

NEWS BRIEFS

## Day's wrap: Facebook, Mot Hennessy, Audi and Fifth Avenue Association

October 15, 2021



Guests can enjoy an after-tour drink at The Pierre. Image credit: Like A Local Tours

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Oct. 15:

[Facebook adjusts how it counts users for ads planning, measurement](#)

Social media giant Facebook is changing how it measures ad reach, a move that is likely to impact advertisers.

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[Mot Hennessy welcomes young artists to new headquarters](#)

LVMH's wine and spirits division Mot Hennessy is supporting emerging artists through an exclusive collaboration with the Beaux-Arts de Paris.

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[Audi introduces livestream automotive history tours](#)

German automaker Audi has created an immersive experience centered around its brand history with a new online guided tour.

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[Fifth Avenue Association launches historic walking tour](#)

The Fifth Avenue Association is partnering with Brooklyn-based tour company Like A Local Tours for an offering exploring the iconic retail corridor.

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[Competing forces influencing retail's future: Euromonitor](#)

Consumer demands are increasingly at odds, making it challenging for retailers to navigate an evolving industry.

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