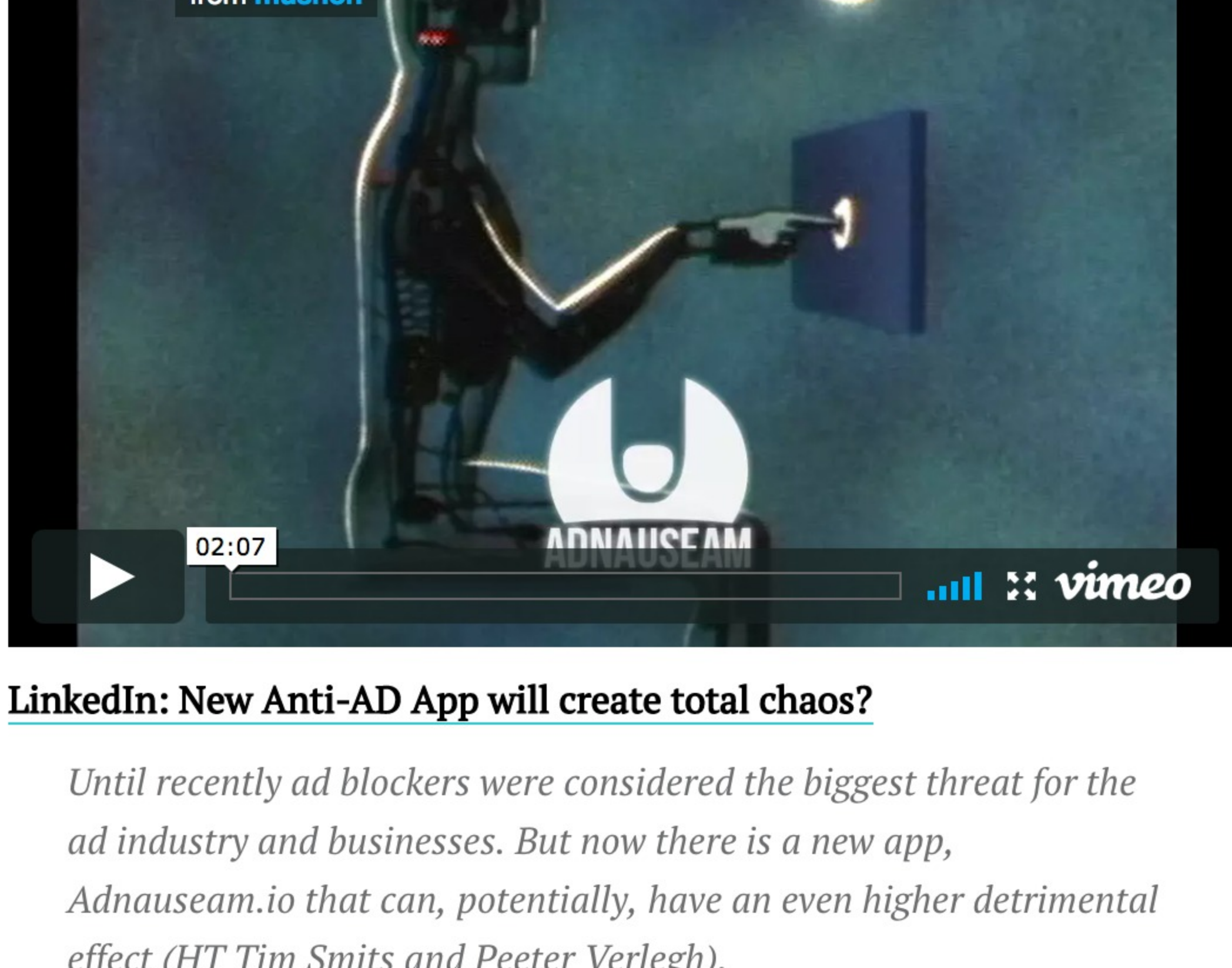


Morning Update: AdNauseam chaos; SXSW still matters; JWT Global CEO in hot water: denies allegations; HSBC gets weepy with Saatchi

