

# Marketing (Cards) Against Humanity.

**Crowd-sourced from the internet.  
Put together by DigitasLBi.**



DigitasLBi

# Cards Against Humanity Rules

## Basic Rules

To start the game, each player draws ten White Cards.

The person who most recently pooped begins as the Card Czar and plays a Black Card. The Card Czar reads the question or fill-in-the-blank phrase on the Black Card out loud.

Everyone else answers the question or fills in the blank by passing one White Card, face down, to the Card Czar.

The Card Czar shuffles all of the answers and shares each card combination with the group. For full effect, the Card Czar should usually re-read the Black Card before presenting each answer. The Card Czar then picks the funniest play, and whoever submitted it gets one Awesome Point.

After the round, a new player becomes the Card Czar, and everyone draws back up to ten White Cards.

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## PICK 2

Some cards say PICK 2 on the bottom.

To answer these, each player plays two White Cards in combination. Play them in the order that the Card Czar should read them—the order matters.

If the Card Czar has lobster claws for hands, you can use paperclips to secure the cards in the right order.

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## Gambling

If a Black Card is played and you have more than one White Card that you think could win, you can bet one of your Awesome Points to play an additional White Card.

If you win, you keep your point. If you lose, whoever won the round gets the point you wagered.

## House Rules

Cards Against Humanity is meant to be remixed. Here are some of our favorite ways to pimp out the rules:

**Happy Ending:** When you're ready to stop playing, play the "Make a Haiku" Black Card to end the game. This is the official ceremonial ending of a good game of Cards Against Humanity, and this card should be reserved for the end. (*Note:* Haikus don't need to follow the 5-7-5 form. They just have to be read dramatically).

**Rebooting the Universe:** At any time, players may trade in an Awesome Point to return as many White Cards as they'd like to the deck and draw back up to ten.

**Packing Heat:** For Pick 2s, all players draw an extra card before playing the hand to open up more options.

**Rando Cardrissian:** Every round, pick one random White Card from the pile and place it into play. This card belongs to an imaginary player named Rando Cardrissian, and if he wins the game, all players go home in a state of everlasting shame.

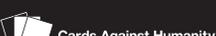
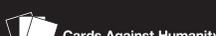
**God Is Dead:** Play without a Card Czar. Each player picks his or her favorite card each round. The card with the most votes wins the round.

**Survival of the Fittest:** After everyone has answered the question, players take turns eliminating one card each. The last remaining card is declared the funniest.

**Serious Business:** Instead of picking a favorite card each round, the Card Czar ranks the top three in order. The best card gets 3 Awesome Points, the second-best gets 2, and the third gets 1. Keep a running tally of the score, and at the end of the game, the winner is declared the funniest, mathematically speaking.

**Never Have I Ever:** At any time, players may discard cards that they don't understand, but they must confess their ignorance to the group and suffer the resulting humiliation.

<p><b>Brand rehabilitation</b></p> <p></p>	<p><b>Inflation busting price increase</b></p> <p></p>	<p><b>Share price collapse pre-takeover battle</b></p> <p></p>	<p><b>Cultural erosion of prime usage occasion</b></p> <p></p>
<p><b>Supply chain wiki-leak dump</b></p> <p></p>	<p><b>Cultural appropriation Twitter backlash</b></p> <p></p>	<p><b>It's the new Uber for.....</b></p> <p></p>	<p><b>The latest campaign included a cunning idea to combine ..... and .....</b></p> <p> CAH <b>PICK 2</b></p>
<p><b>The annual intern induction began by asking them to .....</b></p> <p></p>	<p><b>At the 11th hour, to motivate the pitch team, the Account Director offered everybody .....</b></p> <p></p>	<p><b>And the Cannes Lion goes to .....</b></p> <p></p>	<p><b>Always nervous to present to client, the planner would end up touching his ..... mid-presentation</b></p> <p></p>
<p><b>The theme for this year's Christmas party was .....</b></p> <p></p>	<p><b>The Agency receptionist was always known for sneaking off to the stationery room to .....</b></p> <p></p>	<p><b>The client issues an RFP two days before Christmas so you give them ..... and .....</b></p> <p> CAH <b>PICK 2</b></p>	<p><b>The third marketing director in two years</b></p> <p></p>
<p><b>Two competitors have launched the same Xmas ad as you</b></p> <p></p>	<p><b>The CTO has been out to dinner with Adobe again</b></p> <p></p>	<p><b>Implement a real business metrics framework</b></p> <p></p>	<p><b>Improve business KPIs</b></p> <p></p>

