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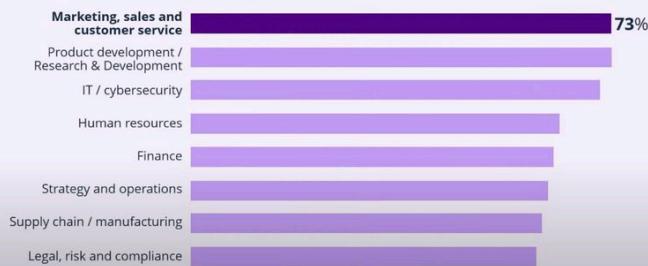
10h •

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...

73% of marketers claim to have a 'very high' level of expertise with AI according to Deloitte research from.... January 2024! All this reveals to me is how insecure and full of shit the industry is. Eighteen mont ...[...more](#)

Generative AI adoption in global companies, by function (*share of respondents with very high expertise*)



Note(s): Worldwide; January 2024

Source(s): Deloitte



6

7 comments



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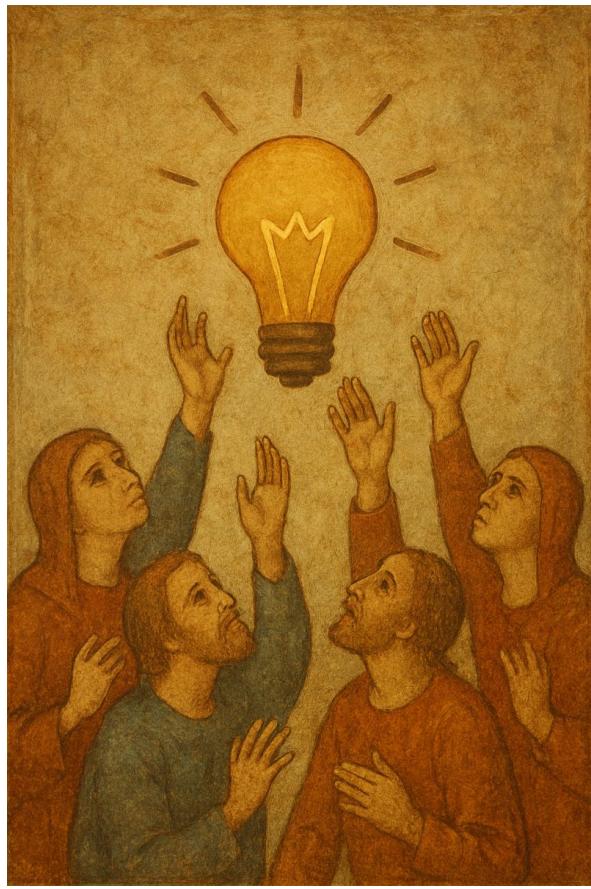
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...

There's been a lot of press lately about AI pilots failing in companies - but why? Hint: it's not the tech. Instead of leading with efficiency-driven mandates, AI adoption initiatives should be rooted in a creative ...[...more](#)

cr



10

5 comments



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Who's heading to Games Week in Melbourne (Oct 4th - 12th) and backing it up with SXSW the week after in Sydney?

4

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Has always felt great to be part of Worldwide Partners and the team led by **John Harris** - this article explains why indie agency networks are primed for success over the holding companies

**Worldwide Partners, Inc.**

5,976 followers

1w ·

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The debate has long been hold co vs. independent, but we're proud to offer something different. A collaborative model—built on trust and agility—that lets independents compete with holding ...more



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Some time ago, I wrote a piece about how 'laggards' have been replaced by a more consciously pragmatic persona... who else suffers from 'upgrade aversion'? This piece by LBB's **Addison Capper** expands on this neec ...more



OK Boomer, What's Next? Rethinking Generational Marketing Myths | LBBOnline
[lbbonline.com](#)

9

1 comment



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Proud to announce this fantastic addition to the team...

**Rakesh Pankhania** · 3rd+

4x Revenue and Team Growth Globally | Market Maker | St...

2w •

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News worth sharing - I've joined **Five by Five Global** as Chief Commercial Officer. ...more



1:01

1x

20



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...

Got pitched today: "... Our vast database of over 300 million influencers has advanced filters for precise selection." Time to redefine "influence"

15

6 comments



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...

