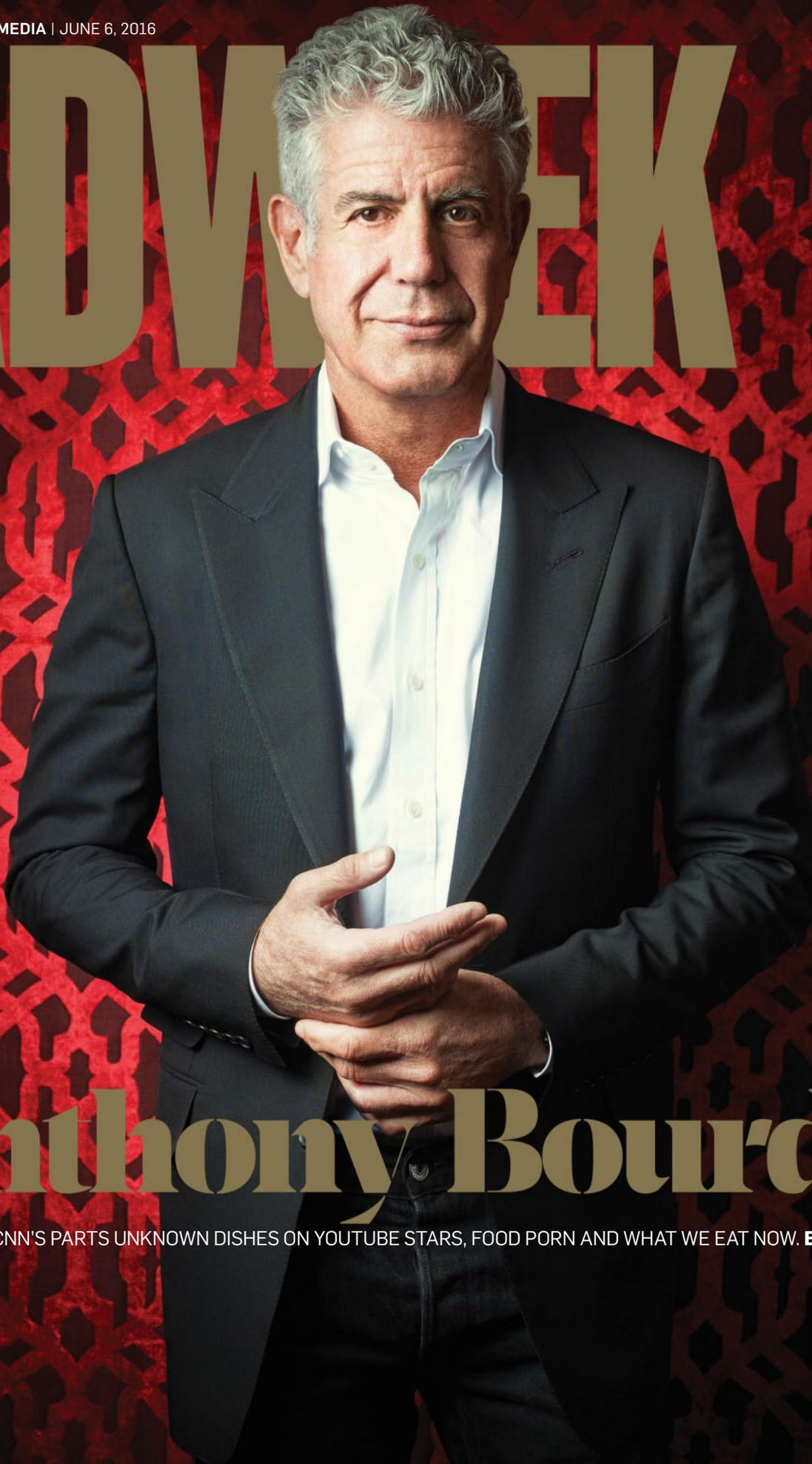


ADWEEK

THE
FOOD
ISSUE



The 30 Most
Influential
People in Food

First Lady
Michelle Obama
On Her Food Fight

One Instagrammer's
Savory Adventure

Anthony Bourdain

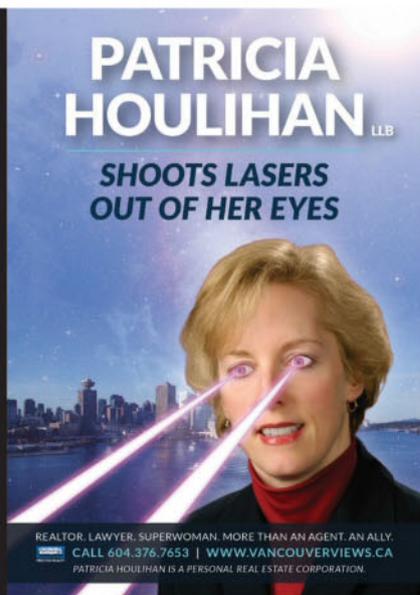
THE HOST OF CNN'S PARTS UNKNOWN DISHES ON YOUTUBE STARS, FOOD PORN AND WHAT WE EAT NOW. BY LISA GRANATSTEIN

