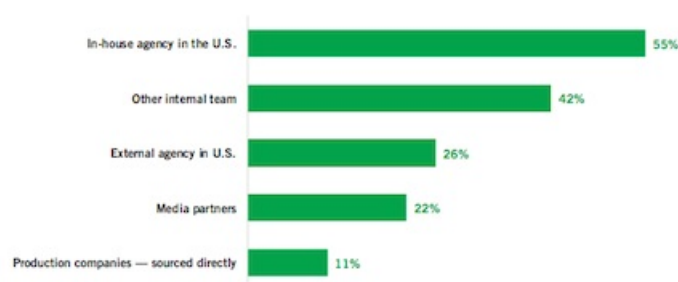


NEWS BRIEFS

Day's wrap: McLaren, Mr. Porter, Safilo, ANA and Tiffany

April 6, 2020

In-house agencies and other internal teams were identified as being most important for producing new creative assets, followed by external agencies and media partners. Respondents were asked, "What resources are currently important to you for producing new creative assets? Please rate on a scale of 1–5 where 1 = Not Important and 5 = Very Important." Identified as "Very Important" were:



Getting the work done: In-house teams playing key roles. Source: ANA creative messaging survey as marketers adjust to COVID-19 environment

By LUXURY DAILY NEWS SERVICE

Luxury Daily live news:

British sports carmaker McLaren joins VentilatorChallengeUK Consortium

The consortium comprises major U.K. industrial, technology and engineering companies across sectors such as automotive, aerospace and healthcare.

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New "At Home With Mr. Porter" is social push by menswear retailer to engage the housebound

The initiative follows Mr. Porter's Health In Mind effort to help customers and online readers lead happier, healthier and more fulfilling lives, even while at home.

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Safilo, taking black eye over COVID-19 measures, expects 11-13pc Q1 sales drop in eyewear

The business outlook for 2020, as provided in a briefing Dec. 10, is no longer valid as Safilo suffers the consequences of lost sales over lockdowns and store closures to combat the spread of the COVID-19 coronavirus.

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In-house agencies most important for producing new creative assets in shadow of COVID-19: survey

A new survey from the Association of National Advertisers has found that 90 percent of respondents have adjusted their creative marketing messaging since mid-March when the World Health Organization declared the COVID-19 coronavirus as a pandemic.

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Tiffany & Co. commits \$1M to WHO, New York Community Trust for COVID-19 relief

The Tiffany & Co. Foundation has committed \$1 million to COVID-19-related causes as the coronavirus rampages through communities worldwide, devastating lives and livelihoods.

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[Influencer marketing should take right tone during pandemic](#)

Brands have an opportunity to connect with affluent homebound consumers in lockdown by working with social media influencers, but the messaging must have the right tone.

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