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The Bayer company's Alka-Seltzer brand pain-reliever and antacid boasts speedy reliefand one of the most notable advertising (see entry under 1920sCommerce in volume 2) campaigns in history. Alka-Seltzer was introduced in 1931 by Miles Laboratories (purchased by Bayer in 1979). The product was originally used by some consumers as a remedy for hangovers. Alka-Seltzer's effervescent (fizzing) tablets release their active ingredients when dissolved in water. Each Alka-Seltzer tablet, which comes in origianl, lemon-lime, and cherry flavors, contains 1,916 milligrams of sodium bicarbonate, 1,000 milligrams of citric acid, and 325 milligrams of aspirin. Bayer also manufactures a range of variations on the basic product, including chewable Alka Mints and Alka-Seltzer PM for nighttime relief.Alka-Seltzer advertisements are considered classics. From 1954 to 1964, its broadcast commercials featured a cheerful animated character named "Speedy Alka-Seltzer," whose voice was supplied by voice-over actor Dick Beals (1927), and a demonstration of two tablets fizzing after being dropped into a glass of water. Speedy, originally known as Sparky, was created by the Wade Advertising Agency in 1951. The brief ditty "Plop, plop, fizz, fizz, oh what a relief it is," composed by Tom Dawes (1943) of Twin Star Music, became one of the most well-known commercial jingles in advertising history. During the 1970s, a familiar Alka-Seltzer commercial, set in a restaurant, depicted a heartburn victim moaning "I can't believe I ate the whole thing!" after giving in to a persistent waiter's demand to order spicy meatballs. The popularity of Alka-Seltzer stems in part from the American consumer's desire for quick solutions to the irritations of daily life.Edward MoranFor More InformationBayer. Alka-Seltzer. (accessed February 1, 2002).McGrath, Molly Wade. Top Sellers U.S.A.: Success Stories behind America's Best-Selling Products from Alka-Seltzer to Zippo. New York: Morrow, 1983. Aljazeera Satellite Channel Aliye, Fatima (18621936) Aliyah ("Ascent," in Hebrew) Alix of Vergy (r. 1248c. 1290) Alix of Vergy (d. after 1218) Alito, Samuel Anthony, Jr. Alito, Jr., Samuel Anthony AlitaliaLinee Aeree Italiana, SPA Alitalia-Linee Aeree Italiana, S.p.A. Alkabe, Solomon ben Moses Ha-Levi Alkalai, Abraham ben Samuel Alkalai, Judah ben Solomon ai Alkalai, Yehudah ben Shelomoh Alkaline Phosphatase Test Alkan (real name Morhange), Charles Henri-Valentin Alkan (real name, Morhange), Charles-Valentin Sign up for our weekly newsletter to stay up to date on new STEM learning resources, tips, and more! Sign Up September 15, 2003 05:00 AM Advertising One of the worlds iconic brands, Alka Seltzer, celebrated its 75th anniversary in 2006. Throughout its history they ve had a high strike rate when it comes to producing memorable, effective advertising. My first memories of the brands advertising was it famous Boat commercial. In the US, they created a mascot called Speedy who featured in their advertising in the 50s and 60s. The advertising promoted the use of a single tablet at a time. In a stroke of marketing genius, the brands fortunes changed when they encouraged the use of two tablets at a time. Portable foil packs that held two were created; the advertising was a simple demonstration of the two tablets immersing in water. The baseline, an all-time classic, Plop, plop, fizz, fizz oh what a relief it is made the brand famous.The brand has the distinction of making some of its advertising lines part of popular culture. This 70s TVC had one such: Thats a spicy meatball!: My favourite one is this (talk about branding!): The other popular line from the Alka Seltzer ads was: I cant believe I ate the whole thing!. It began in the 70s and was voted one of Newsweek magazines 10 most memorable lines of the decade. During the 80s the brand took a hiatus from mass media advertising. Controversy over the use of Aspirin in the product followed. Recently, they introduced an aspirin-free formula for heartburn. In a classic case of tribute (and fantastic casting) they brought back the I cant believe I ate the whole thing! line with a remake of the old ad. This time around, Peter Boyle and Doris Roberts from Everybody loves Raymond were used.In the print media, some great work has been happening of late on the brand, specially from the Far East.Only a handful of clients consisitently encourage (and get) great advertising. FedEx, Pepsi, Apple, The Economistcometo mind.To do that for decades is remarkable Alka Seltzer would definitely rank among them. Class of therapeutic drug for relieving pain and inflammationNon-steroidal anti-inflammatory drugDrug classFilm-coated 200mg tablets of generic ibuprofen, a common non-steroidal anti-inflammatory drugClass identifiersPronunciation/nsd/ EN-sed SynonymsCyclooxygenase inhibitor[2]Cyclooxygenase enzyme inhibitor[2]Non-steroidal anti-inflammatory agent/analgesic (NSAIA)UsePain,[1] fever,[1] inflammation,[1] antithrombosis[citation needed]ATC codeM01AMechanism of actionEnzyme inhibitorBiological targetCOX-1 and COX-2Legal statusIn WikidataNSAID identification on label of generic ibuprofen, an over-the-counter non-steroidal anti-inflammatory drugNon-steroidal anti-inflammatory drugs[1][3] (NSAID)[1] are members of a therapeutic drug class which reduces pain,[4] decreases inflammation, decreases fever,[1] and prevents blood clots. Side effects depend on the specific drug, its dose and duration of use, but largely include an increased risk of gastrointestinal ulcers and bleeds, heart attack, and kidney disease.[5][6]The term non-steroidal, common from around 1960, distinguishes these drugs from corticosteroids, another class of anti-inflammatory drugs,[7] which during the 1950s had acquired a bad reputation due to overuse and side-effect problems after their introduction in 1948.[8][9][10]NSAIDs work by inhibiting the activity of cyclooxygenase enzymes (the COX-1 and COX-2 isoenzymes). In cells, these enzymes are involved in the synthesis of key biological mediators, namely prostaglandins, which are involved in inflammation, and thromboxanes, which are involved in blood clotting.Structure of the NSAID DiclofenacThere are two general types of NSAIDs available: non-selective and COX-2 selective.[11] Most NSAIDs are non-selective, and inhibit the activity of both COX-1 and COX-2. These NSAIDs, while reducing inflammation, also inhibit platelet aggregation and increase the risk of gastrointestinal ulcers and bleeds.[11] COX-2 selective inhibitors have fewer gastrointestinal side effects, but promote thrombosis, and some of these agents substantially increase the risk of heart attack. As a result, certain COX-2 selective inhibitorssuch as rofecoxibare no longer used due to the high risk of undiagnosed vascular disease.[11] These differential effects are due to the different roles and tissue localisations of each COX isoenzyme.[11] By inhibiting physiological COX activity, NSAIDs may cause deleterious effects on kidney function,[12] and, perhaps as a result of water and sodium retention and decreases in renal blood flow, may lead to heart problems.[13] In addition, NSAIDs can blunt the production of erythropoietin, resulting in anaemia, since haemoglobin needs this hormone to be produced.The most prominent NSAIDs are aspirin, ibuprofen, diclofenac and naproxen; all available over the counter (OTC) in most countries.[14] Paracetamol (acetaminophen) is generally not considered an NSAID because it has only minor anti-inflammatory activity. Paracetamol treats pain mainly by blocking COX-2 and inhibiting endocannabinoid reuptake almost exclusively within the brain, and only minimally in the rest of the body.[15][16]NSAIDs are often suggested for the treatment of acute or chronic conditions where pain and inflammation are present. NSAIDs are generally used for the symptomatic relief of the following conditions:[17][18][19]Osteoarthritis[18][20][21]Rheumatoid arthritis[22]Mild-to-moderate pain due to inflammation and tissue injury[18]Low back pain[18][23]Inflammatory arthropathies (e.g., ankylosing spondylitis, psoriatic arthritis, reactive arthritis)Tennis elbow[24]Headache[18]Migraine[17]Acute gout[17]Dysmenorrhea (menstrual pain)[17]Metastatic bone pain[17]Postoperative pain[17]Muscle stiffness and pain due to Parkinson's disease[17]Pyrexia (fever)[17]Ileus[17]Renal colic[17]Macular edema[25]Traumatic injury[26]The effectiveness of NSAIDs for treating non-cancer chronic pain and cancer-related pain in children and adolescents is not clear.[27][28] There have not been sufficient numbers of high-quality randomised controlled trials conducted.[27][28]Differences in anti-inflammatory activity between the various individual NSAIDs are small, but there is considerable variation among individual patients in therapeutic response and tolerance to these drugs. About 60% of patients will respond to any NSAID; of the others, those who do not respond to one may well respond to another. Pain relief starts soon after taking the first dose, and a full analgesic effect should normally be obtained within a week, whereas an anti-inflammatory effect may not be achieved (or may not be clinically assessable) for up to three weeks. If appropriate responses are not obtained within these times, another NSAID should be tried.[3]Pain following surgery can be significant, and many people require strong pain medications such as opioids. There is some low-certainty evidence that starting NSAID painkiller medications in adults early, before surgery, may help reduce post-operative pain, and also reduce the dose or quantity of opioid medications required after surgery.[29] Any increase risk of surgical bleeding, bleeding in the gastrointestinal system, myocardial infarctions, or injury to the kidneys has not been well studied.[29] When used in combination with paracetamol, the analgesic effect on post-operative pain may be improved.[30]Aspirin, the only NSAID able to irreversibly inhibit COX-1, is also indicated for antithrombosis through inhibition of platelet aggregation. This is useful for the management of arterial thrombosis, and prevention of adverse cardiovascular events like heart attacks. Aspirin inhibits platelet aggregation by inhibiting the action of thromboxane A2.[31]NSAIDs are useful in the management of post-operative dental pain following invasive dental procedures such as dental extraction.[32] When not contra-indicated, they are favoured over the use of paracetamol alone due to the anti-inflammatory effect they provide.[33] There is weak evidence suggesting that taking pre-operative analgesia can reduce the length of post operative pain associated with placing orthodontic spacers under local anaesthetic.[34]Based on observational studies and randomized controlled trials, NSAID use is not effective for the treatment or prevention of Alzheimer's disease.[35][36]NSAIDs may be used with caution by people with the following conditions:Persons who are over age 50, and who have a family history of gastrointestinal (GI) problems[18]Persons who have had previous gastrointestinal problems from NSAID use[18]NSAIDs should usually be avoided by people with the following conditions:Peptic ulcer or stomach bleeding[18]Uncontrolled hypertension[18]Kidney disease[18]People with inflammatory bowel disease[medical citation needed]Past transient ischemic attack (excluding aspirin)[18]Past stroke (excluding aspirin)[18]Past myocardial infarction (excluding aspirin)[18]Coronary artery disease (excluding aspirin)[18]Undergoing coronary artery bypass surgery[18]Congestive heart failure (excluding low-dose aspirin)[37]In third trimester of pregnancy[18]Persons who have undergone gastric bypass surgery[38][39]Persons who have a history of allergic or allergic-like NSAID hypersensitivity reactions, e.g. aspirin-exacerbated respiratory disease[40]The widespread use of NSAIDs has meant that the adverse effects of these drugs have become increasingly common. Use of NSAIDs increases risk of a range of gastrointestinal (GI) problems, kidney disease and adverse cardiovascular events.[41][42] As commonly used for post-operative pain, there is evidence of increased risk of kidney complications.[43] Their use following gastrointestinal surgery remains controversial, given mixed evidence of increased risk of leakage from any bowel anastomosis created.[44][45][46]An estimated 1020% of people taking NSAIDs experience indigestion. In the 1990s, high doses of prescription NSAIDs were associated with serious upper gastrointestinal adverse events, including bleeding.