Post URL	Post Title	Post Date	Post Content For brands that demand MCRE, we're ready								
			For brands that demand MCNtc, we're ready Agency Update								
			Don't get left behind. See how our evolution is creating a new advantage for brands that want more.								
			In the early 2000s, "digital" arrived—and a clear line was drawn.								
			Some agencies evolved. Others got left behind.								
			Digital wasen't just at trend. It was a total rewrite of how ideas got made and how brands grew. It created enfirely new roles, new workflows, and new expectations. The agencies that embraced it didn't just hweak the edges—they reimagined themselves. That moment became a cutalyst. And for many, a tunning point.								
			new expectations. The agencies that embraced it didn't just tweak the edges—they remaigned themselves. I hat moment became a catalyst. And for many, a turning point.								
			We're at another one of those moments.								
			Al. 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.								
			At Ammunition, we're in the minter of a risen and deliberate transformation. We're artically eurobing every part of our business to meet this								
			At Ammunition, wa're in the midst of a deep and deliberate transformation. We're actively evolving every part of our business to meet this moreant—from how we're structured to how we build learns, design exhibitors, and deliver creative and made that parform. We're making real investments in one tools, new talent, and new copulation—so we can do semants, faster, more impactule work for you.								
			And we've made key moves to help lead the charge:								
			Jonathan Hayes has been promoted to Chief Creative Officer Sean Brown has stepped into the role of Head of Production								
			ICYMI — Read the full announcement								
			As we build, we're also rethinking what agency value means.								
			It's not about headcount anymore. It's about ownable IP, proprietary systems, and a tech stack that drives performance. That's where the real advantage fives. That's the future we're building—an agency built for brands and markets that want more from their agency partners.								
			And to be clear: we're not replacing human creativity—we're unlocking what it can become.								
			All at Ammunition isn't about 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.								
			You can already see it in the work:								
			→ Watch the Al-Powered Campaign for the Atlanta Hawks								
			→ Go Behind the Scenes: How We Brought It to Life								
			We're deploying generative tools to enhance production, accelerate personalization, and boost performance. We're building predictive media firameworks and training private GPTs on client ecceystems for faster, smarter collaboration.								
			And while we move fast—we move responsibly. With a destinate invalid invalid invitate and service I I Ms alemedide entermise, market note and local file storage motorcies to rement rised data.								
			We're deploying locally hosted, private, and secure LLMs alongside enterprise-grade tools and local file storage protocols to protect client data and maintain shird brand safety. No open-source risk. No public prompts. No compromises. Brand safety is, and always will be, our highest priority.								
			All of this is part of something bigger.								
			We're not just adapting to change—we're helping shape it. Al Ammunition, we're building the future of advertising. One that blends human insight with actnological inhilitigence. One that delivers work that's faster, smarter, and more effective than ever before.								
			So what does this mean for you?								
			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.								
			Brands that move early will have a real edge:								
			Faster time to insight. Personalization at scale. Creative that compounds.								
			Creative that compounds. More from your pathwrs.								
			Note from your partners. Let's talk about what this looks like for your brand →								
			This transformation is already in motion—and we're building it with our clients in mind every step of the way.								
			Let's go further, together.								
			MORE MOVES FROM OUR TEAM								
											
			Ammunition was named one of the Southeast's fastest-growing companies by Inc. Regionals for the second year running – and made its debut on the Financial Times Americas' Fastest Growing Companies 2025 list.								
			The A-Team was shortfisted for two Tech Innovation awards at the Worldwide Partners, Inc. Grand Indies Awards: the Atlanta Hawks' "Lift As We Ply" video and our holiday album "Out of Office, in the Spirit.								
			We Fly video and our honday album "Out of Office, in the Spirit. A group of our young professional rising stars is also a finalist in the 2025 Worldwide Partners, Inc. Young Indies Awards.								
			Chief Technology Officer JC Hamili celebrated his 4-year Ammoversary and Fullstack Developer John Robertson and Senior Product Designer Loc Lam celebrated their 2-year Ammoversaries.								
			UP NEXT								
			Campaign Magazine								
			6.17.2024								
			"Top India Agency" 2024 The Inc.								
			2.27.2024								
			One of the Fastest-Growing Private Companies								
			3.29.2024								
			Al is Coming for Video Next.								
			Follow Us								
			Get In Touch								
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			1115 Pauchtus Direct NE. Suits 1450 Alberts Georgie 2001 Hattal Georgie 2001 Hattal Germuniton agency 404 201 1089								
			Subscribe to the bolt								
			Sign up								
			Thank you! Your submission has been received!								
			Copal Something went wrong while submitting the form.								
			Read whats New								
https://www.ammunition.agency/new- noleworthy	For brands that demand MORE, we're ready	4.30.2025	© 2025 Ammunision, LLC								
			Ammunition, a full-lurnel advertising agency, today announced a strategic reorganization to soher in a bold new era of tech-driven creative innovation. As part of this exclusion, the agency has appointed Jonathan Heyes as Ohld Creative Officer (CCC). This move underscores Ammunition's commitment to using All and emerging looks to relevent their visions are brought to the and deliver greater outcomes for district.								
			Ammunition's commitment to using All and emerging tools to relevant how ideas are brought to life and deliver greater outcomes for clients.								
			Journals picad Ameruation as the Executive Video Director Edizoning the appropria exposition on in the Atlanta-based statics. Med Nat Crastino. I Aver 2023. In this row reful, a well select all crastino operations coveraged consequents proceed building, product and digital designs, video production, and driving Al integration to streamline processes. This reflects a breader shift in how creative leadership is defined, moving boward a more holdsice approach to building brands and delivering issues.								
			moving toward a more holistic approach to building brands and delivering results.								
			This is a defining moment-not just for our agency, but for the industry-said Jeremy Helipern, CEO of Ammunition Clients are looking for more than just great creative; they want fast, smart, tech-forward solutions that move the needle. Jonathan-a vision and deep understanding of								
			This is a deficing moment-risk jaid for our approxy, but for the industry—said shromy Helpern, CEC of Ammunition. "Clients are locking for more than just groat creative, they want last, small, tech-freed adulations that more in the reduct, somether vision and deep understanding of All 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 sources.								
			The Chief Creative Officer role continues to evolve from a focus on copy and design to a broader, strategic function that integrates creativity.								
			The Cine Crustive Officer role continues to evolve from a focus on copy and design to a broader, strategic function that integrates crustivity, technology, and broaders designates. The first finest are present present for leaders when on their occurrent, presenting execution, and collections across teams. As desits demand feater devisery without accrition go saley, Ammention is keeing into its digital root, investigating collections are consistent on the continues of the con								
			a robust tech and development foundation to push creative forward with smarter, more integrated solutions that drive growth and strengthen client partnerships.								
			- 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 neady to help push our creative vision forward-sind continue building an agency where great ideas								
			thrive								
			Already a driving force behind Ammunition—s Al transformation, Jonathan leads the agency—s internal Al Committee and holds a Generative Al for Advertising certification from the 44-s Learning Institute. He has been instrumental in ploting near Al workflows that reduce production timelines and mortico creative possibilities earling the functionation for a scalable, future-eady organizer model.								
