

### LinkedIn posts

Here's something actually useful for you as you do one of the hardest tasks of the moment (marketing AI):

Science is amazing. We think it's more important than ever to spend time with it, but that can be really hard. We built something with UCLA's Neuroscience department to make it a little easier.

It's called NeuroNotes: an AI-powered experience built on NotebookLM that lets you engage with complex research by asking direct questions and learning at your own pace.

We're really proud of this project and work and hope you'll take a second to poke around.

There's a video about why it matters here and a link to our NeuroNotes collections in the comments. Let us know what you learn.

<https://lnkd.in/edmHKHuN>

82% of people think AI will make them more efficient. 81% also think companies will steal their data.

Does your marketing know what to do about that?

<https://lnkd.in/etnKNY9H>

We built a guide to help you tell a better AI story. By humans, for humans is the only way. Link in the comments.

People use AI constantly. They also fundamentally don't trust it. Both are true at the same time, but nearly all AI marketing ignores this tension. Campaigns champion benefits and promise while customers grapple with doubt and worry about what comes next.

What this big and strange marketing moment needs is a framework that works with reality. One that acknowledges both the legitimate concerns people have and the genuine potential of AI, and then gives them a path to reconcile the two.

So we built it. Coming tomorrow.

Is your AI story a good one? Are you sure?

Are you paying attention to the divided mind?

And if you are, you should probably stop.

Why - why - are so many celebrity lookalike contests popping up? Why are they becoming part of marketing strategies? We're trying to figure it out.

Some encouraging sentiments coming out of CrowdStrike's Fal.con last week.

<https://lnkd.in/esvCsDix>

It's giving mog sigma.

Tried so hard to have AI make a map of where everyone at Article Group lives and got this really good reminder of why you should always check your work. Tag yourself — we're feeling Lawng today.

It's happening again!! One more merger and we're gonna run out of space to put copy.

We're living through a massive creative shift. AI is unlocking new ways of thinking, writing, building, and creating. That's something to celebrate.

But as these tools integrate into our everyday workflows, we're also losing the ability to distinguish human authenticity from artificial creation.

When we read something moving or funny or sad or scary online, part of what touches us is shared experience. Listening to other people's stories is one of the only ways we have to make sense of our lives.

But in a world where everything can now be made by AI, how can we trust that what we're taking in was born from a person with autonomous thoughts, feelings, and inconsistencies?

In our most precious human moments, how can we be sure we're being given something...handmade?

That's why we created Notar-EYES™, the world's FIRST notary service for certifying your work as authentically human-made, for any moment where it matters that a human is at the helm.

Just book one of our CERTIFIED HUMAN CONTENT NOTARIES and we'll verify your identity, witness your work in real-time, and issue an official certification: This content was 100% human-made.

Medical diagnosis and treatment decisions, breakup letters, congratulatory sentiments, wedding vows — if you can dream it, we can Notar-EYES™ it.

Book your notary today: <https://lnkd.in/eFQrkanM>

#AI #ArtificialIntelligence #CertifiedHuman #ArticleGroup

We made a video about making videos!

Let's talk about making \*your\* videos.

The uncanny valley is collapsing.

The future of video content is human.

AI is great. It speeds things up, smooths things out, gets rid of some of the heavy lifting. We use it!

But at the heart of a video people remember is still a person with instinct and lived experience you can't automate. It's a medium that requires enough empathy to know what choices don't make sense on paper but do in motion.

So yeah, we use the tools. But we make sure they don't allow us to lose our touch.

#ContentMarketing #VideoProduction #BrandStorytelling

Loved working on this keynote for Swami Sivasubramanian. Give it even two minutes to let it sweep you.

<https://lnkd.in/e24K4Muj>

#agenticaai #aws #softwareischanging

AI is quickly destabilizing norms that once governed how we behaved online.

It's not yet clear where it's acceptable to use AI, or when it crosses a line. Can you use ChatGPT to write a LinkedIn post? What about a work email?

We no longer know what constitutes "cheating" or if the things we see posted online are real. As a result, the informal social and moral codes that once strung our digital spaces together are breaking down.

We need new rules to make sense of it.

The last time we experienced a huge shift like this—when we moved from small tribes to big cities—we had to invent new systems to guide the behaviors and actions of people who didn't know each other directly. So we created laws, institutions, and the governing bodies to oversee and sustain them.

Now, we're at another turning point.

What happens when the majority of what we see and interact with online no longer abides by the old rules? What's the new ethical framework for a world increasingly shaped by AI?