[47]NSAIDs, like all medications, may interact with other medications. For example, concurrent use of NSAIDs and quinolone antibiotics may increase the risk of quinolones' adverse central nervous system effects, including seizure.[48][49]There is an argument over the benefits and risks of NSAIDs for treating chronic musculoskeletal pain. Each drug has a benefit-risk profile and balancing the risk of no treatment with the competing potential risks of various therapies should be considered.[50] For people over the age of 65 years old, the balance between the benefits of pain-relief medications such as NSAIDS and the potential for adverse effects has not been well determined.[51]There is some evidence suggesting that, for some people, use of NSAIDs (or other anti-inflammatories) may contribute to the initiation of chronic pain.[52]Side effects are dose-dependent, and in many cases severe enough to pose the risk of ulcer perforation, upper gastrointestinal bleeding, and death, limiting the use of NSAID therapy. An estimated 1020% of NSAID patients experience dyspepsia, and NSAID-associated upper gastrointestinal adverse events are estimated to result in 103,000 hospitalizations and 16,500 deaths per year in the United States, and represent 43% of drug-related emergency visits. Many of these events are avoidable; a review of physician visits and prescriptions estimated that unnecessary prescriptions for NSAIDs were written in 42% of visits.[53]Aspirin should not be taken by people who have salicylate intolerance[54][55] or a more generalized drug intolerance to NSAIDs, and caution should be exercised in those with asthma or NSAID-precipitated bronchospasm. Owing to its effect on the stomach lining, manufacturers recommend people with peptic ulcers, mild diabetes, or gastritis seek medical advice before using aspirin.[56][57] Use of aspirin during dengue fever is not recommended owing to increased bleeding tendency.[58] People with kidney disease, hyperuricemia, or gout should not take aspirin because it inhibits the kidneys' ability to excrete uric acid, and thus may exacerbate these conditions.If a COX-2 inhibitor is taken, a traditional NSAID (prescription or over-the-counter) should not be taken at the same time.[59]Rofecoxib (Vioxx) was shown to produce significantly fewer gastrointestinal adverse drug reactions (ADRs) compared with naproxen.[60] The study, the VIGOR trial, raised the issue of the cardiovascular safety of the coxibs (COX-2 inhibitors). A statistically significant increase in the incidence of myocardial infarctions was observed in patients on rofecoxib. Further data, from the APPROVe trial, showed a statistically significant relative risk of cardiovascular events of 1.97 versus placebo[61]which caused a worldwide withdrawal of rofecoxib in October 2004.[62]Use of methotrexate together with NSAIDs in rheumatoid arthritis is safe, if adequate monitoring is done.[63]NSAIDs, aside from aspirin, increase the risk of myocardial infarction and stroke.[64][65] This occurs at least within a week of use.[5] They are not recommended in those who have had a previous heart attack as they increase the risk of death or recurrent MI.[66] Evidence indicates that naproxen may be the least harmful out of these.[65][67]NSAIDs aside from (low-dose) aspirin are associated with a doubled risk of heart failure in people without a history of cardiac disease.[67] In people with such a history, use of NSAIDs (aside from low-dose aspirin) was associated with a more than 10-fold increase in heart failure.[68] If this link is proven causal, researchers estimate that NSAIDs would be responsible for up to 20 percent of hospital admissions for congestive heart failure. In people with heart failure, NSAIDs increase mortality risk (hazard ratio) by approximately 1.21.3 for naproxen and ibuprofen, 1.7 for rofecoxib and celecoxib, and 2.1 for diclofenac.[69]On 9 July 2015, the Food and Drug Administration (FDA) toughened warnings of increased heart attack and stroke risk associated with nonsteroidal anti-inflammatory drugs (NSAIDs) other than aspirin.[70]A 2005 Finnish survey study found an association between long term (over three months) use of NSAIDs and erectile dysfunction.[71]A 2011 publication[72] in The Journal of Urology received widespread publicity.[73] According to the study, men who used NSAIDs regularly were at significantly increased risk of erectile dysfunction. A link between NSAID use and erectile dysfunction still existed after controlling for several conditions. However, the study was observational and not controlled, with low original participation rate, potential participation bias, and other uncontrolled factors. The authors warned against drawing any conclusion regarding cause.[74]The main adverse drug reactions (ADRs) associated with NSAID use relate to direct and indirect irritation of the gastrointestinal (GI) tract. NSAIDs cause a dual assault on the GI tract: the acidic molecules directly irritate the gastric mucosa, and inhibition of COX-1 and COX-2 reduces the levels of protective prostaglandins.[41] Inhibition of prostaglandin synthesis in the GI tract causes increased gastric acid secretion, diminished bicarbonate secretion, diminished mucus secretion and diminished trophic effects on the epithelial mucosa.[75]Common gastrointestinal side effects include:[17]Nausea or vomitingIndigestionGastric ulceration or bleeding[41][76]DiarrheaClinical NSAID ulcers are related to the systemic effects of NSAID administration. Such damage occurs irrespective of the route of administration of the NSAID (e.g., oral, rectal, or parenteral) and can occur even in people who have achlorhydria.[77]Ulceration risk increases with therapy duration, and with higher doses. To minimize GI side effects, it is prudent to use the lowest effective dose for the shortest period of timea practice that studies show is often not followed. Over 50% of patients who take NSAIDs have sustained some mucosal damage to their small intestine.[78]The risk and rate of gastric adverse effects is different depending on the type of NSAID medication a person is taking. Indomethacin, ketoprofen, and piroxicam use appear to lead to the highest rate of gastric adverse effects, while ibuprofen (lower doses) and diclofenac appear to have lower rates.[17]Certain NSAIDs, such as aspirin, have been marketed in enteric-coated formulations that manufacturers claim reduce the incidence of gastrointestinal ADRs. Similarly, some believe that rectal formulations may reduce gastrointestinal ADRs. However, consistent with the systemic mechanism of such ADRs, and in clinical practice, these formulations have not demonstrated a reduced risk of GI ulceration.[17]Numerous "gastro-protective" drugs have been developed with the goal of preventing gastrointestinal toxicity in people who need to take NSAIDs on a regular basis.[41] Gastric adverse effects may be reduced by taking medications that suppress acid production such as proton pump inhibitors (e.g.: omeprazole and esomeprazole), or by treatment with a drug that mimics prostaglandin in order to restore the lining of the GI tract (e.g.: a prostaglandin analog misoprostol).[41] Diarrhea is a common side effect of misoprostol; however, higher doses of misoprostol have been shown to reduce the risk of a person having a complication related to a gastric ulcer while taking NSAIDs.[41] While these techniques may be effective, they are expensive for maintenance therapy.[79]Hydrogen sulfide NSAID hybrids prevent the gastric ulceration/bleeding associated with taking the NSAIDs alone. Hydrogen sulfide is known to have a protective effect on the cardiovascular and gastrointestinal system.[80]NSAIDs should be used with caution in individuals with inflammatory bowel disease (e.g., Crohn's disease or ulcerative colitis) due to their tendency to cause gastric bleeding and form ulceration in the gastric lining.[81]NSAIDs are also associated with a fairly high incidence of adverse drug reactions (ADRs) on the kidney and over time can lead to chronic kidney disease. The mechanism of these kidney ADRs is due to changes in kidney blood flow. Prostaglandins normally dilate the afferent arterioles of the glomeruli. This helps maintain normal glomerular perfusion and glomerular filtration rate (GFR), an indicator of kidney function. This is particularly important in kidney failure where the kidney is trying to maintain renal perfusion pressure by elevated angiotensin II levels. At these elevated levels, angiotensin II also constricts the afferent arteriole into the glomerulus in addition to the efferent arteriole it normally constricts. Since NSAIDs block this prostaglandin-mediated effect of afferent arteriole dilation, particularly in kidney failure, NSAIDs cause unopposed constriction of the afferent arteriole and decreased RPF (renal perfusion flow) and GFR.[82]Common ADRs associated with altered kidney function include:[17]Sodium and fluid retentionHypertension (high blood pressure)These agents may also cause kidney impairment, especially in combination with other nephrotoxic agents. Kidney failure is especially a risk if the patient is also concomitantly taking an ACE inhibitor (which removes angiotensin II's vasoconstriction of the efferent arteriole) and a diuretic (which drops plasma volume, and thereby RPF)the so-called "triple whammy" effect.[83]In rarer instances NSAIDs may also cause more severe kidney conditions:[17]Interstitial nephritisNephrotic syndromeAcute kidney injuryAcute tubular necrosisRenal papillary necrosisNSAIDs in combination with excessive use of phenacetin or paracetamol (acetaminophen) may lead to analgesic nephropathy.[84]Photosensitivity is a commonly overlooked adverse effect of many of the NSAIDs.[85] The 2-arylpropionic acids are the most likely to produce photosensitivity reactions, but other NSAIDs have also been implicated including piroxicam, diclofenac, and benzydamine.[86]Benoxaprofen, since withdrawn due to its liver toxicity, was the most photoactive NSAID observed. The mechanism of photosensitivity, responsible for the high photoactivity of the 2-arylpropionic acids, is the ready decarboxylation of the carboxylic acid moiety. The specific absorbance characteristics of the different chromophoric 2-aryl substituents, affects the decarboxylation mechanism.[87]While NSAIDs as a class are not direct teratogens, use of NSAIDs in late pregnancy can cause premature closure of the fetal ductus arteriosus and kidney ADRs in the fetus.[88] Thus, NSAIDs are not recommended during the third trimester of pregnancy because of the increased risk of premature constriction of the ductus arteriosus.[88] Additionally, they are linked with premature birth[89] and miscarriage.[90] Aspirin, however, is used together with heparin in pregnant women with antiphospholipid syndrome.[91] Additionally, indomethacin can be used in pregnancy to treat polyhydramnios by reducing fetal urine production via inhibiting fetal renal blood flow.[92]In contrast, paracetamol (acetaminophen) is regarded as being safe and well tolerated during pregnancy, but Leffers et al. released a study in 2010, indicating that there may be associated male infertility in the unborn.[93][94] Doses should be taken as prescribed, due to risk of liver toxicity with overdoses.[95]In France, the country's health agency contraindicates the use of NSAIDs, including aspirin, after the sixth month of pregnancy.[96]In October 2020, the U.S. Food and Drug Administration (FDA) required the drug label to be updated for all nonsteroidal anti-inflammatory medications, to describe the risk of kidney problems in unborn babies which can then lead to low amniotic fluid levels, as a result of the use of NSAIDs.[97][98] They are recommending avoiding the use of NSAIDs by pregnant women at 20 weeks or later in pregnancy.[97][98]A variety of allergic or allergic-like NSAID hypersensitivity reactions follow the ingestion of NSAIDs. These hypersensitivity reactions differ from the other adverse reactions listed here which are toxicity reactions, i.e. unwanted reactions that result from the pharmacological action of a drug, are dose-related, and can occur in any treated individual; hypersensitivity reactions are idiosyncratic reactions to a drug.