			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 this the ideal leader for this role, driving the agency's new creative goals through collaborative, high-quality execution across								
			all production aspecs.								
			Undersooning is organing momentum, these appointment come on the heals of significant enopption for Ammunition. The approxy has executly been named to the in-500 and ADM/SETE histants Closering Approximate (size, as well as the life, Regional Seculties for the accordance of the facilities of the accordance of the approximation of the approxima								
https://www.ammunition.anancy/see-	Ammunition Names Jonathan Hayes Chief Creative Officer, Accelerating its Tech-Driven Creative Vision		running. Further solidifying its growth, the agency was also recognized as one of the Fastest-Growing Companies in the Americas by the Financial Times. This curroos is referred in an over 100% internetion rate in 2005, allowing the provision to continue to continue to								
noteworthy	Vision Vision	4.16.2025	performance across both B2B and B2C categories.								

			If the ads took the field: our breakdown of the winners					
			Social Media					
			Consumer Insights					
			Strategy					
			The Big Game isn't just the biggest right in football — it's the biggest right in advertising. In a world where capturing attention is harder than ever, brands locky enough to claim a 30 part of if all know they need to seriously bring E. As always, some brands brought E in ways that worked and butter from others, here's what worked and butter for dirt.					
			worked beter than others; here's what worked and what didn't.					
			TLDR: This year's Big Clame was a powerful reminder that advertising is constantly changing. White the matchup drew a massive audience (a 41.7 household rating with 3.2% vicewaship growth year-over-year), the ads that resonated—and those that didn't—proved that success requires more than just a big bugget.					
			Trend #1: Funny's comeback continues.					
			As we continue to move away from a pandemic zeitgeist that was understandably earnest, humor continues to be a trend. If you think about your favoritis spots, there's a great chance they made you laugh.					
			your favoritie spots, there's a great chance they made you laugh. Trend #2: Keeping it real.					
			Interior RET. Neapong a read. Influencer marketing continues to be an MVP of Big Game ads, especially for reaching audiences like Gen Z and Millennials. But authenticity is key have, as social fans can turn sour when something hits wrong.					
			Trend #3: Think outside the bowl.					
			The best add don't just live on game night—they go beyond. Smart brands used teasers, behind-the-scenes content and digital extensions to maximize reach across social channels. With platforms like TATA's, Reals and You Tube Shorts changing how people consumed content, these brands also levelaged 56 spots or connect with that larget autaince in a quick, engaging was quick, engaging was					
			Ammunition's take on the ads of The Big Gerne.					
			We asked our Chief Creative Officer, Alex Russell, to referee some of the work					
			Who got it right:					
			- Best use of music: Come Near (He Gets Us), What is Greatness?					
			- Great trist or an ed campaign: Budweiser, Frast Delivery - Killer reboot of Joinel mode: Hellmarin; Whiten Sally Met Hellmann's - Best brand comeback: Bud Light, Eig Men on Out de Sac - Best use of new comedy dates: Grini's Puzza Rots, Chazmo Finally Goes Horne - Sest use of new comedy dates: Grini's Puzza Rots, Chazmo Finally Goes Horne					
			Who missed the mark:					
			- Most forced: WeatherTech: WhatherEch: WhatherEchen Sour Way - Most generic: Rocket: Own the Dream - Most cealerty for cealerty sales where Most: World of Nerds					
			- Most celebrity for celebrity sake: Nerds: Wonderful World of Nerds Striking stats:					
			\$8M was the average price of a 2015 of. This has increased from \$7M last year. The average human selector span had decoped to just 52 seconds, making it hander for adis to break through. Despits being two of the largest audiences of the syear's asts, only 16% (ages 18-20) and 19% (ages 30-44) of younger viewers selected that commercials were their favority and not the broadcast in a 2044 survey.					
			Lightning round: - Arremention was recognized as one of Atlanta Business Chronicle's Atlanta's Largest Advertising and Marketing Agencies for the third year in					
			- Ammunisori was recognized as one of Atlantia Business Criticide's Atlantia's Largest Adventising and Internating Agencies for the timo year in a row. A row. - Ammunisori's helinfav altum "Out of Office. In the Spirit" earnest three Arthy Awards: Codd for Disert Marketinn & Specialty Advertision and					
			two Silvers for Advertising Industry Self-Promotion on both Film, Video & Sound and Music WithWithout Lyrics. - Chief Countries Officer Stephanie Van Meter was featured on The HRK-life Podcast in a segment on Parents at Work: How Employers Can					
			a row. Ammunition's holdery album, "Out of Office, in the Spirit," earmed three Addy Awards: Cold for Direct Marketing & Specially Advertising and too Shines for Advertising Industry Self-Promotion on both Film, Valeo & Sound and Music WINVMONDLY Lyce. Chard Coparing Office Shipshale for Market was featured on The Highly Productin in a spart on Parette at Work. How Employers Can Make of Desar That Success. Make of Desar That Success. Ammunication of the Companies of the Market Companies of the Companies of					
https://www.ammunition.agency/new- noteworthy	If the ads took the field: our breakdown of the winners	2.28.2025						
			Social Media Consumer Insights					
			Consumer integral Strategy					
			2025 arrives with a bang as Meta announces that it's retiring from the fact-checking business. It's all good though. We have the info your brand needs to best engage with your audience moving forward.					
			TLDR: White Meta is moving away from a fact-checking system to a "Community Notes" system, similar to X, we have plans to help your brand move forward during this great social media migration.					
			This month, Nac CEO Mark Zucherbeg amounced the company's decision to discontinue its fact checking program. Now Facebook, Innatagram, and other platforms under the Meta umbrella will instead use a "Community Notes" system, similar to the approach used on X (REP Testiter).					
			Twitter).					
			This new method will rely on user-generated notes to provide additional context or fact-checking on posts. By adopting this system, Melta aims to step back from making direct decisions about content nemoval on its platforms, sparking conversations about what the lack of moderation could mean.					
			could mean. How this will impact user activity:					
			This big moderation with disease a key quastion - if the content and stone of seceral fuesh begin to change, does that mean haryll more to other partnerss? It is possible. White is haven of agreented noted by more effective than their screent agreents have the more effective than their screent agreents. The more lakely action is a rise in controversal content that unsettles users. Social media migrations from X to BlueSky allow that users aren't afraid to explore other platforms to find content that allows with their values.					
			find content that aligns with their values.					
			BlueSky was originally launched as an alternative to Twitter so users could have more control over their feeds through a decentralized model. But as of the first week of Jenseys 2025, BlueSky had approximately 26.8 million registered users — and we can expect that number to increase, apposingly with reports that BlueSky is developing an inetalgame correpettor, Flasher.					
			The mainthy of Instarram and Farehonia's user article centers around direct messages and stories. For those who continue to use Meta					
			The majority of instagram and Facebook's user activity centers around direct messages and stories. For those who continue to use Meta, these features will play a central riols as users seek to filter out noise and avoid misaligned content in their feeds — and ultimately decide where they want to view your content.					