We decided that the best way to answer these questions might be to go straight to the source.

Below, you'll find a quick guide for using AI to build your very own, custom-made, ethical GPT.

#AI #digitaltransformation #techethics #responsibleai

Proud to have helped Amazon Web Services (AWS) and Oracle tell this story. It's a good one.

The AI wave feels new and not all at the same time. Says Joe Lazar, "Right now, we're in a liminal phase: dazzled by potential, uneasy with the unknown, eager not to miss the wave." He thinks there's a lot we can learn from the cloud. Makes sense to us. You?

<https://lnkd.in/e8x7sbyJ>

It's been 35 days now that people have been pulled for chats, and we need it to continue.

#loveisland #narrativelyspeaking #canipullyouforaquickchat

Product teams are racing to explain AI to users, and the demand for video has exploded. But not all videos are created equal!

We're lucky enough to work alongside Amazon Web Services (AWS) Nova, recently helping them visualize the different capabilities of their Virtual Try-On feature.

Nova is Amazon's text-to-image foundation model, and like many emerging AI tools, it does a lot. Our job is to show how it works in a way that's engaging and intuitive. Balancing imagination with real-world utility is hard!

Here's a link to our vid. <https://lnkd.in/eXkZz9nG>

#CreativeTechnology #ProductVideo #AIExplainer #ExplainerVideo

Video has never been easier to make and easier to ignore.

Brand portfolios are breaking up, reuniting, disappearing, or getting swallowed whole. Every day, it seems!

One day, WPP kills GroupM. The next, Warner Bros. and Discovery start filing for divorce. U.S. Steel is suddenly Japanese. HBO is still trying to remember what its name is.

Since we're in the business of making useful things, we made the only tool we thought could help in this situation: a cootie catcher.

Finding yourself staring down a similar problem? Print this out (you have to print it on real paper), fold, and accept your brand's fate. Good luck!!!

Today at Article Group, we talked about loot boxes and feedback loops. We talked about death. (In games, mostly.) We talked about hippos.

Luke McConaghey came and introduced the idea that life is better if you treat it like a game. Like, XP, maps and side quests, occasional boss battles—you get the idea.

Some notes:

- The perfect system is often a trap
- Play is work in another form
- The best feedback loops feel like a gymnasium

We remembered (because Luke reminded us) that you get to design your own experience no matter where you are. Cool.

See you at the next level.

Good and cool use of AI from one of our designers that isn't about outsourcing creativity! In their words:

1. A client supplied a very sad pixellated screenshot of a document that I needed to be able to manipulate and animate in PowerPoint. Historically, I would have had to recreate this in Adobe Illustrator, manually retyping each string of text.

2. Instead, I asked AI to recreate it as a doc and preserve the styling. While it transcribed the text perfectly and even set up the structure of the tables correctly, it largely ignored the colors, text formatting, and table styling.

3. I quickly went through and added that correct styling manually.

4. In fewer than 10 minutes, I had a brand new, crystal clear image, ready for me to move and manipulate in the context of the presentation.

THANKS, AI!

#Alusecase #articlegroup #goodone

Big thanks to the Product Marketing Alliance for having us at the 2025 PMA Leaders Summit!

James Townsend presented a keynote called "The gravitational pull of product: Why customer empathy beats feature obsession" (juicy) and one particular slide that shapes how we work really struck a chord.

We use narrative structure (Context → Pain → Consequence → Solution → Reasons to Believe → Call to Action) to organize everything from positioning to campaign roadmaps.

When you treat the customer like the main character in the story, the strategy tends to write itself.

To everyone who came up to us afterward to talk frameworks, feedback loops, and the real-life pressure of marketing what's next—thank you! We had a blast.

If you missed us at the event (or want a deeper dive on that narrative slide), drop us a note. We'll send you something good.

#PMA #ProductMarketing #NarrativeStrategy #ArticleGroup

The quickest way to lose user trust? Signal that the humans behind your product are expendable and then forget that the humans using your product might take that personally.

That's the subtext that fueled the backlash to Duolingo's now-infamous "AI-first" memo.

In case you missed it: buried at the bottom of the CEO's note was a bullet that the company would phase out human contractors who help generate course content, replacing them with AI. The point was easy to miss until it wasn't.

The response from the public was swift and furious.

TikTok, Instagram, and Reddit exploded with criticism. People threatened to cancel their subscriptions. Negative comments flooded the company's Instagram posts. (In fact, you can check any recent post, and you'll still find them pouring in.)