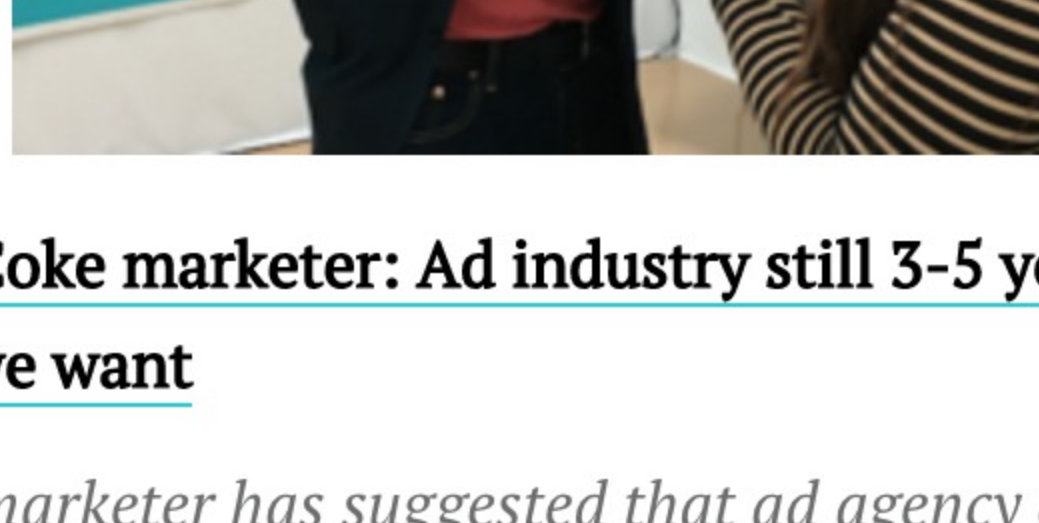
March 11, 2016 8:37
by **SUZAN RYAN**



LinkedIn: New Anti-AD App will create total chaos?

Until recently ad blockers were considered the biggest threat for the ad industry and businesses. But now there is a new app, Adnauseam.io that can, potentially, have an even higher detrimental effect (HT Tim Smits and Peeter Verlegh).

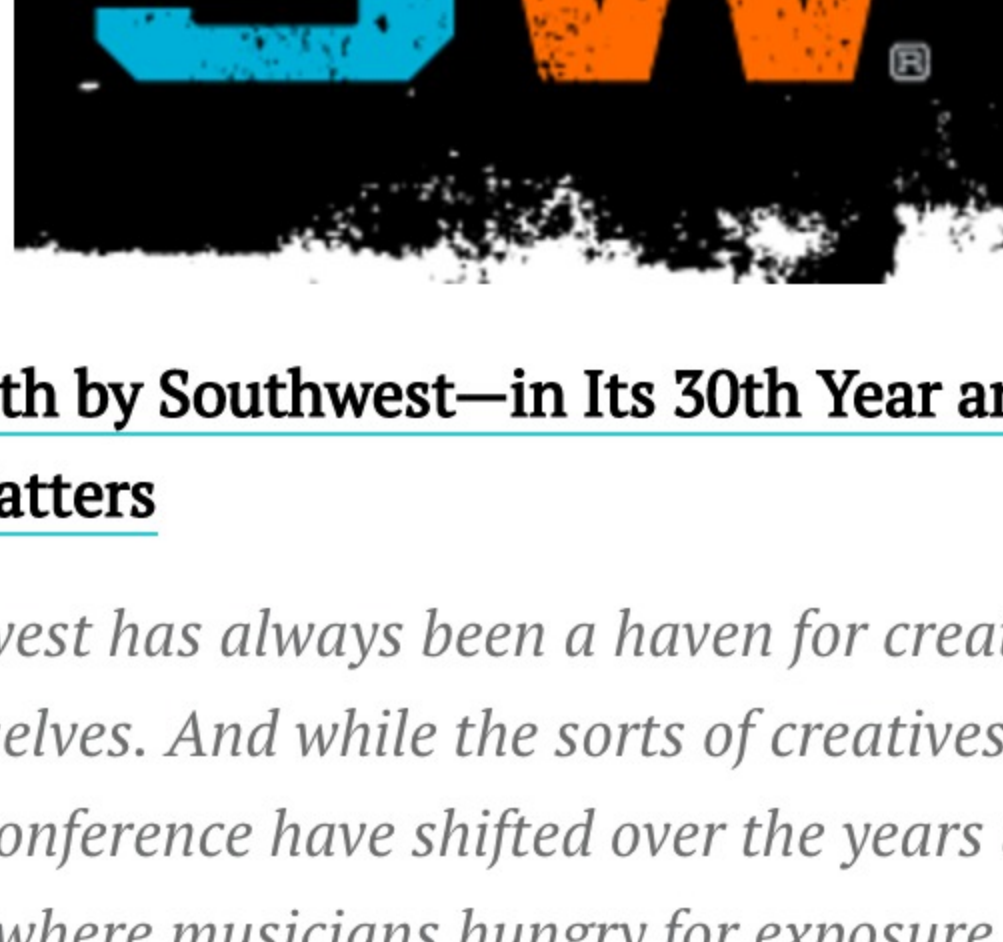
Adnauseam's purpose is to disturb the online ad industry completely. How? By blocking all ads and then automatically click on all of the ads on the page you were viewing. This will force advertisers to high costs because they normally have to pay for each click that is generated (are you paying attention Sir Martin Sorrell?).