<p><b>Improve marketing ROI</b></p> 	<p><b>Increase ARPU</b></p> 	<p><b>Use data more effectively</b></p> 	<p><b>Improve awareness</b></p> 
<p><b>Develop audience insight</b></p> 	<p><b>Combat a competitor launch</b></p> 	<p><b>Develop a customer driven strategy (without a research budget)</b></p> 	<p><b>Develop a long term marketing strategy (that pays back this quarter)</b></p> 
<p><b>Drive early adopter acquisition</b></p> 	<p><b>Narrow the marketing channel mix</b></p> 	<p><b>Develop a digital channel strategy</b></p> 	<p><b>Client drops the 4th hint about "how great it must be to work here"</b></p> 
<p><b>Reduce Cost of Acquisition without .....</b></p> 	<p><b>Improve staff training by ..... with a .....</b></p>  CAH <b>PICK 2</b>	<p><b>Reduce call centre costs by .....</b></p> 	<p><b>Reduce customer service costs</b></p> 
<p><b>Reduce staff churn with .....</b></p> 	<p><b>Drive cross sell using .....</b></p> 	<p><b>Use social media to cut the cost of customer service</b></p> 	<p><b>Improve product conversion</b></p> 

<p><b>Board wants increased product differentiation</b></p> 	<p><b>Product proposition development</b></p> 	<p><b>Product marketing launch</b></p> 	<p><b>Decreased loyalty</b></p> 
<p><b>Fewer conversions to sale</b></p> 	<p><b>Faster than category decline</b></p> 	<p><b>Investor rating collapse</b></p> 	<p><b>New entrants (technology or competition)</b></p> 
<p><b>Loss of zeitgeist</b></p> 	<p><b>Early adopters moving on</b></p> 	<p><b>Value decline</b></p> 	<p><b>Volume decrease</b></p> 
<p><b>Loss of prestige</b></p> 	<p><b>"Me too" product launch</b></p> 	<p><b>Caught harvesting customer data illegally</b></p> 	<p><b>The UX must be simple but they must never find the phone number</b></p> 
<p><b>"Our goal is to go viral"</b></p> 	<p><b>"Our target audience is engaged fans who don't follow trends"</b></p> 	<p><b>The ecosystem needs to be audience-first and a first of its kind</b></p> 	<p><b>A Kickstarter for .....</b></p> 

<p><b>A partnership with .....</b></p> <p> Cards Against Humanity</p>	<p><b>Put ..... with ..... and see what they create</b></p> <p> CAH <b>PICK 2</b></p>	<p><b>We want a Dove ad but using .....</b></p> <p> Cards Against Humanity</p>	<p><b>The brand history includes a "nazi period"</b></p> <p> Cards Against Humanity</p>
<p><b>Celebrity spokesperson arrested</b></p> <p> Cards Against Humanity</p>	<p><b>Nationwide food poisoning outbreak</b></p> <p> Cards Against Humanity</p>	<p><b>Life threatening quality control issues</b></p> <p> Cards Against Humanity</p>	<p><b>Supply chain involves a little horse</b></p> <p> Cards Against Humanity</p>
<p><b>Global head office demanding +20% CAGR</b></p> <p> Cards Against Humanity</p>	<p><b>Declining penetration</b></p> <p> Cards Against Humanity</p>	<p><b>Brexit price rises</b></p> <p> Cards Against Humanity</p>	<p><b>Decline in footfall</b></p> <p> Cards Against Humanity</p>
<p><b>Client has been sold a giant segmentation framework</b></p> <p> Cards Against Humanity</p>	<p><b>The brand consultancy wants to "redefine the category"</b></p> <p> Cards Against Humanity</p>	<p><b>Our target audience is people 18-50</b></p> <p> Cards Against Humanity</p>	<p><b>A bollocking from Sir Martin</b></p> <p> Cards Against Humanity</p>
<p><b>Caught in a Donald Trump Tweetstorm</b></p> <p> Cards Against Humanity</p>	<p><b>The creatives want to use a Beastie Boys track</b></p> <p> Cards Against Humanity</p>	<p><b>Price, Product, Promotion, .....</b></p> <p> Cards Against Humanity</p>	<p><b>We're the Yik Yak for .....</b></p> <p> Cards Against Humanity</p>