			Our predictions for brands:					
			Just as many large brands chose to leave X after Elon Musik took control, we can expect brands to shift their spending to other platforms and touchpoints, following the users who are redirecting their attention elsewhere.					
			incorporate, tourseing the cleans who are reconstructing that asternion elements. Brands will face the challenge of their content appearing alongside material they wouldn't approve of if they had full control. Remember when brands wanted to review the URLS that programmatic networks served their adds on out of brand safety concerns?					
			It's important to note that this shift will lead to an overall decrease in ad spend on Meta platforms. We predict that Meta may begin selling a subscription service for access to premium features, similar to the offerings on X.					
			Brands will follow their users to platforms where they can achieve the highest engagement — after all, this business is all about capturing your target's attention.					
			How your brand should move forward:					
			Consider BlueSky: Co where the eyebalts go. Brands should proactively reserve their usernames on the platform to provide the opportunity to have a presence on the platform and protect their digital identity. Please note that Ammunition has already done this for our client partners.					
			neve a presence on the patrom and protect time organ demay, resear note that remains on the weathy done are not cleant partners. Prioritize community management: As users may become more skeptical of their feeds, prioritize community management practices to ensure that your brand continues to feater a series of that:					
			Striking stata 66% of publishers predict stronger revenues in 2025 compared to 2024. (Source: Digiday)					
			65% of publishers priedict stronger revenues in 2025 compared to 2024. (Source: Digitaly) US consumers will spend an average of three hours and 45 minutes on mobile device apps per day in 2025. (Source: eMarketer)					
			In December 2024, Google.com led Al searches with 16.5 billion visitors, while ChatGPT had only 517 million. (Source: Techloy)					
			Lightning round					
			CEO Jeremy Heilpern was named to Atlanta Magazine's Atlanta 500 list, recognizing the most powerful business leaders in Atlanta.					
			Kate Grafton joined Ammunition as VP of Client Engagement, bringing 15 years of experience to drive growth, partnerships and business development.					
			Jackie Mauro was promoted to Strategist, SEO + Media.					
			UP NEXT					
			3.31.2023 Me, myself, & Al.					
			4.16.2025 Ammiltion Names Jonathan Hayes Chief Creative Officer, Accelerating its Tech-Driven Creative Vision					
			5.31.2024 These are the KPIs you are looking for					
			Follow Us					
			Get In Touch					
			Subscribe to the bolt					
			Thank you! Your submission has been received!					
https://www.ammunition.agency/new- noteworthy	From Meta to media migration	1.31.2025	D 2025 Ammunition, LLC					

			Annualitan Lands at 83 to ACNVEEX; 2024 Fastest Growing Agencies
			Agency Equipment (and agency and an Agency Equipment (and agency and agency agency and agency and agency agency and agency agency and agency agency and agency agenc
			Today ADVEEK encounced is list of the listest growing agancies in the world for 2004. Among the 25 agencies in normal, Ammunifion is pound be recognized at 950 after pointing 100% revenue growth over the past three years. Since 2000, this list has honored agencies worknished workne
			Ammunifor, headquartered in Alexan G. A. modificion the first section agreement of the service large agreement of the servic
			Financian (2017, Amenation has balls a sharing upposition for delivering imposed results across however the billing financial services, exceeding services, and the state of the contract production, and results. The support develocates for the contract production alregard with strategic remarking the contract production and an extract pr
			In addition to client growth. Amountable to his experienced a shade of reconsist in experienced a shade of reconsist in experience and experi
			comprehension strains delarger and the control of t
			This exception soldfies Ammunifors's momentum. Our success is noted in our commitment to exceptional work. With blase-focused on working with the Sold lead and pulling disease for this exception and see energized for what for this exception and see energized for this exception and see exc
			On the basis of laring cases to the 2000 Acro. SSQUI co. (Regional Southwester like, and searing secondaries are one of Materials States (among companies, the latter actives the sear of searing configuration of the companies are one of Materials States (among companies, the latter actives the searing of searing configuration and companies are one of searing of the searing of searing companies, the latter actives the searing of searing configuration and companies are one of searing of the searing of searing configuration and companies are one of searing of the searing configuration and companies are one of searing of the searing of the searing of sear
https://www.ammunition.agency/new- noteworthy	Ammunition Lands at #38 on ADWEEK's 2024 Fastest Growing Agencies	11.12.2024	Commodice on APMASSIPS With Scatter Occurrence and Apmassips on staked according to
			New Year, New Trans (Ammunition Agency
			New & New annual Conference (New Annual Confe
			PRODUCE OF CONSISTENCY RECORD CONTROL
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			SIESSE Facility discriptional to assume trails. (2014 used left of contrapts for Facilities and admitting studies to 2025 war an endograpment of most hand a simple supplement for the analysis of part of some contracting studies for the simple studies of the simpl
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			Marketers moved beyond unform campaign messacing lifetics. (News ammunition, apencylarisissiniche il-down) and saw maior results through
			counted measuring and march statement.
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			And tally, (invalente bagin to propise for for Auropay to trapping to the part of 2014 indicated brights of the second of the se
			"With 2014 beliefue, we turned to a few of Ammunitativi leaders for predictions on what they expect to come exist is 2025."
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			"Objet medical of criticina in biscome more presentated and inclusive", using At to make outsernization are easy process and appealesca. Colorized profiled colorized or Product Colorized Color
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			Court conductors promot to select on except of "12 solutions taked uplows" as 2024, death from 1 of 1 in 2022 (Source (Editional))Splay individual contracts accomplished in 2022 (Source (Editional))Splay indivi
			In 2024 — Having 60th of Congoles accenture "resulted in a trans of Color, principle Securities of As operanded on overless and of their singlesped designing of the Color of
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https://www.ammunition.agency/new-			#### Across the Matrices Infigurations armunifors approximation for approximation ap
noteworthy	New Year, New Trends Ammunition Agency	12.20.2024	(Annual Control Contro

			Post-election: Advertising Edition	
			No items found.	
			With the election over and a new president-elect preparing to take office, many marketers are wondering how to navigate the new landscape. Here are some trends to keep in mind as we move into 2005.	
			TLDR: Three areas of focus for marketers include digital inventory shifts, changing regulations impacting industries, and an overall need for unity and inclusion messaging.	
			unity and inclusion messaging. Trend #1: A shifting digital inventory.	
			From the national presidential road down to county commissioners, \$10.5 billion was agent on campaign ads in the 2004 selection cycle according to NEW, With that steps believed in an adjournment on an entiquise shifts in the instructions exist is some all prices, greater availability of premium sicts, and increased audience engagement. Oppilal patforms like Facebook, instagram, and Volutile - six well as seadonard codes the TV and local mensor will show the most national sections afrom the large signal engineering and ad optiments.	
			Trend #2: Ever-changing requisitors.	
			During his campaign, President-elect Donald Trump advocated for reducing regulations across several industries like AI, housing, and energy.	
			Ouring in company. President-lead Dowlet Tump absoluted for readuring regulations across several shadings like All, housing, and energy, on his positive sold, positive regulation across several shadings like All, housing, and energy of the positive sold, positive regulation across several shadings and president distance of the positive sold and positiv	
			by providing transparency and ethical practices to maintain trust and safeguard their reputation.	
			Trend #3: Posi-vibes please.	