[99] Some NSAID hypersensitivity reactions are truly allergic in origin: 1) repetitive IgE-mediated urticarial skin eruptions, angioedema, and anaphylaxis following immediately to hours after ingesting one structural type of NSAID but not after ingesting structurally unrelated NSAIDs; and 2) Comparatively mild to moderately severe T cell-mediated delayed onset (usually more than 24 hour), skin reactions such as maculopapular rash, fixed drug eruptions, photosensitivity reactions, delayed urticaria, and contact dermatitis; or 3) far more severe and potentially life-threatening t-cell-mediated delayed systemic reactions such as the DRESS syndrome, acute generalized exanthematous pustulosis, the StevensJohnson syndrome, and toxic epidermal necrolysis. Other NSAID hypersensitivity reactions are allergy-like symptoms but do not involve true allergic mechanisms; rather, they appear due to the ability of NSAIDs to alter the metabolism of arachidonic acid in favor of forming metabolites that promote allergic symptoms. Affected individuals may be abnormally sensitive to these provocative metabolites or overproduce them and typically are susceptible to a wide range of structurally dissimilar NSAIDs, particularly those that inhibit COX1. Symptoms, which develop immediately to hours after ingesting any of various NSAIDs that inhibit COX-1, are: 1) exacerbations of asthmatic and rhinitis (see aspirin-exacerbated respiratory disease) symptoms in individuals with a history of asthma or rhinitis and 2) exacerbation or first-time development of wheals or angioedema in individuals with or without a history of chronic urticarial lesions or angioedema.[40]It has been hypothesized that NSAIDs may delay healing from bone and soft-tissue injuries by inhibiting inflammation.[100] On the other hand, it has also been hypothesized that NSAIDs might speed recovery from soft tissue injuries by preventing inflammatory processes from damaging adjacent, non-injured muscles.[101]There is moderate evidence that they delay bone healing.[102] Their overall effect on soft-tissue healing is unclear.[101][100][103]Long-term use of NSAID analgesics and paracetamol is associated with an increased risk of hearing loss.[104][105][106]The use of NSAIDs for analgesia following gastrointestinal surgery remains controversial, given mixed evidence of an increased risk of leakage from any bowel anastomosis created. This risk may vary according to the class of NSAID prescribed.[44][45][46]Common adverse drug reactions (ADR), other than listed above, include: raised liver enzymes, headache, dizziness.[17] Uncommon ADRs include an abnormally high level of potassium in the blood, confusion, spasm of the airways, and rash.[17] Ibuprofen may also rarely cause irritable bowel syndrome symptoms. NSAIDs are also implicated in some cases of StevensJohnson syndrome.[107]Most NSAIDs penetrate poorly into the central nervous system (CNS). However, the COX enzymes are expressed constitutively in some areas of the CNS, meaning that even limited penetration may cause adverse effects such as somnolence and dizziness.[108]NSAIDs may increase the risk of bleeding in patients with Dengue fever[109] For this reason, NSAIDs are only available with a prescription in India.[110]In very rare cases, ibuprofen can cause aseptic meningitis.[111]As with other drugs, allergies to NSAIDs might exist. While many allergies are specific to one NSAID, up to 1 in 5 people may have unpredictable cross-reactive allergic responses to other NSAIDs as well.[112]Although small doses generally have little to no effect on the immune system, large doses of NSAIDs significantly suppress the production of immune cells.[113] As NSAIDs affect prostaglandins, they affect the production of most fast growing cells.[113] This includes immune cells.[113] Unlike corticosteroids, they do not directly suppress the immune system and so their effect on the immune system is not immediately obvious.[113] They suppress the production of new immune cells, but leave existing immune cells functional.[113] Large doses slowly reduce the immune response as the immune cells are renewed at a much lower rate.[113] Causing a gradual reduction of the immune system, much slower and less noticeable than the immediate effect of Corticosteroids.[113] The effect significantly increases with dosage, in a nearly exponential rate.[113] Doubling of dose reduced cells by nearly four times.[113] Increasing dose by five times reduced cell counts to only a few percent of normal levels.[113] This is likely why the effect was not immediately obvious in low dose trials, as the effect is not apparent until much higher dosages are tested.[113]NSAIDs reduce kidney blood flow and thereby decrease the efficacy of diuretics, and inhibit the elimination of lithium and methotrexate.[114]NSAIDs cause decreased ability to form blood clots, which can increase the risk of bleeding when combined with other drugs that also decrease blood clotting, such as warfarin.[114]NSAIDs may aggravate hypertension (high blood pressure) and thereby antagonize the effect of antihypertensives,[114] such as ACE inhibitors.[115]NSAIDs may interfere and reduce effectiveness of SSRI antidepressants through inhibiting TNF and IFN, both of which are cytokine derivatives.[116][117] NSAIDs, when used in combination with SSRIs, increase the risk of adverse gastrointestinal effects.[118] NSAIDs, when used in combination with SSRIs, increase the risk of internal bleeding and brain hemorrhages.[119]Various widely used NSAIDs enhance endocannabinoid signaling by blocking the anandamide-degrading membrane enzyme fatty acid amide hydrolase (FAAH).[120]NSAIDs may reduce the effectiveness of antibiotics. An in-vitro study on cultured bacteria found that adding NSAIDs to antibiotics reduced their effectiveness by around 20%.[121]The concomitant use of NSAIDs with alcohol and/or tobacco products significantly increases the already elevated risk of peptic ulcers during NSAID therapy.[122][bettersourceneeded]Most NSAIDs act as nonselective inhibitors of the cyclooxygenase (COX) enzymes, inhibiting both the cyclooxygenase-1 (COX-1) and cyclooxygenase-2 (COX-2) isoenzymes. This inhibition is competitively reversible (albeit at varying degrees of reversibility), as opposed to the mechanism of aspirin, which is irreversible inhibition.[123] COX catalyzes the formation of prostaglandins and thromboxane from arachidonic acid (itself derived from the cellular phospholipid bilayer by phospholipase A2). Prostaglandins act (among other things) as messenger molecules in the process of inflammation. This mechanism of action was elucidated in 1970 by John Vane (19272004), who received a Nobel Prize for his work (see Mechanism of action of aspirin).[124][125]COX-1 is a constitutively expressed enzyme with a "house-keeping" role in regulating many normal physiological processes. One of these is in the stomach lining, where prostaglandins serve a protective role, preventing the stomach mucosa from being eroded by its own acid. COX-2 is an enzyme facultatively expressed in inflammation, and it is inhibition of COX-2 that produces the desirable effects of NSAIDs.[126]When nonselective COX-1/COX-2 inhibitors (such as aspirin, ibuprofen, and naproxen) lower stomach prostaglandin levels, ulcers of the stomach or duodenum and internal bleeding can result.[127] The discovery of COX-2 led to research to the development of selective COX-2 inhibiting drugs that do not cause gastric problems characteristic of older NSAIDs.[128]NSAIDs have been studied in various assays to understand how they affect each of these enzymes. While the assays reveal differences, unfortunately, different assays provide differing ratios.[129]Paracetamol (acetaminophen) is not considered an NSAID because it has little anti-inflammatory activity. It treats pain mainly by blocking COX-2 mostly in the central nervous system, but not much in the rest of the body.[15]However, many aspects of the mechanism of action of NSAIDs remain unexplained, and for this reason, further COX pathways are hypothesized. The COX-3 pathway was believed to fill some of this gap but recent findings make it appear unlikely that it plays any significant role in humans and alternative explanation models are proposed.[15]NSAIDs interact with the endocannabinoid system and its endocannabinoids, as COX2 have been shown to utilize endocannabinoids as substrates, and may have a key role in both the therapeutic effects and adverse effects of NSAIDs, as well as in NSAID-induced placebo responses.[130][131][132]NSAIDs are also used in the acute pain caused by gout because they inhibit urate crystal phagocytosis besides inhibition of prostaglandin synthase.[133]NSAIDs have antipyretic activity and can be used to treat fever.[134][135] Fever is caused by elevated levels of prostaglandin E2 (PGE2), which alters the firing rate of neurons within the hypothalamus that control thermoregulation.[134][136] Antipyretics work by inhibiting the enzyme COX, which causes the general inhibition of prostanoid biosynthesis (PGE2) within the hypothalamus.[134][135] PGE2 signals to the hypothalamus to increase the body's thermal setpoint.[135][137] Ibuprofen has been shown more effective as an antipyretic than paracetamol (acetaminophen).[136][138]Arachidonic acid is the precursor substrate for cyclooxygenase leading to the production of prostaglandins F, D, and E.[139]Burana 600 mg ibuprofen packageNSAIDs can be classified based on their chemical structure or mechanism of action. Older NSAIDs were known long before their mechanism of action was elucidated and were for this reason classified by chemical structure or origin. Newer substances are more often classified by mechanism of action.[140]Aspirin (acetylsalicylic acid)Diflunisal (Dolobid)EthenzamideSalicylamideSalicylic acid and its saltsSalsalate (Disalcid)Choline salicylateMethyl salicylateSodium salicylateMain article: Profen (drug class)Ibuprofen[141]DexibuprofenNaproxenFenoprofenKetoprofenDexketoprofenFlurbiprofenOxaprozinLoxoprofenPelubiprofenZaltoprofenFenbufenTiaprofenic acidCarprofenIndomethacinAcemetacinTolmetinSulindacEtodolacKetorolac[26]DiclofenacFenclofenacAceclofenacBromfenacFentiazacNabumetone (drug itself is non-acidic but the active, principal metabolite has a carboxylic acid group)PiroxicamAmpiroxicamMeloxicamTenoxicamDroxicamLornoxicamIsoxicam (withdrawn from market 1985[142][143])Phenylbutazone (Bute)The following NSAIDs are derived from fenamic acid, which is a derivative of anthranilic acid,[144]:235 which in turn is a nitrogen isostere of salicylic acid, which is the active metabolite of aspirin.[144]:235[145]:17Mefenamic acidMeclofenamic acidFlufenamic acidTolfenamic acidEtofenamateCelecoxib (FDA alert[146])Rofecoxib (withdrawn from market[147])Valdecoxib (withdrawn from market[148])Parecoxib FDA withdrawn, licensed in the EULumiracoxib TGA cancelled registrationEtoricoxib not FDA approved, licensed in the EUFirocoxib used in dogs and horsesDeracoxib labeled for use in dogsRobenacoxib labeled for use in dogs and catsNimesulide (systemic preparations are banned by several countries for the potential risk of hepatotoxicity)[149]Benzydamine (commonly branded as Tantum Verde or Difflam) is an indazole derivative with local anaesthetic and analgesic propertiesClonixinLicofelone acts by inhibiting LOX (lipooxygenase) and COX and hence known as 5-LOX/COX inhibitorH-harpagide in figwort[150] or devil's claw[151]Some NSAIDs are also given intravenously, such as Ketorolac and Diclofenac sodium.Most NSAIDs are chiral molecules; diclofenac and the oxicams are exceptions. However, the majority are prepared as racemic mixtures. Typically, only a single enantiomer is pharmacologically active. For some drugs (typically profens), an isomerase enzyme in vivo converts the inactive enantiomer into the active form, although its activity varies widely in individuals. This phenomenon is likely responsible for the poor correlation between NSAID efficacy and plasma concentration observed in older studies when specific analysis of the active enantiomer was not performed.[152]Ibuprofen and ketoprofen are now available in single-enantiomer preparations (dexibuprofen and dexketoprofen), which purport to offer quicker onset and an improved side-effect profile. Naproxen has always been marketed as the single active enantiomer.[153]NSAIDs within a group tend to have similar characteristics and tolerability. There is little difference in clinical efficacy among the NSAIDs when used at equivalent doses.[154] Rather, differences among compounds usually relate to dosing regimens (related to the compound's elimination half-life), route of administration, and tolerability profile.[medical citation needed]Regarding adverse effects, selective COX-2 inhibitors have lower risk of gastrointestinal bleeding.[154] With the exception of naproxen, nonselective NSAIDs increase the risk of having a heart attack.[154] Some data also supports that the partially selective nabumetone is less likely to cause gastrointestinal events.