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			<p>For brands that demand MORE, we're ready</p> <p>Agency Update</p> <p>Don't get left behind. See how our evolution is creating a new advantage for brands that want more.</p> <p>In the early 2000s, "digital" arrived—and a clear line was drawn.</p> <p>Some agencies evolved. Others got left behind.</p> <p>Digital wasn't just a trend. It was a total rewrite of how ideas got made and how brands grew. It created entirely new roles, new workflows, and new expectations. The agencies that embraced it didn't just tweak the edges—they remade themselves. That moment became a catalyst. And for many, a turning point.</p> <p>We're at another one of those moments.</p> <p>AI. Automation. Tech-enabled creativity. This isn't a side bet. It's quickly becoming the foundation for how modern brands will grow—and how modern agencies must operate.</p> <p>At Ammunition, we're in the midst of a deep and deliberate transformation. We're actively evolving every part of our business to meet this moment—from how we're structured to how we build teams, design solutions, and deliver creative and media that perform. We're making real investments in new tools, new talent, and new capabilities—we can do greater, faster, more impactful work for you.</p> <p>And we've made key moves to help lead the charge:</p> <ul style="list-style-type: none"><li>* Jonathan Hayes has been promoted to Chief Creative Officer</li><li>* Sean Brown has stepped into the role of Head of Production</li></ul> <p>ICYMI → Read the full announcement</p> <p>As we build, we're also rethinking what agency value means.</p> <p>It's not about headcount anymore. It's about <i>enable</i> (®) proprietary systems, and a tech stack that drives performance. That's where the real advantage lies. That's the future we're building—an agency built for brands and markets that went more from their agency partners.</p> <p>And to be clear: we're not replacing human creativity—we're <i>unlocking</i> what it can become.</p> <p>At Ammunition, we're not removing people. It's about elevating their impact. Personalizing at scale. Turning insights in minutes, not days. Generating creative quickly so we can push ideas further.</p> <p>You can already see it in the work.</p> <p>→ Watch the AI-Powered Campaign for the Atlanta Hawks</p> <p>→ Go Behind the Scenes: How We Brought It to Life</p> <p>We're deploying generative tools to enhance production, accelerate personalization, and boost performance. We're building predictive media frameworks and training private GPTs on client ecosystems for faster, smarter collaboration.</p> <p>And while we move fast—we move responsibly.</p> <p>We're deploying heavily tested, private and secure LLMs alongside enterprise-grade tools and hard the storage protocols to protect client data and maintain strict brand safety. No open-source risk. No public prompts. No compromises. Brand safety is, and always will be, our highest priority.</p> <p>All of this is part of something bigger.</p> <p>We're not just adapting to change—we're helping shape it. At Ammunition, we're building the future of advertising. One that blends human insight with technological intelligence. One that delivers work that's faster, smarter, and more effective than ever before.</p> <p>So what does this mean for you?</p> <p>It means we're giving our clients an unfair advantage—and it's no longer reserved for the biggest brands. The tools are here. The playing field is shifting. And the window to turn experimentation into transformation is open now.</p> <p>Brands that move early will have a real edge:</p> <ul style="list-style-type: none"><li>* Faster time to market</li><li>* Personalization at scale</li><li>* Creative that compounds</li><li>* More from your partners</li></ul> <p>Let's talk about what this looks like for your brand →</p> <p>This transformation is already in motion—and we're building it with our clients in mind every step of the way.</p> <p>Let's go further, together.</p> <p>MORE MOVIES FROM OUR TEAM</p> <p>→</p> <p>Ammunition was named one of the Southeast's fastest-growing companies by Inc. Magazine for the second year running – and made its debut on the <i>Financial Times America's Fastest Growing Companies 2023</i> list.</p> <p>The A-Team was shortlisted for two Tech Innovation awards at the Worldwide Partners, Inc. Grand Ideas Awards: the Atlanta Hawks' "LR As We Fly" video and our holiday album "Out of Office, In the Spirit."</p> <p>A group of our young professional talent also is also a finalist in the 2023 Worldwide Partners, Inc. Young Ideas Awards.