

In 2019, Spotify gained notice with its Spotify Everywhere meme-themed campaign. For example, on one billboard, the left side read: “Me: It’s Okay; the breakup was mutual.” On the right side, it read: “Also Me: Sad Indie” (complete with the app’s music search imagery). The simple, creatively delivered message went deep into a full range of emotions familiar to countless people.

The COVID-19 pandemic led to numerous ad campaigns that underscore the value of brevity. Nike handled it this way: “If you ever dreamed of playing for millions around the world, now is your chance. Play inside, play for the world.”

CARA Welfare Philippines (Compassion and Responsibility for Animals) chose contrasting images – neglect and recovery – and four words to reinforce the message of caring: “Same dog, different owner.”