

Ideas, insights, inspiration, provocations, and lessons

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

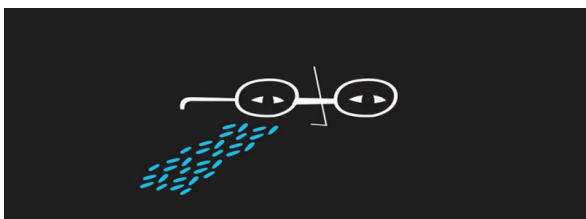
We're good at guessing, but for you we don't guess
Why great products are built, not debuted.

Steve Bryant
Head of Content



Your agency is making you miserable
On the institutionalized unhappiness plaguing the creative services industry

Jon Itkin
Director of Strategy



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

Steve Bryant
Head of Content



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.

Will WeWork for love
One startup's journey to build an inclusive dating app in the land of casual misogyny.

Steve Bryant
Head of Content



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

Steve Bryant
Head of Content



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.

Steve Bryant
Head of Content



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.

Steve Bryant
Head of Content



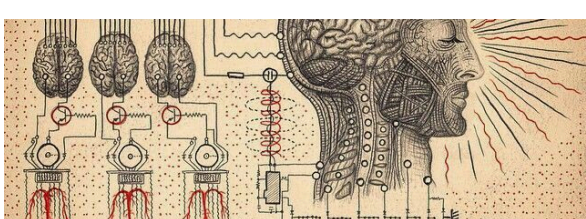
Don't weaponize these principles
Nine methods for scaling creative decisions

Steve Bryant
Head of Content



Don't persuade. Explain.
Lessons from AWS Re:Invent, explaining super complicated ideas, and avoiding the curse of knowledge.

Steve Bryant
Head of Content



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