</p> <p>Chief Technology Officer (C) Handel celebrated his 4-year Anniversary and Fulbright Developer John Robertson and Senior Product Designer Lou Lam celebrated their 2-year Anniversaries.</p> <p>UP NEXT</p> <p>Campaign Magazine</p> <p>6.17.2024</p> <p>"Big Idea Agency" 2024</p> <p>The Inc.</p> <p>2.27.2024</p> <p>One of the Fastest-Growing Private Companies</p> <p>3.29.2024</p> <p>AI is Coming for Video Next.</p> <p>Follow Us</p> <p>Get In Touch</p> <p>1175 Peachtree Street NE, Suite 1450 Atlanta, Georgia 30301 404.287.1986</p> <p>Subscribe to the list</p> <p>Sign up</p> <p>Thank you! Your submission has been received!</p> <p>Oops! Something went wrong while submitting the form.</p> <p>Read what's new</p> <p>© 2025 Ammunition, LLC</p> <p>Ammunition, a full-service advertising agency, today announced a strategic reorganization to usher in a bold new era of tech-driven creative innovation. As part of this evolution, the agency has appointed Jonathan Hayes as Chief Creative Officer (CCO). This move underscores Ammunition's commitment to using AI and emerging tools to reimagine how ideas are brought to life and deliver greater outcomes for clients.</p> <p>Jonathan joined Ammunition as the Executive Video Director following the agency's acquisition of his Atlanta-based studio, Matt Hal Creative, in June 2023. In his new role, he will lead all creative operations—overseeing campaign development, brand building, product and digital design, video production, and driving AI integration to streamline processes. This reflects a broader shift in how creative leadership is defined, moving toward a more holistic approach to building brands and delivering results.</p> <p>"This is a defining moment—not just for our agency, but for the industry," said Jeremy Halperin, CEO of Ammunition. "Clients are looking for more than just great creative; they want full, end-to-end solutions that move the needle. Jonathan's vision and deep understanding of AI and modern production are exactly what we need to lead this next chapter. His hands-on leadership reinforces our values and positions us for sustained success."</p> <p>The Chief Creative Officer role continues to evolve from a focus on copy and design to a broader, strategic function that integrates creativity, technology, and business objectives. This shift reflects a growing need for leaders who can drive co-creation, streamline execution, and foster collaboration across teams. As clients demand faster delivery without sacrificing quality, Ammunition is leaning into its digital roots, leveraging a robust tech and development foundation to push creative forward with smarter, more integrated solutions that drive growth and strengthen client partnerships.</p> <p>"I'm honored to step into this role at such a pivotal time," shared Jonathan Hayes, the newly appointed CCO. "With a foundation in video and a passion for modern, efficient tools, I'm ready to help push our creative vision forward and continue building an agency where great ideas thrive."</p> <p>Already a driving force behind Ammunition's AI transformation, Jonathan leads the agency's internal AI Committee and holds a Generative AI for Advertising certification from the AI+L Learning Institute. He has been instrumental in piloting new AI workflows that reduce production timelines and unlock creative possibilities—setting the foundation for a scalable, future-ready creative model.</p> <p>Integral to this evolution, Sean Brown also steps into a new role as Head of Production. Sean's operational excellence and deep production know-how make him the ideal leader for this role, driving the agency's new creative goals through collaborative, high-quality execution across all production stages.</p> <p>Underpinning its ongoing momentum, these appointments come on the heels of significant recognition for Ammunition. The agency has recently been named to the Inc. 500 and ADWEEK's Fastest Growing Agencies lists, as well as the Inc. Regional Southwest for the second year running. Further solidifying its growth, the agency was also recognized as one of the Fastest-Growing Companies in the Americas by the <i>Financial Times</i>. This success is reflected in an over 100% client retention rate in 2025, allowing Ammunition to continue its strong performance across both B2B and B2C companies.</p>
<a href="https://www.ammunition.agency/insider">https://www.ammunition.agency/insider</a>	For brands that demand MORE, we're ready	4.16.2025	<p>Ammunition Names Jonathan Hayes Chief Creative Officer, Accelerating Its Tech-Driven Creative Vision</p>