Mumbrella Asia: Coke marketer: Ad industry still 3-5 years away from offering us what we want

A senior Coke marketer has suggested that ad agency consolidation can't come soon enough as the business goes through a period of dramatic change.

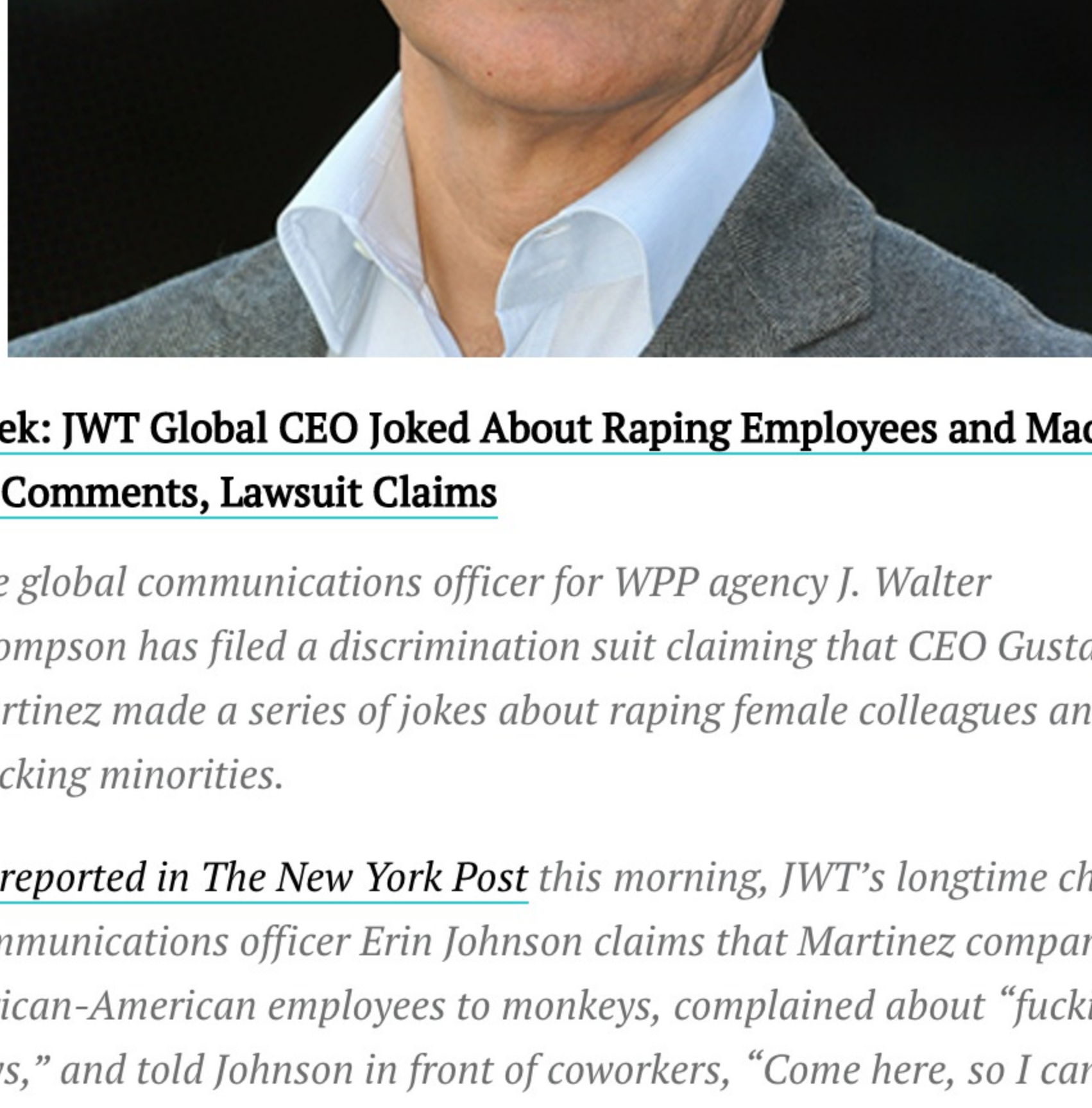
Talking to Mumbrella at the Ad Summit Pilipinas event in Subic yesterday, Jesus Ferreira, integrated marketing communications director for Coca-Cola Philippines, was asked what he made of changes currently underway, including a huge restructure at Publicis Groupe, the [media piece to which was announced earlier today](#).



