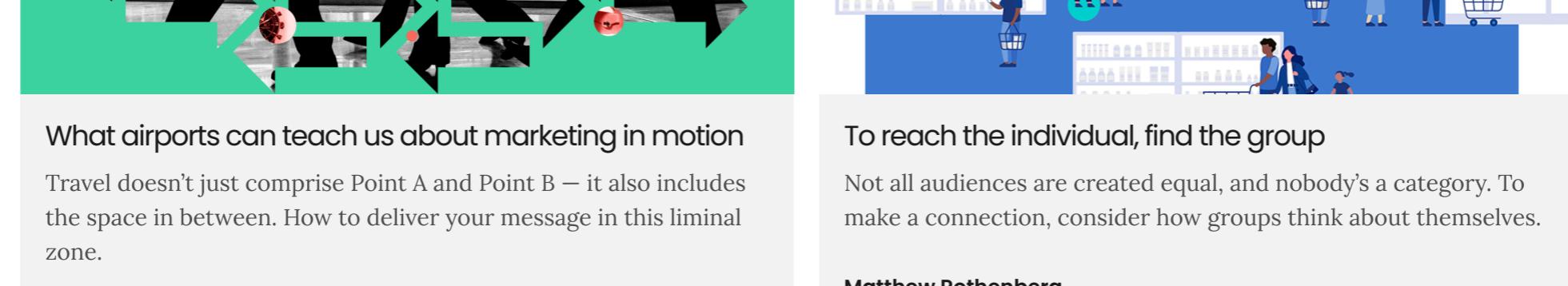


Ask an Agency:  
How Do I Create  
Client Case Studies  
That Work?

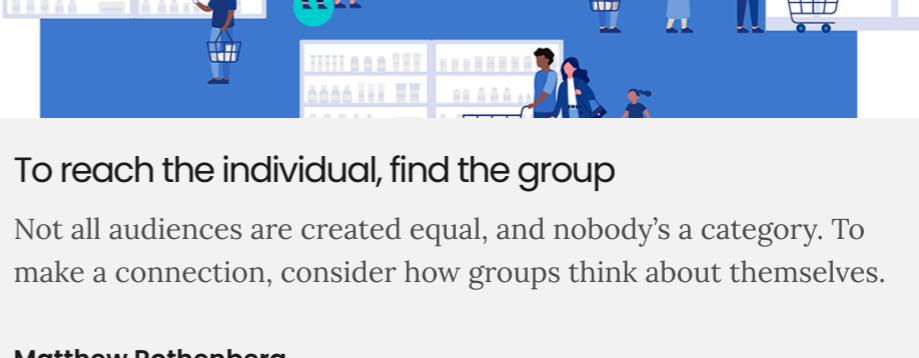
Creating a compelling case study doesn't have to be difficult. Here are some guidelines for delivering your best work.

Article Group



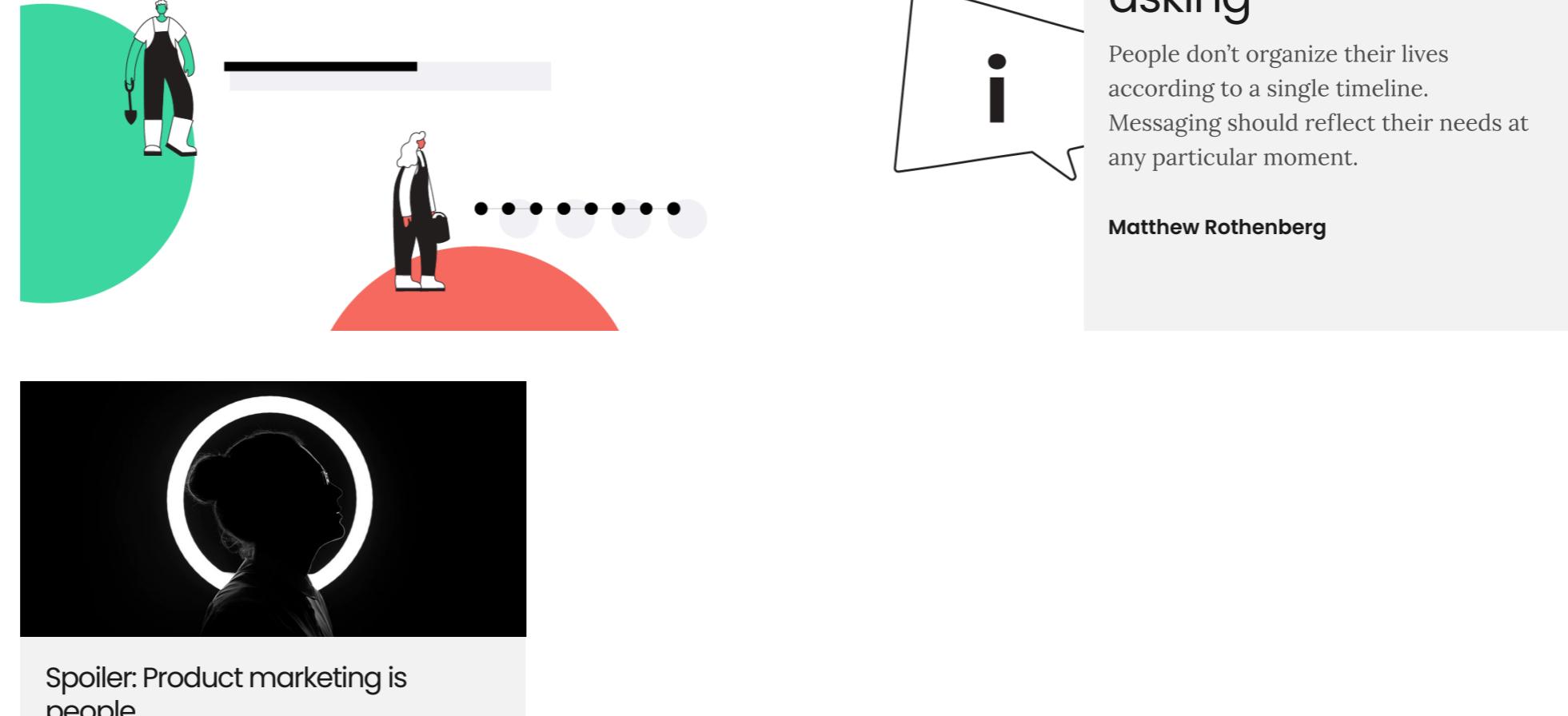
What airports can teach us about marketing in motion  
Travel doesn't just comprise Point A and Point B — it also includes the space in between. How to deliver your message in this liminal zone.

