

Article Group Newsletter Issue 1 - Human Conditions Launch and Agency Philosophy on Creativity and Human Connection (May 2023)

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Exploring the messy, contradictory, and human side of creativity May 2023

What is this? A new newsletter!

People. So weird and wonderful and awful all at the same time. Can't stop getting in our own way: The daily, drooling phone scroll, wearing inappropriately-thin clothes at the first sign of warm weather, discussing things that don't matter in meticulous detail — take your pick.

Can't stop trying to extend and improve and eclipse our own existence.

But here we are. And who doesn't love contradictions? In many ways, they're critical for producing the tension that allows us to create. Nietzsche (famously?) said, "One is fruitful only at the cost of being rich in contradictions." Or, to paraphrase another dead white guy, we are large and contain multitudes.

We've been up to our usual tricks since you last heard from us. Keynote design, messaging frameworks, GTM strategies, sales enablement, content campaigns — the kind of stuff we say we do. But we've also been wanting to get a little messy. Because at the end of the day, everything we do is focused on the hearts and minds and (frankly) wallets of our fellow, flawed, fabulous human beings. We're obsessed with learning what they want, finding the moments where we can meet them, and then showing them the things that will move them (and move them to do something other than focus on their tiny little selves).

All that to say, we have a new newsletter series for you. You happen to be reading it right now. In Human Conditions, we hope to explore the brilliant and enviable, the radical and grotesque, and the mishmash of everything in between. That's the human piece. Conditions

are adjacent: What condition are we in as individuals, communities, societies? What conditions surround us and shape our environment? And how can we condition our own worlds to survive and love and get some stuff done along the way?

In each installment, we'll throw out a question or hypothesis on a fundamentally human aspect of life and see if the way we do our work and run our agency has anything to say about it. A possibly grandiose, likely vain endeavor, we know. Supremely satisfying to our own very human egos? Yes. And we're fully aware that we'll regularly be wrong about it . But nothing ventured and all that. Let's get after it.

Please comment and share at will. We're happy to have you.

Further

Further Reading Icon

Reading

What's been up otherwise?

As a remote-first company, Article Group's employees span the globe — but longtime friends and partners will know that one of our home bases is in snowy Rochester, New York. So we were delighted to be recognized recently at the American Advertising Awards in Rochester with a Silver award for our Messages by Google campaign , a Gold for our AWS Re:Invent 2022 presentation design, and a Best in Digital & Social for AWS Re:Invent as well. Many thanks to all our agency partners for continuing to support work that pushes the boundaries and makes people take notice!