More of this please algorithm... marketing insights and definitive thought leadership

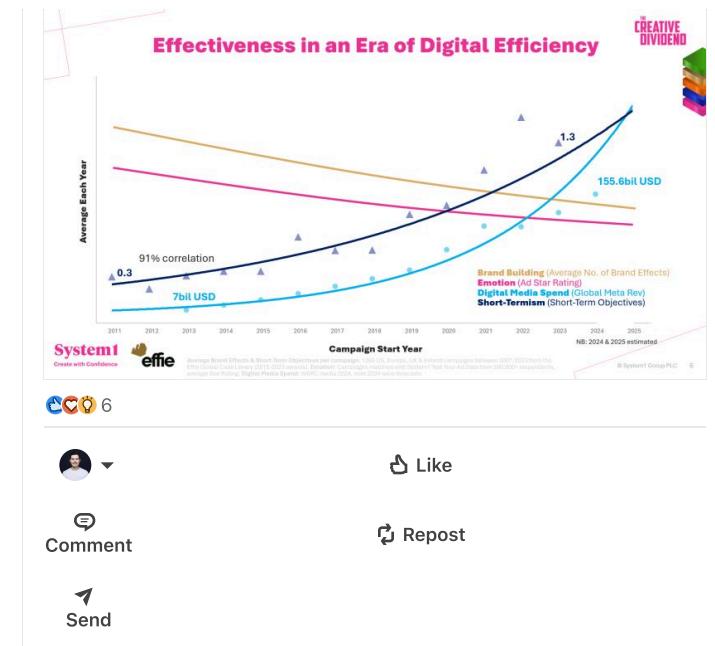
**Andrew Tindall** · 2nd

The World's Best Ads & Why They Work | SVP @ System1 |...

2w •

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Global marketing campaigns are now less able to build brands, whilst short-termism and digital media has exploded ...more



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34 awesome LinkedIn users took part in a recent test to determine if bias impacts the reach of women and people of colour. The report's findings include: "The UK data indicates women reached only 19% of ...more

Testing for bias in the LinkedIn algorithm · 10 pages

Testing for Bias in the LinkedIn Algorithm
August 2025
Authors: Jane Evans, Matt Lawton

Background

Over the last 3-6 months a growing number of LinkedIn users have reported a drop in reach for their content. The majority of users reporting this decline are women and people of color who didn't change their content cadence or subject matter. This provoked us to begin to explore the impact of algorithmic preference and apparent bias towards those communities.

In July 2025, four LinkedIn members conducted a test, posting exactly the same content to see whether there would be differences in how it performed and whether that indicated a potential gender based bias.

The test participants were: Cindy Gallop - 136,000 followers; Jane Evans - 17,000 followers; Matt Lawton - 7,500 followers and Stephen McGinnis - 600 followers.

The results were extraordinary and attracted a lot of attention.

 Matt Lawton  You
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My posts last week were a bit different to normal. That's because, along with Cindy Gallop, Jane Evans and my colleague Stephen McGinnis, I was testing whether the LinkedIn algorithm may have an unfair bias against women and is suppressing their content.

The same content published by all of us.

Cindy's reached 801 people (0.6% of her followers);
Jane's reached 1,327 people (8.3% of her followers);
Steve's reached 328 people (5% of his followers);
mine reached 10,409 people (143% of my followers).

Let that sink in.

Jane Evans is compiling some interesting findings in a webinar series called 'Wrangling the Algorithm' and would welcome more support from men I'm sure, ahead of speaking at the  Amy Kean  Link Laugh Love summit on August 18th.



The attention this post generated (>60,000 impressions, >1,200 reactions, >450 comments and >250 reposts) helped us identify volunteers for a larger test designed by Jane Evans to include

126

81 comments · 22 reposts

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3w •

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So much to admire here... one of the world's most iconic brands. Before there was Liquid Death, there was Irn-Bru...



AG Barr Group

46,909 followers

3w •

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THIS IS NOT A SOFT DRINK

IRN-BRU are bringing back one of the most iconic lines in ...more



1:00 1x



19

6 comments

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4w •

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[Katica Roy](#) is really nailing the opportunity for brands to deploy AI ethically: "Brands using AI perceived as ethical, report 20% higher customer retention, 15% more referrals, and a 62% increase in consumer ...more



Why ethical AI is good business -
DesignObserver

designobserver.com



5

3 comments

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4w •

Clever creative work here. I feel like, these days, a similar conversation could be had about many f&b products... what do you overly obsess about? My boring vice is nut butter...

