



FIELD NOTES

Read about the new initiatives, improvements and investments being made across the experiential marketing scene.



The New Rules of Experiential Marketing in a COVID-19 World

In this guest column, NVE Experience Agency's Brett Hyman discusses how brand experiences are evolving as a result of the pandemic.

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Inside HBO's Experiential Cabinet of Wonders for The Nevers

In celebration of their new genre-bending series *The Nevers*, HBO teamed with RQ Agency to create a wildly inventive at-home experience for superfans and influencers.

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Dove shows the girls behind manipulated selfies

The brand revisits an iconic ad format to tackle the ubiquity of photo altering apps and pandemic-related body image issues.

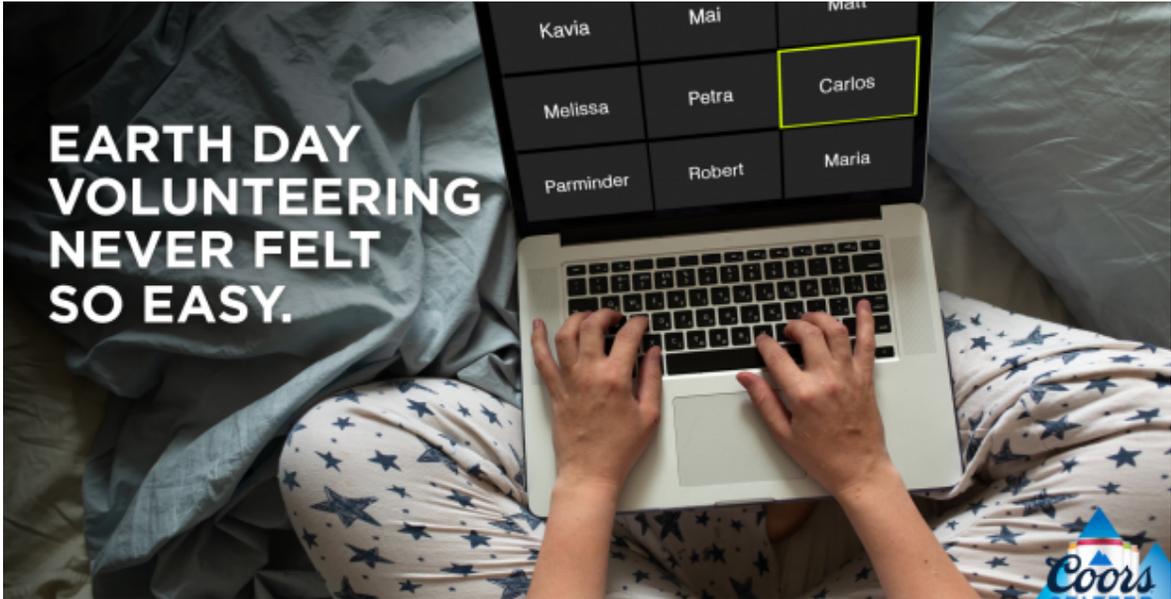
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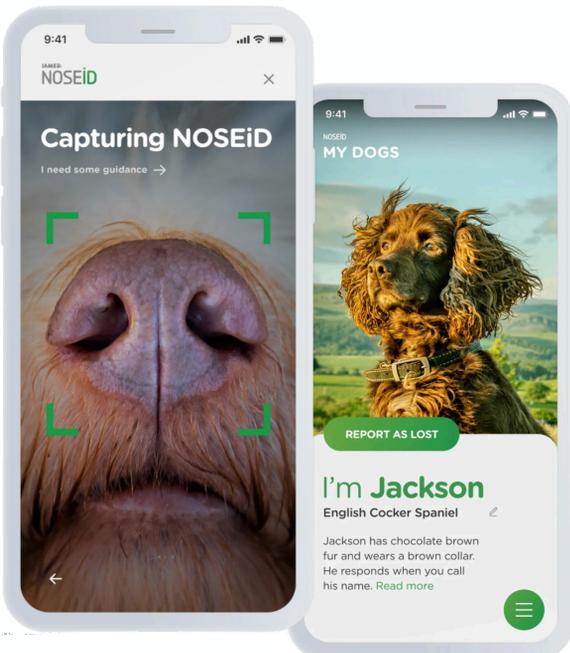


Coors asks Canadians to keep their camera off to save fresh water

As a point of differentiation in a crowded category, the brewer has made conservation a priority for its new seltzer brand, giving consumers a way to volunteer from home.

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App helps bring lost dogs home by scanning their one-of-a-kind noses



A dog's nose is as unique as a human's fingerprint. IAMS is using that knowledge to reunite missing dogs with their owners. On Monday, the pet food brand announced it was rolling out a beta version of its new app NOSEiD.

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