



(<https://www.adweek.com/agencyspy/new-zealand-wants-seekers-in-latest-tourism-campaign-from-ddb/178297/>).

(<https://www.adweek.com/agencyspy/the-one-club-announces-latest-inductees-into-its-creative-hall-of-fame/178315/>).

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# Wednesday Stir



By [Kyle O'Brien](https://www.adweek.com/agencyspy/author/kobrien/) on Aug. 24, 2022 - 8:15 AM

Affinity Plus: Moving in Together



-Minneapolis agency Haberman has launched a new campaign for Affinity Plus Federal Credit Union to help grow its membership base. The integrated brand campaign, “Life Math,” connects common life events with the financial services people need to tackle them, including moving in together, [expecting a baby](https://www.youtube.com/watch?v=bZ-tOHnQzzE) and [building a collection of memorabilia](https://www.youtube.com/watch?v=ef_qMOo2ulk) while giving back to the community, all with subtle upper Midwest humor.

-Bud Light has [selected Anomaly as its new creative AOR for the Bud Light brand](https://www.adweek.com/brand-marketing/bud-light-picks-anomaly-bud-light-seltzer-selects-the-martin-agency-as-creative-agencies-of-record/) and The Martin Agency for its various line extensions, such as Bud Light Seltzer and Bud Light Next.

-Instead of offering meaningless perks, ad agencies must [put an end to the always-on, hustle culture mentality](https://www.adweek.com/agencies/what-does-it-take-to-reverse-an-ad-agencys-hustle-culture/).

-In perfect match news, Hidden Valley Ranch and truffle-infused hot sauce brand [Truff](https://www.adweek.com/commerce/truff-ranch-hidden-valley-brand-mashup/) have combined into a single condiment.

-Here are three ways [Serena Williams](https://www.adweek.com/brand-marketing/serena-williams-reminds-us-how-important-it-is-to-own-your-narrative/) demonstrated how to control your brand’s narrative



-Bipartisan senators advanced an updated bill that, if passed, would change [how small publishers seek fair compensation from tech giants](https://www.adweek.com/programmatic/this-bill-would-force-google-and-meta-to-pay-for-journalism/) (<https://www.adweek.com/programmatic/this-bill-would-force-google-and-meta-to-pay-for-journalism/>) that make billions off their content.

-Diageo’s Bundaberg Rum and Leo Burnett Australia are using fantasy sports as a way to draw attention to the National Women’s Rugby League—by [putting together the first mixed gender fantasy league](https://www.adweek.com/creativity/this-diageo-brand-is-making-room-on-the-fantasy-league-bench-for-women-athletes/) (<https://www.adweek.com/creativity/this-diageo-brand-is-making-room-on-the-fantasy-league-bench-for-women-athletes/>).

–**Michael B. Jordan** and **Tessa Thompson** are internet bodyguards in a PSA campaign, created in partnership with Amazon and the National Cybersecurity Alliance, to [educate consumers on the importance of protecting themselves online](https://www.adweek.com/creativity/michael-b-jordan-and-tessa-thompson-fight-cybercriminals-in-amazons-new-psa/) (<https://www.adweek.com/creativity/michael-b-jordan-and-tessa-thompson-fight-cybercriminals-in-amazons-new-psa/>).

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