**Alice Goodrich** • 3rd+

Creative at VCCP

1mo • Edited •

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Since when did dark chocolate become so complicated you need a doctorate in cocoa nibs to understand it? ...[more](#)



1:30 1x

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...

If you're one of the CMOs I referred to this research, you might wish to vote for this session in Austin next year...

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5,976 followers

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...

Partners and LinkedIn friends, we'd love your help! 🙏

[Monigle](#) has submitted a panel session for **#SXSW26** with ...[more](#)

**PanelPicker | SXSW Conference & Festivals**

participate.sxsw.com

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Love visiting the city of **#Hobart**, Tasmania for great food and wine but they also do really cool stuff like this: **#FearlessFestival**. An insightful way to ...[more](#)



14



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Are global majority women being silenced on LinkedIn?
I am a white man who works in advertising, and my reach on LinkedIn has remained consistent in the last couple of months. But what's ...[more](#)



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12 comments · 3 reposts



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Getty have reported 76% of people want transparency in sustainability visuals. Who the heck makes up the 24%? <https://lnkd.in/grmJ6HJq>?

Web Link

reports.gettyimages.com

8

3 comments



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Bookmarking this great list of AI assists...

**Olivia Moore** 2nd

AI Partner at Andreessen Horowitz

1mo •

[+ Follow](#)As an AI partner [Andreessen Horowitz](#), I test dozens of new products a week. ...more

- **Comet** - AI browser. Comet, by Perplexity, is my new default browser. I use it for basic search and shopping, but also for calendar and email triage. And now, for workflows with the introduction of Shortcuts! I have email and research templates set up in Shortcuts that I trigger on websites to help me write outreach messages or gather info.
- **Julius** - AI data analyst. I'm big on data analysis (spreadsheets DAU!), but often find myself frustrated by errors and slowness in trying to even analyze a basic spreadsheet in ChatGPT. Julius is good at this, and has only gotten better over time. It's both very reliable, and can generate helpful ideas for extra analysis as well as visualizations.
- **Happenstance** - people search. If you work in a "network job" (it's important to be able to track down who knows who), you understand that LinkedIn is actually a pretty poor tool for this! Happenstance connects to your email, Twitter, and LinkedIn to allow natural language search across your network - and, search the networks of others who add you.
- **Granola** - boltless AI notetaker. I run Granola on most all of my meetings now. It just works! Features like the mobile app, surfacing related meetings, and sorting in folders are very helpful. They also just launched a Zapier integration which allows you to trigger more complex workflows (ex. CRM, emails) based on transcripts.
- **Gamma** - AI slide decks. Gamma allows you to go from text->slide deck, website, or document. But, I use it more for its flexible formatting (you can vary the size of slides in the same deck), easy sharing (via links or exports), and AI-enhanced editing with natural language. Most of my theses and blog posts are published on Gamma.
- **Willow** - AI voice dictation. I'm not personally a power user of voice dictation, but it can really come in handy for long emails or blogs. Accuracy of dictation has improved across the board in the last few years, but I'm a specific fan of products like Willow that allow you to dictate into any app (ex. Slack) - and tune to your personal writing style.
- **Superhuman** - AI email. Superhuman has been around since before AI, but has made massive strides over the last year in incorporating AI-native features that make the product a lot more delightful. Some of my favorites: Ask AI, Instant Reply, Auto Reminders. It's made both email management and scheduling much faster.
- **Overlap** - AI video clipper. Video is king these days, but there is a time and place for long form (ex. an hour long interview) versus short clips. I like to produce and consume both - use Overlap to ingest raw content and find the best moments. Overlap can edit and auto-caption as well as "score" clips to make it easier to publish one-off moments.
- **Krea** - AI creative partner. Whenever I'm making content, I'm using Krea! Krea hosts all the models you'll need (image, video, lipsync, etc.) in one place - and in one subscription. I've trained my own LoRAs on Krea of friends, family members, teammates, and pets, which makes it extra easy to generate hyperrealistic content.
- **ChatGPT** - I've been a ChatGPT fan since day one, but have surprised myself with how my usage has increased recently. I use ChatGPT now for all the basics (Deep Research! 40 image gen!) but also find myself picking specific models for different use cases (personal advice, work drafts, etc.) I predict it will fully replace Google for me soon.