**We're the Quora  
for .....**



**We're the Tinder  
for .....**



**We're the  
YouTube for .....**



**We're the  
Deliveroo for .....**



**We're the  
Snapchat for .....**



**We're the Amazon  
for .....**



**We're the  
Instacart for .....**



**We're the Netflix  
for .....**



**We're the Tesla  
for .....**



**We're the  
Buzzfeed for .....**



**We're the Dollar  
Shave Club for .....**



**We're the AirBnB  
for .....**



**We're the .....  
meets ..... for .....**



**PICK 3**

**Our most  
relatable segment  
is .....**



**The ECD only  
wants a 60' cut**



**The frontpage of  
Campaign  
features ..... and  
.....**



**PICK 2**

**When the new  
CMO announces  
she's a  
post-capitalist  
utility growth  
hacker**



**Brand activation  
brief**



**Deciding on the  
pricing strategy**



**..... as a Platform  
for .....**



**PICK 2**

**This year we are investing all our marketing budget into .....**



**This year the new category at Cannes is .....**



**Twitter is putting on an event next week with free .... and .....**



**PICK 2**

**So many great ideas from the brainstorm, but we're going to go with....**



**We are going to target millennials by ....**



**In this pitch we are looking for you to show ....**



**The office is closed over Christmas so just ....**



**Always make sure to include .... in the RFI response**



**Make sure to use clever words and phrases in meetings like ....**



**We need more .... in the TVC**



**Think .... but with more animals.**



**Can you just replace the .... in the script and then I'm happy to sign it off**



**The Creative director wants to add ..... to the endframe but I'm not sure it will work**



**The client's feedback is that it needs .... to make it funnier**



**How about adding .... to the copy**



**..... makes it edgy, but ..... makes is a bit too politically incorrect**



**PICK 2**

**Move client side so that you get more ....**



**Setup a meeting with your client to discuss their latest ....**



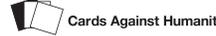
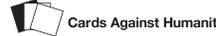
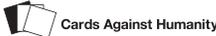
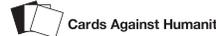
**..... got bought by a management consultancy**

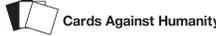


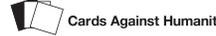
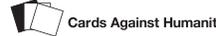
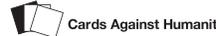
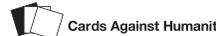
**When interviewing for a marketing job, it's best to talk about .....**

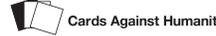
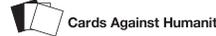
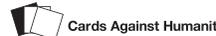
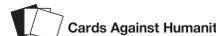


<p><b>Tenuous pop-up in the Truman Brewery</b></p> 	<p><b>Euphemism rich quirky email update</b></p> 	<p><b>"Launch the 4th omnichannel digital-uber transformation!"</b></p> 	<p><b>Participatory Behaviourial Economics 101 nudge</b></p> 
<p><b>"Pre-planned" token diversity PR campaign</b></p> 	<p><b>Misquote Einstein</b></p> 	<p><b>Rip-off "Dumb Ways to Die" again</b></p> 	<p><b>20% larger enviromental creds pack flash</b></p> 
<p><b>Powerpoint &amp; cocaine</b></p> 	<p><b>Another venn diagram</b></p> 	<p><b>Offer "services" to procurement</b></p> 	<p><b>"Make it go viral for free"</b></p> 
<p><b>Gamification</b></p> 	<p><b>250 slide Powerpoint deck</b></p> 	<p><b>Updating your LinkedIn profile</b></p> 	<p><b>Touch yourself whilst watching casting tapes</b></p> 
<p><b>Steal the Cannes Lion to put on the mantlepice</b></p> 	<p><b>Yet another explanation of Programmatic Media process</b></p> 	<p><b>Massaging the IPSOS results</b></p> 	<p><b>Pay Jonathan Glazer to do whatever he wants</b></p> 

<p><b>30 seconds shot in South Africa</b></p> 	<p><b>Geotargeted Snapchat Filter</b></p> 	<p><b>Puke over the client in the Gutter Bar</b></p> 	<p><b>Trawling old copies of D&amp;AD for ideas</b></p> 
<p><b>A bigger econometric model</b></p> 	<p><b>Changing the KPIs post-launch</b></p> 	<p><b>Hand the budget to a kid with a YouTube Channel</b></p> 	<p><b>A Russian doll strategy framework</b></p> 
<p><b>Abandoned Brand Facebook page</b></p> 	<p><b>The 3rd "Brand Purpose" this quarter</b></p> 	<p><b>"Hi, I'd like to add you to my professional network on LinkedIn"</b></p> 	<p><b>Ignore the data you don't like in your data driven strategy</b></p> 
<p><b>Hope Facebook doesn't change the rules on you</b></p> 	<p><b>Dave Trott retweeting praise for his articles</b></p> 	<p><b>A borrowed mood film with their logo at the end</b></p> 	<p><b>Wheel out the Oreo social media team case study</b></p> 
<p><b>"All creatives should code"</b></p> 	<p><b>Innovation teams go agile "doing" something, anything, who knows?</b></p> 	<p><b>Do the client's deck for them with 6 rounds of contradictory amends</b></p> 	<p><b>Put a picture of the client and their factory in the ad</b></p> 