			After an election season marked by division, consumers are tired of fear-based advertising and crave a shift in tone. For brands, this presents an opportunity to list abories that emphasize unity and baster inclusivity, By presiding content that rescendes with diverse groups and highlights shared values, brands can hauld value by giving popice a much-needed list.	
			By embracing new aid trends, transparency, and positive storytelling, brands can navigate the upcoming uncertainty while fostering trust and connection with their audiences.	
			connection with their audiences. striking stats	
			striking stata. Connected TV (CTV) was projected to account for 45% of political digital ad spending in the United States in 2024. (Source: Statista)	
			Ads located on the Sensials accounted for 19% of orenie posteral spending in 2024, (Source: Brismain Center) Podasta played a significant role in the election, with millions of users tuning in to top-sensed shows featuring appearances by key candidates. (Source: alkahetain)	
			Lightning round	
			The Ammunition team celebrated our 7th Ammoversary.	
			Ammunition ranked #38 on ADWEEK's 2024 list of the 75 fastest growing agencies in the world.	
			Jaremy Heilpern (7), Kelly Heilpern (7), and Hayley Watford (1) celebrated their Ammoversaries.	
			Ammunition watcomed Jenna Rohrbarch, Social Media Strategy Coordinator, to the Strategy team. Made Robinson was recognized for her hard work with the QCATIE of the Year award.	
			Mads Robinson was recognized for her hard work with the GOATIE of the Year award. UP NEXT	
			12.21.2023 Looking back—and forward.	
			4.28.2023 All a twitter on Twitter.	
			3.29.2034 Al is Corning for Video Next.	
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			Thank you! Your submission has been received!	
https://www.ammunition.anency/new.			Read whats New	
noteworthy	Post-election: Advertising Edition	11.27.2024	© 2025 Ammunition, LLC Put a Spell on Your Consumers.	
			Fut a Spile on the Consumers. Consumer lesspile consumers lesspile consumers. Though it may coate avent just the lesspile consumers - they're impacting branchs as a west 55% of U.S. adults indicate that they are less leyer consistence to because for the justifier process. But they are less leyer consistence to because for the justifier process. But they are less leyer process. But they are less less leyer process. The Jack distinct recent uses are consumers asset from their foundations, commonwing of their base to firm the state foundation.	
			locally a rearity costs artist i just maximing consumers - easy for impacting prantis as well. 50% of U.S. accurs insticate that they are less to yet customers to brands due to higher prices. But that doesn't mean your brand should be scared selff, we have some tricks so you can better align with your audience.	
			TI DRI As drives counts are proving accompany county from their fluoride broads, accompanies deall broad to the the white flow of defeat. Thou are	
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			use these tricks and treats to meet consumers where they are.	
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		"Shaphare has been a gainer charger," and Jameny helipper, CEC of Ammunistics. "Her relations and he for possibilities an	
		plantan.* Significant has been a puding force in the agency since princip in 2022. Fellowing feminurities in 2023, she managed the seartises religionship of the time companies, appending don't established as an extensive state of the seartises are selected in 2023, she managed the seartises are selected in 2023, she are selecte	
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		exoleros, their's nothing we can't achieve."	
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Al is Coming for Video Next Technology Advisory Keeping up with the almost daily breakthroughs in AI is dizzying. Especially for marketing and advertising firms booking to stay on top of the latest and greatest. For this edition, we sat down with Jonathan Hayes, Executive Video Director, to take a closer look about how AI has impacted the video production inclusive and what we can expect for the future on expect of the future. TLDR: Across the industry, video production teams have already begun to thread AI into their day-to-day work. But by learing on such an ever-evolving tool, conversations are popping up around transparency and how creators should use AI in this shifting landscape. Erica: For those who haven://haven://t worked with you, could you describe the Video Production team at Ammunition? Jonathan: The video production department is responsible for the development, creation and execution of custom videos for our clients. We cover many genres from commercial, short form documentary, 2d and 3d animation, social, promotional, and even unique sub-genres such as catches audience videos. Erica: When did the Video Production team begin incorporating Al into work? Jonathen: We started using AI in our workflows around March of 2023. Do we use it for everything? No way, it ///s actually not possible to embrace fully generative AI and produce a product at the quality our clients expect from us. However, there are disfribely ways to integrate into the barn workflow that can elevish our oreations. Erica: Very cool. Could you share a few examples of how Al is being used in the video production industry? Erica: That's really interesting. Would you say Al has sped up the production process? Jonathian: It depends on how you define if hisped up. Int' like, it saves us time on the tasks that previously were monotonous. So, in doing that, thirds given us more time, energy and resources into the higher priority creative aspects of the project, such as brainstorming, editing, and music exclosions. Jonathan: Yes, of course. As a beam, we strongly believe that it///s the ///human touch/// that makes for authentic storytelling and that///s where, as a team, we////e drawn our line in the sand. Consensus is key. Erica: I heard about the decision by YouTube to require creators to disclose when realistic content is made with AJ. Would you say this is a step in the right direction? Jonathan: Definitely. Transparency is going to lead us to better clarity and help AI move away from being associated with deception. I think we'll re going to see more leaders in tech and advertising work to find an athical balance. Erica: Now that we??/ve covered the basics, what is a trend that we should be looking out for in 2024? Jonathan: Last year it was all about using Gen-Al in the brainstorming process. Now, tooking into 2024 with up and coming tools like Sora, we will see the decline of traditional stock assets as Al minimizes the need for hours of searching for initiat perfect shot. Erica: What are some resources for those looking to learn more about AI? Erica: Before we let you go, is there any other Al advice you 65fd like to leave our readers with? Jonathan: Keep an open mind when working with Al. We don/int 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. 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. Striking stats The video production market is expected to grow at a compound annual growth rate of 22.37% by 2028. (Source: Global Newswire) More than one-third of Amazon sellers and brands worldwide use Al to write and optimize product listings. (Source: eMarketer) WOMEN'S HISTORY SPOTLIGHT During Women-66's History Month; It'da's easy for companies to pay lip service to the idea of female equality but not follow through with results. Since our start in 2017, we'shaw prioritized supporting the women and momes who choose to work here. Half of our leadership team, as well half of the entire agency, are women. Additionally, many of the branchs we service are also lide by women. At a time when the gender pay gap remains an issue in the workplace, we prioritize equality in compensation for everyone, ensuring that every woman at Ammunition is paid fairly. What we offer: Commitment to ensuring fair compensation Parental leave policies to support new and growing families Hybrid work model And we make sure current mores and aspiring mores feel supported through our newly updated maternity leave, now offering ten weeks. We need happy and healthy date too, of course, so we just upped our paternity leave to four weeks. The length of both of these leaves surpass the industry standard. LIGHTNING ROUND Katie Mitchell (1 year), Wes Gibbs (2 years), Lauren Haswell (3 years), and Ernily 3EG Griffin (4 years) celebrated their Ammo CCC, Jerrey Heligent, spoke about his experience founding the agency on the budden podosat.

