The truth about TRUMP AND THE MEDIA BUBBLE: Ken Wheaton's Last Word on the election

PAGE 40