AD OF THE WEEK

Patricia Houlihan

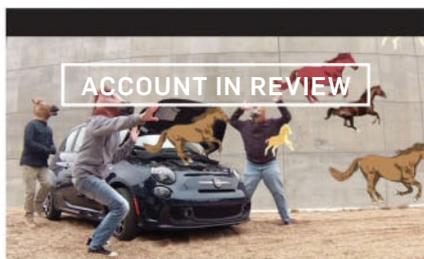
Agency: Immersion Creative

Ads for real-estate agents are all the same. Except for Patricia Houlihan's. The Vancouver agent enjoyed the week's most superpowered ROI, as a single bus shelter—showing Houlihan with lasers shooting out of her eyes—scorched the internet upon hitting Reddit's front page. So, should you hire Houlihan—or flee in terror from her frickin' laser beams? "I think anyone with a sense of humor will understand it's just a fun way to get her name out," Immersion Creative's Mike Catherall told Adweek. —Tim Nudd



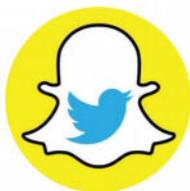
IBM Watson Launches AI Ads

IBM is launching new Watson Ads that will let consumers ask questions by voice or text and receive answers. IBM's relatively new ownership of The Weather Company's digital properties is coming into play in a serious fashion: Watson Ads will first appear on Weather.com, the Weather mobile app and the company's data-driven WeatherFX platform. Later, IBM plans to allow them to appear on third-party properties. Campbell Soup Co., Unilever and GSK Consumer Healthcare are just a few of the brands that will run the ads. —Christopher Heine



Fiat Chrysler

Fiat Chrysler ended its relationship with Wieden + Kennedy in March after six years, setting up separate creative reviews for Dodge and the corporate Chrysler brand account. Austin's GSD&M won the Dodge business last month, but the Chrysler corporate review is ongoing. According to sources, that review has entered its final stages as a matchup among Droga5, Minnesota's Mono and Iris Worldwide. Fiat Chrysler should make its final decision within the next few weeks. —Patrick Coffee



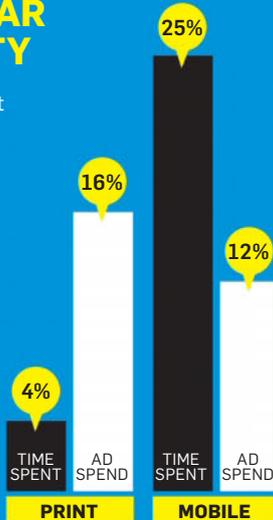
BIG NUMBER

150 MILLION

Number of Snapchat daily users, surpassing Twitter's estimated 140 million. (SOURCE: BLOOMBERG)

AD DOLLAR DISPARITY

Venture capitalist Mary Meeker's annual presentation last week highlighted the continued disparity between the amount of time consumers spend on certain types of media—including print and mobile—and the ad dollars that advertisers invest in them.



Bud Light Celebrates Pride Month

Bud Light is celebrating Pride Month with a new 30-second spot celebrating same-sex weddings. Unveiled on Wednesday via The Ellen Show's social channels, the new ad is part of Wieden + Kennedy's ongoing campaign for the brand, "The Bud Light Party." The A-B InBev brand also erected two rainbow-lit billboards which will be up for the month of June in New York and Los Angeles. According to the company, Bud Light has worked to be an inclusive brand for decades and featured its first LGBT print ad in 1995. —Kristina Monllos

TV

Showtime Shifts Premieres Schedule



Showtime is changing the way it schedules shows to keep new subscribers from losing interest. Beginning this fall, the network will shift to a new premiere schedule where it will debut a new series almost every month, instead of debuting a cluster of shows once each quarter. As part of this move, Showtime will move the premiere of its most popular show, **Homeland**, from its usual fall position to next January. While that delay might disappoint Homeland fans, there's some good news: Showtime is finishing up a deal to pick up the series for an additional two seasons, through Season 8. —Jason Lynch

Mondelez Partners Up With Content Companies

Multinational food conglomerate Mondelez International, one of the world's largest advertisers, has made a decisive move away from traditional advertising. The company announced it would be launching "a first-of-its-kind advertising model" in collaboration with various media partners. Mondelez will work with companies like BuzzFeed and Fox to produce more apps, games and "sponsored content" instead of launching its own in-house production studio. —Patrick Coffee

BEZOS: ASA MATHAT/RECODE; HOMELAND: JIM FISCUS