It's tempting to chalk this up as a comms misstep, but the problem runs much deeper.

In a moment when millions are already anxious about AI, a company like Duolingo, built on the promise of human connection through language, can't afford to look indifferent to the humans in its own story. Ultimately, the memo revealed a fundamental misalignment between Duolingo's perceived value to users, and its own internal narrative.

In the age of AI, companies can't afford to center efficiency at the expense of empathy. We have to keep humans at the center, not just in terms of what we build, but in the stories we choose to tell.

#neverbringaceremonialgoldenkeyintoaworkplacereationship

We're not against participating in a trend if we actually have something to say about it.

The most resilient brands are built from the middle out.

#middlefunnel #marketers #whereyaat

big claps all around!

#keynotes #events #aws #lifesciences #natesmith

The HBO to HBO Max to Max back to HBO Max pipeline

#narrativelyspeaking #articlegroup

Austin Hochstatter produces 3D animations. Sometimes those animations are of physical products. All of the time, they're creative and beautiful. He recently spoke to Article Group about his process. We loved nerding out at the intersection of technical workflows and big ideas together.

Thank you, Austin, for sharing your expertise on how to take our work into the third dimension (and beyond).

#ArticleGroupSpeakerSeries #3DAnimation #3DProductRenders #CreativeCollaboration

When the CTA is a dance.

#narrativelyspeaking #articlegroup

We had the opportunity to design a hot mainstage keynote that CrowdStrike presented at RSA Conference, and we wanted to make sure that everyone saw.

That's also our hot design in other conference areas. Shoutout to the hot team!!

<https://lnkd.in/g9nNYwMn>

! ! HIRING ALERT

We need a Talent Program Manager. A real problem-solver. Someone to help us get our resourcing and recruitment in the toppest of shape. You, perhaps??

#hiring

<https://lnkd.in/eBAyEYHP>

We're seeing tiramisu in drawers, wheelbarrows, closets, kiddie pools...

#narrativelyspeaking #articlegroup

Thank you, James Hill, for taking Article Group behind the curtain of your composition process and sharing insights on creating music for brands from the initial brief to the final delivery!

Get to know James and his work here: <https://lnkd.in/eBcv8by3>

#ArticleGroupSpeakerSeries #MusicForBrands #CreativeCollaboration

Thanks to the Product Marketing Alliance for giving us the space to yap about narrative. We could go on forever. Perhaps we will.

<https://lnkd.in/eBuSDuAa>

Bring on the Bananinis.

#narrativelyspeaking #articlegroup

We didn't beat the gorilla. We made a deck explaining why beating the gorilla was never the real goal. These people are going to Silicon Valley tomorrow, and they're actually happy about it!

AG is sponsoring the Product Marketing Alliance Leaders Summit, where Joe Lazar will give a keynote on the "gravitational pull of product" (spoiler: being product-obsessed is great until it isn't).

We're also running a workshop on how to stay customer-centric even when the roadmap's yelling at you.

If you'll be there, please talk to us IRL. If you won't be there, hope you aren't doing something boring instead.

We'll share some takeaways when it's all over.

James Townsend Andrew Kessler Jessica Blanco

What happens when you run a viral news story through the AG Narrative Framework? You get clarity. You also get teeth.





Today, we're breaking down the rise of Cluely—an AI tool that helps people "cheat" (read: adapt) their way through outdated systems—and showing how it's actually a response to a bigger story in our humble opinion.

#narrative #AI #cluely #marketingframework


We really do <3 narrative.

#narrativelyspeaking #articlegroup #narrativeframework

BIG congratulations to our friends at Chorus on their graduation from X, The Moonshot Factory!

We've had the privilege of working alongside Suresh Vishnubhatla and the Chorus team over the past few years, helping shape the brand and marketing system as they reimaged how goods move through the world.    

It's not every day you get to help tell the story of a company inventing an entirely new category. We can't wait to see what they build next.

You can find out more about their graduation here 

<https://lnkd.in/ekAFNPbf>

We see your GenAI sizzle reels... and raise you Nova Reel 1.1.

Amazon Web Services (AWS) just dropped a major upgrade to their AI video model, and our team wrote, designed, and animated the launch video that premiered this week at NAB in Vegas.

The work was just featured in TechCrunch, which called out the model's ability to generate minutes-long clips. Wild.

Go us!!! Go them.

New guy. You might like it.

The best kind of work? Helping visionary teams tell their story with confidence. Even better when we get to do it live.