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		<p>Top Indie Agency' Annunition   Advertising Agency in Atlanta</p> <p>[New &amp; Noteworthy] (<a href="https://www.annunition.agency/new-noteworthy/">https://www.annunition.agency/new-noteworthy/</a>)</p> <p>'Top Indie Agency' 2024</p> <p>##### Campaign Magazine</p> <p>##### 6.17.2024</p> <p>'Top Indie Agency' 2024</p> <hr/> <p>Agency Update</p> <p>##### We're proud that Campaign UK has crowned us one of the World's Top Independent Agencies, among 11 Worldwide Partners, Inc. agencies.</p> <p>[Read more] (<a href="https://www.campaignlive.co.uk/2024/worlds-top-independent-agencies/">https://www.campaignlive.co.uk/2024/worlds-top-independent-agencies/</a>)</p> <p>{</p> <p>} (<a href="https://www.annunition.agency#">https://www.annunition.agency#</a>)</p> <p>UP NEXT</p> <p>{</p> <p>4.18.2025</p> <p>##### Annunition Names Jonathan Hayes Chief Creative Officer, Accelerating Its Tech-Driven Creative Vision</p> <p>} (<a href="https://www.annunition.agency/articles/annunition-names-jonathan-hayes-chief-creative-officer-accelerating-its-tech-driven-creative-vision/">https://www.annunition.agency/articles/annunition-names-jonathan-hayes-chief-creative-officer-accelerating-its-tech-driven-creative-vision/</a>)</p> <p>{</p> <p>News</p> <p>6.15.2023</p> <p>##### Annunition acquires Mad Hat Creative.</p> <p>} (<a href="https://www.annunition.agency/articles/annunition-acquires-mad-hat-creative/">https://www.annunition.agency/articles/annunition-acquires-mad-hat-creative/</a>)</p> <p>{</p> <p>4.30.2024</p> <p>##### Niche is down.</p> <p>} (<a href="https://www.annunition.agency/articles/niche-is-down/">https://www.annunition.agency/articles/niche-is-down/</a>)</p> <p>Follow Us</p> <p>} (<a href="https://news.linkedin.com/company/annunitionagency/">https://news.linkedin.com/company/annunitionagency/</a>) (<a href="https://www.instagram.com/annunitionagency/?hl=en">@https://www.instagram.com/annunitionagency/?hl=en</a>)</p> <p>Contact Us</p> <p>(1175 Peachtree Street NE, Suite 1400 Atlanta, Georgia 30309) (<a href="mailto:info@annunitionagency.com">info@annunitionagency.com</a>) (<a href="tel:+14043537867">tel:+14043537867</a>) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867) (+1 404 353 7867)</p> <p>Subscribe to the bolt</p> <p>{</p> <p>Sign up</p> <p>} (<a href="https://www.annunition.agency#">https://www.annunition.agency#</a>)</p> <p>Thank you! Your submission has been received!</p> <p>Error! Something went wrong while submitting the form.</p> <p>{</p> <p>Read what's new</p> <p>} (<a href="https://www.annunition.agency/new-noteworthy/">https://www.annunition.agency/new-noteworthy/</a>)</p>	
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	<p>AI is Coming for Video Next!</p> <p>Technology Advisory</p> <p>Video Production</p> <p>Keeping up with the almost daily breakthroughs in AI is dizzying. Especially for marketing and advertising firms looking to stay on top of the latest and greatest. For the editors, we sat down with Jonathan Hansen, Executive Video Director, to take a closer look about how AI has impacted the video production industry and what we can expect for the future.</p> <p>TLCR: Across the industry, video production teams have already begun to thread AI into their day-to-day work. But by leaning on such an ever-evolving tool, conversations are popping up around transparency and how creators should use AI in the editing landscape.</p> <p>Erica: For those who haven't, how would you describe the Video Production team at Annuniation?</p> <p>Jonathan: The video production department is responsible for the development, creation and execution of custom videos for our clients. We cover every genre from commercial, short form documentary, 2d and 3d animation, social, promotional, and even unique sub-genres such as cognitive audience videos.</p> <p>Erica: When did the Video Production team begin incorporating AI into work?</p> <p>Jonathan: We started using AI in our workflow around March of 2023. On one side it's easy for everything? No way. It's actually not possible to address fully generative AI and produce a product at the quality our clients expect from us. However, there are definite ways to integrate into the team workflow that can elevate our creations.</p> <p>Erica: Very cool. Could you share a few examples of how AI is being used in the video production industry?</p> <p>Jonathan: Let's first tackle the elephant in the room: using AI to the extreme, with unchecked usage, can quickly whip up sub-standard content. Having said that, if video production teams can use AI as another tool in the toolbox, you can make some dramatic leaps in process-oriented tasks. AI tools can quickly and accurately generate extensive descriptions, but can use them to sample voices and write text for closed captioning. On the more advanced side, we use AI-based web search tools to source moodboard imagery, outcropping, and reducting creative elements.