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People like to laugh, duh. People like to laugh, duh. Strategy Consumer Insights APPARP 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 positively to brands as well. According to Oracle, 50% of consumers admit they're more likely to remembers a farmy ad, while 72% would define the competition for a brand that brings the laughts. MANN TLDR: Keep the laughs coming to connect with your audience in 2024. Across the industry, brands are tapping into their audience's furny bones using absurdsm, surceam, and even—pict twist—B2B content. "Trend #2: For the birds—and the viewers" "Trend #3: Take it to the comments" Serzoam has always religned supreme on social media. But now tracks are staining 10 or whole new level—especially in the comment and replay sections of platforms lab X and TSIAD, by surging serzoam certificatively, transits can extend new audiences. Lab script Brough the comments of [boxal.baday)(transits was replaced as a complement of platforms of the comment of the comment of platforms of the comment of the "So look for laughter 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 fute of rose and give a toast to that. And make sure it's furmy." #### Ammunition's take on the ads of The Big Game. We asked our Chief Creative Officer, (Nex Russell)(https://www.linkedin.com/in/alex-russell-20305484/), to share his POV on advertising's biggest right of the year and his favorite spots: "Most Creative: " ["Google"] (https://blog.google/products/pixel/superbowl-ad-2024-watch-javier-in-frame/) Loud, absurdist humor either works or sucks in a big way. This worked big time for me, I think it's hitarious and brash. And another case study in simple (in this case, stupid simple) always wires." **90%** of Tik Tok users said humor in creator content made them hit that "purchase" button. (Source: [Tik Tok for Business)[https://www.tiktok.com/business/in/tikg/bising-funny-on-filedok)) **27%** of digital advertisements contain some kind of humor. (Source: [Kentar][https://www.kantar.com/north-america/inspiration/advertising-media/starting-to-laugh-again-the-allow-estum-of-humour-in-advertising)) ****Did you know: The average cost of a 30-second Super Bowl TV commercial in 2024 was **7 million** dollars. (Source: (WSJI)(ttps://www.wsj.com/livecovarage/super-bowl-2024-chiefs-49ers/card/how-much-does-a-super-bowl-ad-cost-this-year--Z5758u0)(C3gPQHWUU-wF)) 888 Lightning round Ammunition is thrilled to have brought home the Silver A.D.D.Y. in the Branded Content & Ententainment Campaign Category for our [work] (https://wineo.com/88664596200079005907share-copy) for the Atlanta Hawks. "*Our team secured a spot on Atlanta Business Chronick's (listl/https://www.biz/journals.com/atlanta/subscriber-only/2024/02/09/atlantas-25-largest-advertising-and-marketing-agencies html) of Atlanta's 25 largest advertising and marketing agencies, climbing to #14 from #21. "We also have been (recognized)(https://www.inc.com/regionals/southeast) by Inc. as one of the fastest growing companies...#126 to be exact—in the Southeast. ***** [Neals Madden](https://www.linkedin.com/in/neale-madden-cu/) (5 years) and [Ashley Rothrock](https://www.linkedin.com/in/hello-ashley-rothrock/) (1 year) celebrated their Ammoversaries. *****Arrmunition welcomed Senior Developer, (Brandon Trecklihttos://www.linkedin.com/inthreckstar/), to the team. UP NEXT 8.31.2023 awaw Become a UXpert ##### Ammunition Lands at #38 on ADWEEK's 2024 Fastest Growing Agencies [https://www.ammunition.agency/articles/ammunition-lands-at-38-on-adweeks-2024-fastest-growing-agencies) SYSTE People like to lauch, duh. Follow Us [[https://www.instagram.com/arrenutiforagency/[[]https://www.instagram.com/arrenutiforteam/?ht-en([]https://wimso. 2.28.2024 https://www.ammunition. agencylarticles/people-like-to-laugh-duh People like to laugh, duh.

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		1	Sechnology Advisory						
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			HHARF From social media trends to UX fundamentals, we covered a lot of ground during The Bolf's first year. And as we look toward 2024, we inficipate plenty of new, exciting trends you can add to your annual strategy.						
		q	WANTILDR: From breaking new ground in the Metaverse to Al shaking up our online presence, 2023 innovated the marketing space. Here's a puick recap of some of the most head-turning trends we experienced this past year and the buzzwords you'll want to know for the year ahead.						
		,	'						
			The ""Metaverse" expanded brands' creative offerings for audiences, offering various engaging touch points to boost connection.						
			Customization and AR technology were top of mind for **UX** designers.						
		, i	to All boorned throughout the marketing landscape, ""ChatGPT and Midjourney" became shiny"," new tools in the toolbox for marketers tooking to push their productivity.						
			If even led to "shifts in consumer expectations", such as a desire for continuous content and enhanced search experiences.						
			fowever, even as AI tools evolved, "organic search optimization" remained essential for a brand is online presence.						
		-	"Brand autherficity" also hit a new level of importance. Successful brands focused on creating authentic connections with their audience vs. imply selling a product.						
			and lastly, "traind monitoring" served as a secret weapon for brands who wanted to stay on top of their target audience is behavior changes and expectations, impacting their creative strategy to reinforce their brand authenticity.						
			"While 2023 is behind us, there's no need to break a sweat on what to expect in 2024. Here are some keywords we anticipate you'll hear the nost in the new year:"						
		-	"Sustainable Design."* Creating evergreen vs. trendy content will make a long-leating impact as successful brands focus on creative executions that tell a correlate story and can be referenced and appreciated over time.						
			"De-influencing:" In addition to promoting products, influencers are now sharing *what not to buy. * This trend will continue into the new year is users continue to move away from heavy consumerism.						
		-	"Search Generative Experience": Coogle's new SGE uses artificial intelligence to generate answers to complex search queries. We expect his Al-generated tool to significantly impact how users use SERPs to find information in 2024 and beyond.						
			res Ar-generative con lo agriminantly impact now users use octive so into intermitation in 2004 and oxyonic. "Google Germini Pro": Google's latest Al model, released December 2023, can process different media types such as text, pictures, video, and audio.						
		2 h	1923 trends like Al-leading technology and brand authenticity are here to stay. But as we jump into 2024 feet first, know that Ammunision is sere to help you apply the latitot and greatest trends to your strategy. ""We've enjoyed trend-watching with you this past year and can't wait to ear white the new york holds for all of un. Chresto to 2024h."						
			see what the new year holds for all of us. Cheers to 2024!**						
			### Shiking stats (Kibk users spert "#5.8 billion" on the app throughout 2023. (Source: (Data all)(https://www.socialmediatoday.com/inews/new-report-shows- pp-sperting-shikin-Continues-near/922527))						
		-	****By early 2023, ChatGPT had accumulated over **100 million** monthly users. (Source: [Statistal)/https://www.theverge.com/2023/11/6/23948386/chatgpt-active-user-count-openal-developer-conference))						
		n y	n 2023, ""\$254" of consumers purchased directly from an email they received. (Source: [Marigaid Consumer Trend Indexi)https://ijpo. neatmarigaid.com/2024-global-consumer-bends-index-plas-eng/gad_source-1&gclde-CjGKCCjAyeWithDDARbsAGP1mWTm-DBE- EPWITSGT_UsubGUSYHSUYAW_XFFHOWFAGP4RFH AAMSESEAW_weSUB						
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			****Creative Director, Ashley Rothrock, shared her (expertise)(https://imedium.com/authority-magazina/ashley-rothrock-of-ammunition-on-how-o-get-o-suite-buy-in-for-ox-improvements-Baace90485a) on how to get C-Suite Buy-in for CX improvements.						