Ad Week: Why South by Southwest—in Its 30th Year and More Branded Than Ever—Still Matters

South by Southwest has always been a haven for creatives who want to market themselves. And while the sorts of creatives flocking to the Austin, Texas, conference have shifted over the years and evolved—it's not just a place where musicians hungry for exposure go as it was in 1986, or where a tech brand like Twitter can [blow up as it did in 2007](#)—the question of whether SXSW is still worth the price of admission has bubbled.

The conference, which turns 30 this year and kicks off with its Interactive and Film portions Friday, is nothing if not noisy—and it will likely only get noisier this year with [President Obama set to take the stage](#). But even as major marketers' presence at the festival has made it seem more mainstream, SXSW organizers and veteran attendees say it hasn't declined in quality.



Ad Week: JWT Global CEO Joked About Raping Employees and Made Racist Comments, Lawsuit Claims

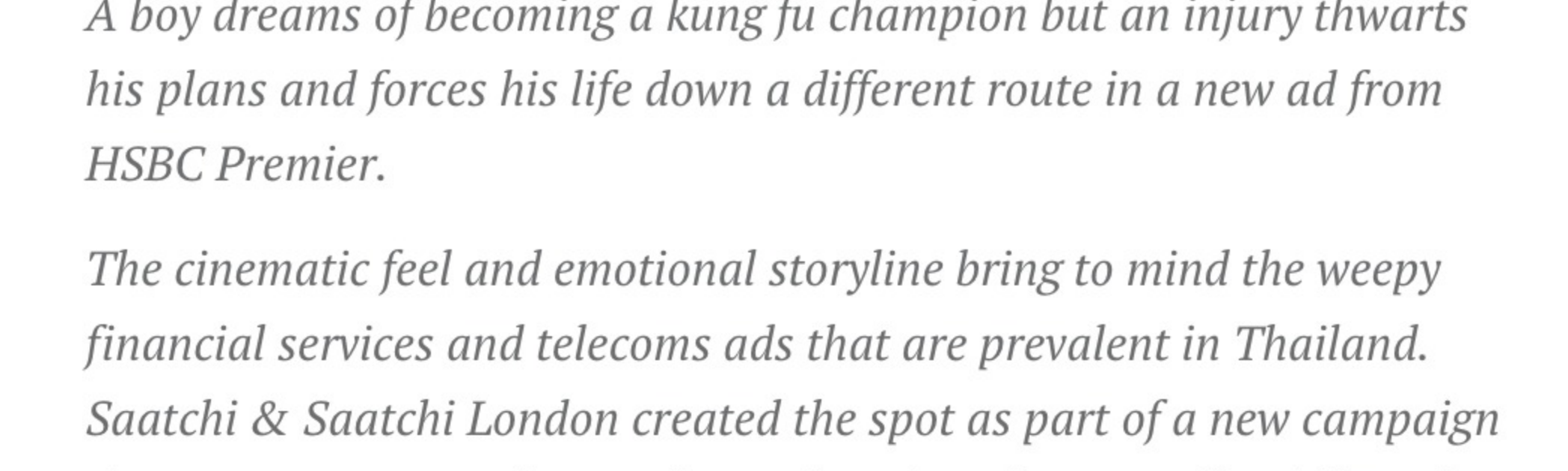
The global communications officer for WPP agency J. Walter Thompson has filed a discrimination suit claiming that CEO Gustavo Martinez made a series of jokes about raping female colleagues and mocking minorities.