<p><b>Get interns to babysit the client's resentful teenage kid on "work experience"</b></p> 	<p><b>Take the TV budget and put it all into shelf wobblers</b></p> 	<p><b>Wait until Adcontrarian writes something about digital being rubbish</b></p> 	<p><b>Three pitch rounds, a procurement auction and no decision</b></p> 
<p><b>A "disagreement" of planners</b></p> 	<p><b>A "plagiarism" of creatives</b></p> 	<p><b>A "yes" of account handlers</b></p> 	<p><b>A "gant chart" of project managers</b></p> 
<p><b>It's not about WeChat-first, it's about Snapchat Lens-only</b></p> 	<p><b>We want something ground-breaking plus 3 case studies of it working with ROI</b></p> 	<p><b>Even larger online ad fraud kickbacks</b></p> 	<p><b>A phalanx of Management Consultants chanting "Change is billable"</b></p> 
<p><b>Bribe their procurement with lottery tickets &amp; new calculators</b></p> 	<p><b>Sneak yourself onto the credits of a bronze Cannes Lion</b></p> 	<p><b>Budget cuts mean getting the interns to record a Bowie sound-a-like track</b></p> 	<p><b>Sell a strategy to re-engage hipsters through anti-consumerist integration</b></p> 
<p><b>A new age of dynamic snackable content</b></p> 	<p><b>A 1hr keynote from a digital prophet and his analogue sherpa</b></p> 	<p><b>New Biz start a Kickstarter to run an "awards version" of the ad in an obscure journal</b></p> 	<p><b>Celebrity campaign driven by who the client fancies</b></p> 

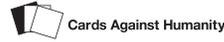
<p><b>Show a yoghurt client "brands we are like" including Apple &amp; Nike</b></p> <p> Cards Against Humanity</p>	<p><b>An unpaid 8 hour brand vision workshop</b></p> <p> Cards Against Humanity</p>	<p><b>Give the brief to a teenage influencer in a bid to be "digital"</b></p> <p> Cards Against Humanity</p>	<p><b>A 250 page transformation roadmap that no one will read</b></p> <p> Cards Against Humanity</p>
<p><b>An innovative parallax scrolling content hub to share personality quizzes</b></p> <p> Cards Against Humanity</p>	<p><b>A chatbot with a personality disorder trained on Ryanair customer service data</b></p> <p> Cards Against Humanity</p>	<p><b>Real-time content approved in under a month by compliance</b></p> <p> Cards Against Humanity</p>	<p><b>Hire a post-mobile second party data growth hacking consultant</b></p> <p> Cards Against Humanity</p>
<p><b>Deal of the day eNewsletter</b></p> <p> Cards Against Humanity</p>	<p><b>We now live in the age of post-conversational stories</b></p> <p> Cards Against Humanity</p>	<p><b>Fit 5 proof points and a reason to believe in the tag line</b></p> <p> Cards Against Humanity</p>	<p><b>Data driven decision making</b></p> <p> Cards Against Humanity</p>
<p><b>Another research brief about "millennials"</b></p> <p> Cards Against Humanity</p>	<p><b>Do some "content"</b></p> <p> Cards Against Humanity</p>	<p><b>Uberfication</b></p> <p> Cards Against Humanity</p>	<p><b>Copy AirBnB's VC deck</b></p> <p> Cards Against Humanity</p>
<p><b>Following customers around a store</b></p> <p> Cards Against Humanity</p>	<p><b>8 hour customer journey workshop</b></p> <p> Cards Against Humanity</p>	<p><b>Develop an even bigger ROI model &amp; business case in Excel</b></p> <p> Cards Against Humanity</p>	<p><b>Something something CLOUD!!!!</b></p> <p> Cards Against Humanity</p>

<p><b>Copy the trends deck off Fast Company</b></p> 	<p><b>Spend the day writing think-pieces for Campaign</b></p> 	<p><b>Launch a new publication on Medium</b></p> 	<p><b>A cross-channel experience to share native videos</b></p> 
<p><b>Is Instagram the new logo?</b></p> 	<p><b>Create a GIF generator to share tweets about national holidays</b></p> 	<p><b>Re-engage single moms through outsourced decision making</b></p> 	<p><b>"I'm an expert on WeChat but don't speak Chinese"</b></p> 
<p><b>Get quoted in AdWeek</b></p> 	<p><b>A VR execution experienced by two people and a dog</b></p> 	<p><b>A jobs to be done framework showing how a microsite will boost brand advocates</b></p> 	<p><b>A magic eightball insight generator</b></p> 
<p><b>A hackathon</b></p> 	<p><b>Create a movement</b></p> 	<p><b>A social experiment on Instagram</b></p> 	<p><b>We'll ask Vice</b></p> 
<p><b>A branded App</b></p> 	<p><b>A crazy vending machine stunt</b></p> 	<p><b>Possibly racist brand character</b></p> 	<p><b>"Amplify the socials"</b></p> 