			****[Emily *EG* Griffin(https://www.linkedin.com/in/emily-griffen/) was promoted to Director, Product Design. ****Media Coordinator, Uslackie Maurolifitos://www.inkedin.com/in/scouehrmauro/), celebrated ther 1 year Ammoversary.						
			****Media Coordinator, (Jackie Mauro)(https://www.hrwedin.com/injacquenymmauro/), controlated her 1 year Ammoversary.						
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		8	brand authenticity has hit a whole new level of importance, with 85% of consumers saying that authenticity is a key factor when deciding which stands they support. Today, we're breaking down three moves brands are pulling to keep it real (and authentic) on social media.						
			TLDR: Help your brand become more authentic through three key moves: thoughtful influencer partnerships, strategic trend engagement, and sustemes centres story-tailing.						
		8	Judecestal transfe pather with influences who can be adhered. The real major happens when brands give creation the feeded to be termenedes and add first own pinn of the orginal messaging policies. Plass, usees not pop can unmarked perfermely in a heartment An exemple is the Corporate Nataria and Del colaboration, where Del pathered with TarTok star Corporate Nataria to promote the Del Latitude pops, filling the produceshing hornor and work-from-horner handles contait.						
		i i	example is the Corporate Natalie and Dell collaboration, where Dell partnered with Tik Tok star Corporate Natalie to promote the Dell Latitude aptop, fitting her professional humor and work-from-home huatle content.						
		8	Duccessful brands are selective with trends. Content must be consistent with the brand's mission, seeking quality over quantity to maintain audience bruit. Amazon exemplified this by jumping on the brend secured Taylor Swift and Travis Kelce's relationship by promoting the Kelce sociemetary on Prime Volce, aligned with their platform Offerings.						
		d	occumentary on Prime Video, aligning with their platform offerings.						
		S	buccessful brands share authentic and real stories, bringing humanity by sharing success stories and testimonials directly from customers. Intuit showcases customer testimonials on their QuickBook software IC page, demorstrating how small business owners use their product for ord-IF balance and customer branchs, creating an engaging and authentic feed.						
			Accompelling social media strategy should focus on creating real connections with the audience rather than just selling products. The Immunition team advises clients to prioritize authentic content in their FY24 strategies.						
		8	Striking State: 50% of users say UGC is the most authentic type of content.						
			Driking Status. 59% of users say UOC is the most autherric type of content. 75% of users say UOC is the most autherric type of content. 75% of marketies use of Reads for influencer marketing; compared with 9.7.% for T&Tot. 67% of class considering product reviews on solid media autherriphy important.						
https://www.ammunition.anance/re-	Brand Authenticity & Story-Telling American Ad	1	isiam Updates: The A-learn-celebrated Armunition's 6-year anniversary. Armunision welcomed Hayley Walford and Josh Halthcock to the Islam.						
noteworthy	Agency	11.30.2023	Ammunison welcomed Hayley Watford and Josh Hathcock to the team.						

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			Making up with the consumers.	
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			At Ammunition, we are already strategically deploying A the our client work through building deathood builded up Al, using generative AI to mode, unjoined strategy is sen place to continue to monitor Al technology to solvine our clients on how to Stay alread in the rice.	
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		### TLDE. The makefully indicaceas is constantly designed and based monothrap is a lease secret respons to takey or too of your target audience's solvations of conspict services and secret secret and a secr
		s behavior changes. Hein's our POV on what data you should be monitoring, how often you should be doing research, and all that jazz.
		"What is brand modified?" Winderlon how your lateral surfaces in nonobless and interaction with your brand? Thank's a nord way to study
		"White is brand monitoring" Windowing how your base advised as preceding and entire interacting with your brand? Philips and poor of your process and
		competitor. This appoint includes online regulation management, addressing outstormer freedback, tracking competitors, analysing summers and solvering continues of the contract of the contra
		эптитита, политир итинеси измер чес.
		"What does effective research look like?" Effective research is the validation or change in thinking of our assumptions about our austience,
		on industry, and how they indirect. The better we can understand the own or largest an education what to instant of their the better the importances are all the to make, in receipt them where they are made a deal to the sale, whereight them where they are made a deal to the sale, the sale of their own and a deal to the sale, the sale of their own and a deal to the sale, the sale of deal case, and a deal to sale, the sale of their own and a deal to the sale, the sale of deal case, and a deal to sale, the sale of their own and a deal to sale, the sale of deal to sale of their own and a deal to sale, the sale of their own and a deal to sale the sale of their own and a deal to sale of the sale of their own and a deal to sale own and a deal to sale of their own and a deal to sale own and
		expenences we are able to create, by meeting them where they are, we make it easer to be the braind of choice.
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		monitor high-level information and will do a more in-depth put of research monthly or quantury. Benefits monthly can
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		"Your does the stating on automost". When performing research, seeping your eyes on the AFFs is imported. The amount of data can be non-uniformine vaccomment affirms the Selsoning three.
		* "Campaign performance." Monitor the reach and engagement rate to assess your brand's visibility and ability to appeal to your consumer's
		needs "Sentiment" locally positive, negative, or neutral sentiments to gazge how consumer perceive your content and if there are are ask for
		Improvement.
		Wignormania: The property of the property thread to be given and when the property of the pro
		auty stages.
		Par learning a risea water him those data ninites, writhe stacking may don ablead of the consumer name making minus that be defined in the consumer name.
		B) headings actions within the friends adds points, you'ris beginning one was probated of the consumer game, enabling motions and based position you're brand to appear your purples and some points, enablined in the you're depression of the probate of the you're probated of t
		Here are some brand monitoring case studies that caught our alterifor:
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		"Estimatory" (https://www.bracherector.com/coses-audicales/autory/colory" "Simonary pasks to resistant careality performance. "Problem" (Prings: Infliending and controlled/approacherector) carea Season (prings: audicales/autory and audicales/autory and accommonary and another hybrid deferritly and salisty the needed of drives and usual performance and prings are demonsproacher."" Consumer sentiment pasks defer herelationed of their public length. "L'Uson" (Prings: Infliending Autory Consumer sentiment pasks defer herelationed of their public length.
		* ["Ubba"])https://batand24.com/case-dus/yubba-f-achnologies/"."** Consumer sentiment guided the rebalance of their public image.
		### Shifting Stats
		" 79%; " of consumers value have quickly a brand can respond to their needs. (Source_[_Syrot/ Social_]) https://groutocial. contringings/social-eads-controllery).
		"YON", "I chainses studies are presented product in the success of products (Charace, (Charace, (Charace, Charace, Charace, Charace, (Charace, Charace, Char
		"_SS," of customs are willing to their worms (any of prisoned that for more personalised series (Source_(_PMC_))))) into the worms are unable to the contraction of t
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		User Experience (UX) Q+A (UX Trends & Bast Practices	
		New & Noteworthy) https://www.atmunifica.aajancy/new-echeworthy)	
		Become a UXpert	
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		Become a LUXport	
		Technology Advisory	
		Wildels Dissign & Dovetigment	
		User Experience	
		##### The Bolt is back and this time, we've taking about all things User Experience (UX).	
		#### TILDS: "Uf his bosons more of a floor as a building who of "I's of formations who the southern experience as an important factor in floor processing and the processing of the processing o	
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		"Erick: For non-UX suparts, how would you applain what UX is?""	