As reported in [The New York Post](#) this morning, JWT's longtime chief communications officer Erin Johnson claims that Martinez compared African-American employees to monkeys, complained about “fucking Jews,” and told Johnson in front of coworkers, “Come here, so I can rape you in the bathroom,” grabbing her by the neck and laughing. Later that day, he reportedly interrupted a company meeting to ask which female employees could be raped.

Ad Week: JWT Global – UPDATE

UPDATE: Martinez has issued a statement denying the charges in the suit. The CEO writes: “I am aware of the allegations made against me by a J. Walter Thompson employee in a suit filed in New York Federal Court. I want to assure our clients and my colleagues that there is absolutely no truth to these outlandish allegations and I am confident that this will be proven in court.”

Chief communications officer [Erin Johnson](#) of marketing agency J. Walter Thompson worldwide filed a discrimination lawsuit in Manhattan federal court today accusing the agency network's global chairman and CEO [Gustavo Martinez](#) of making a series of racist statements about Jewish people and African-Americans and repeatedly threatening to rape her and other female employees.

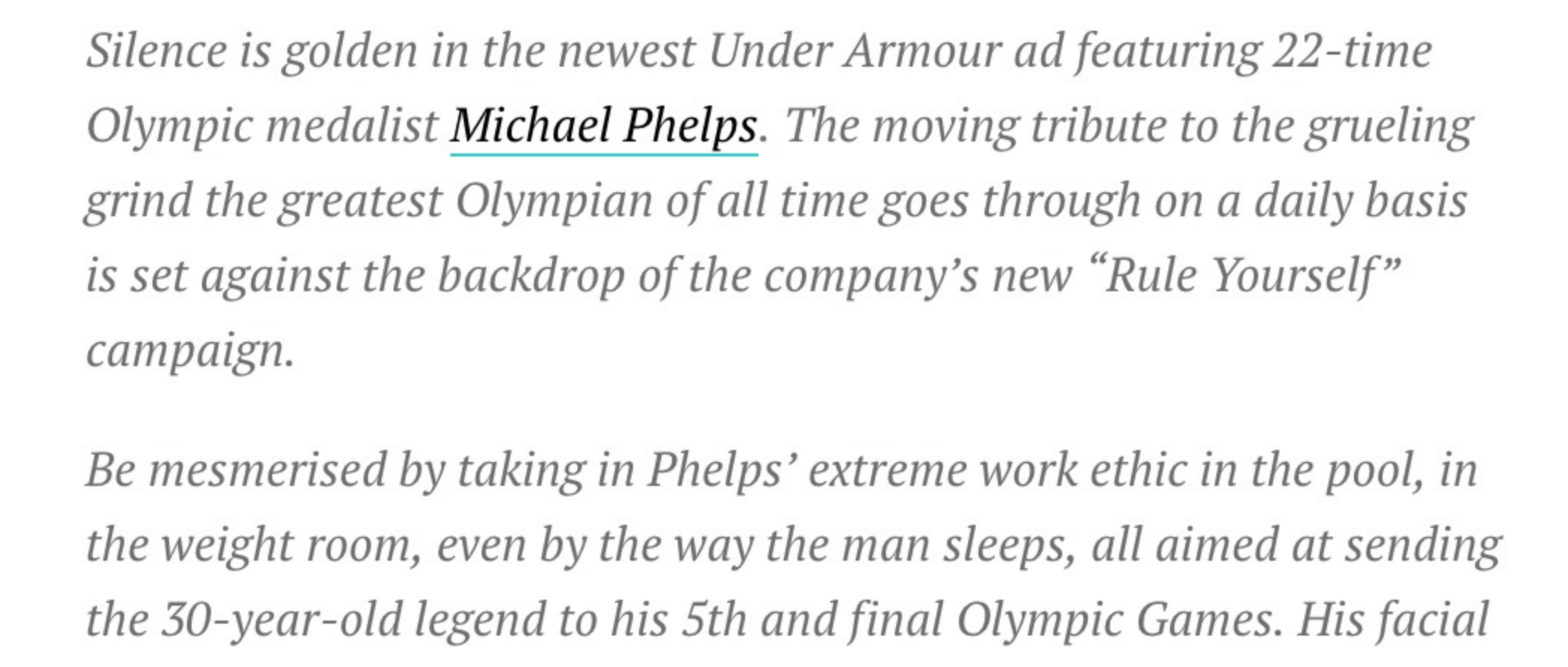


Campaign Live: HSBC Premier “Chung” by Saatchi & Saatchi London

A boy dreams of becoming a kung fu champion but an injury thwarts his plans and forces his life down a different route in a new ad from HSBC Premier.