We loved helping the Renew Home team take the stage at DTECH and Parks & Associates Smart Energy Summit, crafting keynote narratives and impactful design to clarify the complexity of today's energy landscape.

Shoutout to the incredible team for the push to bring this to life—you guys are also key solutions for tomorrow.

We hate product marketing

Sometimes, a thing you make has life beyond you.

It was pretty amazing to learn about AI innovations directly from the innovators at AWS and NVIDIA last year. Recently, the footage that we directed during that production made its way to Times Square in a billboard takeover. That's pretty amazing, too. So amazing that we think it's worthy of a trophy.

To the Coolest Thing We Didn't Make All Of, But Some Of — thank you for the memories.

We'd like to take a moment to thank The Academy...

because we're certain that they'd love our work.

We'd also REALLY like to thank American Advertising Federation for recognizing our AWS re:Invent work with a 2025 Silver Addy.

Here's a sizzle video of our work for your viewing pleasure (better than several 2025 Best Picture nominations, honestly). Congratulations to the team behind this beautiful creative—our gratitude is so big that we'd probably get kicked off stage before we had a chance to finish our speech.

Another CrowdStrike SKO in the books!

BIG hell yeah to our team who brought their sharpest thinking and most critical eye to this event. Your work looked stunning on stage, sure. We wouldn't expect anything less.

But it also made an impact—and that's the true measure of good in our opinion.

Already can't wait for the next one.

#saleskickoff #SKO2025 #creativestrategy

Send to ur crush 🥰



Article Group is a Great Place to Work—again!

For the second year in a row, Article Group has been certified as a Great Place to Work! 🎉

To make that ACTUALLY true in the past year, we doubled down on one of our core principles: Be hard on the work but easy on each other.

That means we push for smart, ambitious, category-defining work—but without (IOHO) the usual agency burnout, drama, or egos.

Here's what that looks like in practice, as stated by some of our anonymous survey-takers:

- Trust and autonomy – “They hire capable, driven people who know how to get things done. No micromanaging.”
- Psychological safety – “Try things. Make mistakes. Learn. Grow. Management has got my back.”
- Leadership that gives a shit - “Our CEO holds open conversations nearly every month. No mystery. No ivory tower.”
- Flexibility that's flexible – “I have the freedom to work in a way that fits my life.”

Great work happens when people feel comfortable bringing their ideas forward, and we're proud to have built a place where that's the norm.

To our team: Thank you for making AG what it is. You're the real ones.

Here's to another year of great work.

#workplaceculture #greatplacetowork #gous

How we doin' out there?

Yesterday, we celebrated Martin Luther King Jr. Day—a reminder of Dr. King's unwavering belief in the power of service and collective action to build a more just and equitable future.

Last week, our team partnered with HandsOn South Florida to honor that legacy through service at MLK Montessori Academy. Together, we transformed the campus into a brighter, more welcoming space for its students and teachers.

We built benches, painted murals, created butterfly gardens; raked, pulled weeds, and mulched—but the real impact is in what these changes represent: an investment in the future, in education, and in a community that deserves to thrive.

As an agency, we know that creativity and collaboration can create real change. These moments remind us why we do what we do and how much we can achieve when we come together with purpose.

Thank you to HandsOn South Florida for leading this impactful project and to MLK Montessori Academy for inspiring us with your vision for the next generation. We're so lucky to have connected with you.

The advertising world is being rewritten, and we turned the page on a big new chapter this week.

The announcement of Omnicom's \$13.25 billion acquisition of Interpublic Group marks the dawn of a new era in how we communicate, consume, and connect.

This merger creates the world's largest advertising conglomerate, a behemoth designed to withstand the challenges of an increasingly dominated world by Big Tech. It's a move to scale operations and stay relevant in an age where data analytics, AI, and digital-first strategies are no longer optional—they're foundational.

For brands, the implications are profound. The lines between creative storytelling and algorithmic precision are blurring.

So what does this mean for the rest of us? Brands will need to innovate at the speed of technology and stay deeply human. The real question isn't about how much data we have—it's about how well we use it to connect.

But there's a bigger, harder question: In an industry fueled by individuality and originality, do we lose something when we consolidate to compete? Does creativity become diluted when scaled to the size of a conglomerate?

As always, there's no simple answer. We're ready to keep talking about it.

(In case you're out of the loop: <https://lnkd.in/eP5HD8Vi>)

#advertising #productmarketing #digitalfirst #wedontknow

#powerpointwitch #okdad

Dispatch from Vegas! We love helping executives bring their vision to life on the AWS re:Invent mainstage every year. What's your vision?

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