[154]A consumer report noted that ibuprofen, naproxen, and salsalate are less expensive than other NSAIDs, and essentially as effective and safe when used appropriately to treat osteoarthritis and pain.[155]This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. (July 2019) (Learn how and when to remove this message)Most nonsteroidal anti-inflammatory drugs are weak acids,[156] with a pKa of 35. They are absorbed well from the stomach and intestinal mucosa. They are highly protein-bound in plasma (typically >95%), usually to albumin, so that their volume of distribution typically approximates to plasma volume. Most NSAIDs are metabolized in the liver by oxidation and conjugation to inactive metabolites that typically are excreted in the urine, though some drugs are partially excreted in bile. Metabolism may be abnormal in certain disease states, and accumulation may occur even with normal dosage.[medical citation needed]NSAIDs can also be divided into short-acting (plasma half-life less than 6 h) such as aspirin, diclofenac and ibuprofen and long-acting (half-life approximately greater than 10 h) such as naproxen, celecoxib.[157]One of the first advertisements for Bayer Aspirin, published in The New York Times in 1917It is widely believed that naturally occurring salicin in willow trees and other plants was used by the ancients as a form of analgesic or anti-inflammatory drug,[158] but this story, although compelling, is not entirely true.[159][160] Hippocrates does not mention willow at all.[161] Dioscorides's De materia medica was arguably the most influential herbal from Roman to Medieval times but, if he mentions willow at all (there is doubt about the identity of 'Itea'), then he used the ashes, steeped in vinegar, as a treatment for corns,[162] which corresponds well with modern uses of salicylic acid.Willow bark (from trees of the Salix genus) was widely known to be used as a medicine by multiple First Nations communities.[163] The bark would be chewed or steeped in water for its pain relieving and antipyretic effects. The effects are a result of the bark's salicin content. Meadowsweet, another plant to contain salicin, has strong roots in British folk medicine for the same maladies. Willow bark was first reported in Western science by Edward Stone in 1763 as a treatment for ague (fever) according to the pseudoscientific doctrine of signatures.[164]In the body, salicin is turned into salicylic acid, which produces the antipyretic and analgesic effects that the plants are known for.Salicin was first isolated by Johann Andreas Buchner in 1827. By 1829, French chemist Henri Leroux had improved the extraction process to obtain about 30g of purified salicin from 1.5kg of willow bark.[165] By hydrolysis, salicin releases glucose and salicyl alcohol which can be converted into salicylic acid, both in vivo and through chemical methods.[166] In 1869, Hermann Kolbe synthesised salicylic acid, although it was too acidic for the gastric mucosa.[166] The reaction used to synthesise aromatic acid from a phenol in the presence of CO2 is known as the Kolbe-Schmitt reaction.[167][168][169]KolbeSchmitt reaction mechanismBy 1897, the German chemist Felix Hoffmann and the Bayer company prompted a new age of pharmacology by converting salicylic acid into acetylsalicylic acidnamed aspirin by Heinrich Dreser. Other NSAIDs like ibuprofen were developed from the 1950s forward.[165]In 2001, NSAIDs accounted for 70,000,000 prescriptions and 30billion over-the-counter doses sold annually in the United States.[47]Research supports the use of NSAIDs for the control of pain associated with veterinary procedures such as dehorning and castration of calves.[citation needed] The best effect is obtained by combining a short-term local anesthetic such as lidocaine with an NSAID acting as a longer term analgesic.[citation needed] However, as different species have varying reactions to different medications in the NSAID family, little of the existing research data can be extrapolated to animal species other than those specifically studied, and the relevant government agency in one area sometimes prohibits uses approved in other jurisdictions.[citation needed]In the United States, meloxicam is approved for use only in canines, whereas (due to concerns about kidney damage) it carries warnings against its use in cats[170][171] except for one-time use during surgery.[172] In spite of these warnings, meloxicam is frequently prescribed "off-label" for non-canine animals including cats and livestock species.[173] In other countries, for example The European Union (EU), there is a label claim for use in cats.[174]Discovery and development of cyclooxygenase 2 inhibitors

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Bean,3,Lenovo,3,Lisette Azulay,3,Lord Danger,3,Lucozade,3,Manas Paradkar,3,Mars Wrigley,3,Match.com,3,McCann,3,Midas Awards,3,Military Officers Association of America,3,Mitsubishi,3,Movement Strategy,3,Mrs&Mr,3,NOMINT,3,National Geographic,3,Navigant Credit Union,3,Nebo,3,Nescaf,3,No Frills,3,Old Navy,3,Olympics,3,On,3,Opel,3,Pantene Shampoo,3,Paris Saint Germain,3,ParticipACTION,3,Paypal,3,Penny,3,Peugeot,3,Pizza Pizza,3,Porsche,3,Premier League,3,Qatar Airways,3,Rakuten,3,Rosapark,3,Royle Productions,3,SK-II,3,SYFY,3,Sainsbury,3,Samsung Galaxy S9,3,Saturday Night Live,3,Serena Williams,3,Shadab Wajih,3,Snoop Dogg,3,Soundstripe,3,Spears & Arrows,3,St. Luke's,3,SuperValu,3,TBWA\NEBOKO,3,Ted Pedro,3,Telly Awards,3,The Garden,3,Tiger Beer,3,Tiger Woods,3,Twix,3,UFC,3,UPS,3,Uber,3,United Airlines,3,VIBRANT,3,VICE Media,3,Van Cleef & Arpels,3,Venables Bell and Partners,3,Water.org,3,Will,3,Wimbledon,3,Wrigely's,3,Y&R London,3,Yonder Media,3,Young Guns 17,3,Yuchien Wang,3,adam&eveNYC,3,bing,3,droid,3,estee lauder,3,football,3,gucci,3,heaven,3,jennifer Lopez,3,krow,3,middle east ad,3,models,3,mountain dew,3,new zealand,3,qr code advertising,3,quench,3,salvation army,3,superbowl XLIV,3,top 10,3,under armour,3,weight watchers,3,#WomenForTheWin,2,180 Kingsday,2,2011 Super Bowl Line Up,2,23red,2,3D TV,2,3M,2,A&W,2,ADC Awards,2,ALDO,2,AME Awards,2,ANA (Association of National Advertisers),2,ASHLEY MADISON,2,Aaron Rodgers,2,Accenture Interactive,2,Acura,2,Adobe,2,Adstasher,2,Africa Creative,2,Agency Squid,2,Albert Einstein,2,Alessandro Pacciani,2,Amazon Alexa,2,Amazon Prime Video,2,American Marketing Association,2,Anthony Joshua,2,Antidote,2,Apple Watch Series 3,2,Archer Roose,2,Artefact 3000,2,Assassins Creed Origins,2,Axe Promo,2,BBD Perfect Storm,2,BC Children's Hospital,2,BK Angry Whopper,2,Babyshop,2,Barack Obama Ads,2,Barret Hofherr,2,Baz Luhrmann,2,Betclic,2,Bicoastal Arcade,2,Blue Shield,2,Bond's,2,BooneOakley,2,Bose,2,Boston Bruins,2,Broken Heart Love Affair,2,CANAL+,2,COMPULSORY,2,Camden Town Brewery,2,Camp + King,2,Camp Lucky,2,Cannes Corporate Media & TV Awards,2,CarMax,2,Cara Delevingne,2,Carlsberg,2,Cathay Pacific,2,Caviar,2,Centre for Addiction and Mental Health (CAMH),2,Cerberus,2,Chance the Rapper,2,Charles Barkley,2,Chartered Professional Accountants,2,Cheetos,2,Cheil Spain,2,Chicago Advertising Federation (CAF),2,Chime,2,Chrysler,2,City of Hope,2,Clear Channel UK,2,Colossus,2,CommunityAmerica Credit Union,2,Coors Light,2,Core Creative,2,Cost Plus World Market,2,Craft Sportswear,2,Cravendale,2,Cricket,2,Cut Media,2,DDB New York,2,DDB Unlimited,2,DECON,2,DENNY'S,2,DJ Steve Aoki,2,DJ Zedd,2,DQ,2,Danish Cancer Society,2,Dark Horses,2,Desperados,2,Diet Pepsi,2,Dietz & Watson,2,Digitas UK,2,Dignity Health,2,Dilly Dilly,2,Dilworth Coffee,2,DoorDash,2,Dream Games,2,Duolingo,2,Duracell,2,Duval Guillaume,2,E*Trade,2,ENVY Advertising,2,Egg Films,2,Emirates,2,Epica Awards,2,Evolve Studios,2,FCB,2,FCB Chicago,2,FKA Twigs,2,FP7/McCann,2,FX,2,Fake News,2,Fanta,2,Fayetteville Area Convention and Visitors Bureau,2,Fayetteville State University,2,Fcb West,2,Ferrari,2,Fortnite,2,Frank's RedHot,2,G7 Entertainment Marketing,2,GAP,2,GYK Antler,2,General Mills,2,Givenchy Beauty,2,Glenfiddich,2,Goodby Silverstein & Partners,2,Gramercy Park Studios,2,Green Bay Packers,2,Greenpeace,2,Grey SF,2,Guns or Knives,2,Gut Miami,2,Gutzandglory,2,Gymbox,2,Gyre9,2,HARIBO,2,HBO,2,HELL YEAH!,2,Halls,2,Harley Davidson,2,Harry Rosen,2,Hatem El Akad,2,Hennessy,2,Herezie Group,2,Home Equity Bank,2,HomeEquity Bank,2,Honda motorcycle,2,Honey Birdette,2,Hope on Wheels,2,Hornbach,2,Hotels.com,2,House of Greenland,2,How Now Creative,2,Huawei,2,Hudson's Bay,2,Hugh Jackman,2,Hypebeast,2,Hyundai Elantra,2,Hyundai Kona,2,ICF Olson,2,IDEA,2,IDEA Summit,2,IMA,2,Iceland,2,Ideasicle X,2,Immortal Awards,2,Infiniti,2,Interac,2,International Advertising Association,2,International ECHO Awards,2,Invisible Collective,2,Iphone Xs,2,JEAN,2,JOHN LEWIS XMAS 2008,2,JWT Amsterdam,2,Jack Webster Awards,2,Jaguar,2,Jeans Ads,2,Jeep,2,Jerry Seinfeld,2,Jockey Underwear,2,Jordan,2,Juliet,2,KSV,2,Kahlua,2,Kansas City Chiefs,2,Kenan Thompson,2,Kobe Bryant,2,Kraft Heinz,2,Kruger,2,Kylie Minogue,2,LP/AD Toronto,2,Labrinth,2,Lacoste,2,Land O'Lakes,2,LePub,2,Leica,2,Leroy Merlin,2,Lifetime Movies,2,Lindsey Vonn,2,Lipton Brisk,2,Loblaw,2,Logan,2,Luquire,2,M&C Saatchi Abel,2,MACY'S 150 YEARS,2,MAD TV,2,MADD,2,MILLER LITE 1 SECOND AD,2,MIRIMAR,2,Manchester United,2,Manor,2,Marcus Thomas,2,Marks & Spencer,2,Match,2,Matt Damon,2,MeringCarson,2,Milk Marketing Board,2,Miller Lite,2,Millie Bobby Brown,2,Milwaukee Bucks,2,Mistress,2,Monopoly,2,Monterey County Convention and Visitors Bureau,2,Most Likely To,2,Mother London,2,NASCAR,2,NFL Gamepass,2,NISSAN CROSSOVERS,2,Nespresso,2,Neste,2,Netflix,2,New Era,2,Nexus Studios,2,Nissan,2,Open Swim,2,Optima,2,Oren Lavie,2,Ozzy Osbourne,2,PB&,2,PEDIGREE,2,PLUS Supermarket,2,Panasonic,2,Panenka,2,Paramount+,2,Patrick Mahomes,2,Paul McCartney,2,Peer Into A Soul,2,Peloton,2,Pepsi Co,2,Pepsi Max,2,Pilgrim's Choice,2,Pizza Hut,2,Planet Fitness,2,Plymouth Rock,2,Premier League Primary Stars Resources,2,Princess Yachts,2,Publicity Stunts,2,RSA Films,2,Radical Media,2,Rhode Island Lottery,2,Rimowa,2,Rival,2,Rodeo Show,2,Ronald McDonald House,2,Rowdy Ronda Rousey,2,Royal Air Force,2,Royal Wedding,2,Ruffian,2,SAND,2,SEK,2,Samsung Galaxy Note 8,2,Sarah Silverman,2,Schweppes,2,SeLoger,2,Sehsucht,2,SickKids,2,Simple,2,Sky Bet,2,Skyn,2,Smirnoff Purity Vodka,2,Sony VAIO,2,South African ad,2,Spark44,2,Spittn Image,2,St Luke's,2,St. Patrick's Day Ad,2,Staples,2,Starbucks,2,Starburst,2,Steve,2,Stink Films,2,Sundance Institute,2,Sweden,2,TABASCO,2,TDA Boulder,2,THE MAYOR,2,TOKYO,2,Telkom,2,Thalys,2,The BAM Connection,2,The Economist,2,The Fantastical,2,The Many,2,The Martin Agency,2,The Rolling Stones,2,Tina Assadpour,2,Tina Fey,2,Tinder,2,Toblerone,2,Tomb Raider,2,Tourism Australia,2,Toys R Us,2,Tullamore D.E.W. Irish Whiskey,2,Turkish Airlines,2,UAE,2,UK HOVIS,2,UMe,2,UNHCR,2,UNIQLO,2,US ELECTIONS,2,Uber Eats,2,United Way,2,Upwork,2,VW Polo,2,Veloz,2,Versace,2,Viagra,2,Vicks,2,Visit Carlsbad,2,Visual Dialogue,2,Vivo,2,Vogue,2,Volvo V60,2,Von Miller,2,WWE 2K19,2,Which?,2,Whiskas,2,White Square,2,Wildbytes,2,Wingstop,2,Woodshop,2,WorkInProgress,2,World of Tanks,2,Yakult,2,YellaWood,2,Yellow Boat Music,2,Yoplait,2,Yorkshire Tea,2,Young Guns 15,2,Young Guns 16,2,ZIPPO,2,Zombies,2,ads from india,2,athlete endorsement,2,books,2,car stunt,2,claymation,2,covid-19,2,direct marketing campaign,2,dogs,2,electronis,2,fitness ad,2,foreign celebrity advertising,2,general motors,2,google doodle,2,great ads. Scrabble,2,hasan & partners,2,higher education,2,hotel ad,2,hotwheels,2,iPad 2,2,iPad Pro,2,iPhone 4,2,iPhone 8,2,iPhone App,2,insurance,2,jack daniels old no 7,2,mars bar,2,mcgarrybowen,2,michelin tires,2,mobile advertising,2,nando's,2,noosa,2,playboy,2,posters,2,psp,2,radio,2,sex,2,smoking ads,2,sobe,2,spanish,2,sports illustrated,2,target,2,the hobbit,2,unhate,2,vitaminwater,2,wonderbra,2,#MediaSnack,1,#PassTheHappiness,1,#SaveBCBears,1,#ShavetoRemember,1,#Shootforgreatness,1,#SistersInSweat,1,#StationWithAView,1,#XmasCollection,1,#mmmmSorry,1,#reallyuglysweater,1,1-800-GOT-Junk,1,118 118,1,14 Hands,1,140BBDO,1,1620 Winery,1,18 Feet & Rising,1,1st Bank,1,2011 Asian Cup,1,2011 SuperBowl Ads,1,2017 New York Festivals Young Global Awards,1,2017 Next Creative Leaders,1,2018 All-Ireland Senior Football Championship,1,2018 Grammy Awards,1,2018 New York Festivals Global Awards,1,2050,1,20something,1,20ten,1,22squared,1,23ANDME,1,369Konnect,1,3AM,1,3DAR,1,3Headed Monster,1,4 Hands Brewery,1,4As,1,50 Cent,1,5D,1,80s,1,A Colourful Life,1,A Magic Thank You,1,A Night For Change,1,A Plus Creative,1,A1 Hrvatska,1,A9,1,ACADOMIA,1,AD Art Show,1,AE Production,1,AGAMA Digital Group,1,AICP,1,AKQA,1,ALL.com,1,AMIN,1,AOR KBS,1,ASML,1,AT&T,1,ATTIK,1,Aamir Khan,1,Aaron's,1,Abb Pierre Foundation,1,About You,1,Acne,1,Activia,1,Acura NSX,1,Ad Age,1,Ad School Work,1,Adam