The cinematic feel and emotional storyline bring to mind the weepy financial services and telecoms ads that are prevalent in Thailand. Saatchi & Saatchi London created the spot as part of a new campaign that encourages people to safeguard against the unpredictability of life by investing and saving.

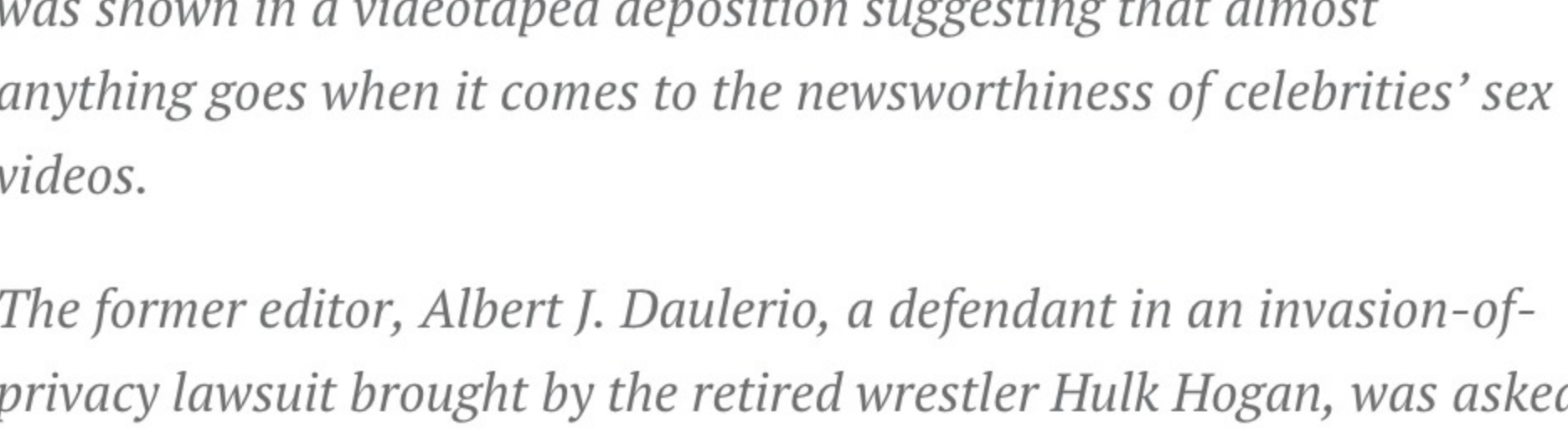
It will run, along with a separate film, in the UK, Hong Kong and the United Arab Emirates. The work was created by Alex Sattler and Linda Weitgasser, and directed by Jeff Labbé through Academy.



SwimSwam: You won't be the same after watching Michael Phelps' new Under Armour ad

Silence is golden in the newest Under Armour ad featuring 22-time Olympic medalist [Michael Phelps](#). The moving tribute to the grueling grind the greatest Olympian of all time goes through on a daily basis is set against the backdrop of the company's new “Rule Yourself” campaign.

Be mesmerised by taking in Phelps' extreme work ethic in the pool, in the weight room, even by the way the man sleeps, all aimed at sending the 30-year-old legend to his 5th and final Olympic Games. His facial expressions are raw, his sweat and grunts indicative of just how serious Phelps is this time around.



NY Times: Gawker Editor's Testimony Stuns Courtroom in Hulk Hogan Trial

A palpable sense of shock rippled through a courtroom here Wednesday morning when the former editor in chief of Gawker.com was shown in a videotaped deposition suggesting that almost anything goes when it comes to the newsworthiness of celebrities' sex videos.

