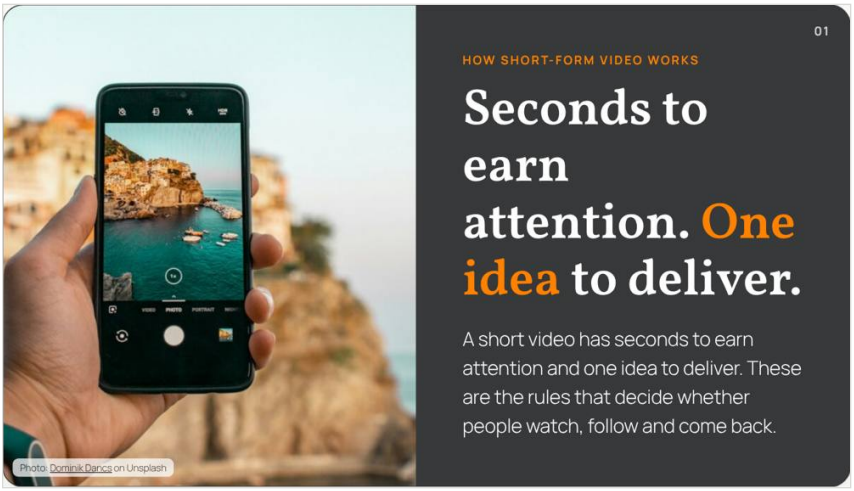

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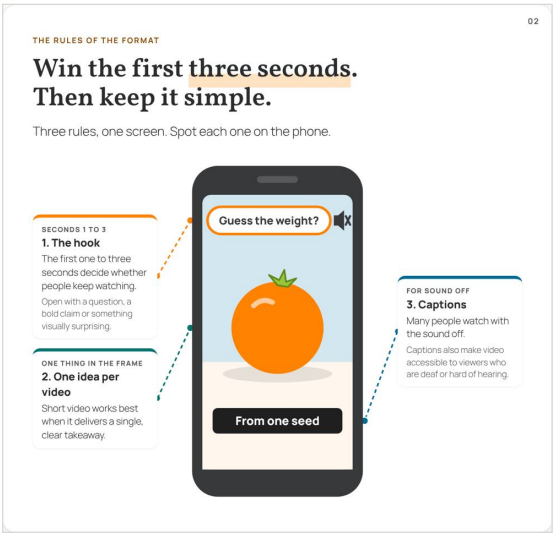

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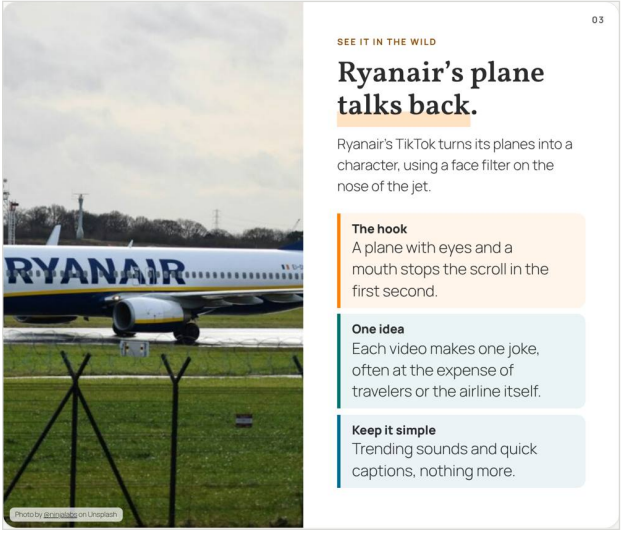


Slide 3



04

SERIES BEAT ONE-OFFS

Give people a reason to come back.

A repeatable format gives people a reason to follow and come back.

Picture a weekly "What's ripe this week?" video from a garden. Same opening, same length, new harvest every time. Viewers know what they are getting, so they follow to catch the next one.

Slide 4

05

SOCIAL HAS SHIFTED TO REAL

Organic reach has dropped, and platforms now reward real interaction over polish.

Unpolished beats slick. Personal beats corporate.

Slide 5

06

REAL BEATS POLISHED

Slick and corporate is falling behind.

Which one wins now? Make your call, then tap.

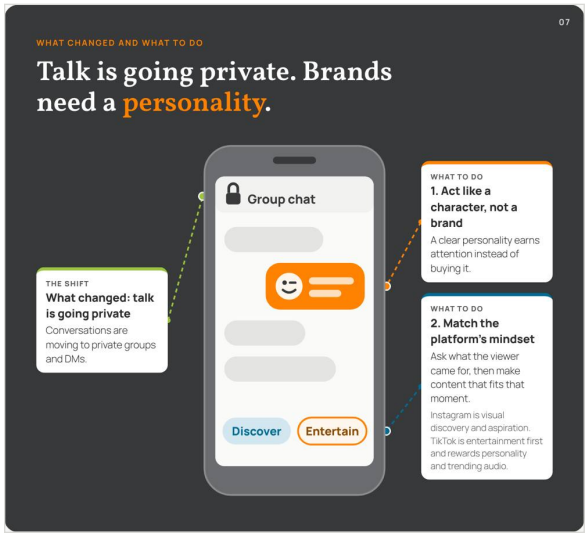
TikTok
Slick production or unpolished, authentic video?
TAP TO REVEAL