</p> <p>Erica: That's really interesting. Would you say AI has sped up the production process?</p> <p>Jonathan: It depends on how you define "sped up." Yes, it saves us time on the tasks that previously were monotonous. So, in doing that, it's given us more time, energy and resources into the higher priority creative aspects of the project, such as brainstorming, editing, and music exploration.</p> <p>Erica: With the integration of AI into the production process, are there any ethical considerations that should be taken into account?</p> <p>Jonathan: Yes, of course. As a team, we strongly believe that it's the "human touch" that makes for authentic storytelling and that's where, as a team, we'll always shine on time in the end. Consensus is key.</p> <p>Erica: I heard about the decision by YouTube to require creators to disclose when realistic content is made with AI. Would you say this is a step in the right direction?</p> <p>Jonathan: Definitely. Transparency is going to lead us to better clarity and help AI move away from being associated with deception. I think we're going to see more leaders in tech and advertising work to find an ethical balance.</p> <p>Erica: Now that we've covered the basics, what is a trend that we should be looking out for in 2024?</p> <p>Jonathan: Last year I was all about using Gen AI in the brainstorming process. Now, looking into 2024 with up and coming tools like Stock, we will see the decline of traditional stock assets as AI minimizes the need for hours of searching for that perfect shot.</p> <p>Erica: What are some resources for those looking to learn more about AI?</p> <p>Jonathan: I recommend starting at the core level due to the tools constantly evolving. Familiarizing yourself with the language models and core principles is the best way to get yourself up for success in the long-term. There are also some great research papers on OpenAI.com, such as this one on video generation models.</p> <p>Erica: Before we let you go, is there anything AI advice you'd like to leave our readers with?</p> <p>Jonathan: Keep an open mind when working with AI. We don't know what the future holds, but by responsibly using these tools, we can gain new perspectives on how to solve problems and carve out more time for creativity.</p> <p>Consider this, no one wants to be holding a screwdriver in a world of power tools. But at the end of the day, a power drill is still just a tool operated by a human being. As a video production team, we hope our industry can find a similar balance moving forward with artificial intelligence.</p> <p>Sticking with it</p> <p>The video production market is expected to grow at a compound annual growth rate of 22.37% by 2028. (Source: Global Newswire)</p> <p>More than one-third of Amazon sellers and brands worldwide use AI to write and optimize product listings. (Source: eMarketer)</p> <p>71% of US retail decision-makers have invested in data and AI-enabled content for personalization. (Source: eMarketer)</p> <p>WOMEN'S HISTORY SPOTLIGHT</p> <p>During Women's History Month, it's easy for companies to pay lip service to the idea of female equality but not follow through with results. Since we started in 2017, we've had a steadfast supporting the women and moms who choose to work here. Half of our leadership team, as well half of the entire agency, are women. Additionally, many of the brands we serve are also led by women.</p> <p>At a time when the gender pay gap remains an issue in the workplace, we prioritize equality in compensation for everyone, ensuring that every member of Annuniation is paid fairly.</p> <p>What we offer:</p> <ul style="list-style-type: none"> <li>Commitment to ensuring fair compensation</li> <li>Parental leave policies to support new and growing families</li> <li>Hybrid work model</li> </ul> <p>And we make sure current moms and aspiring moms feel supported through our newly updated maternity leave, now offering ten weeks. We need happy and healthy dads too, of course, so we've just updated our paternity leave to four weeks. The length of both of these leaves surpasses the industry standard.</p> <p>LIGHTNING ROUND</p> <p>Katie Mitchell (1 year), Wes Gibbs (2 years), Lauren Havelle (3 years), and Emily SEO Griffin (4 years) celebrated their Anniversaries.</p> <p>CEO, Jeremy Helleman, spoke about his experience founding the agency on the builders podcast.</p> <p>Members of the Annuniation team had the opportunity to sponsor the Children's Healthcare of Atlanta – Grady Jarrett dinner in an effort to raise money for cancer research.</p>	