		"EC:" UX design combines research, product development, strategy, and design to create a positive user experience that meets a user's	
		Needs.	
		"Erics: When you kid off a UX project, what are the most important things to keep in mind?"	
		"EG" Will, effective U.X easily page and sported assimilated. When we not we making decisione, X is representate to consister than You and why facilities used to consider that You and why facilities and send on the consistency of the consistency and post of mice for easily which the riverseal and sendors, send on the consistency of the consistency and post of mice for easily with the riverseal and sendors.	
		"Eficia": "That's really interesting, so do you by to take on the mindset of the user/"	
		"EC." It helps to take an empothetic approach, but it's important to remember that you are not your user. To tuly optimize the user	
		expelience, you must failer, comprehend and conduct through research and basing. We accomplish this through such intensives, cusability libraries, you can such as he was a few.	
		"Erica: And then you use those insights to set the strategy of the user experience for the final product?"	
		"TGD" who but IX designs as an internal expension. Where special grain dependent on the contracting of the contraction of the c	
		"Erica:" "SOUX work in never drows""	
		"EC"* That's watchy right. It's a cyclical process as things continuously exolve.	
		"Erica: Now that we've covered the basicswhat are some UX trends that we should be looking for in 2023?"	
		"EC" A catchy one is "Sprinkyaling."	
		"Erick" "Whit's scrollyrding?"	
		"CC" "White designess that an hospitality to the next level by injurishmenting cord at similation in base good users regarded and effectables (Oxec or a newspire of cord) (proceedings)	
		"Erica." "So coal Something that's been on my radar is dark mode vs light mode. What's your take?"	
		"EGO" Continentation is defined by principle for accessibility. Date more than the appropriate in the Continentation is defined by principle for accessibility. Date more than the appropriate in the Continentation of the appropriate in the Continent appropriate in the Continentation of the appropriate in the Continentation	
		that the feature lessers eye-arizen. It also creates a staking joint for the valual. Many major platforms the Coopie and Fixations that of offering sears a state between platfor and state of the control of the contro	
		"Erica:" "What's a tend that you think a emerging in the market?"	
		"ICC" A Exchange, for sure Proced, visualizations, format of concentral plants where we exchange and exchange	
		"Erica: Boffers we let you go, let us about your tip to London for the UX London conference!"	
		"ISC" was an ascorance experience. The most approxed them is indicated at the conflorance was employed, I was a post extended to practice and an advantage of the conflorance was employed to the conflorance was employed an experience. At all on the most respect previous passes and existing employed passes and existing employed passes and existing passes are also as a final existing passes and existing passes are also as a final existing passes and existing passes are also as a final existing passes and existing passes are also as a final existing passes and existing passes are also as a final existing passes are also as a final existing passes are also as a final existing passes and existing passes are also as a final existing passes are also as a final existing passes.	
		"Encia: Belifore we let you go, tall us about your trip to London for the UX London conference!"	
		EX these are second experience. The most appoint thems in following designed in process and process and process are second or the contract of	
		and calebrate empatty not just when creating digital expaniences, but also when cutivating teams and establishing sustainable processes.	
		ase styling Stats	
		50% of consumers resport that a company's webside is a visit to the success of their owners it created. (Source: [Zopiai]https://www.zippia.	
		55% of consumers report that a convergery without the active The second of their convent found, for contract Contract (Contract Contract C	
		45% of users and flustrated when a website is not mobile responsive. (Source: BusinessDITI fittaci/Inventualinessdc.com/web-design-	
		statistical))	
		Wide users spend 60% of their free looking at information above the page fold; (Source; (Nelsen Norman Croup))https://www.nngroup.	
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Fig. 1 The Company of the Company o				What does it all meme?	
Service of the control of the contro				Social Media	
Section of the control of the contro					
Section of the control of the contro				You're cool, you're hip—but let's be real—there's been a lot going on in the social space this month. The Bolt is back to break down what you need to know about the launch of Threads, the latest Twitter updates, and the phenomenon that is Barbenheimer. Time to get up to speed.	
The state of the s				TLDP: Meta disrupted the social media space by launching their text-based app, Threads. The platform's active user growth rivoled the launch of previous apps, and speculations continue that it will take down Twitter due to its recent shift in user perception. While everyone pictited their	
Part					
Part					
A				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	
Part					
Mary control Mary					
Mary Content				first of many updates that accommodate user feedback and platform upgrades.	
Part					
Second Continue of the Conti				media charmels, 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 (for now).	
March Marc				What are the latest Twitter changes? Musk rebranded the social media platform, changing the name from "Twitter" to "X." On top of that, brainds with gold check marks must row mad certain as spend levels to retain their status. The biggest change with this rebrand is replacing this iconit. Twitter brid with the new black and whate. Yet	
March Marc				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 seeing brands behave the same way on Twitter. On a platform where impressions are a primary metric but Tweet volume is intrible—that creates a challenge and vill be discussed on their reporting calls (you know who you are).	
Segment and the segment of the segme				Come on Barbie, let's go to the movies.	
Segment and the segment of the segme				What were the notable PR stunts and partnerships? Mattel's Barble marketing team did some serious strategic maneuvering to promote the film with over 100 partnerships. Unique executions included a UCC selfie generator, a partnership with AirBriB to build a real-life Dreamhouse, and colaborations with mutilise contributions. Travel. Class Show Me Your Murror.	
Section Sect				What was the social and outsural impact? The campaign resulted in a wave of Barbie pink spreading across retail and social media, making Parties released to the audience before the movie meniored Parties anneared in non-nulture through memor. TalTok sounds, comparate	
Part				What can we learn from their PR strategy? The Earthe marketing team identified the nostalgis that Mattel's conic brand evoked in all of us and used that connection to bring Barbis to like in our real world. By learing on neal human emotion, brands can further establish connections and affinity among their least subdence in third activistics.	
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And Comment of the Part of t					
Manufaction					
Significant Part of the Control of t	https://www.ammunition.anancy.inaw.	Trends Twitter and Threads Ammunition_The		In total, there have been nearly 7 million social media posts about Barble this year, reaching a potential audience of nearly 9.5 billion people. (Source: Methwater)	
April 1998 Apr	noteworthy	Bolt	7.31.2023	Barble pulled \$155M in domestic ticket sales, positioning itself as the largest domestic start for a female-directed movie. (Source: Variety)	
Part					
The first or an extraction described in the control of the control				We're thrilled to have been named among 10 "Top Indie Agencies" by Campaign Magazine in their feature at Cannes this year.	