LinkedIn
A corporate announcement or a personal story?
TAP TO REVEAL

The plan
Lock in this year's tactics or keep adjusting?
TAP TO REVEAL

⊕ Old playbook vs. what wins now

Slide 6



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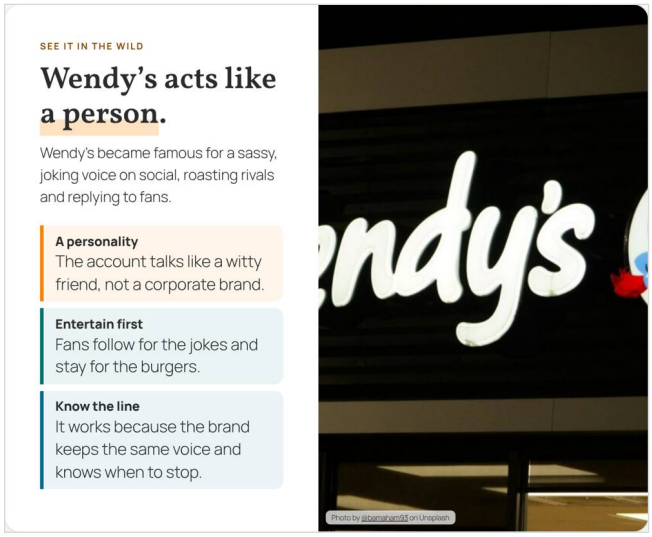

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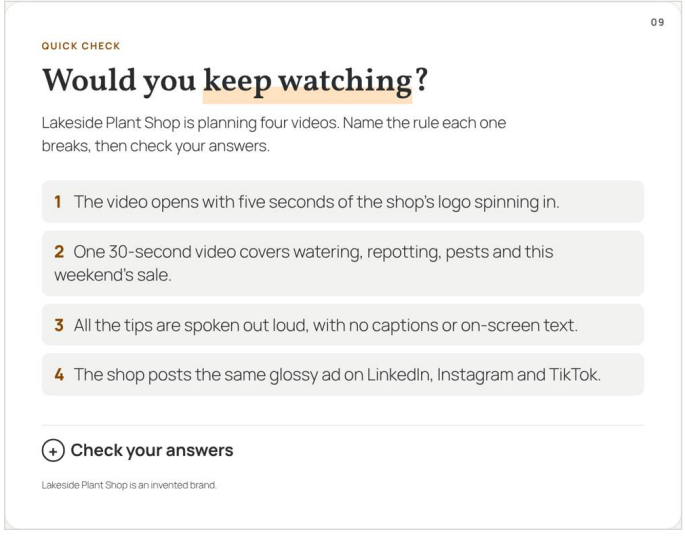

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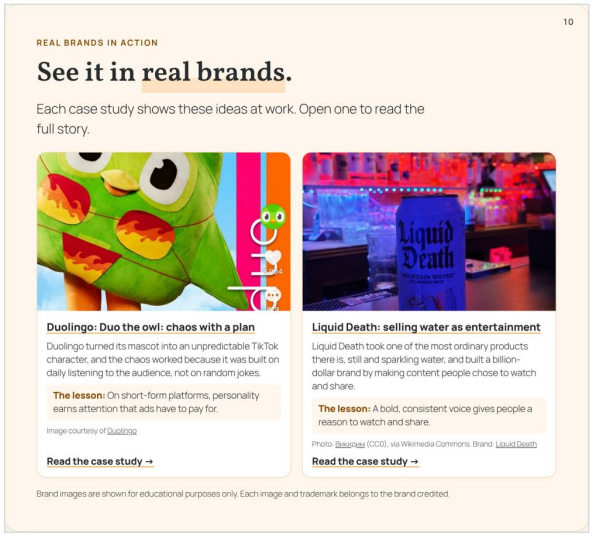

10

REAL BRANDS IN ACTION

See it in real brands.

Each case study shows these ideas at work. Open one to read the full story.

Duolingo: Duo the owl: chaos with a plan

Duolingo turned its mascot into an unpredictable TikTok character, and the chaos worked because it was built on daily listening to the audience, not on random jokes.

The lesson: On short-form platforms, personality earns attention that ads have to pay for.

Image courtesy of Duolingo

Read the case study →

Liquid Death: selling water as entertainment

Liquid Death took one of the most ordinary products there is, still and sparkling water, and built a billion-dollar brand by making content people chose to watch and share.

The lesson: A bold, consistent voice gives people a reason to watch and share.

Photo: Bieseraw (CC0), via Wikimedia Commons. Brand: Liquid Death

Read the case study →

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Slide 10