<a href="https://www.annuniation.agency/en/resources">https://www.annuniation.agency/en/resources</a>	<p>AI is Coming for Video Next   Video Production at Annuniation</p> <p>3/29/2024</p>	

	<p>Brands Are Tapping Into Humor   Amnumention Agency Story</p> <p>[New &amp; Noteworthy](https://www.amnumentionagency/new-noteworthy)</p> <p>People like to laugh, duh.</p> <p>##### 2.20.2024</p> <p>People like to laugh, duh.</p> <p>Strategy</p> <p>Consumer Insights</p> <p>Creative</p> <p>#### For the last twenty years, purpose-driven ads have dominated the industry. But after reading the somewhat solemn room, humor is back. And it's more than just for giggles. Humor brings positivity to brands as well. According to Oracle, 90% of consumers admit they're more likely to remember a funny ad, while 72% would ditch the competition for a brand that brings the laughs.</p> <p>#### TLDR: Keep the laughs coming to connect with your audience in 2024. Across the industry, brands are tapping into their audience's funny bones using absurdism, sarcasm, and even—plot twist!—B2B content.</p> <p>“Trend #1: B2Bster!”</p> <p>B2B brands are flipping the script—literally. Brands like American Express are turning from heavy lifts to humor to create an emotional connection with their audience. Their series of witty videos explore the struggles of small business owners—like this adorable one!(https://www.youtube.com/watch?v=3228384840&amp;list=PL3228384840&amp;index=22)54Karnes licensee card chronicle the funny featuring a fluffie of burmes—in a lighthearted way that will put a smile on anyone's face.</p> <p>“Trend #2: For the birds—and the viewers!”</p> <p>Catch the norm, go off-script, and feel free to throw professionalism out of the window in the name of absurdism. Kayla's “Don't do it yourself” campaign!(https://www.youtube.com/watch?v=3228384840&amp;list=PL3228384840&amp;index=22)54Karnes licensee card chronicle the funny featuring a fluffie of burmes—in a lighthearted way that will put a smile on anyone's face.</p> <p>“Trend #3: Take it to the comments!”</p> <p>Sarcasm has always reigned supreme on social media. But now brands are taking it to a whole new level—especially in the comment and reply sections of platforms like X and TikTok. By using sarcasm creatively, brands can reach new audiences. Just scroll through the comments of @roncastillo!(https://www.tiktok.com/@roncastillo/video/733954937755349816) @w40!https://www.tiktok.com/@w40!photo/731188147449302536), and TikTok queen @chasingpines!(https://www.tiktok.com/@chasingpines/video/7338471436471017330) to see what we're talking about.</p> <p>“This took for longer to keep trending in 2024. In fact, the Cannes Lions International Festival of Creativity recently announced a new humor category for its 2024 awards. So raise your fists of rage and give a toast to that. And make sure it's funny!”</p> <p>#### Amnumention's take on the ads of The Big Game.</p> <p>We asked our Chief Creative Officer, Alex Russell!(https://www.linkedin.com/in/alex-russell-20305484e/), to share his POV on advertising's biggest night of the year and his favorite ads.</p> <p>“Most Creative.” “I”“(Google)”(https://tbs.google.com/products/jawls/superbowl-ad-2024-watch-jawls-in-frame)</p> <p>“This one managed to use a product demo throughout to help tell a deeper human story. All with a warm and fuzzy ending. Never easy. And in a sea of celebrity-jacked Super Bowl spots, showing normal people being normal people really stood out.”</p> <p>“Most Shocking.” “I”“(Reese's)”(https://www.youtube.com/watch?v=Ch23Pp6A2Q)</p> <p>“Loud, absurd humor either works or sucks in a big way. This worked big time for me. I think it's hilarious and breath. And another case study in simple (in this case, stupid simple) always wins.”</p> <p>#### Striking stats</p> <p>“30%” of TikTok users said humor in creator content made them hit that “purchase” button. (Source: TikTok for Business!(https://www.tiktok.com/business/en/using-humor-funny-on-tiktok))</p> <p>“72%” of digital advertisements contain some kind of humor. (Source: Kantar!(https://www.kantar.com/roth-america/inspiration/entertaining-media/leading-to-laugh-again-the-role-of-humor-in-advertising))</p> <p>“Did you know: The average cost of a 30-second Super Bowl TV commercial in 2024 was “71 million” dollars. (Source: WU!