**Relaunch  
MySpace**



**More horse in  
the burgers**



**Artisanal yet  
mass market**



**Agency staff  
pretend to be real  
for a hidden  
camera stunt**



**Responsive.  
Real-time. Run  
out of ideas.**



**An orchestra  
made out of  
scrap car parts**



**3D projection  
mapping**



**Solve  
Homelessness  
with a Tweet**



**Solve World  
Peace with a Like**



**Put the chairman  
on a Reddit AMA**



**World Record  
Attempt**



**Something  
with drones**



**Something  
with Artificial  
Intelligence**



**Earn badges!**



**Reskin someone  
else's tech idea**



**Ask your  
mum's friends**



**Beg influencers  
for a free retweet**



**Cute animals  
dancing**

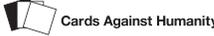
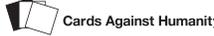


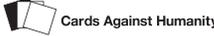
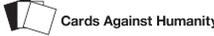
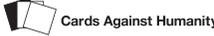
**Steal pictures off  
Google Images**



**You're going to  
give the money  
to Facebook  
eventually**

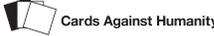


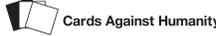
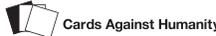
<p><b>Mutter about "Price Elasticity of Demand"</b></p> <p> Cards Against Humanity</p>	<p><b>Adventurer fashionistas</b></p> <p> Cards Against Humanity</p>	<p><b>[Guilty Pleasure Song] + [Cute Animal] = TVC Magic</b></p> <p> Cards Against Humanity</p>	<p><b>Agency staff pretend to be real for a hidden camera stunt</b></p> <p> Cards Against Humanity</p>
<p><b>PR-arranged appearance in the sidebar of shame</b></p> <p> Cards Against Humanity</p>	<p><b>Ethnographic away day in Swansea</b></p> <p> Cards Against Humanity</p>	<p><b>3D projection mapping</b></p> <p> Cards Against Humanity</p>	<p><b>Something something "SHARING ECONOMY"!!</b></p> <p> Cards Against Humanity</p>
<p><b>Slap some AR on it</b></p> <p> Cards Against Humanity</p>	<p><b>Pretend a wonky prototype is a real brand extension for award shows</b></p> <p> Cards Against Humanity</p>	<p><b>Check on your earn out period</b></p> <p> Cards Against Humanity</p>	<p><b>Something something "EMOJIS"!!</b></p> <p> Cards Against Humanity</p>
<p><b>Pray [your choice of tech company] doesn't do it first</b></p> <p> Cards Against Humanity</p>	<p><b>Copy a meme that was on Imgur 2 years ago</b></p> <p> Cards Against Humanity</p>	<p><b>It's the Yik Yik for middle aged business men</b></p> <p> Cards Against Humanity</p>	<p><b>Rip off an OK GO video</b></p> <p> Cards Against Humanity</p>
<p><b>A branded hashtag not even the agency team will use</b></p> <p> Cards Against Humanity</p>	<p><b>Copy a strategy the CMO read on HBR</b></p> <p> Cards Against Humanity</p>	<p><b>Quote Jack Welch's biography</b></p> <p> Cards Against Humanity</p>	<p><b>Send for McKinsey to do your lay offs</b></p> <p> Cards Against Humanity</p>

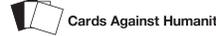
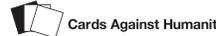
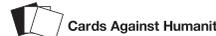
<p><b>Focus group the idea, the amends and the amends of the amends</b></p> <p></p>	<p><b>We'll fix it in post</b></p> <p></p>	<p><b>Something something "INTERNET OF THINGS"!!!</b></p> <p></p>	<p><b>A two hour presentation about the Blockchain</b></p> <p></p>
<p><b>A diversity policy that means hiring skinny white boys from Hackney AND Dalston</b></p> <p></p>	<p><b>A branded campaign to bring back the word "radical"</b></p> <p></p>	<p><b>New World travellers</b></p> <p></p>	<p><b>Instamodels</b></p> <p></p>
<p><b>Volkswagen Emissions Engineers</b></p> <p></p>	<p><b>The Routine Repeat Offender</b></p> <p></p>	<p><b>Cluetrainers</b></p> <p></p>	<p><b>AdBlockers</b></p> <p></p>
<p><b>Non-technical hackers</b></p> <p></p>	<p><b>Creative technologist</b></p> <p></p>	<p><b>Account managers</b></p> <p></p>	<p><b>Planners</b></p> <p></p>
<p><b>Art directors</b></p> <p></p>	<p><b>Copywriters</b></p> <p></p>	<p><b>Designers</b></p> <p></p>	<p><b>Project managers</b></p> <p></p>