Devine,1,AdoptUsKids,1,Advertising Standards Authority,1,Adwoa Aboah,1,Agency Animals,1,Agency of the Year,1,Agustina Lavignase,1,Ah Ma's Christmas,1,Aimaq von Lobenstein/Saint Elmo's,1,Air France,1,AirPods,1,Airstream,1,Akestam Holst,1,Al Umobuwah,1,Alamo Drafthouse,1,Aldo Crusher,1,Alejandro Amenbar,1,Alex Grossman,1,Alexia Woods,1,Alfa Romeo,1,Alice in Wonderland,1,Alicia Vikander,1,Alkemy X,1,All Mighty Pictures,1,AllTogetherNow,1,Allegiant Airlines,1,Ally,1,AlmapBBDO,1,Alpha Century,1,Alzheimer's Society,1,Amazon Music,1,Amazon Rainforest Conservancy,1,America,1,America Ferrera,1,American Advertising Awards,1,American Association of Advertising Agencies,1,American Freight,1,American Gem Trade Association,1,American Haiku,1,American Signature,1,Amnesty International,1,Amplify,1,Amstel,1,AncestryDNA,1,Anderlecht,1,Anderson .Paak,1,Andrea Bocelli,1,Andrea Pirlo,1,Andres Iniesta,1,Andrew Archer,1,Andy Lerner,1,Andzej Gavriss,1,Angry Birds,1,Ani Acopian,1,Anne Leibovitz,1,Anne-Marie,1,Annie's,1,Ant Brew,1,Ant-Man and The Wasp,1,Antique Rivet,1,Antoni,1,Anxiety and Depression Association of America,1,Anyfin,1,Aperol Spritz,1,Apple Music,1,Apple Open,1,Apple Pencil,1,Applebee's,1,Arbor Day Foundation,1,AreWeNext,1,Area,1,Areva,1,Argentina ad,1,Arian Foster,1,Arlo,1,Armoury,1,Arnold Schwarzenegger,1,Arrivals + Departures,1,Artesano,1,Artist Association of Nantucket,1,Arts & Letters,1,Arts & Sciences,1,Ascensia Diabetes Care Canada,1,Asian Food Network,1,Association of Registered Graphic Designers (RGD),1,Assured Guaranty,1,Aston Martin,1,Ataboy Studios,1,Athena Awards,1,Athletics NYC,1,Attack Ads,1,Attentive,1,Audi G-Tron,1,Audible,1,Audie Awards,1,Audio Threadz,1,Audubon,1,Aurora Straus,1,Australia Post,1,Autism Speaks,1,Auto Trader,1,AvL/SE,1,Aviation Gin,1,Avis,1,Aware Honour,1,Away,1,Axa Insurance,1,Axe 2012,1,Axe Day Axe Night,1,Axe Googly,1,Axe Print ad,1,Ayron Jones,1,B-Reel,1,BASF,1,BCAA,1,BCG BrightHouse,1,BGCC,1,BK Texican,1,BK Whopper Sacrifice,1,BMW Motorrad,1,BMW X2,1,BODYARMOR,1,BON & VIV Spiked Seltzer,1,BP Ultimate,1,BTS,1,BUNTIN,1,Backstreet Boys,1,Baffin Ltd.,1,Balls to Cancer,1,Band Networks,1,Bang & Olufsen,1,Banjoman Films,1,Bank Like a Big Wig,1,Bank's Beer,1,Bankrobber,1,Barbarian,1,Barclaycard,1,Barillla,1,Barnes & Noble,1,Barney Cokeliss,1,Barry Louis Polisar,1,Barton F Graf,1,Baskin Robbins,1,Bat for Lashes,1,Batelco,1,Bath and Body Works,1,Battle of the Sexes,1,Be More Pirate,1,Beaphar,1,Bear Paws,1,Bearbrick,1,Beck's,1,Beers with Friends,1,Behind the Mac,1,Belgian National Lottery,1,Bell,1,BelonG To Youth Services,1,Ben Sharpe,1,Ben Simmons,1,Ben Telco,1,Benchmark Senior Living,1,Bentley,1,Bentley Continental,1,Berczy,1,Berlin Cameron,1,Bernardo Chua,1,Bertolli,1,Best,1,Best Brands,1,Best Brands Italia,1,BetaRok 75,1,Betfair,1,Beth Grace,1,Better Half,1,BetterHelp,1,Betty White,1,BiC,1,Bibite Sanpellegrino,1,Bibli,1,Biborg,1,Big Al's Creative Emporium,1,Big Bouy,1,Big Brick Productions,1,Big O Tires,1,Big Spaceship,1,Bill Hader,1,Billy Boy,1,Billy Read,1,Birch Benders,1,Birdy,1,Bisto,1,Black & Cameron,1,Black Lives Matter,1,Blind Barber,1,Blizzard,1,Blk Ops,1,Block & Tackle,1,Blockbuster,1,Blonde Ads,1,Bloomberg,1,Blue Cross,1,Bluewater,1,Bobby Byrne,1,Bobo's Humanaut,1,Bodyright,1,Bolder Creative,1,Bollywood,1,Bolthouse Farms,1,Bombas,1,Bombay Sapphire,1,Bompas & Parr,1,Bonterra,1,Booking.com,1,BoomTV,1,Boost Mobile,1,Borjomi-Kharagauli National Park,1,Boston Bikes,1,Both&,1,Boursoma Banque,1,Bowers & Wilkins,1,Bowery Farming,1,Boxes,1,Boys & Girls Clubs of Chicago,1,Brad Paisley,1,Bradesco Seguros Group,1,Brahma,1,Branded by Geronimo,1,Brandimage,1,Brandon Olsen,1,Brantano,1,Brave Spark,1,Brazilian Creative Club,1,Brazilian Press,1,Breast Cancer Now,1,Brent Harris,1,Brett Burns,1,BrewDog,1,Bridgestone,1,BrillAAnce Awards,1,Bring Change to Mind,1,Brita,1,Brown Thomas,1,Brown University,1,Bruce Hall,1,Bruce Willis,1,Bruketa&Zinic&Grey,1,Brussels,1,Bryce Harper,1,Bubble Gum,1,Bud Knight,1,Buffalo Wild Wings,1,Bug Light,1,Bulk Powders,1,Bullitt,1,Bundesliga,1,Burberry,1,Burcu & Geoffrey,1,Bushwick Film Festival,1,Buster + Punch,1,Butler Shine Stern & Partners,1,Butterfly Coach,1,Buxton Water,1,Bye Bye Bicycle,1,C14 Paris,1,C41,1,CBC,1,CCM,1,CHANCE,1,CITY 17,1,CJ Worx,1,CK One,1,CONMEBOL,1,CPA,1,CSM Live,1,CSR Awards,1,CUBO,1,CURB,1,Cacharel Fragrances,1,Cactus,1,Calcium,1,California Department of Health,1,Call My Name,1,Call of Duty: WWII,1,Callaway Golf,1,Calling all Creators,1,Camp Jefferson,1,Camp4 Collective,1,Campaign to End Loneliness,1,Canadian Armed Forces,1,Canadian Down Syndrome Society,1,Canadian Marketing Association,1,Canadian Public Relations Society,1,Cancer@Work,1,Candice Swanepoel,1,Capcom,1,Captain Tom Foundation,1,Captains of Industry,1,CarGurus,1,Cardi B,1,Carhartt,1,Caribou Coffee,1,Carletti,1,Carli Lloyd,1,Cartier,1,Case for Change,1,Casey House,1,Casja Wessberg,1,Castle Lite,1,Castrol Oil,1,Cave 76,1,Cayenne Milano,1,Celio,1,Cell C,1,Cerebros,1,Cervecera Nacional,1,Champions for Change,1,Channel 4,1,Chapeau Studios,1,Charger,1,Charlie the Tuna,1,Chaumet,1,Cheetos Restaurant,1,Cheez-It,1,Cheil Brazil,1,Cheil Hong Kong,1,Cheil India,1,Cheil London,1,Cheil Romania,1,Chelsea FC,1,Chemistry,1,Chester Cheetah,1,Chevrolet,1,Chevy Camaro,1,Chicago,1,Chicago Bears,1,Chick-fil-A,1,Chicken Legend,1,Chimney,1,China Ads,1,China Global Television Network (CGTN),1,Chinese Canadian National Council for Social Justice,1,Chinese New Year,1,Chlo Claverie,1,Chris Brown,1,Chris Hemsworth,1,Chris Hilk,1,Chris Morgan,1,Chris Pratt,1,Christian Louboutin,1,Christos & Yannis,1,Chromat,1,Chuck Norris,1,Churchill,1,Cindy Crawford,1,CinemaCon,1,Circles,1,Circus Maximus,1,Ciroc Vodka,1,City Harvest,1,City Harvest Feed NYC,1,City of Boston,1,Clan Campbell,1,Clara Montague,1,Clarks,1,Claro,1,Clay Matthews,1,Cleco,1,Clevr,1,Clio Awards,1,Cloud Catcher,1,Club for Life,1,Co-op,1,Co-op Insurance,1,Coach,1,Coco Pops,1,Coco de Mer,1,Coley Porter Bell,1,Colgate MaxFresh,1,Colin Kaepernick,1,Collective London,1,College Bound Dorchester,1,CollegeClickTV,1,Collete Davis,1,Colorblind Christmas Cards,1,Columbia Sportswear,1,Comcast,1,Cominar Real Estate Investment Trust,1,Committee LA,1,Common Good,1,Conductor,1,Connecticut Department of Transportation,1,Connecticut Energy Marketers Association,1,Connor McDavid,1,Conservation International,1,Constance Wu,1,Consumer Cellular Inc,1,Converse,1,Cookie Studio,1,Cool Runnings,1,Course Hero,1,Courtney Hoffman,1,Cover Girl,1,Cow & Gate,1,Craig David,1,Crayola,1,Creat A Better Tommorrow Tonight,1,Creatd,1,Create Not Hate,1,Creative LIAisons program,1,Cresta,1,Crisis of Credit,1,Cristiano Ronaldo,1,Crown Royal,1,Crystal Light,1,Cuba Gooding Jr.,1,Cuba Gooding Jr. Optus,1,Culprit Creative,1,Culture Marketing Council (CMC),1,Currys,1,Cutwater,1,CyberArk,1,Cynical Cupid Snapchat,1,D&AD,1,DAZN,1,DCX Growth Accelerator,1,DDB Brussels,1,DE-YAN,1,DHL,1,DIG,1,DISH,1,DJ Khaled,1,DLX Inc,1,DNA Project,1,DRUM,1,DW Fitness First,1,Dacia,1,Dacor,1,Dame Judi Dench,1,Dan HIrshon,1,Dan Mace,1,Daniel Craig,1,Daniela Braga,1,Danielle,1,Danielle Peazer,1,Danish football,1,Danny DeVito,1,Danny MacAskill,1,Danny McBride,1,Dany Trejo,1,Dapper Labs,1,Dare,1,Dare.Win,1,Dario & Dom,1,Dark Energy,1,Dave Anderson,1,Dave Grohl,1,David Bowie,1,David Indo,1,David Ullman,1,Day One Agency,1,Dean Winters,1,Debenham's,1,Decoded Advertising,1,Dee Caffari,1,Defend Your Throne,1,Del Taco,1,Delantero Agency,1,Dele Alli,1,Dell Technologies,1,Derek Carr,1,DesignThinkers Conference,1,Detroit Red Wings,1,Devil May Cry,1,DiBella's Subs,1,Diamond,1,Diamond Producers Association,1,Diapers,1,Dick's Sporting Goods,1,Dickies,1,Diddy,1,Digitas Buenos Aires,1,DigitasLBi,1,Dine,1,Dior,1,Dipha Barus,1,Direct,1,Dirt Devil,1,Discover,1,Discovery,1,Do Bigger Things,1,Docter Twins,1,Dodge Ram,1,Dodgems,1,Dogecoin,1,Dom Perignon,1,Domino's,1,Donate Life Pennsylvania,1,Doner,1,Doner London,1,Dopper,1,Doritos Blaze,1,Dortmund,1,Dougal Wilson,1,Downy,1,Dr. Martens,1,Dream

Garage,1,Du Pareil Au Mme,1,Dublin Zoo,1,Ducati,1,Ducati Panigale V4 Superbike,1,Duncan Christie,1,Dundas,1,Dwayne Wade,1,E.ON,1,ED,1,EDC,1,EE,1,EECU,1,ELOQUII,1,EP+Co,1,ESPN2,1,EYRI Iceland Mattresses,1,Earth Hour,1,Earthday.org,1,Easee,1,Eat Just,1,EatStreet,1,Echo Falls,1,Eclectic,1,EcoSport,1,Ed Sheeran,1,Edgewell Personal Care,1,Egypt,1,El Patio,1,Electric Glue,1,Electric Ireland,1,Electric Theatre Collective,1,Elisa,1,Elizabeth Hurley,1,Elizabeth Taylor,1,Ella's Kitchen,1,Elon Musk,1,Elves Behavin' Badly,1,Emer Howard,1,Emerald Race,1,Emergen-C,1,Emergency,1,Emergency Water Program,1,Emil Nava,1,Eminem,1,Emmanuel Lubezki,1,Empathy Inc.,1,EnBW,1,Enchanted Holidays,1,Engineers Geoscientists Manitoba,1,English Pink,1,Ente Nazionale Sordi (ENS),1,Entering Christian's Mind,1,Entertainment Strategy Shop,1,Entourage,1,Envato,1,Envestnet,1,Epic Comeback,1,Equal Pay Day Europe,1,Eric Bompard,1,Eric Wareheim,1,Ernest Packaging,1,Esso,1,Etcetera,1,Euphytose Nuit Rituels,1,Eurobest Awards,1,Europa Super Circus,1,Eurostar,1,Eva Kirie,1,Eva Longoria,1,Evan Silver,1,Evelyn the Robot,1,Everday Monster,1,Evolution Bureau,1,Expedia,1,FARCRY5,1,FCB Toronto,1,FELA,1,FHM,1,FIFA 19,1,FILA,1,FLOW,1,FRED & FARID,1,FRED & FARID Paris,1,FUTUREDITION,1,FXX,1,Fabien Ecochard,1,Face ID,1,Faint 2: A Very Yellow Sequel,1,FairPrice Group,1,Faire La Fte,1,Fairy Non-Bio,1,Falken Tires,1,Fallen Angels,1,Fallon,1,Fallon London,1,Fallsview Casino,1,Famous Footwear,1,Fans Not Numbers,1,Farmdrop,1,Fayetteville,1,Fearlessly Independent,1,Feast,1,Febreeze,1,Feel the View,1,FiFA U-17,1,FiberCreme,1,Fight Gunfire With Fire,1,Figure 1 Publishing,1,Film4,1,Finavia,1,Finger Music,1,Finlandia,1,Finn,1,Firefly,1,First Choice All Inclusive,1,First Dance,1,FirstBank,1,Fitbit,1,Fitzroy Amsterdam,1,Fitzroy from Amsterdam,1,Five by Five,1,Flatpack Films,1,Fledge,1,Fleet Farm,1,FleishmanHillard,1,FlightHub,1,Fly Market,1,FlyGTA,1,Fold7,1,Folkoperan,1,Foot Locker,1,FootJoy,1,Footlocker,1,For the Better Campaign,1,For the Love of Sport,1,Ford Hybrid,1,Forget Me Not Farms,1,Fortaleza Esporte Clube,1,Fortnight Collective,1,Foundation for a Better Life,1,Four Loko,1,Francesco Cassozzini,1,Francesco Cuizza,1,Frank Miller,1,Franka Craft Brewery,1,Frankie Bridge,1,Frederick's Hollywood,1,Free,1,Freeda,1,Freedom Mobile,1,Freesat,1,Fresh Films,1,Friskies,1,FrontRunner Technologies,1,Fudena,1,Fujifilm INSTAX,1,Fung Bros,1,Funky Town,1,Future Ladies of Wrestling,1,GAIS,1,GB Snowsport,1,GHD Hair,1,GLP Creative,1,GMC,1,GNS Boutique Publicis,1,GO Transit,1,GSD&M,1,GSM,1,GTB,1,GTB Brazil,1,GTB Roma,1,Gabrielle Union,1,Gaia Herbs,1,Galaxy A8,1,Galaxy Note 8,1,Gallery of Emerging Species,1,GameStop,1,Garage Palace,1,Garage Team Mazda,1,Garanimals,1,Garmin,1,Gary Shteyngart,1,General Pop,1,Generations,1,Genesys,1,Geoff,1,Geoff Hounsell,1,George Harrison,1,George RR Martin,1,Georgia,1,Georgia Aquarium,1,Get Back Alive,1,Gett Delivery,1,GettingBetter,1,Getty Images,1,Ghandi,1,Giano Currie,1,Gift of Go,1,Gigi Hadid,1,GioCompare,1,GioCompario,1,Giorgio Armani,1,Girls,1,Give Them Tomorrow,1,Givsly,1,Glad,1,Glassworks,1,Glenmorangie,1,Global Game Village,1,Go Dine,1,Go Mahoosive,1,Go Vilnius,1,Go with the Flaw,1,GoBuyside,1,GoGurt,1,Goerge Clooney,1,Golden Door,1,Golden State Warriors,1,Golden Wolf,1,Golf Canada,1,Gong,1,Gong cha,1,Good Odds,1,Good People,1,Goodzilla,1,Google Chrome Shorts,1,Google Cloud,1,Google Home,1,Google Pixel,1,Gorillaz,1,Graham Chisholm,1,Grand Basel,1,Grand Clio,1,Grant Stinchfield,1,Gravy Films,1,Great Clients,1,Great Southern Wood Preserving,1,Great Tastes of America,1,Great Western Railway,1,Green The Bid,1,Grey Hoodie Company,1,Grey Malaysia,1,Grey Poland,1,Grey Russia,1,Grimes,1,Growing Up,1,Guardians of Grub,1,Guess,1,Guide to Christmassing,1,Guillermo del Toro,1,Gupta Media,1,Guter Stoff,1,Guy Barnea,1,Gymboree,1,Gteborg Film Festival,1,H&M,1,H&M Erdem,1,H&R Block,1,H2oh,1,HALAL,1,HALO Trust,1,HATCH,1,HAYMAKER,1,HEAT,1,HELO,1,HI,1,HOT TUB STOPS HUNGER,1,HP Touchsmart,1,HPE,1,HS Ad,1,HUSH Studio,1,Haig Club,1,Hailey Bieber,1,Hallmark Health Care,1,Hamish Rothwell,1,Hammerson,1,Hannah Cunnigham,1,Hans Anders,1,Hans Walor,1,Happydent,1,Haraku Ramen Halal,1,Harbin Beer,1,Hard Rock Cafe,1,Hard Rock Casino,1,Hard Work Club,1,Harmony,1,Harrah's,1,Harry Dean Stanton,1,Harry Kane,1,Harry's,1,Hartford Insurance,1,Hartford Paralympians,1,Harvest Snaps,1,Haute,1,He-man,1,Heart,1,Hearts & Science UK,1,Heidi Klum,1,Heinz Beanz,1,Heisman House,1,Hell Pizza,1,Hellman's,1,Help a Dane,1,Hennessy Paradis Imprial,1,Herms,1,Hershey's,1,Herta,1,Hestia,1,Hey World,1,HeyHuman,1,Highland Capital Management,1,Highways Englad,1,Hill Street Beverage Company,1,History Will Be Made,1,Hive,1,Hjaltelin