

# #ANALOG



## OLD BRAND, MODERN APPROACH

A new advertising campaign for the 178-year-old Tiffany & Co. includes a milestone first for the brand — among the seven real-life love stories featured in its “Will You?” campaign is a same-sex couple from New York. Trending on Twitter when released in mid-January, the ad received a deluge of positivity and quickly went viral, thanks in part to celebrities like Miley Cyrus, who reacted to the ad through their social profiles. Cryus’s Instagram post about the ad received more than 282,000 likes.

In a statement to Elle.com, Linda Buckley, vice president of North America PR at Tiffany & Co., said the ads reflect a modern approach to love and romance, and that the campaign attempts to show that love comes in a variety of forms. One of the other ads in the campaign depicts a pair of young parents on their wedding day, an acknowledgment of the many couples who have children outside of marriage.

The luxury jeweler follows in the footsteps of other brands that have made similar efforts to show more diversity in their marketing, including Cheerios, J. Crew, Banana Republic, Target, and Honey Maid, all of which have depicted same-sex couples in advertisements in recent years.

— Andrew Eitelbach

## Calendar

ANA MEDIA LEADERSHIP  
CONFERENCE  
March 4–6  
Hollywood, Fla.

ANA ADVERTISING  
LAW & PUBLIC POLICY  
CONFERENCE  
March 31–April 1  
Washington, D.C.

BAA ANNUAL MARKETING  
CONFERENCE  
April 13–15  
Chicago, Ill.

ANA ADVERTISING  
FINANCIAL MANAGEMENT  
CONFERENCE  
April 26–29  
Phoenix, Ariz.

BMA ANNUAL CONFERENCE  
May 27–29  
Chicago, Ill.

// Learn more, visit [ana.net/events](http://ana.net/events)

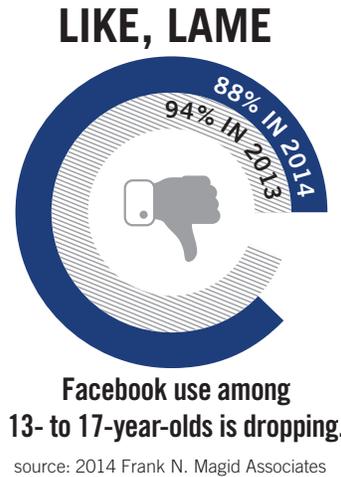
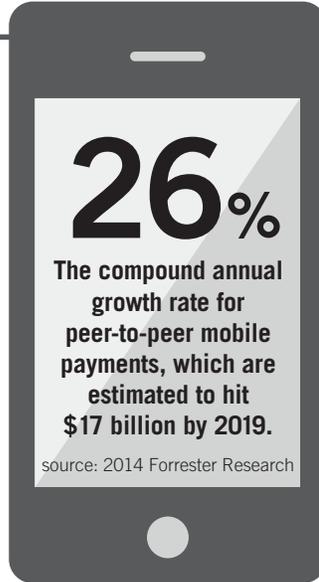
“That’s our  
version of  
e-commerce  
on steroids.”



**HOWARD SCHULTZ**, chief executive officer at Starbucks, on the coffee company’s announcement that it will begin a delivery service for loyalty program members in select markets later this year.

# \$220 MILLION

Amount on-demand grocery delivery service Instacart reportedly secured in a recent fundraising round. The company had initially hoped to raise \$150 million.



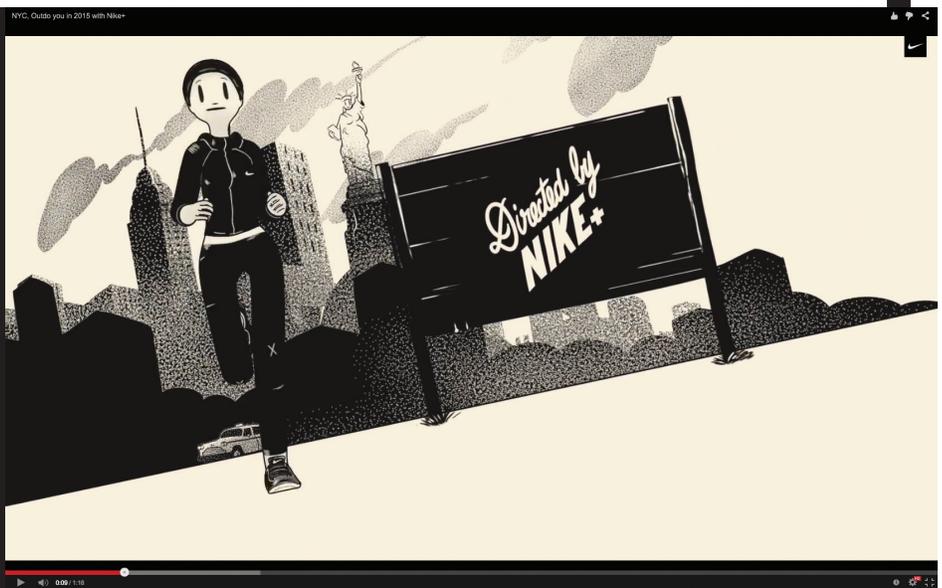
## Loved On-Demand Tweet it out!

**NAMING THE MOST POSITIVELY** perceived brands among consumers in 2014, YouGov's Best Brand Rankings for the U.S. confirms what many experts believe will be a major trend in 2015 — the rise of on-demand streaming content. The top three brands, Amazon, YouTube, and Netflix, are all heavyweights in the content streaming

arena. In fact, according to YouGov, YouTube accounted for 18 percent of all mobile web traffic in North America in September. (That's a lot of cat videos.)  
Rounding out the list are, in descending order: Subway, Samsung, Apple, Google, Lowe's, Ford, and Cheerios.



**// WATCH IT**  
Nike, in conjunction with its digital creative agency AKQA, is using the 2014 data from Nike+ Fuelband wearers to create more than 100,000 individualized videos. Each spot uses the athlete's fitness stats, location, and other data to personalize the content and challenge them with the tagline "Outdo You in 2015."



COUPLE/IFFANY & CO., CAT/THINKSTOCK