<p><b>CEOs</b></p> <p></p>	<p><b>Kitchen towel</b></p> <p></p>	<p><b>Prostitution</b></p> <p></p>	<p><b>Household air freshener</b></p> <p></p>
<p><b>Hipster Scooters</b></p> <p></p>	<p><b>Skin lightening creams</b></p> <p></p>	<p><b>GM Food</b></p> <p></p>	<p><b>#foodporn</b></p> <p></p>
<p><b>Novelty Widgets</b></p> <p></p>	<p><b>Budget airlines</b></p> <p></p>	<p><b>Vegan hamburgers</b></p> <p></p>	<p><b>Gluten-free</b></p> <p></p>
<p><b>Cat litter</b></p> <p></p>	<p><b>Empowering yoghurt</b></p> <p></p>	<p><b>Plastic cheese</b></p> <p></p>	<p><b>Internet fridges</b></p> <p></p>
<p><b>Prius owners</b></p> <p></p>	<p><b>Squatty potty</b></p> <p></p>	<p><b>Orabrush</b></p> <p></p>	<p><b>Classy urbanite</b></p> <p></p>

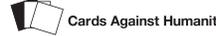
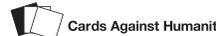
<p><b>The Post Progressive Mainstream</b></p> <p> Cards Against Humanity</p>	<p><b>Progressive optimists</b></p> <p> Cards Against Humanity</p>	<p><b>Dream makers</b></p> <p> Cards Against Humanity</p>	<p><b>Passionistas</b></p> <p> Cards Against Humanity</p>
<p><b>Crowd sourcing</b></p> <p> Cards Against Humanity</p>	<p><b>Get Rankin to photograph someone</b></p> <p> Cards Against Humanity</p>	<p><b>Guilty pessimists</b></p> <p> Cards Against Humanity</p>	<p><b>Thought-controlled nanoscale robots</b></p> <p> Cards Against Humanity</p>
<p><b>Mobile first thumbstoppers</b></p> <p> Cards Against Humanity</p>	<p><b>Double down on animated gifs</b></p> <p> Cards Against Humanity</p>	<p><b>Quantified self tracker</b></p> <p> Cards Against Humanity</p>	<p><b>Big Pharma</b></p> <p> Cards Against Humanity</p>
<p><b>Machine Intelligence</b></p> <p> Cards Against Humanity</p>	<p><b>Electric Vehicles</b></p> <p> Cards Against Humanity</p>	<p><b>iPhone addicts</b></p> <p> Cards Against Humanity</p>	<p><b>Authentically quirky pack copy</b></p> <p> Cards Against Humanity</p>
<p><b>Travel expenses</b></p> <p> Cards Against Humanity</p>	<p><b>Brand owned content platform</b></p> <p> Cards Against Humanity</p>	<p><b>Confusing PPC &amp; SEO</b></p> <p> Cards Against Humanity</p>	<p><b>DMP, DCO, DSP, DDT</b></p> <p> Cards Against Humanity</p>

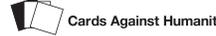
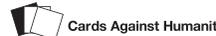
<p><b>A Living Brand Idea</b></p> <p></p>	<p><b>A Vine refugee</b></p> <p></p>	<p><b>The Boss Babe</b></p> <p></p>	<p><b>The Brogrammer</b></p> <p></p>
<p><b>The Shutout</b></p> <p></p>	<p><b>The Culinary Explorer</b></p> <p></p>	<p><b>The Millennial Martha</b></p> <p></p>	<p><b>The Tangy Dynamo</b></p> <p></p>
<p><b>A Nike Ad from 1996</b></p> <p></p>	<p><b>Moving the agency to East London</b></p> <p></p>	<p><b>A "data scientist" who can only use Excel</b></p> <p></p>	<p><b>Co-created pop up event with a prominent online knitting vlogger</b></p> <p></p>
<p><b>Slowed down "tinkly" cover version</b></p> <p></p>	<p><b>Phygital edutainment</b></p> <p></p>	<p><b>SoLoMo Masstige</b></p> <p></p>	<p><b>Disruptive agile innovation</b></p> <p></p>
<p><b>Bitcoin micropayments</b></p> <p></p>	<p><b>On-demand economy</b></p> <p></p>	<p><b>Amazon Dash Buttons</b></p> <p></p>	<p><b>YouTube</b></p> <p></p>