(https://www.wu.com/en/press/super-bowl-2024-adverts-ebay-car-throws-much-more-a-super-bowl-ad-cost-this-year-23786302gQW6U5Cf))</p> <p>#### Lightning round</p> <p>Amnumention is thrilled to have brought home the Silver A.O.D.Y. in the Branded Content &amp; Entertainment Campaign Category for our work!(https://www.amnumention.com/press/2024/07/20/2024-awards-winners/) for The Atlanta Braves.</p> <p>“Our team secured a spot on Atlanta Business Chronicle's list!(https://www.bizjournals.com/atlanta/subscriber-only/2024/02/09/atlanta-25-largest-advertising-and-marketing-agencies.html) of Atlanta's 25 largest advertising and marketing agencies, climbing to #14 from #21.”</p> <p>“We also have been recognized!(https://www.inc.com/regional/south-east) by Inc. as one of the fastest growing companies—#126 to be exact—in the Southeast.</p> <p>“Thaule Madden!(https://www.linkedin.com/in/thaule-madden-cx/) (5 years) and Ashley Rothrock!(https://www.linkedin.com/in/thaule-ashley-rothrock/) (1 year) celebrated their Anniversaries.</p> <p>“Amnumention welcomed Senior Developer, Brandon Trickett!(https://www.linkedin.com/in/brandontrickett/), to the team.</p> <p>{</p> <p>}(https://www.amnumention.agency/)</p> <p>UP NEXT</p> <p>{</p> <p>8.31.2023</p> <p>##### Become a UXpert</p> <p>{</p> <p>11.12.2024</p> <p>##### Amnumention lands at #39 on AOWEEK's 2024 Fastest Growing Agencies</p> <p>}(https://www.amnumention.agency/articles/amnumention-lands-at-38-on-adeeks-2024-fastest-growing-agencies)</p> <p>{</p> <p>2.29.2024</p> <p>##### People like to laugh, duh.</p> <p>}(https://www.amnumention.agency/articles/people-like-to-laugh-duh)</p> <p>Follow Us</p> <p>}(https://www.tiktok.com/company/amnumentionagency/)(https://www.instagram.com/amnumention/?h=40)(https://www.facebook.com/amnumentionagency/)</p>	
<p><a href="https://www.amnumention.agency/articles/people-like-to-laugh-duh">https://www.amnumention.agency/articles/people-like-to-laugh-duh</a></p> <p>People like to laugh, duh.</p> <p>2.29.2024</p>		





<https://www.ammunition.agency/news/poteworthy>





		<p>What does it all mean?</p> <p>Social Media</p> <p>Strategy</p> <p>You're cool, you're hip—but it's by no means been a lot going on in the social space this month. The Bot is back to break down what you need to know about the launch of Threads, the latest Twitter update, and the phenomenon that is Barbenheimer. Time to get up to speed.</p> <p>TLOU: Meta developed the social media space by borrowing their best asset: app. Threads, the platform's active user growth mirrored the launch of previous apps, and speculations continue that it will take down Twitter due to its recent shift in user perception. While everyone plotted their first "Thread," The Beatles and Copernicus movies set records at the box office and dominated social media content.</p> <p>Threads' needs</p> <p>What is IG Threads? Threads is a text-based conversation app requiring an Instagram account to get started. It is the fastest-growing social media app and reached 100 million sign-ups in its first five days. A "Thread" (post) allows users to post content up to 500 characters long, along with photos and videos up to 5 minutes in length.</p> <p>What do users love about Threads? Aside from the fact that it's new, users are drawn to the less political nature of the platform, that it currently has no ads, and the algorithm is functioning a lot like the old feed. However, the searchability is currently limited.</p> <p>What features are users longing for? In the same way that users like the unpredictable nature of Threads, it also fights the norm of how users are accustomed to engaging with their social platforms, leading new active user growth to stabilize. The key feature users are asking for is search by user and topic to engage in more social conversations.</p> <p>What to expect? Today, Meta aims to launch an update allowing users to only see threads from the people they follow. We predict it will be the first of many updates that accommodate user feedback and platform upgrades.</p> <p>What do brands need to know? For brands with a target audience, there is value in connecting with your customers in a conversational format and exploring how their audience engages. For brands focusing on a specific industry or serving a niche market, we say—hold tight. To Tweet or not to Tweet.</p> <p>The biggest question: Will Threads replace Twitter? It's too early to have a clear read on if Threads will supersede Twitter and other social media channels, but the platform does provide multiple incentives for users to spend time on the app. Unlike Twitter, users can enjoy scrolling without ads and no daily reading limits (or cures).