Matthew Rothenberg



To reach the individual, find the group  
Not all audiences are created equal, and nobody's a category. To make a connection, consider how groups think about themselves.

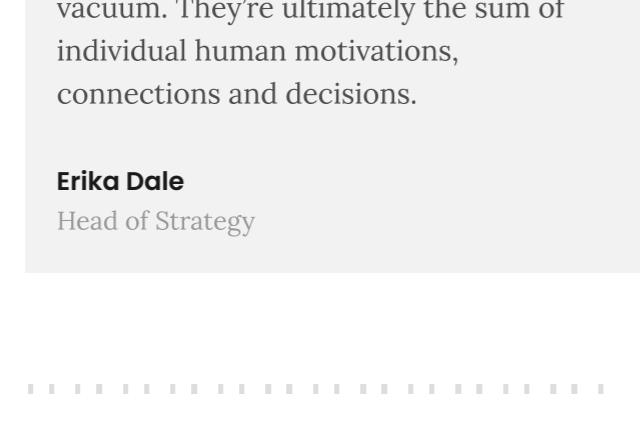
Matthew Rothenberg



Time Enough for Everybody

People don't organize their lives according to a single timeline. Messaging should reflect their needs at any particular moment.

Matthew Rothenberg



Spoiler: Product marketing is people

Business decisions don't develop in a vacuum. They're ultimately the sum of individual human motivations, connections and decisions.

Erika Dale  
Head of Strategy

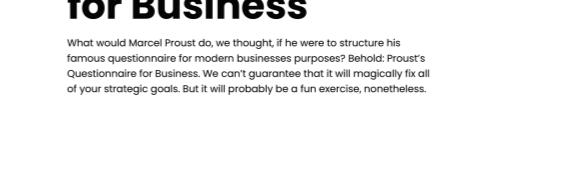
The true value of virtual events  
If you're like us, upending your travel schedule early last year took a lot of professional gatherings off the board.

Andrew Kessler  
CEO



How to Embrace Uncertainty: The Experts Weigh In  
A few weeks ago, we made a case for embracing uncertainty in low-information environments — AKA the election, the pandemic, the year 2020.

Andrew Kessler  
CEO



In Uncertain Times, Embrace Risk  
With so much at risk, now's a good time to rethink uncertainty as an opportunity.

Andrew Kessler  
CEO



What Marcel Proust Can Teach Your Business  
What if there was an actual series of questions that businesses could ask themselves to kickstart repositioning?

Andrew Kessler  
CEO

### Proust Questionnaire for Business

What would Marcel Proust do, we thought? If he were to develop his famous questionnaire for business, what would it look like?

Seeing opportunity in cancellation  
Rethinking keynote content after coronavirus.

Joe Lazar  
President



◀ 1 • 2 • 3 • 4 ▶

Finally, a reason to check your email.  
Thousands of marketers and creatives are already subscribed to Human Conditions, our semi-regular newsletter that helps radically curious humans navigate uncertainty, seek the most interesting challenges, and make better creative decisions in marketing and beyond.

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