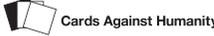
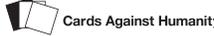
<b>Facebook</b> 	<b>Google</b> 	<b>Amazon</b> 	<b>WeChat</b> 
<b>Instagram</b> 	<b>eCommerce</b> 	<b>Voucher codes</b> 	<b>Messenger</b> 
<b>Chatbots</b> 	<b>WhatsApp</b> 	<b>Xmas is the new Xfactor is the new Super Bowl</b> 	<b>Protein powder overdose</b> 
<b>Oculus Rift</b> 	<b>Wikipedia fundraising appeal</b> 	<b>Spotify playlists</b> 	<b>Key Opinion Former Podcast</b> 
<b>Thinkbox report praising TV</b> 	<b>IAB says digital is the answer</b> 	<b>Sprinkle Prozac on the meeting biscuits</b> 	<b>BOGOFF</b> 

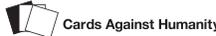
<p><b>Crowdsourced Online Ad Contest</b></p> 	<p><b>“Data is the new oil.”</b></p> 	<p><b>"It's time to put the customer at the center."</b></p> 	<p><b>“We need to have an authentic conversation with our consumers.”</b></p> 
<p><b>“It’s still about a Big Idea”</b></p> 	<p><b>"We fail fast."</b></p> 	<p><b>"Content is king, but distribution is queen”</b></p> 	<p><b>“It’s all about great storytelling”</b></p> 
<p><b>"Curated Maker-culture experience”</b></p> 	<p><b>Put Arcade Fire on the case study video</b></p> 	<p><b>Lean-back medium</b></p> 	<p><b>High-impact creative</b></p> 
<p><b>Transmedia</b></p> 	<p><b>Open Slack Channel</b></p> 	<p><b>Mumsnet "Am I Being Unreasonable" Thread</b></p> 	<p><b>Selling nudes on Patreon</b></p> 
<p><b>Revive the QR Code</b></p> 	<p><b>Millennials</b></p> 	<p><b>Generation Z</b></p> 	<p><b>Baby Boomers</b></p> 

<p><b>Theory of Reasoned Action</b></p> <p> Cards Against Humanity</p>	<p><b>Milward Brown Brand Pyramid</b></p> <p> Cards Against Humanity</p>	<p><b>Hawkins Stern Impulse Buying</b></p> <p> Cards Against Humanity</p>	<p><b>Maslow's hierarchy of needs</b></p> <p> Cards Against Humanity</p>
<p><b>Breakaway agency start-up</b></p> <p> Cards Against Humanity</p>	<p><b>Rub some digital on it</b></p> <p> Cards Against Humanity</p>	<p><b>Sweary Gary Vaynerchuk motivational speech</b></p> <p> Cards Against Humanity</p>	<p><b>Fake the Millward Brown Link Test</b></p> <p> Cards Against Humanity</p>
<p><b>Update the social media playbook</b></p> <p> Cards Against Humanity</p>	<p><b>A CD with Steve Jobs level sociopathy</b></p> <p> Cards Against Humanity</p>	<p><b>Redesign the website</b></p> <p> Cards Against Humanity</p>	<p><b>Price cut for a 9% volume boost</b></p> <p> Cards Against Humanity</p>
<p><b>Plug the results of a PR run survey</b></p> <p> Cards Against Humanity</p>	<p><b>Reference the latest Gartner Magic Quadrant</b></p> <p> Cards Against Humanity</p>	<p><b>New packaging design</b></p> <p> Cards Against Humanity</p>	<p><b>Brand building vs. viral marketing</b></p> <p> Cards Against Humanity</p>
<p><b>Video content</b></p> <p> Cards Against Humanity</p>	<p><b>Real-time marketing</b></p> <p> Cards Against Humanity</p>	<p><b>Social media analytics</b></p> <p> Cards Against Humanity</p>	<p><b>Content marketing</b></p> <p> Cards Against Humanity</p>