4



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Why "purchase intent is a useless metric" and other wise words...

**Andrew Tindall** 2nd

The World's Best Ads & Why They Work | SVP @ System1 |...

1mo •

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A rare treat for all marketers on LinkedIn

The case study of how not to use data. ...more



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My feed is so much richer for two new connections posting enlightening and inspiring information. Recommended follows: [Samantha Katz](#) and [Katrica Roy](#) - thank you for connecting, I'm learning so much!

**Samantha Katz** 2nd

Champion of Inspiring Leaders

1mo

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"Closing the digital (political, corporate) divide isn't optional....This is not about checking boxes, it's about changing outcomes. When women hold power, they don't just replicate the status quo, they redesign ...more

EQUITY, DIVERSITY AND INCLUSION

When women lead, economies leap: Gender parity lessons from around the world

Jul 23, 2025



Gender parity boosts the economy through stronger GDP, better governance and more inclusive innovation.

Image: Getty Images/LaylaBird

Katrica Roy
 CEO and Founder, Pipeline Equity

 This article is part of:
[Centre for the New Economy and Society](#)

24

3 comments



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Love this work from [Columbia Sportswear Company](#) to re-establish relevance. The way they combine animation with live action gives it broader appeal and makes the brand feel more contemporary. Thanks ...[more](#)

[8](#)

1 comment

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[+ Follow](#) ...https://lnkd.in/gerD_H-j\$12 trillion opportunity cc [Lucio Ribeiro](#)

Why ethical AI is good business -
DesignObserver

designobserver.com

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My posts last week were a bit different to normal. That's because, along with [Cindy Gallop](#), [Jane Evans](#) and my colleague [Stephen McGinnis](#), I was testing whether the LinkedIn algorithm may have an unfair bias ...[more](#)



1,434

473 comments · 262 reposts



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Matt Lawton reposted this

...



Ben Sarraille 2nd

Co-founder @ MakeShift | Manager for the top Roblox, Fortn...

1mo ·

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A new [Roblox](#) game has 350k [Discord](#) members — and it isn't even out yet:
...more



0:40 1x

279

15 comments · 15 reposts



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Never been more important for mid sized businesses



dragonfish UK

2,271 followers

1mo · Edited ·

[+ Follow](#)Watch our MD, **Niall Cluley FCIPD**, tell you more about Lumin, where the idea came from, and who it can really help! [...more](#)

1:38 1x

Quick fire question rounds on, Lumin, our latest diagnostic solution.

6

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Looking forward to this... please join



Jane Evans · 2nd

Founder. Author. Keynote Speaker. Bringing Radical Honesty...

1mo ·

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In our second 'Wrangling The Algorithm' event we have been doing some more experiments on how we can all increase our reach. We've been asking a lot of questions - especially how Cindy ...more



8

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**Matt Lawton** in • 2nd

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...

Jessica Testa in the New York Times has revealed the revenues from Patreon's biggest podcaster. Joe Budden, the ex-rapper who has been called the "Howard Stern of hip-hop", earns over \$1M a month ...more



12

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In recent years, I've become unreasonably comfortable with risk. I think it's because I'm better able to recognise the limits of my capability and influence and when I need support. Over my career, I've built some tea ...[more](#)



75

12 comments



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Good to be influencing the influencers...



TSA

740 followers

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Most brands are still treating social like it's 2019!

The sobering conclusion to **DCA**'s very thorough report on ...[more](#)

RETURN ON SOCIAL

The latest deep dive from DCA,
available to download now.



Department of
Creative Affairs

4 1 comment

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Don't write for the algorithm

 Cindy Gallop • 2nd
I like to blow shit up. I am the Michael Bay of business.
1mo • 

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PSA: Those of my over 135,000 followers who actually get to see my posts on here (very few, judging by the impressions) will know that my posts appear to be algorithmically challenged - or ch<...more



30

1 comment · 2 reposts



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Is Sex Goddess Cindy Gallop Being Censored?

Cindy Gallop, doesn't hold back when it comes to talking about sex. She is the founder of Make Love Not Porn, the platform she built to c ...more



340

27 comments · 18 reposts



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...

