

# Brands

*Essential marketing and PR news & intel to start your week.*

MAY 9, 2021

BY ALYSSA MEYERS

[Twitter](#) [Email](#)

Hi everyone, and happy Mother's Day! Before we get started, here's a quiz question: Motorsports fans are more enthusiastic than the general public about electric vehicles. Can you guess the share of racing fans who said they'd likely consider buying an all-electric car in the next decade? Answer choices:

**A:** 36% **B:** 48% **C:** 71% **D:** 55% **E:** 80%

Check out the answer at the bottom of today's newsletter.

## What's Ahead

**The Interactive Advertising Bureau's Podcast Upfront takes place Tuesday through Thursday. Why it's worth watching:**

This year's presenters include audio giants such as NPR and iHeartMedia Inc., as well as a new tier of up-and-coming publishers that will be presenting for the first time.

I caught up with Eric John, vice president of the IAB's Media Center, as well as some first-time presenters, to get a preview of what's to come in the world of podcast advertising.

"Podcasting as a medium is younger than the world of digital video, for instance," John said, "but we're starting to see that same growth

and maturity around the technology that's available for brands and advertisers."

As more brands and buyers increase their investments in podcast ads, they're doing so with an eye on diversity and inclusion, he said, which is part of the reason why the IAB brought on the first-time "showcase partners" this year.

"Buyers are asking for this, and they're being asked for it by clients," John said.

One such partner, independent podcast company Wonder Media Network, plans to focus on diversity in its presentation, while also outlining its relatively unique approach to podcast advertising: Instead of selling on a CPM basis, the network specializes in integrated branded content, aligning advertisers' values with the content of the shows they've sponsored.

"I want advertisers to see us as the go-to, trusted place for authentic content around diversity and inclusion," said Shira Atkins, Wonder Media Network's co-founder and chief marketing officer.

At Will Media, which has mostly been known as a production services company, is leaning into originals this year, and intends to convey the way those new offerings, such as "Breakthrough," a new podcast singing contest being produced in collaboration with The Chainsmokers, "could change the face of the industry," said Chief Executive Will Malnati.

Andy Lipset, chief executive of SpokenLayer, which works with brands to create short-form audio content for a variety of platforms, said he'll use his eight-minute slot to showcase the work SpokenLayer does for publishers, such as daily news briefs, as well as the various opportunities it offers for brands outside of long-form podcasts.

"There's a ton of interest from brands around not only doing branded podcasts but creating short-form narratives that help to

amplify a brand's story or ethos in a different way," Lipset said.

That interest seems to be reflected in this year's Podcast Upfront: More than 6,000 people are registered to attend, the IAB said, up from 3,800 registrants last year.

It's also worth paying attention to "Up Next," the first upfront presented in the form of a podcast, which goes live on Monday as an RSS feed, with 14 seasons for each participant to make their pitch. The idea comes from podcast ad tech guru Bryan Barletta, who writes the weekly podcast ad tech newsletter "Sounds Profitable," and explains more about "Up Next" [here](#).

**The Trade Desk Inc., Magnite Inc. and PubMatic Inc. will report earnings this week. Why it's worth watching:** These ad tech companies all reported revenue increases in the fourth quarter of 2020, and Magnite is [expected to share further details](#) about its recent acquisition of video ad platform SpotX, following a big year for connected TV.

**Airbnb Inc. will also report earnings on Thursday. Why it's worth watching:** This should be an interesting scene-setter for the summer travel season, as soon-to-be vacationers are having to decide where they'll stay. Keep your eyes peeled for plenty of upcoming coverage on summer travel from Morning Consult later this month.

## Events Calendar

[View Full Calendar](#)

## Week in Review

Verizon Communications Inc. said it [agreed to sell its media division](#), including its advertising technology business, for \$5 billion to private equity firm Apollo Global Management Inc., but will keep a 10 percent stake.