Stah,1,Hogarth,1,Holden Colorado,1,Hollywood Director,1,Hollywood Stars,1,Holt Renfrew,1,Home Hotel,1,Home Paternity,1,HomePod,1,Honda Acccord,1,Honda Gold Wing,1,Hong Kong,1,Honibe,1,Honor Roll,1,Honor Society,1,Hornitos Tequila,1,Hors Circuit,1,Hot Wheels,1,Hotel Intimacy Guide,1,Howieazy,1,Huawei Band 2 Pro,1,Huawei Mat 10 Pro,1,Hugh Laurie,1,Hull Public Library,1,Hum,1,Human Forward,1,Human Made Stories,1,Hungry Man,1,Hunter's,1,Husqvarna,1,Hype,1,Hyrrs: Festive Hymns Made Feminist,1,Hyundai Protect,1,Hyundai Veloster,1,I AM HERE,1,I Love You,1,I Love You America,1,I Move Me,1,I Will,1,ICA,1,ICEE,1,IHOB,1,IHOP,1,IMC European Awards,1,ING,1,ING Bank,1,INGLOURIOUS BASTERD,1,IPSO Logo,1,IRWA,1,ITA Airways,1,ITV2,1,Iceland Foods,1,Iceland Soccer Team,1,Icelandic Provisions,1,Iconoclast,1,Idea Farm,1,Idris Elba,1,Igloofest,1,Ilya Naishuller,1,Image Work,1,Imaginary Forces,1,Inc.,1,Influence Agency,1,Information is Beautiful,1,Ingenuity Studios,1,Innerspace,1,Inniskillin,1,InnovAsian,1,InnoveLab,1,Institute of Communication Agencies,1,International Federation for Human Rights,1,International Rescue Committee (IRC),1,Into Film,1,Ireen Wst,1,Ireland,1,Irish Daily Mail Magazine,1,Irismedia,1,Isabel Muoz,1,Israel Ad,1,Issa Rae,1,It Takes a Village,1,It's Just a Phase,1,Ita Bank,1,Ithaca College,1,Ivan Larionov,1,J.J. Stratford,1,J.P. Wiser,1,JC Whitney,1,JD Sports,1,JD Williams,1,JMP,1,JOAN Creative,1,JOHANNES LEONARDO,1,JP Morgan Chase,1,JR Smith,1,JWT Atlanta,1,JWT Milan,1,Jack Astor,1,Jade,1,Jamaica,1,James Arthur,1,James Dondero,1,James Hinchliffe,1,Jameson Irish Whiskey,1,Jan Lucas,1,Jaquar,1,Jason Derulo,1,Jason Witten,1,Jason Wu,1,Jeff Bezos,1,Jeff Yeats,1,Jen Matthews,1,Jenga,1,Jennifer Aniston,1,Jeremy Clarkson,1,Jet.com,1,Jewel,1,Jif,1,Jillian Michaels,1,Jillz Cider,1,Jim Beam,1,Jim Downey,1,Jimmy Choo,1,Jimmy John's,1,Jimmy Nelson,1,Jing Wei,1,Jo Motoyo,1,Joe Biden,1,Joe Fresh,1,John C Jay,1,John Deere,1,John Goodman,1,John Hardy,1,John Lewis Christmas 2017,1,John Wall,1,Johnny Weir,1,Jollibee,1,Jon Hamm,1,Jon Reinfurt,1,Jonathan Glazer,1,Jones Knowles Ritchie,1,Jones+Tino,1,Jongga,1,Jonny & Will,1,Joon Airlines,1,Joseph Kahn,1,Joseph Mann,1,Josephine Skriver,1,Josh Kirschenbaum,1,Joshua Ferris,1,Joy of Home,1,JuiceBar,1,Julia Hengel,1,June's HIV+ Eatery,1,Just Dance 2019,1,Just Eat,1,JustFly,1,Justin Verlander,1,K-Swiss,1,KEEPGOING,1,KFC Japan Christmas,1,KIAF,1,KIND Snacks,1,KODE,1,KOJOE,1,KURU,1,Kaboom,1,Kaiser Lachance Communications,1,Kalinka,1,Kampgrounds of America,1,Kansas City,1,Kanye West,1,Karlie Kloss,1,Kat Graham,1,Kate Bosomworth,1,Kate Moss,1,Kate Spade New York,1,Kathryn Hahn,1,Kawhi Leonard,1,Kelia Moniz,1,Kendall Jenner,1,Kendrick Lamar,1,Kentucky Derby Museum,1,Kevin Hart,1,Kevin and Katie Carro,1,Kia Stinger GT,1,Kilvington Grammar,1,Kim Sae-jeong,1,Kinder Bueno,1,Kings of Indigo,1,Kingsmill,1,Kit Lynch-Robinson,1,KitchenAid,1,Knouse Foods,1,Known,1,Koho,1,Kolohe Andino,1,Kopparberg,1,Korabiewice Shelter,1,Kre8 Media,1,Kubbco,1,Kwikset,1,Kyle Lewis,1,L'Auberge des Migrants,1,L'Oreal,1,L'LOI,1,L*Space,1,LA / PAC,1,LA Models,1,LACTACYD,1,LADBible,1,LAIR TV,1,LCI Workers' Comp,1,LEGOLAND,1,LES SQUEAK,1,LIDA,1,LIGHT+CO,1,LIONSGATE+,1,LIfe is Good,1,LOTTO 6/49,1,LTA,1,LUP Jarkarta,1,LUcas Camargo,1,La Banane,1,La Famiglia Rana,1,La Flamee,1,La Manufacture credits,1,La Vie,1,La Vosgienne,1,LaDanian Tomlinson,1,LaMarcus Aldridge,1,Lacta,1,Lady Gaga,1,Lahti,1,Lamborghini,1,Lamptan,1,Lancome,1,Laneige,1,Lara Croft,1,Laughing Man Coffee,1,Laundry Service,1,Lauren Cole,1,Laurence Thrush,1,Lavazza,1,Law Chen,1,Le Mur,1,Leavenworth,1,Lebogang Rasethaba,1,Lee Child,1,Leftchannel,1,Legends Collection,1,Legion,1,Lego Click,1,Leif,1,Lemaitre,1,Leningrad,1,Lennie Stern,1,Leonardo da Vinci,1,Les Affaires,1,Les Gaulois Paris,1,Les Recettes Ferme dAnchin,1,Les Twins,1,Lessebo Paper,1,Leucan,1,Lexus Plus,1,Life Cereal,1,Life Essentials,1,Lifespan,1,LightHouse Films,1,Like A Boss,1,Lilit Reyes,1,Lin-Manuel Miranda,1,Lindex,1,Liniya Mannergiymu,1,Liquid Agency,1,Lisbon Awards,1,Little Flower Penny Diners,1,Live in Levi's,1,Livestrong,1,Livewear,1,Liz Reynolds,1,Lloyds Bank,1,Llyods Bank,1,Lokerse Feesten,1,London Air Ambulance Charity,1,London Screen Academy,1,Longchamp,1,Lordstown Motors,1,Los Angeles,1,Los Angeles Raiders,1,Los York,1,Loto,1,Lotto,1,Louis Walsh,1,Louis XIV,1,Love + Money,1,Love Beats Money,1,Love Letter to Shibuya,1,Lowe Lintas Delhi,1,Lucas Zanotto,1,Luciano Carvari,1,Luis Suarez,1,Lustucru,1,MAD Magazine,1,MANta Claus,1,MBTA Commuter Rail,1,MCM Worldwide,1,MEATATARIANS UNITE,1,MEC,1,MISS DIOR CHERIE,1,MKTG,1,MKTG Canada,1,MMB,1,MNSTR,1,MOO,1,MSQ Partners,1,MTArt,1,MTN,1,MYKA,1,Mack Anthem,1,Mack Trucks,1,Mad Dogs & Englishmen,1,Mad Ruffian,1,Madalena Gonalves,1,Madden,1,MadeGood,1,Madwell,1,MagmaCore Extreme,1,Magnum Opus Partners,1,MagnustTheMagnus,1,Maia Weinstock,1,Maine Lottery,1,Major League Baseball,1,Majority Films,1,Make Humanity Great Again,1,Making of a Gem,1,Malibu,1,Man vs Goat,1,Manitoba 2030 Coalition,1,Manu Brabo,1,Manulife,1,Marc Herremans,1,Marc Jacobs,1,Marc-Andre Fleury,1,Marcelo,1,March of Dimes,1,Maren Morris,1,Margaret Elman,1,Maria Bamford,1,Mariana Ferreira,1,Mariana Von Fedak,1,Marie Claire,1,Marie Curie,1,Marie Keating Foundation,1,Mario Kart Tour,1,Mark Ward,1,Marmite,1,Marmoset,1,Maroon 5,1,Marriott,1,Marshmallow Laser Feast,1,Martin Sorrell,1,Martin-Pouret,1,Martini Bianco,1,Marvis,1,Maserati,1,Mass Mutual,1,Mass Save,1,Mastermind,1,Matthew McConaughey,1,Maui Soap Company,1,Max Domi,1,Maxell,1,Maximum Effort,1,Mayor Sly James,1,Mazarin,1,Maze,1,McCafe,1,McCann Health,1,McCann Paris,1,McCann//Craft,1,McDelivery,1,Mean Joe Greene,1,Media Design Schools,1,Megan Fox,1,Mellow Pizza,1,Men's Wearhouse,1,Mendota Heights Family Dental,1,Mercator Insurance,1,Merchant,1,Merchant Gourmet,1,Messika Jewelry,1,Meta,1,Meta Open Arts,1,Michael B. Jordan,1,Michael Bay,1,Michael Buble,1,Michael Jackson,1,Michael Phelps,1,Michael Schumacher,1,Michel Foucault,1,Michelle Beadle,1,Microsoft Classic Intellimouse,1,Middle-earth: Shadow of War,1,Midnight,1,Migrante Content,1,Mika,1,Mika Hakkinen,1,Mike Will Made It,1,Milan Fashion Week,1,Miley Cyrus,1,Milk + Honey,1,Milky Way,1,Mindshare,1,Minnesota Wild,1,Miriam Wimmer,1,Mirriad,1,Misbehavin,1,Missing Children Society of Canada,1,Missing People,1,Missouri Lottery,1,Mister Sweat,1,Mitchum,1,Mixoloshe,1,Mobile Vikings,1,Mobility Anthem,1,Moleskine,1,Mollie Bylett,1,Mollie Mills,1,Mom Jeans,1,Monster Bill,1,Monster Truck,1,MonsterBil,1,Montreal Children's Hospital,1,Moonpig,1,Morrisons,1,Mother Theresa,1,Motion Picture Television Fund,1,Motive Made Studios,1,Motorola,1,Mountain Equipment Co-op,1,Movember,1,Moving Iage & Content,1,Movistar,1,Mox,1,Moz the Monster,1,Mr Kipling,1,Mr Sub,1,Mr. Robot,1,Mr. Wolf,1,Mtn Dew Ice,1,Mubrella Awards,1,Mugler,1,Muhammad Ali,1,Mulberry,1,Mullen and Lowe,1,Muscle Milk,1,Muse Communciations,1,Musea Brugge,1,Museum of Communicaiton Berlin,1,Music of the Mind,1,Musselman's Apple Sauce,1,Must Be Loud,1,Mustang GT,1,Mutt Film,1,MvVo Art,1,Myer's Australia,1,Myers,1,Mdecins Du Monde,1,Mnuka Health,1,NBA 2K19,1,NBA 2K20,1,NBCU Content Studio,1,NBCUniversal,1,NCS,1,NEER Motion,1,NEXODUS,1,NFL Color Rush,1,NFL Foundation,1,NFL London Games,1,NHS,1,NHTSA,1,NIVEA,1,NIck West,1,NIkita Dragun,1,NRA,1,NSPCC,1,NYCNext,1,Nantucket License Plate Project,1,Narrative,1,Nas,1,Nastya Timos,1,Natalie Portman,1,National Audubon Society,1,National Bank,1,National CASA/GAL,1,National Federation of the Blind,1,National Golf Foundation,1,National Park Foundation,1,National Post,1,National Safety Council,1,National Theatre Live,1,Nationwide Insurance,1,Natura,1,Natural Balance Pet Foods,1,Nature Valley,1,Nature's Bakery,1,Nazionale della Moda Italiana,1,Neil Huxley,1,Nemo's Garden,1,NerdWallet,1,Nestle,1,New Commercial Arts,1,New Orleans Jazz & Heritage Foundation,1,New York Bakery,1,New York Festivals,1,New York Festivals International Advertising Awards,1,New Zealand Jerky,1,NewFest,1,Newcastle Brown Ale,1,Newport Beach Film Festival,1,Newport Mansions,1,Nice Shoes,1,Nick & Chlo,1,Nick Wickham,1,Nick Young,1,Nicole + Felicia Coutoure,1,Nicole Kidman,1,Nicole Scherzinger,1,Nicos Livesey,1,Night Queen,1,Ninjas,1,Nintendo Labo,1,Nipsey Hussle,1,Nirvana Water Sciences,1,Nissan Juke,1,Nissan Micra,1,No Limits to Music,1,No Yolks,1,Noah Harris,1,Nokia 5800,1,Nomex,1,Nong Poonsukwattana,1,Noosh,1,Norah Jones,1,North Carolina,1,North Face,1,Northwest RiverPartners,1,Norton,1,Not Mothers,1,Nothing Bundt Cakes,1,Novak Djokovic,1,NuContext,1,NutriBullet,1,Nutrisystem,1,O Boticrio,1,O'Food,1,OCASI,1,ODD,1,OLIO,1,ONLYCH1LD,1,OPPO,1,OUIGO,1,OWDT,1,Observatory,1,Office of Baby,1,Ogilvy & Mather,1,Ogilvy Johannesburg,1,Ohio Lottery,1,Oikocredit,1,Okaybro,1,Olaf Hajek,1,OluKai,1,Olympique de Marseille,1,Omelet,1,One Brands,1,One Door,1,One Man Studio,1,One Screen Short Film Festival,1,One Team,1,One Twenty Three West,1,OneMethod,1,OnePlus,1,OneRepublic,1,Onken,1,Only Vegas Moments,1,Open AI,1,Open Influence,1,OpenTable,1,Optus,1,Optus Sport,1,Opration Enfant Soleil,1,Orci,1,Organic,1,Organic Valley,1,Organo Gold,1,Origins,1,Orkin,1,Oscar Mayer,1,Oskar Blues,1,Osmow's,1,Our/Vodka,1,Ousmane Dembele,1,Outdoor Media Awards,1,Outside Thinkers,1,Owen Wilson,1,Ownr,1,Oxfam,1,P-Diddy,1,PACRONYM,1,PC,1,PEDRO,1,PEER 1,1,PHD,1,PIlot Pens,1,PJA,1,PR Firms,1,PUBG,1,PVDFest,1,Pablo,1,Pacifica,1,Paddington 2,1,Paddington and the Christmas Visitor,1,Paddy Power,1,Panda Express,1,Panda cheese,1,Panfruit,1,Pantene Violin,1,Parabella,1,Parachute,1,Paradais DDB,1,Paralympics,1,Paris 2024,1,Park Bo-gum,1,ParkinSON,1,Parking Lot,1,Partake,1,Pass It On,1,Pathways to Education,1,Patrick Ewing,1,Patrick Scullin,1,Patron,1,Paul Martinez,1,Paul Pogba,1,Paul Stone,1,Pavone,1,Pay ID,1,Pay the Price,1,Pay with Views,1,Payless,1,Peabody Essex Museum,1,Peace Collective,1,Peak Games,1,Pearl's Peril,1,Peggy Lee,1,Penn State,1,Peoples Jewellers,1,Pepsi Generations,1,PepsiCo,1,Pereira O'Dell New York,1,Peter Kariuki,1,Petit Bateau,1,Peyton Manning,1,Phenoms,1,Philharmonie de Paris,1,Phoenix,1,PicWicToys,1,Pietro Boselli,1,Pimento,1,Pinalen,1,Pink Ribbon,1,Pinterest,1,Pip & Nut,1,Pivotal,1,Plan,1,Plan A,1,Plan.Net,1,Planta,1,Planters Peanuts,1,Play Less Nice,1,Play-Doh,1,PodCamp Toronto,1,Polish Press Agency,1,Ponsse,1,Pop'N Creative,1,PopCorners,1,Portrait Mode,1,Post Hostess,1,Post Malone,1,Post-it,1,Posterscope,1,Power of Optimism,1,Powering You,1,President's Choice,1,Prisma,1,Prius Hybred,1,Procreate London,1,Progress is Perfection,1,Proverb,1,Providence Children's Museum,1,Public Citizen,1,Public Relations,1,Pulse Productions,1,Purchase Brothers,1,Purpose Disruptors,1,QDOBA,1,QX50,1,Quantanamera,1,Quentin Jones,1,Quicken Loans,1,Quorn,1,R&R Partners,1,R+S,1,R.I. Department of Health,1,R/GA 360i,1,RAV4,1,RCLUB,1,ROXY,1,RSPCA,1,RW&CO.,1,RX 350L,1,RX 450hl,1,RXM Creative,1,Racket Club,1,Radioaktive,1,Rain 43,1,RaknRoll charity foundation,1,Randstad,1,Raza Ad,1,Real Kashmir FC,1,Real Madrid FC,1,Realtree,1,Reborn to be Alive,1,Recess,1,Recipe Theft,1,Reckitt,1,Red Bull,1,Red Lion,1,Red Star FC,1,Reddit,1,Redhook Brewlab,1,Reel Nice,1,Reese,1,Refuge,1,Regency Centers Corporation,1,Reindeer Ready,1,Remembrance,1,Remote Filming,1,Renovo,1,Renzo's Vitamins,1,Replay,1,Reporters Without Borders Germany,1,Revery,1,Revlon,1,Revolve,1,Revolver Amsterdam,1,Rey Mysterio,1,Reyka Vodka,1,Rice Krispies,1,Richard Lewis,1,Richard Sherman,1,Rick Ross,1,Ricky Romero,1,Ridley Scott,1,Riipen,1,Ringer,1,Rip Curl,1,Rita Ora,1,Roar Uthaug,1,Rob Gronkowski,1,Robert Rodriguez,1,Roc C,1,Rock Bank,1,Rocket Mortgage,1,Rogers Cup,1,Rogerson,1,Rogier Wieland,1,Rohto,1,Rokkan,1,Roland Garros,1,Romain Quirot,1,Roman,1,Rosa Paris,1,Rosario Dawson,1,Roseanne Barr,1,Rosemary Health,1,Roses Are Blue,1,Rowntree,1,Rowse Honey,1,Roxane Gay,1,Roxy Earle,1,Royal Ascot,1,Royal Australian Mint,1,Royal Bank of Canada,1,Royal British Legion,1,Royal Canadian Mint,1,Royal Opera House,1,Rudy Mancuso,1,Rugby Football Union,1,Rugby Six Nations Cup,1,Russel Oliver,1,Russell Schaller,1,S-Warnings,1,SEAT,1,SERVPRO,1,SHISEIDO,1,SHORT FILM,1,SIMPLE MATH,1,SKIMS,1,SKINS,1,SM Supermalls,1,SNFestival 2018,1,SNL,1,SOLARBOX,1,SONY DOMINOS,1,SOS Children's Villages,1,SOS Villages dEnfants,1,SPAR,1,SPORF,1,SSAB,1,STEAM Inventor Kits,1,SU2C,1,SVEDKA Vodka,1,SXSW,1,Safety Code,1,Saje,1,Sakari Lerkkanen,1,Salesforce,1,Sam Conniff Allende,1,Sam Rubinoff,1,Sam Smith,1,Sama Al-Salihi,1,San Diego Comic Con,1,San Diego Tourism Authority,1,San Diego Zoo,1,San Francisco Department for Disability and Aging Services,1,San Marzano Wines,1,Sanctuary,1,Sandile Mkhize,1,Santander,1,Sapna Chadha,1,Sarah Jessica Parker,1,Saucony,1,Savanna