Figure 1. Security Association (Autority) **Part of the Autority Association (Autority) **Part of Autority As					
Figure 1. Security Association (Autority) **Part of the Autority Association (Autority) **Part of Autority As				Contact: 1175 Peachtree Street NE, Suite 1450	
Table to the control of the found of the fou				Atlanta Georgia 30301 Email: lestals/@ammunition.agency Phone: 414.297 1999	
Signature April Miles Proposed Control of Control State Security					
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New Production A committee requires let Marc Coviers. Aprilety (Spillad) A committee requires let Marc Coviers. A covier of the coviers of the coviers. A covier of the coviers of the coviers. A covier of the coviers					
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Amountables, the Address based of the oriest and swinding agency, amountained tools and control granulation and the articles of the control granulation an				All is constantly rewriting the rules of the game, and SEO is no exception. From "All Overviews" to automatic categorization, All is impacting how we search, with Connels leading the way. To been your franching to the one may those but takes not the ground for All automatics.	
Establishment in 2017. All communition has a record present with a dynamic state that a few damneys the seal and the sealing or present present between 2017. 2017. All communities are 2017.					
Establishment in 2017. All communition has a record present with a dynamic state that a few damneys the seal and the sealing or present present between 2017. 2017. All communities are 2017.				and content production studio. This strategic acquisition enables Ammunition to expand its comprehensive offerings, providing clients with truly end-to-end advertising solutions. Ammunition's capabilities now include award-winning video production and post-production services although the applications of the content of the production of the content	
Ammender has built a strong separation service growth are supported properties or service and the supported properties or service and the supported properties or supported properties or production content or country or supported properties or supported properties or supported properties or supported production or supported properties or supported pr				Established in 2017, Ammunition has rapidly grown into a dynamic talent hub, earning the distinction of being one of Atlanta's top and fastest-	
With a succeptional experience in production control across a broad strange of influence in the same of including and the				growing privately held businesses in 2021, 2022, and 2023. Recognized as the fastest-growing advertising firm in 2023 by the Atlanta Business Chronicle, Ammunition continues to make waves in the industry.	
With a succeptional experience in production control across a broad strange of influence in the same of including and the				Ammunition has built a strong reputation serving clients in verticals that navigate longer-term selling environments, with numerous decision-makers, and complex paths to purchase —among both ESS and ESC audiences. Their approach focuses on a unique messaging architecture that personalize creative assets by audience through onloging engagement and audientation.	
Asserting troughers code. Jamen's Hydipine, Nouther and CEO of Ammunifor, expressed the excitament about the acquisition. This solitaging exquisition marks a support of solitar the historia and code of the solitaging expansion expansion of the solitaging expansion expansion of the solitaging expansion expansio				With a recognized expertise in producing content across a broad range of industries and mediums, Mad Hat Creative stands as a notable force in the sides contents to londone. Mad Hat cleans have produced as the formation for their contents of the contents	
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				production capacities.	
				Jonathan Hayes, Managing Partner at Mad Hat, echoed this sentiment, "Working with Ammunition as a client gave us a unique perspective. We experienced their unique approach to advertising firsthand and immediately recognized the synergy between our services. Over time, our	
The state of the s	https://www.nonworking.com	Ameninities Associate Med Mat County 15-11			
	noteworthy	Service Video Production	6.15.2023	Video Director and Senior Director of Motion and Video to the agency respectively.	

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			New & Noteworthy)(ftps://www.ammunifor.asgec.cy/new-onleworthy)
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			manage 5 31 2023
			Stary in the SEC Nation.
			Technology Advisory
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			##### Windows bask to The Both, readers. This month, we've taking a close look at a key topic in the the digital space - Search Engree Confinciation.
			HIRE TILES IN SECULATION provided providing from the first provided high quality controls, found that provided representations of consistent or companies from the control of the control
			presence.
			For a deep drive into the key pillars of a successful SEO strategy, check out our 2023 SEO Triends & Insights Falld Guide.
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			ARRA The Listed in ISEO
			SEO is essential. Stay up-to-dain with the latest SEO transits to ensure your website raries well and is visible to potential leads.
			Here are some of the thereto you'll want to leave in mind.
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			to competitors.
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			Making up qualific types of contract with business and qualific any point of the po
			""Incessing use of A tools". "
			As we continue throughout the year, there's been an increase in conversation around A1 and the effects it could have on content creation.
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			Organic search provision none information from credible sources. Having your also rank on the first page of Coopie shows search that you have flag-building credit and are released to the search. An entirelate making all this flag is provided and asset SCO is diright search. Search and the search and the search and the search and complete the search and the search and the search and complete the search and th
			shidgun. SEO and organic search go hand in hand, and despite the growth of AI, those top-raining spots are more important than eveir.
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			ANAMAN 4.28.2023									
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			SERSE We're back with our April edition of the Bolt. For this month's edition, we're taking a look at the recent buzz surrounding Twitter, specifically Twitter Blue.									
			seas TLDR: Twitter Blue, AKA the "check mark subscription," has been relaunched. Now marketers must make the decision: will they or won't they pay \$8 a month for a blue or gold checkmark for their brand?									
			they pay \$8 a month for a blue or gold checkmark for their brand?									
			Since 2007, Twitter has been the go-to platform for ad people to share real-time into and jump into conversations with their audiences. But now six months after taking ownership, Elon Musik has made some sweeping changes to how people interact with Twitter.									
			Here's what you need to know									
			ARRA What even is Twitter Blue?									
			Originally Twitter Blue was launched in 2021 to allow users to scroll ad-free, edit tweets, and more. But now, it has been [relaunched](https://linkp.twitter.com/len/using-twitter.blue) with a new angle.									
			(thelp twitter.com/en/using-twitter/blue) with a new angle.									
			AWAW And these changes are?									
			Twitter has removed legacy verified check marks from profiles and is now requiring users to purchase an \$8 per month subscription to maintain that verified status. Gone are the days when a check mark purely meant status. Now a blue check mark means a user has opted in to keep their credibity and table advantage of the range of creator bods.									
			Twitter is also ploting a new service called (Twitter Verified Organizations)(https://help.twitter.com/ver/using-twitter/verified-organizations), which adds a gold checkmank to verified business accounts and an affiliated badge to associated accounts. Amazon, Target, and Walmant are just a lew players to now have this gold badge on their profile.									
			just a few players to now have this gold badge on their profile.									
			Probably the most talked about, is the prioritization of Twitter Blue user's tweets. Now only Twitter Blue accounts will be on your For You Feed and their content will be infortized by the algorithm, creating a new obstacle for organic content from non-verified accounts. It's also worth noting that is not of April 21, accounts must subscribe to continue running Twitter ads.									
			noting that as of April 21, accounts must subscribe to continue running Twitter ads.									
			AWAW Should brands pay for Twitter Blue?									
			Well, the choice here comes down to what each brand needs. Prioritizing organic content to reach more users? Planning to run Twitter ads? Then it's best to test a Twitter Blux subscription and see how it will help your brand's performance. Keep in mind that the model is in a super									
			Then it's best to test a Twitter thise subscription and see how it will help your braind's performance. Keep in mind that the model is in a super early stage to really show data that proves its effectiveness.									
			With the recent emergence of the (Meta Verified Program)(https://labout.meta.com/technologies/meta-verified) and the launch of new features for Linkadin Premium mambars, we expect to see more psy-to-play models released soon.									
			All in all, the strategy team here at Ammunition plans to keep a pulse on the social landscape to best advise clients on how to move forward.									
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