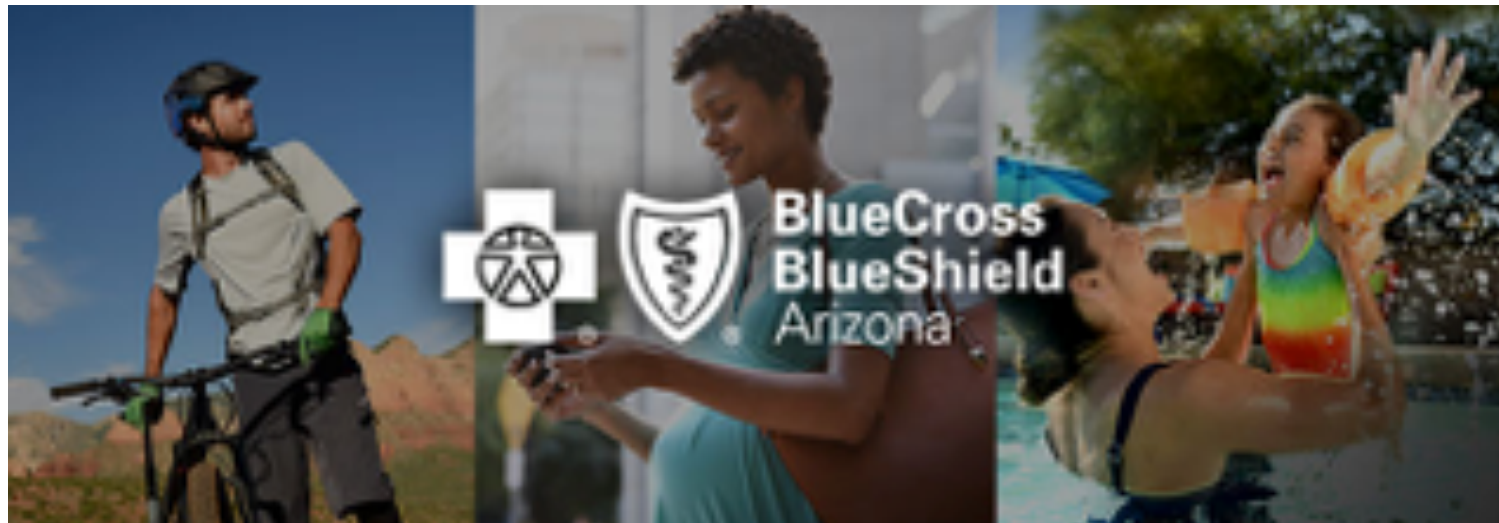


# GLOBAL UPDATES



## KERN GIVES A FRESH PERSPECTIVE ON AZ HEALTHCARE

Research, strategy, creative and production came together for some incredibly beautiful (and hot) production days across Arizona and resulted in the “Arizona Healthy” campaign.

[See the Spot](#)



# Gartner

## GARTNER WELCOMES RAPP

RAPP has participated in Gartner’s Magic Quadrant assessment, for Global Marketing Agencies. We’ve acquired a research license for 2020, to utilize Gartner’s library of content, analyst briefings and client connections. If you’d like access to Gartner Research reach out to Devin.

[Email Devin](#)



## CES 2020

CES 2020 proved that the best things are going to get more powerful, more premium, and more expensive. 5G Phones, High Refresh Rate TVs, Streaming services, and artificial humans are some of the big winners this year. Take a moment and read more about it.

[Read More](#)



## HOW RAPP & VIRGIN MEDIA CELEBRATED CHRISTMAS

As part of its unlimited offering, Virgin Media celebrated and **reward** its customers, this past Christmas, with unlimited generosity.

[Learn More](#)



## WHAT’S RAPPENING?

- RAPP celebrated the holidays with **ugly sweater parties**, **wine carts**, **food drives** and lots of festive fun.

- RAPP UK’S Creative Apprentice, Muniira, had an opportunity to meet **Prince William** as a part of her apprenticeship journey with RAPP!



## RALPH LAUREN AROUND THE GLOBE

Code London have extended their Ralph Lauren remit, winning a significant piece of business with the Ralph Lauren North America team.



## INCLUSIVITY MUST NOT BE LOST IN THE DRIVE FOR DIVERSITY

Diversity is a consequence of true inclusion—of safe workspaces that allow people to turn up as themselves.

[Read Al's Story](#)



## RAPP IN THE NEWS

- Shravya Kaparathi dives into why people **don't hate ads**
- Jared Rodecker weighs on **navigating the talent crunch**
- Heather Salkin shares **female-forward culture** in our industry
- John Wells explains the **value of the Marketing Generalist**
- Revisit the holiday spirit, 'Now **what's Christmas-ing**'