</p> <p>What are the latest Twitter changes? Musk rebranded the social media platform, changing the name from "Twitter" to "X." On top of that, brands will find that tweets made more than nine months ago stand lower to retain their status. The biggest change with this rebrand is replacing the iconic Twitter bird with the new hawk and eagle "X."</p> <p>How will this impact brands on Twitter? Similarly to when some brands were asked to pull their accounts and ad dollars from Meta for values-based reasons, we are warning brands to tread carefully on any Twitter. On a platform where expressions are as primary metric but Tweet volume is limited—that creates a challenge and will be discussed on future reporting calls (you know who you are).</p> <p>Come on Barbie, let's go to the movies.</p> <p>What were the notable PR stunts and partnerships? Mattel's Barbie marketing team did some serious strategic maneuvering to promote the film with over 100 partnerships. Unique executions included a CDC vaccine generator, a partnership with Airbnb to build a real-life Dreamhouses, and collaborations with multiple clothing brands (Target, Gap, Shmoose Your Mumu).</p> <p>What was the social and cultural impact? The campaign resulted in a wave of Barbie pop spreading across retail and social media, making Barbie relevant to the audience before the movie premiered. Barbie appeared in pop culture through memes, TikTok videos, corporate "pinkwashing," and in Barbenheimer double feature trend, to name a few.</p> <p>What can we learn from their PR strategy? The Barbie marketing team identified the nostalgia that Mattel's iconic brand evoked in it of and used that connection to bring Barbie to life in our real world. By leaning on real human emotion, brands can further establish connections and affinity among their target audiences in their activations.</p> <p>Some members of the A-team dressed up to celebrate both movies hitting theaters.</p> <p>Strling State</p> <p>Only 1 in 4 Instagram users need to use Threads for the app to reach Twitter's size. (Source: Emarketer)</p> <p>In total, there have been nearly 7 million social media posts about Barbie this year, reaching a potential audience of nearly 9.5 billion people. (Source: Mediakite)</p> <p>Barbie pulled \$155M in domestic ticket sales, positioning itself as the largest domestic start for a female-directed movie. (Source: Variety)</p> <p>"Top Indie Agency"</p> <p>Agency Update</p> <p>We're thrilled to have been named among 10 "Top Indie Agencies" by Campaign Magazine in their list of Cannes this year.</p> <p>Read more: <a href="https://www.campaignmag.co.uk/articles/cnn-provid-worlds-top-independent-agencies/">https://www.campaignmag.co.uk/articles/cnn-provid-worlds-top-independent-agencies/</a>828143</p> <p>Contact</p> <p>1115 Peachtree Street NE, Suite 1450 Atlanta Georgia 30361 Email: <a href="mailto:info@annumotionagency.com">info@annumotionagency.com</a> Phone: 404.287.1966</p> <p>Follow Us on LinkedIn, Instagram, Vimeo</p> <p>© 2023 Annumotion, LLC</p> <p>Keeperly   <a href="mailto:info@annumotion.com">info@annumotion.com</a></p> <p><a href="https://www.annumotionagency.com/">https://www.annumotionagency.com/</a></p>	
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	<p>Привет,</p> <p>Очень, искренне жаль, что вы не можете увидеть этот контент (недоступно в вашей стране).</p> <p>Проблема заключается в том, что ваш интернет-провайдер блокирует доступ к этому контенту. Это может быть связано с политикой вашего провайдера или с проблемами безопасности.</p> <p>Мы рекомендуем вам попробовать следующие шаги:</p> <ul style="list-style-type: none"> <li>Сменить интернет-провайдера.</li> <li>Использовать VPN-сервис.</li> <li>Проверить настройки брандмауэра.</li> <li>Связаться с технической поддержкой вашего провайдера.</li> </ul> <p>Извините за доставленные неудобства.</p> <p>Аннумотион</p>		
<a href="https://www.annumotionagency.com/newsroom">https://www.annumotionagency.com/newsroom</a>	Annumotion Acquires Mad Hat Creative   Full-Service Video Production	6.15.2023	





<https://www.ammunition.agency/news-noteworthy>