Samson,1,Save the Chimps,1,Say Something,1,Scared Straight,1,Scarface,1,Scott Kelly,1,ScreenCraft,1,Sea-Eye,1,Search Party,1,Seattle,1,Seattle Mariners,1,Seattle Seahawks,1,Second Chances,1,Secret Escapes,1,Sega Football Manager,1,Senain Kheshgi,1,Sephora,1,Serhiy Zhadan,1,Serious Meat,1,Sesame Street,1,Seth Gordon,1,ShadowMachine,1,Shaquem Griffin,1,Sharper Image,1,Shea Glover,1,Sheetz,1,Sheldrick Wildlife Trust,1,Shelley Lewis,1,Shelter,1,Shield's Design Studio,1,Shinola,1,Shop.NHL.com,1,Shorty Awards,1,Showtime,1,Shreddies,1,Sibling Rivalry,1,Sideshow,1,Signal Zero,1,Sigurd Larsen,1,Silk,1,Similau,1,Simmons,1,Simon & Paul,1,Simply Be,1,Sims 3,1,Sims Video Game,1,Singapore Tourism Board,1,SingleCut Beersmiths,1,Singtel,1,Sioo-x,1,Skedaddle,1,Skeletor,1,Skiltles,1,Skinny Love,1,Skoda,1,Sky Cinema,1,Sky Q,1,SleepShopper,1,Slinky,1,Small Spaces,1,Smart Energy GB,1,Smart car,1,SmartWater,1,Smartypants,1,Smith Brothers Agency,1,Smith and Foulkes,1,Smithsonian,1,Smokey the Bear,1,Smyle,1,Snackable Content Awards,1,Snap,1,Sncakable Content Awards,1,Snow,1,SoStereo,1,Soapply,1,Soar,1,Society of Professional Journalists,1,SodaStream,1,Sofia Vergara,1,Sofology,1,Soko,1,Soul Clap,1,Sound Transit,1,South Western Railway,1,Southeastern Guide Dogs,1,Southern Nevada Water Authority,1,Southwest Airlines,1,Space,1,Spanish Federatkon of Breast Cancer (FECMA),1,Spanish Lottery,1,Spark,1,Spark Foundry,1,Spawn Ideas,1,Speakeasy Knowledge Brokers,1,Special K,1,Special U.S.,1,Specsavers,1,Speedo,1,Spike Jonze,1,Spike Lee,1,Spoiler Killers,1,Spokeslistener,1,Sport UNLIMITED,1,Sportable Gift Wrap,1,SportsNation,1,Sprint,1,Square,1,SquareEnix,1,St. John,1,Stage 13,1,Stance,1,Stand Up To Cancer,1,Standard Black,1,Stanley,1,StarKist,1,Start Your Impossible,1,State,1,Stay Close,1,Steff Eleoff,1,Stell McCartney,1,Stephen Arnold Music,1,Stephen Curry,1,Stepping Stone,1,Steve Moakler,1,Steven Mangan,1,Steven Spielberg,1,Stevie Gee,1,Stihl,1,Stingray Digital Group Inc.,1,Stink Studios,1,Stitch Fix,1,Stone Dogs,1,Story Worldwide,1,Strava,1,StubHub,1,Studio Kimchi,1,Style Seeker,1,Stytch,1,Suas,1,Suede Gully,1,Sugar Todd,1,Sullenberger Aviation Museum,1,Sumatran Orangutan Society,1,Sun Creatures Studio,1,Sun Life,1,Sun-Maid,1,SunFed Ranch,1,Suncorp Bank,1,Sunglass Hut,1,Super Mario Odyssey,1,Super Yummies,1,Superconductor,1,Superette,1,Suzuki,1,Sway,1,SweeTARTS,1,Sweet Rickey,1,Sweetshop US,1,Swopmart,1,Syn,1,System 1 Agency,1,SKODA KAROQ,1,T-Roc SUV,1,TAKEOUT,1,TASTE,1,TBC,1,TBD,1,TBWA\RAAD,1,TG Herrington,1,THE LIFESTORE,1,THEY,1,THIS,1,THRESHER,1,TMF Travel,1,TMX Group,1,TOTO,1,TPH,1,TRADER Corporation,1,TRIDENT GIRLS,1,TUMI,1,Taco Time,1,Tag Heuer,1,Taika Watiti,1,Take a Shot,1,Takealot.com,1,Takis,1,Tal Zagreba,1,Talan Group,1,Talenti Gelato & Sorbetto,1,Tally Rye,1,Tamika Miller,1,Tango,1,Teach Me How to Curl,1,Teacher Kids,1,Teeboween,1,Tekla,1,Telekom,1,Temecula Wines,1,Tennis,1,Terani Couture,1,Terminex,1,Terramor Outdoor Resort,1,Terry's Chocolate,1,Tesco,1,Tesco Mobile,1,Tessa Films,1,Thailand,1,That's Not Enough,1,The Artery,1,The Audition,1,The Backseat Driver Experience,1,The Big Now,1,The Blink Fish,1,The Brand Behaviorists,1,The Canada Games Council,1,The Center for Youth Wellness,1,The Classico,1,The Creative Group,1,The Diver,1,The Electric Factory,1,The Elements Music,1,The Entertainer,1,The Fearless are Here,1,The Great British Bake Off,1,The Grist,1,The Handoff,1,The Heist No One is Talking About,1,The Hive,1,The Layzell Bros,1,The Moment,1,The Moving Parliament,1,The Musician,1,The Nelson Mandela Foundation,1,The New Blank,1,The Obvious Choice,1,The Perfect Fit,1,The Preservation Society of Newport County,1,The Rec League,1,The Reindeer Princess,1,The Rock,1,The Royals,1,The Shipyard,1,The Supporting Act,1,The Three Bears Breakfast Cooking Show,1,The Ting Tings,1,The Toughest Rivalry,1,The Trash Isles,1,The Vodka Family,1,The Weather Network,1,The Women's Foundation,1,The Woo,1,The&Partnership,1,Theo Lopez,1,Therapy Content,1,Things Unlimited,1,Thinking Machine,1,Third Street,1,This Is Our Ice,1,Thums Up,1,Tide,1,Tide pod Challenge,1,TikTok,1,Tillamook,1,Tim Marten,1,Tim Tebow,1,Tim and Charlie,1,Timberland,1,Timer,1,Tire Pros,1,Tm Batt,1,Todrick Hall,1,Tofoo Company,1,Together Forever,1,Tom Brady,1,Tom Cruise,1,Tom Denford,1,Tommy Hilfiger,1,Toni Kroos,1,Tony Stewart,1,Topshop,1,Toronto Blue Jays,1,Toronto Crime Stoppers,1,Toronto Raptors,1,Toth+Co,1,Tourism Fiji,1,Toys For Tots Canada,1,Training Shoe,1,Trainline,1,Tramontina,1,Transavia,1,Translation,1,Translators Without Borders,1,Transport for London,1,Travel Oregon,1,Travelocity,1,Treats 4 Toys,1,Tribal Worldwide,1,Tribeca Film Festival,1,Tripadvisor,1,Trolli,1,Try Intimate Lubricant Gel,1,TrygFonden,1,Tuborg,1,Tuff,1,Tulips and Chimneys,1,Tumblr,1,Tums,1,TuneIn,1,Turandot,1,Twelve,1,TwoShots,1,Tyler Seguin,1,Tyler Stavola,1,Tyson Breuer,1,U2,1,UK Department of International Trade,1,UK Healthcare,1,UNISON,1,UNIT9,1,UNTUCKit,1,USA Today,1,UVA Health,1,Ubertoys,1,Ubisoft Rocksmith,1,Ugo Cacciator,1,Uncle Grey,1,Unicorns & Unicorns,1,Unilever,1,United Collection,1,United Nations Development Programme,1,United States,1,United to Support,1,Universal Kids,1,Universal Music,1,University of Phoenix,1,Unlimited Group,1,Unroll Me,1,Untitled Films,1,Untitled.tv,1,Upfield,1,Uppercut,1,Uprinting,1,Usain Bolt,1,Utopia,1,VIA,1,VIA Rail,1,VIVA! Vegans' International Voice for Animals,1,VIZIO,1,VML,1,VN Channel,1,VOLT Studios,1,VSA Partners,1,Valenstein & Fatt,1,Valentine's Day,1,Valeska Castillo,1,Van Black,1,Van Gogh Museum,1,VanMoof,1,Vanarama,1,Vanish,1,Vann Graves,1,Vans,1,VaynerMedia,1,Ventureland,1,Venus Williams,1,Vernon Davis,1,Versailles,1,Very Agency,1,Very.co.uk,1,Vestiaire Collective,1,Victoria Beer,1,Vienna Beef,1,Vienna Tourist Board,1,Viktor & Rolf Fragrances,1,Vileda,1,Village Dental,1,Vincent Duvignac,1,Vionic,1,Virgin Galactic,1,Virgin Trains,1,Virtual Reality,1,Virtuo,1,Visit California,1,Visit Seattle,1,Visit Sweden,1,Vitabots,1,Vitamix,1,Vivo V9,1,Vluchtelingenwerk Vlaanderen,1,Voltari Boat Co.,1,Volvo V40,1,Vonshine Industries,1,Voyage,1,WASSUP 8 YEARS LATER,1,WBE Canada,1,WBUR,1,WCRS,1,WE ARE PI,1,WEBTOON,1,WHALE SONG,1,WHAT IS G,1,WHOPPER VIRGINS,1,WNBA,1,WRAD,1,WSI,1,WWE,1,WWE 2K18,1,Wake App,1,Walgreens,1,Walk In Fridge,1,Walkers Family Snacks,1,War Child,1,Wayne Rooney,1,Waze,1,Waze Carpool,1,We Are All Science Fiction Fans,1,We Are United,1,We Speak Car,1,WeTransfer,1,Weekends at,1,Welch's Fruit Snacks,1,Welcom,1,Welcome to the Pack,1,Welcoming America,1,Werkstuck,1,What if the Best Present Was You,1,Whatsapp,1,Wheelhouse Labs,1,WhenEva Wowza,1,Where Eagles Dare,1,Where's the Beef,1,Whirlpool,1,Who Wot Why,1,Will Arnett,1,Willem Dafoe,1,William Grant & Sons Irish Whisky,1,Williams Racing,1,Wimbleton,1,Wind,1,Windows Phone 7,1,Wodka Vodka,1,Wolff Olins,1,Women of NASA LEGO,1,Women's Aid,1,Wonder,1,Wonder Screen Inc.,1,Wonderful Pistachios,1,Wonderhood Studios,1,Wonsik Cho,1,Woody Goomsba,1,Woolworths,1,Workers Credit Union,1,Working with Cancer,1,World Down Syndrome Awareness Day,1,World Milk Day,1,World Press Freedom Day,1,World Radio Day,1,World Teacher Month,1,World of Warcraft,1,Worldcom OOH,1,Wuliangye,1,Wunderman,1,Xandr,1,Xerox,1,Y Male Fragrance,1,Y&R Branding,1,Y&R Dhelet,1,Y&R New Zealand,1,YARD NYC,1,YETI,1,Yamamay,1,Ye Old Pep Talk,1,Yes Please Productions,1,Yes we're Open,1,Yoland Gampp,1,YouShall,1,YouTube Creators,1,Young & Rubicam,1,Young Designers United,1,Young Guns 18,1,Young Guns 20,1,Young Hero,1,Your Thing,1,Yuengling,1,Yulu,1,Yuser,1,ZAXIE,1,ZEITGUISEDs,1,Zambezi,1,Zappos,1,Zappos.com,1,Zayed Sustainability Prize,1,Zeitz MOCAA,1,Zeitz Museum of Contemporary Art Africa,1,Zenith,1,Zespri,1,Ziina,1,Zillow,1,ZipRecruiter,1,Zoe DJ London,1,Zoflora,1,Zombie Studio,1,Zulu,1,afterhrs.,1,against dumb,1,alexander Keiths,1,alice,1,anti-drinking and driving,1,anti-smoking,1,athlete,1,axe impact,1,banner ads,1,beIN Sports,1,blandwiches,1,bubly,1,butlins holidays,1,bwin,1,change for a dollar,1,chocolate bar ad,1,cinemagraphs,1,civilrights.org,1,cosmote,1,deodorant,1,detergent ad,1,digitas,1,dontpayfull.com,1,du,1,easyJet,1,eir,1,ekWateur,1,ellen,1,eva Mendes,1,fantasy night,1,field.io,1,film ads,1,foam studio,1,free yourself campaign,1,fundi,1,galaxy s7,1,genesis effect,1,golf,1,google+,1,guitar hero,1,gyro,1,hardee's,1,hersheys. rascal flatts,1,hockey,1,home furnishings,1,home insurance,1,honda jazz,1,hummel,1,iAds,1,iPhone 3G,1,iPhone 8 plus,1,iPod Nano,1,image mapping,1,intu,1,iris Jakarta,1,isobel,1,jobs,1,just like you,1,kelly slater,1,kevin bacon,1,kids!,1,kleenex,1,kohl's black friday,1,kwiff,1,laptop,1,littleBits,1,live action,1,logitech,1,lynx Excite,1,made by blah,1,marketing campaign,1,matchmaking,1,mattel,1,meltin pot,1,miata rf,1,mixed martial arts,1,much music,1,nineteentwenty,1,nokia N8,1,norte beer,1,oberlo,1,office politics,1,opera,1,ornage,1,paper-cutting,1,pasdepubmerci,1,podcast,1,pollution,1,press releases,1,print ads clever ads,1,professional bull riding,1,quicksilver,1,rebecca black friday,1,recruitment campaign,1,reetone,1,retro ad,1,rotisserie chicken sandwich,1,sharpie,1,siggi,1,soft-drink ad,1,solar energy,1,spain ad,1,sponsored,1,steve jobs,1,street art,1,superfun,1,technology Division of Labor,1,teen skincare,1,the Big Chicken,1,the Vodka with Nothing to Hide,1,theScore,1,themission,1,tobacco ads,1,universal studios,1,voodoo,1,washlet,1,wearables,1,whiteGREY,1,world of sports,1,wrangler jeans,1,yahoo,1,yellow tail,1,young guns,1,Try And Love,1,kestam Holst,1, Our collection database is a work in progress. We may update this record based on further research and review. Learn more about our approach tosharing our collection online. If you would like to know how you can use content on this page, see the Smithsonian'sTerms of Use. If you need to request an image for publication or other use, please visitRights and Reproductions. Biographical / HistoricalThe Alka-Seltzer Oral History and Documentation Project is a result of a one year effort supported, in part, by Miles Laboratories, Incorporated Twenty-four oral history interviews and a variety of related materials were gathered to document Alka- Seltzer advertising, primarily from the mid-1950s to the 1980s. The project covers "Speedy" Alka-Seltzer, "Oh what a relief it is," "The Blahs," "Alka Seltzer on the rocks," and "I can't believe I ate the whole thing" campaigns.Miles Laboratories, Incorporated, the maker of Alka-Seltzer, and Wade Advertising of Chicago established a light-hearted advertising approach with the iconic puppet "Speedy", which had a tablet for a body and a smaller one for a hat. Speedy came to life through stop motion animation, a technique in which each of the puppet's movements was captured on a separate frame of film. The voice of Richard Beals made "Speedy" a distinctive character. "Speedy" was a mainstay of Alka Seltzer advertising until 1964, when Miles,Incorporated took the account to Jack Tinker & Partners in New York. The agency's work for Alka-Seltzer embodied what came to be called advertising's "creative revolution," replacing the "talking heads" and "hard sell" of earlier advertising with humor, wit, and engaging storylines, even within the limits of a 30 second television spot. In 1969, the Alka Seltzer account went to Doyle, Dane, Bernbach, an agency which changed the look of print advertising during the early years of the "creative revolution." In 1970, Alka-Seltzer moved agencies to Wells, Rich, Greene, where the product's advertising came under the direction of Mary Wells Lawrence. Ms. Lawrence had worked on the Alka Seltzer account while at Tinker and continued Alka Seltzer's reputation for innovative and captivating work. In 1984 they shifted to McCann Erickson. Heartburn has to be one of the worst things to go through, especially if you're rushing around on an important work day and don't have time to pause and take a break.According to Alka-Seltzer's official website, the tablets work as an antacid that fights the evils of acidity while also treating the pain of indigestion with aspirin. The brand that has been around for over 80 years markets itself as an effective solution for pesky troubles like acidity, headaches, and body aches fromindigestionthat can come after enjoyingspicy dishes.The brand doesn't just have medication. It offers its customers a range of heartburn solutions such as gummies for heartburn relief as well as "chews" in flavors like strawberry and orange creme.Now, Alka-Seltzer has alsocome up with gum for those who are looking for relief on the go from heartburn and want an easy and effective solution. Whew.Here's what you need to know about Alka-Seltzer's new gum. Publicized