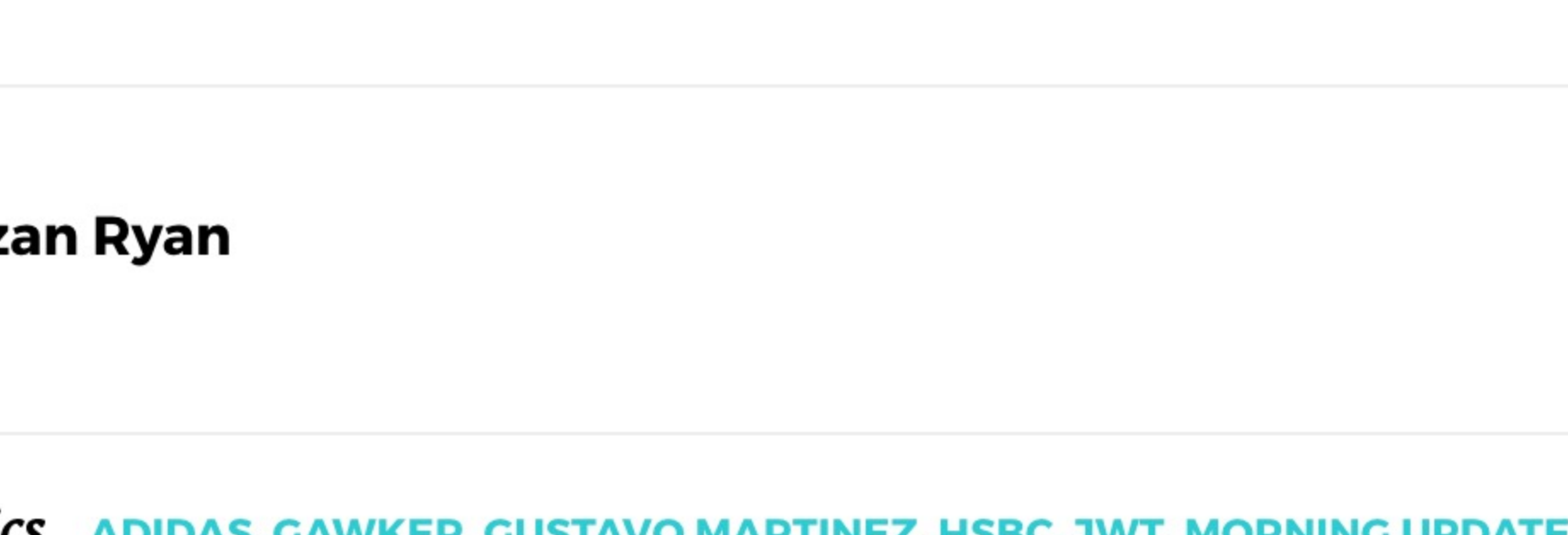
The former editor, Albert J. Daulerio, a defendant in an invasion-of-privacy lawsuit brought by the retired wrestler Hulk Hogan, was asked by the plaintiff's lawyer where he drew the line when it came to posting videos of people having sex.



Ad Week: For Adidas Originals, 10 Artists Present Their Vision of What the Future Might Look Like

Adidas is hosting art exhibits in New York and Los Angeles this week aimed at sparking conversation around its “Future” campaign for Adidas Originals.

“Future Capsule” features a collection of mixed-media artwork including photography, painting, digital art and soundscapes as well as an immersive video experience in which visitors are asked to complete the statement, “My Future is ...” The responses are compiled in video footage Adidas plans to release later this year.



Digiday: Snapchat's new font change triggers meltdown online

It's not just you: Snapchat does suddenly look different. Tucked away in an update deployed yesterday, the ephemeral photo messaging app completely changed the font on the contact list and Stories page, shifting away from Helvetica to a font called Avenir. (The texting toolbar font remains unchanged). At least Snapchat is just being true to its whole modus operandi: Nothing lasts forever. Still, cue the freak out.

Within the reactions, women accounted for 63 percent of negative feedback: The phrases “hate the new Snapchat font” and the “font is disgusting” was repeated more often by women than men.

Suzan Ryan

topics [ADIDAS](#), [GAWKER](#), [GUSTAVO MARTINEZ](#), [HSBC](#), [JWT](#), [MORNING UPDATE](#), [SNAPCHAT](#), [SXSW](#), [UNDER ARMOUR](#)