			<p>How AI is Joining the Marketing Space   Ammunition—Ad Agency (New &amp; Noteworthy)(<a href="https://www.ammunition.agency/new-noteworthy/">https://www.ammunition.agency/new-noteworthy/</a>)</p> <p>Ma, myself &amp; AI</p> <p>January 3, 2023</p> <p>Ma, myself &amp; AI</p> <p>Technology Advisory</p> <p>User Experience</p> <p>Creative</p> <p>##### The Ball is back with a fun twist. This month we've added a new member of the team to give a few words on this month's topic. In this edition, we're diving into the world of AI and marketing, exploring how this powerful technology is revolutionizing the way we reach and engage with customers. From chatbots to predictive analytics, AI is changing the game for marketers everywhere, and we're just at the insights and tips you need at the start of the year. Did you recognize the writer? It was none other than ChatGPT. And the businesses everywhere, we are amazed at the way AI can help us work more efficiently than ever before. Now let's dive into some AI learning.</p> <p>##### TLDR: ChatGPT, Midjourney, Runway, Adobe Firefly. It seems like there is a new AI program announced on your social pages every day. This boom in AI tools brings new options for marketers to boost their overall team productivity.</p> <p>##### The (Not-So-Basic) Basics of AI</p> <p>What even is AI? Artificial Intelligence (aka AI) is a machine's skill to do human-like cognitive jobs like learning, reasoning, problem solving, and more. Currently, 37% of businesses and organizations are using some form of AI in their workplace.</p> <p>When did AI join the marketing space? While you may be hearing more about ChatGPT and even Midjourney lately, the rise of AI in marketing can be traced all the way back to 2014. The popularization of buying programmatic ads gave marketers an AI-based replacement for the tedious ad buying process including researching target markets, budgeting, inserting orders, and more.</p> <p>Where does ChatGPT fit into the everyday puzzle? Recently there's been so many conversations around AI subtext. Generative AI (aka the tech that creates new content like images, text, and video). These would be your free chatbot, ChatGPT, the AI-generated art app, DALL-E, and others. By combining creative capability with data analysis, these tools assist marketers with creating content faster than they could manually.</p> <p>Image created by generative AI platform, DALL-E</p> <p>##### Be In the Know: Recent AI Developments</p> <p>* (Pricke)(<a href="https://www.pricke.net/">https://www.pricke.net/</a>), a popular social media management tool, has launched an AI-based social media posting app using ChatGPT technology to create social media posts tailored to user's needs. (<a href="https://www.breitbart.com/tech/2023/01/03/ai-social-media-posting-app/">https://www.breitbart.com/tech/2023/01/03/ai-social-media-posting-app/</a>)</p> <p>* (Lumina)(<a href="https://www.lumina.com/help/ai-generated-images">https://www.lumina.com/help/ai-generated-images</a>) has launched Collaborative Articles, which will use AI-generated prompts to then call on specific users for their expertise and input. (<a href="https://www.lumina.com/product/ai-4/">https://www.lumina.com/product/ai-4/</a>)</p> <p>* ChatGPT(<a href="https://openai.com/product/gpt-4/">https://openai.com/product/gpt-4/</a>) released their latest version of the tool, ChatGPT 4. But is more advanced in creativity, visual input, and context.</p> <p>AI is the modern tech boom. Much like the Digital Revolution of the later half of the 20th century and the Dot-Com Boom of the late 1990s, we're seeing so many new AI options available to us.</p> <p>As AI continues to grow within the marketing space, there will be way more choices of how it can be added into ad strategies. Just like how we moved from analog to digital and typing on a typewriter to Photoshop and Word, and how that changed jobs and careers, AI has the ability to shape our industry—and for the better.</p> <p>(<a href="https://www.ammunition.agency/">https://www.ammunition.agency/</a>)</p> <p>UP NEXT</p> <p>[ ]</p> <p>6.30.2023</p> <p>##### Lights, camera, action.</p> <p>(<a href="https://www.ammunition.agency/articles/fights-camera-action/">https://www.ammunition.agency/articles/fights-camera-action/</a>)</p> <p>[ ]</p> <p>4.30.2025</p> <p>##### For brands that demand MORE, we're ready</p> <p>(<a href="https://www.ammunition.agency/articles/brands-that-demand-more-were-ready/">https://www.ammunition.agency/articles/brands-that-demand-more-were-ready/</a>)</p> <p>[ ]</p> <p>7.31.2023</p> <p>##### What does it all mean?</p> <p>(<a href="https://www.ammunition.agency/articles/what-does-it-all-mean/">https://www.ammunition.agency/articles/what-does-it-all-mean/</a>)</p> <p>Follow Us</p> <p>(<a href="https://www.linkedin.com/company/ammunitionagency/">https://www.linkedin.com/company/ammunitionagency/</a>)(<a href="https://www.instagram.com/ammunitionteam/?h=ma">https://www.instagram.com/ammunitionteam/?h=ma</a>)(<a href="https://www.facebook.com/ammunitionagency/">https://www.facebook.com/ammunitionagency/</a>)</p> <p>Get in Touch</p> <p>[1175 Peachtree Street NE, Suite 1450 Atlanta Georgia 30301](</p>
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