

Rob McKinlay | December 24, 2025

How long? | 1 minute

Campaign's most-read opinion pieces of 2025

This year's most popular opinion pieces from external contributors addressed a range of subjects, from holding group upheaval to Cannes controversy via Jet2 Holidays.



Left to right: Lynsey Atkin, Martin Beverley, Ian Whittaker, Jet2 Holidays

9. Why Liquid Death failed in the UK: a brand that never fully engaged



Liquid Death, once a cult favourite among marketers, pulled out of the UK market, leaving many wondering what went wrong – including Insiders co-founder Josh Clarricoats.

8. Why is our industry's brightest talent still burning out?



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air-recruitment, london

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air-recruitment, London

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Dentsu, Manchester, M3

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air-recruitment, Rickmansworth

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As well as a competitive salary, you'll enjoy a



Ahead of World Mental Health Day, ITV Creative ECD Tom Hauser looked back at when he had his own battle with burnout.

7. Ring the alarm bells for adland



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Want consumer trust? Put your faith in creativity



Digital Cinema Media's chief executive officer Karen Stacey on the crucial foundations for building trust.

Richard Huntington, former chair and CSO, Saatchi & Saatchi, opined that “we must change now or we will be wiped away by a tsunami of in-housing, outsourcing and automation that is coming for us”.

6. Nothing beats a Jetz holiday. Not even Cannes



The rise of Jetz's nine-year-old ad was not just a meme, suggested Josh Fletcher, founder of Order & Chaos.

5. What's the big idea?



Lynsey Atkin, Baby Teeth co-founder and former chief creative officer at McCann London, wrote

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about how size doesn't matter in adland.

4. Don't hate the player, hate the game



Richard Brim, founder and chief creative officer at Ace of Hearts, voiced a question on many people's minds: when did winning a Cannes Lion turn so grubby?

3. Dentsu sale is natural selection, as dinosaurs of advertising run out of time



Dentsu's potential sale, WPP's turmoil, Omnicom and IPG all suggested adland's giants were stumbling. That was the opinion of Darren Woolley, founder and global chief executive of Trinity P3 Marketing Management Consultancy, in September.

2. People in adland are not feeling the love



"When there is a lack of care for people, the casualties are our work, talent and clients," Martin Beverley, founder and chief strategy officer of Ace of Hearts, wrote.

1. Buckle up for the ride as agency world will look significantly different in two years





A change of CEO at WPP and a potential sale of Dentsu's international business were just two signs prompting Investor View columnist and MD of Liberty Sky Advisors Ian Whittaker to suggest major change was coming to the global agency sector.



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