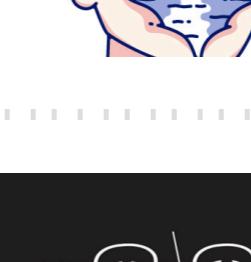


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What we've learned from solving marketing challenges for the world's most innovative businesses

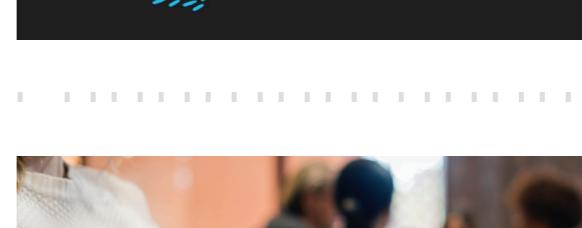
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Steve Bryant
Head of Content



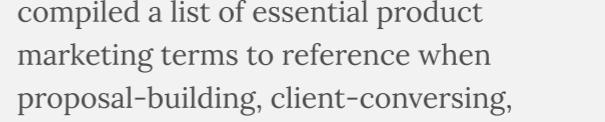
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Director of Strategy



You are the you-seeming you
The awkward origins of online dating

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Glossary

To help you and ourselves, we've compiled a list of essential product marketing terms to reference when proposal-building, client-conversing, and project-selling.

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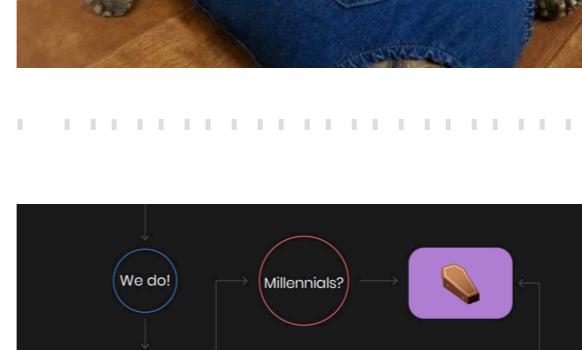
The bicycle was the first dating app
What the Victorian insult "bicycle face" tells us about slut shaming today.

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Your clients are killing your best ideas, and that's your fault
Getting client approval for your agency's brilliant ideas isn't an obstacle to doing your job. It's your only job.

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Memes as a love language
Could the ultimate Valentine's Day gift be a turtle in jorts? Read on, lover.

Rae Paoletta
Senior Content Strategist



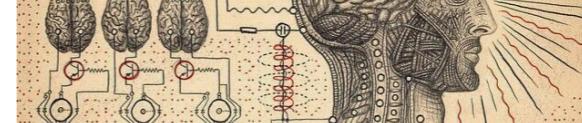
Assumptions about the problem to be solved lead to solutions that don't solve anybody's problem
A handy decision tree for better creative briefs.

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Don't weaponize these principles
Nine methods for scaling creative decisions

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