as the only antacid gumon the market, Alka-Seltzer's antacid solution is available in two flavors: cool mint and peppermint. According to Food Beast, the solution is rather discreet and perfect for all those occasions when you're out and about and need a really quick solution to heartburn without making things too obvious. For example, consider this: You're out for lunch with your partner and their parents, devouring spicy fast food when you feel the first signs of heartburn set in. Ouch.The Alka-Seltzer Extra Strength HeartburnRelief Gum promises to deal with your situation quickly ... and quietly. The gum has dual layers and can let you kill two birds with one stone: Its "cooling flavor crystals" leave you with fresh breath coupled with relief from heartburn. Seems like you won't have to bother finding a glass of water to dissolve your Alka-Seltzer in again if you prefer to chew your way to minty, acid reflux relief. Creator Archives Center, National Museum of American History Manufacturer Alka-Seltzer Creator Doyle Dane Bernbach. Jack Tinker & Associates. Names Miles Laboratories, Inc. Interviewee Beals, Richard Case, Eugene Chaplin, Charles Interviewer Griffith, Barbara S., Dr. Interviewee Lawrence, Mary Wells Names Miles, Franklin, Dr. Place Elkhart (Ind.) -- 1950-1990 Topic advertising -- History -- 1950-1990 Pharmaceutical industry -- 1950-1990 Television advertising Medicine Broadcast advertising Business -- History Provenance Collection donated by Miles Laboratories in 1988 and created by the Smithsonian Institution in 1986 and 1987. Creator Archives Center, National Museum of American History See more items in Alka-Seltzer Documentation and Oral History Project Summary The Alka-Seltzer Oral History and Documentation Project is a result of a one year effort supported, in part, by Miles Laboratories, Incorporated. Twenty-four oral history interviews and a variety of related materials were gathered to document Alka- Seltzer advertising, primarily from the mid-1950s to the 1980s. The project covers "Speedy" Alka-Seltzer, "Oh what a relief it is," "The Blahs," "Alka Seltzer on the rocks," and "I can't believe I ate the whole thing" campaigns Biographical / Historical The Alka-Seltzer Oral History and Documentation Project is a result of a one year effort supported, in part, by Miles Laboratories, Incorporated Twenty-four oral history interviews and a variety of related materials were gathered to document Alka- Seltzer advertising, primarily from the mid-1950s to the 1980s. The project covers "Speedy" Alka-Seltzer, "Oh what a relief it is," "The Blahs," "Alka Seltzer on the rocks," and "I can't believe I ate the whole thing" campaigns. 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In 1969, the Alka Seltzer account went to Doyle, Dane, Bernbach, an agency which changed the look of print advertising during the early years of the "creative revolution." In 1970, Alka-Seltzer moved agencies to Wells, Rich, Greene, where the product's advertising came under the direction of Mary Wells Lawrence. Ms. Lawrence had worked on the Alka Seltzer account while at Tinker and continued Alka Seltzer's reputation for innovative and captivating work. In 1984 they shifted to McCann Erickson. Extent 7 Cubic feet (17 boxes) Date 1953-1987 Archival Repository Archives Center, National Museum of American History Identifier NMAH.AC.0184 Type Collection descriptions Archival materials Videotapes Audiocassettes Publications Commercials Motion pictures (visual works) Audiotapes Business records Citation Alka-Seltzer Oral History and Documentation Project, 1953-1987, Archives Center, National Museum of American History, Smithsonian Institution. Arrangement The collection is arranged in 8 series. Series 1: Research Files, circa 1930-1986 Series 2: Interviewee Files, 1986-1987 Series 3: Oral Histories, 1986-1987 Subseries 3.1: Original Interviews Subseries 3.2: Reference Cassettes Subseries 3.3: Master Audio Tapes Series 4: Miles Archives Materials, 1931-1980 Subseries 4.1: Marketing Research and Sales Data Subseries 4.2: Alka-Seltzer Storyboards and History (Photocopies) Subseries 4:3: Miles Advertising History and Oral History Program(photocopies) Series 5: Company Publications, 1960-1986 Series 6: Photographs, circa 1950-1985 Series 7: Alka-Seltzer Posters, 1967-1986 Series 8: Audiovisual Materials Subseries 8.1: Original Masters Subseries 8.2: Reference Videos Processing Information Collection processed by Stacy Flaherty and Mona Morris, 1988, revised by Mimi Minnick, archivist, 1991. Rights Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions. Genre/Form Videotapes Audiocassettes Publications -- Business Commercials Motion pictures (visual works) -- 20th century Audiotapes -- 1950-2000 Business records -- 1950-2000 Scope and Contents Oral histories with individuals associated with Alka-Seltzer and its advertising campaigns are at the core of the Alka-Seltzer Documenation and Oral History Project. Conducted by Smithsonian Institution staff, the oral histories primarily examine Alka-Seltzer's innovative and memorable print and television commercials. Abstracts exist for each interview.The collection also includes background information, archival materials from Miles Laboratories, Inc., television commercials, storyboards, and company publications. Restrictions Researchers may use reference copies only. The interview with Charles Chaplin is restricted and may not be copied or quoted until his death. Record ID ebl-1503512512431-1503512512441-0 Metadata Usage CC0 GUID /65665/ep8e8d1c49b-5195-455a-8b65-8d475f101290 Share copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Have you ever seen a lava lamp? They were the height of 1960's "groovy" room decorations. A few minutes after turning it on, a lava lamp has blobs of colored liquid floating towards the top of the lamp and then drifting back down. Making an actual lava lamp that you plug in would require some effort and unusual supplies, but you can create a non-electric version in just a few minutes with the help of the fizzing power of Alka-Seltzer. In this activity you can find out how to make your own Alka-Seltzer lava lamp. How will changing the temperature of the ingredients change the behavior of the colorful blobs in your lava lamp? This activity is not recommended for use as a science fair project. Good science fair projects have a stronger focus on controlling variables, taking accurate measurements, and analyzing data. To find a science fair project that is just right for you, browse our library of over 1,200 Science Fair Project Ideas or use the Topic Selection Wizard to get a personalized project recommendation. Tall identical jars or bottles, such as empty, clear, plastic 1-liter or 2-liter bottles (2) Knife Cutting board Timer or clock that shows seconds Water Food coloring Vegetable oil (enough to fill the jars nearly full) An Alka-Seltzer tablet. Only one tablet is needed for the activity, but having additional tablets can be fun if you wanted to repeat lava lamp action. A way to make one jar hot and one cold, such as by using a large bowl filled with hot water and access to a refrigerator or freezer To each jar or bottle, fill it with 1-2 inches of water, add 5 drops of food coloring, and then fill it at least three-quarters full with vegetable oil. Put the cap on tightly to avoid spills and leaks. Somehow make one of the prepared jars be hot and one be cold. For example, to make one hot you could let it sit in a large bowl of hot water, and to make one cold you could store it in a refrigerator or freezer. Be careful when handling hot water. While you are heating and cooling the jars, cut an Alka-Seltzer tablet into quarters. Only two quarter pieces are needed for the activity, but having additional pieces can be fun if you wanted to repeat lava lamp action. Once one jar is hot and one is cold, get a timer or clock ready and drop a quarter of a tablet into the heated jar. Note that the tablet piece may take a moment to sink through the vegetable oil to reach the water, where it will react. Start timing as soon as the tablet piece reaches the water and starts reacting. How long does it take the tablet to disappear? How vigorous are the bubbles? Now drop a quarter of a tablet in the cold jar. Time how long it takes the tablet to disappear this time. How long does it take the tablet to disappear in the colder liquid? Think about how the two reactions looked. Do you notice other differences in how the reaction happens in the colder liquid versus in the hotter liquid? Why do you think you got the results that you did? Cleanup When you are done playing with the lava lamps, do not pour them down the drain. That quantity of vegetable oil can lead to clogs in the sewer system. Instead, pour the contents of the lava lamps into a compost pile or dig a hole in your yard, away from any plants you care about, and pour the contents in the hole. If neither of those are an option, simply screw the cap on tightly and throw the lava lamp jar in your regular trash. The ingredients in Alka-Seltzer combine with water to form a gas called carbon dioxide. The oil and Alka-Seltzer do not combine in this way though. The Alka-Seltzer tablets sink through the vegetable oil until they reach the layer of colored water. There the Alka-Seltzer dissolves in the water and forms a gas called carbon dioxide. The gas is lighter than the water and oil, so it bubbles up, taking a bit of colored water with it as it moves through the oil layer. You should have seen those bubbles, looking like colorful blobs, float through the oil layer to the top of the jar. At the top the bubbles should have burst (releasing the carbon dioxide gas), and then the colorful blobs should have sunk back to the bottom (now without carbon dioxide gas). The effect should have been reminiscent of a lava lamp. The chemical reaction that causes the carbon dioxide to form happens more quickly in warmer water. For this reason, you should have seen that the Alka-Seltzer tablet dissolved more quickly in the hot water, in approximately 20-30 seconds depending on the temperature. This should have resulted in lots of rapid bubbling and an energetic lava lamp display. In contrast, the Alka-Seltzer tablet in the cold water should have dissolved more slowly, with most of it should disappearing in the first two to three minutes, resulting in a calmer and longer lasting lava lamp effect. Alka-Seltzer is a medical drug that works as a pain reliever and an antacid (antacids help neutralize stomach acidity, such as heartburn). The pain reliever used is aspirin and the antacid used is baking soda, or sodium bicarbonate. To take the tablets, they are fully dissolved in water, where they famously undergo a chemical reaction that produces lots of carbon dioxide bubbles. Why is this? As the tablets dissolve, the sodium bicarbonate splits apart to form sodium and bicarbonate. The bicarbonate reacts with hydrogen (from citric acid, another ingredient in the tablets) to form carbon dioxide gas (and water). This is how the bubbles are made. How is temperature related to this reaction? For the reaction to occur, the bicarbonate must come into contact with the hydrogen in just the right way. The chance of the bicarbonate and hydrogen doing this is affected by temperature: the higher the temperature, the faster the molecules move; the lower the temperature, the slower they move. The faster they move, the more likely they are to come into contact with each other. Curious about the science? Post your question for our scientists. For Further Exploration Test Alka-Seltzer tablets in a wider range of temperatures, and then graph the time it takes a tablet to dissolve in water at each temperature (check with a thermometer). What temperature change is required to increase the reaction time by a factor of two? What about decreasing the reaction time by a factor of two? Compare whole Alka-Seltzer tablets to pieces of Alka-Seltzer tablets. If there is a greater surface area (i.e., a tablet is broken up into more pieces), does the same amount of tablet result in the reaction happening faster or slower, or in a different way? Project Ideas The Effect of Temperature on Chemical Reaction Time Science Fair Project Idea Scientific Method Careers Career Profile Career Profile Career Profile Career Profile Share copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit , provide a link to the license, and indicate if changes were made . 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Alka seltzer origin. Alka seltzer history. Alka seltzer advertising. Alka seltzer commercials. Alka seltzer commercial 1960s. Alka seltzer information.