Twitter Inc. [purchased subscription service Scroll](#), which uses third-party cookies to remove ads from certain news sites for users at \$5 a month and instead sends part of that fee to the sites in question, Scroll Chief Executive Tony Haile announced in a blog post.

Peloton Interactive Inc. [agreed to voluntarily recall its Tread+ treadmills](#) after weeks of insisting that it would not do so, even though the \$4,300 piece of workout equipment has been associated with dozens of accidents, including the death of a child.

Starbucks Corp. is [considering leaving Facebook](#) after struggling to moderate hateful comments on posts about racial and social justice issues, according to internal discussions among Facebook Inc. employees who manage the relationship, a move that would make Starbucks one of the largest companies to ever end its relationship with the social media giant.

## STAT OF THE WEEK

**58%**

This is the share of Americans who said they currently feel comfortable [going to a shopping mall](#), a record high for the seventh week in a row since Morning Consult began tracking consumer comfort.

## THE MOST READ STORIES THIS WEEK

1) [Business Coalitions Speak Out Against Voting Restrictions in](#)

## Texas

Nick Corasaniti and David Gelles, The New York Times

### 2) Yahoo and AOL, Early Internet Pioneers, Are Sold to Private Equity Firm

Edmund Lee and Lauren Hirsch, The New York Times

### 3) Hey bestie, why is everyone saying "hey bestie" online?

Rebecca Jennings, Vox

### 4) Our crazy, booked-up summer

Erica Pandey, Axios

### 5) Forget NFTs. What about the HTF (Hard to Find)?

Jacob Bernstein, The New York Times

### 6) The Case For California: Why Stories About The Golden State's Demise Are Overblown

Angel Au-Yeung and Jeffrey Taylor, Forbes

### 7) Facebook Says Hateful Comments May Drive Starbucks From The Social Network

Ryan Mac and Jane Lytvynenko, BuzzFeed News

### 8) With streaming surging, even advertisers are cutting the cord

Janko Roettgers, Protocol

### 9) Streaming TV Commercials Are Bewildering, Repetitive, and Growing Like Crazy

Gerry Smith, Bloomberg

### 10) Why Ranch Water Will Be the Drink of the Summer

T.L. Stanley, Adweek

## **OTHER BRANDS NEWS**

Amazon to Get Exclusive NFL Rights a Year Earlier Than Expected (The Wall Street Journal)

[Amazon says its ad-supported video reaches more than 120 million viewers a month](#) (CNBC)

[As Decision on Trump Looms, Facebook Preps Its Advertisers](#)  
(The Wall Street Journal)

[Connected TV Was Biggest Advertising Winner In Digital Video In 2020: IAB](#) (Ad Age)

[Facebook delays meeting with advertisers after Oversight Board kicks Trump ban back to the platform](#) (Insider Premium)

[MDC And Stagwell Report Negative First-Quarter Organic Growth](#)  
(Ad Age)

[NBCUniversal Touts New Peacock Spotlight Ad Unit Plus Live Linear Ad Insertion & Contextual Tools At NewFronts](#) (Deadline)

[General Mills Global CMO Ivan Pollard Leaves Amid Organizational Overhaul](#) (Ad Age)

[Bud Brewer Taps U.S. Chief as New CEO](#) (The Wall Street Journal)

The answer to this week's quiz question is **D**: 55 percent of motorsports fans said they'd likely consider buying an all-electric car in the next decade. You can check here: [Motorsports Fans Could Lead the Way in Electric Vehicle Adoption](#)

**FORWARDED THIS EMAIL?**

Sign up and stay informed. Get the latest data from our daily email briefings.

SUBSCRIBE



Morning Consult

This email was sent to: [eric@rlmpr.com](mailto:eric@rlmpr.com) by: Morning Consult

[729 15th St. NW Washington, DC, 20005, US](#)

[Update Email Preferences](#) | [Unsubscribe From All](#)

[Quoted text hidden]