Congratulations [Mark Anderson](#) and the Australian team for this huge win. When we quietly opened our doors in Sydney ten years ago as blow-ins from LA and London, I couldn't have imagined we'd win this iconically ...[more](#)



Five By Five Global Appointed To Surf Life Saving
Australia's Creative & Brand Activation Account

[bandt.com.au](#)

46

7 comments



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Our UK is team deploying influencers for Jack Daniel's in exemplary fashion. If you work on a heritage brand, let's talk.



20M views without traditional ads | DCA

thedca.co

19



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...

There's been a surge in the number of influencer agencies being acquired, but can you really scale this offering and maintain the appropriate level of talent relationship? My UK colleagues [George Roberts](#) and [Harry Fo](#): ...more



Why Indie Influencer Agencies Are Beating the Networks at Their Own Game | LBBOnline

[lbbonline.com](#)

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1 comment • 1 repost



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...

Last year we did a really nice brand identity for this event - nothing beats seeing it in the wild. Well done to our Sydney team.



Five by Five Global | Australia

617 followers

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On Saturday, the very first UltraTrail Jervis Bay took place — what an amazing event! ...more





7



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I no longer care how you're using AI. You may as well boast about using a laptop.

45

10 comments



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There's a growing assertion from key influencers like [Tom Goodwin](#) and [Cindy Gallop](#) that the LinkedIn algorithm is broken. The numbers seem crazy on this example post. Anyone noticed similar?

**Jane Evans** • 2nd

Founder. Author. Keynote Speaker. Bringing Radical Honesty and Spir...

2mo • Edited •

Cindy is being shadow banned, de-banked and attacked on all angles by the porn obsessed patriarchy. For the love of everything holy, repost this post with a comment and show the fucking machines how much we love her, want to see her content, and support her mission to make love not porn.

#wranglingthealgorithm

15

1 repost



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2mo •

Fascinating stuff... human experiments without the humans!



Alex Banks • 3rd+

Building a better future with AI

2mo •

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I think this experiment is incredible.

1,000 AI agents in a Minecraft server. [...more](#)



2:17 1x

3



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This is a great way for a "wholesaler" of creative services to align to its "retailers". We are proud to be part of the StudioSpace ecosystem, especially so when you see it represented so well.



StudioSpace

3,525 followers

2mo •

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Built on tech, but powered by soul;
A smarter model with a bigger goal. [...more](#)



1:24 1x

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2 comments



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For 10 years now, our Sydney team has been delivering world class experiences for video games communities. Congrats on the latest event for Lenovo - a great client for eight of those years.

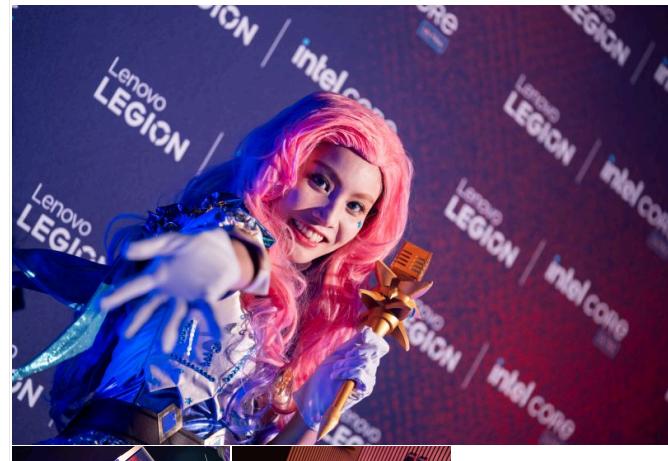
**Five by Five Global | Australia**

617 followers

2mo •

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Last week, we had the pleasure of bringing Celebration of Legion to life — marking 10 years of Lenovo Legion, supported by Intel. [...more](#)



+3

19



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Before we get too carried away with AI masterstrokes please can someone fix the UI / UX on parking ticket machines!



14

2 comments



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People you may know

From Matt's job title



Dazz Saiyr

Brand Alchemist & Self-Expression Coach |

...

Connect



Brian Bedrosian

Vice President, Marketing at Infineon Technologies

Connect

**Shawn Renee Persons**

Senior CX Consultant | Experienced in data-driven strategic marketing initiatives, integrated marketing communications, content strategy,...

Connect

**Taylor Leikness**

Digital Marketing Storyteller | Data Privacy & Security Driver

Connect

**Josh Sobczak**

Field + Channel Marketing Manager at Silverfort | Business Owner

Connect

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