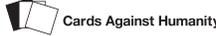
<p><b>Marketing automation</b></p> 	<p><b>Social media engagement</b></p> 	<p><b>Search engine marketing</b></p> 	<p><b>Agency staff pretend to be real for a hidden camera stunt</b></p> 
<p><b>Mobile optimisation</b></p> 	<p><b>Mobile app engagement</b></p> 	<p><b>Customer journey management</b></p> 	<p><b>Multichannel campaign management</b></p> 
<p><b>Programmatic buying</b></p> 	<p><b>Customer scoring and predictive marketing</b></p> 	<p><b>Targeting and personalisation</b></p> 	<p><b>Joining up online and offline data</b></p> 
<p><b>Conversion rate optimisation</b></p> 	<p><b>Optimising the customer experience</b></p> 	<p><b>Multichannel marketing</b></p> 	<p><b>Engaging audiences through virtual or augmented reality</b></p> 
<p><b>Data-driven marketing that focuses on the individual</b></p> 	<p><b>Utilising AI to drive campaigns and experiences</b></p> 	<p><b>Video to increase brand engagement</b></p> 	<p><b>Connected devices</b></p> 

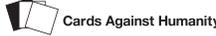
<p><b>Using marketing automation to increase efficiency and yield</b></p> 	<p><b>Reaching and understanding mobile customers</b></p> 	<p><b>Social marketing</b></p> 	<p><b>Creating compelling content for digital experiences</b></p> 
<p><b>Enhanced payment technologies</b></p> 	<p><b>Voice interfaces</b></p> 	<p><b>Amazon Alexa</b></p> 	<p><b>Google Home</b></p> 
<p><b>Mobile wallets</b></p> 	<p><b>e-receipts</b></p> 	<p><b>Customer service</b></p> 	<p><b>Joining up online and offline experiences</b></p> 
<p><b>Convenience</b></p> 	<p><b>Product quality</b></p> 	<p><b>Service innovation</b></p> 	<p><b>Customer experience</b></p> 
<p><b>Sales margin</b></p> 	<p><b>Mobile</b></p> 	<p><b>Twitter cards</b></p> 	<p><b>Promoted Posts</b></p> 

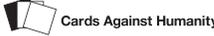
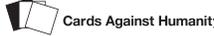
<p><b>Testing creative routes within an inch of their life</b></p> <p></p>	<p><b>“Software is eating the world”</b></p> <p></p>	<p><b>Return on digital ad spend</b></p> <p></p>	<p><b>Return on offline ad spend</b></p> <p></p>
<p><b>With all the comprehensibility of a perfume ad</b></p> <p></p>	<p><b>Affiliate marketing</b></p> <p></p>	<p><b>Display advertising</b></p> <p></p>	<p><b>Email marketing</b></p> <p></p>
<p><b>Lead generation</b></p> <p></p>	<p><b>Marketing analytics</b></p> <p></p>	<p><b>Marketing automation</b></p> <p></p>	<p><b>Mobile marketing</b></p> <p></p>
<p><b>Paid search</b></p> <p></p>	<p><b>Personalisation</b></p> <p></p>	<p><b>Sales enablement</b></p> <p></p>	<p><b>Search engine optimisation</b></p> <p></p>
<p><b>Social media marketing</b></p> <p></p>	<p><b>Video advertising</b></p> <p></p>	<p><b>Webinars</b></p> <p></p>	<p><b>Brand API</b></p> <p></p>

<p><b>"Bricks to Clicks"</b></p> 	<p><b>Write all the copy in Emoji</b></p> 	<p><b>Silver surfers</b></p> 	<p><b>Dating the client</b></p> 
<p><b>Hiding among the porn links on Taboola</b></p> 	<p><b>Bribing the client for a better referral rating</b></p> 	<p><b>Trading LinkedIn recommendations</b></p> 	<p><b>&gt;2 megs of Javascript per page</b></p> 
<p><b>Delete your cookies</b></p> 	<p><b>Design Thinking seminar</b></p> 	<p><b>Instagram Stories</b></p> 	<p><b>Snapchat Spectacles</b></p> 
<p><b>The Coca-Cola Christmas Truck</b></p> 	<p><b>Old stories about 3 Hour lunches on a Friday</b></p> 	<p><b>"That" Tom Goodwin quote</b></p> 	<p><b>Tumblr porn</b></p> 
<p><b>Dynamic hypertelling in a post-truth world</b></p> 	<p><b>Leverage new moms</b></p> 	<p><b>[Human truth] + [Cultural Tension] = Insight</b></p> 	<p><b>Snackable content</b></p> 

<p><b>Curated content feed</b></p> 	<p><b>Second screening sports fans</b></p> 	<p><b>Skeuomorphism backlash</b></p> 	<p><b>System 1 / System 2</b></p> 
<p><b>Wacky Out of Office Reply</b></p> 	<p><b>Sent from my iPhone 9s</b></p> 	<p><b>Pretend the Tableau dashboard is the controls of the Starship Enterprise</b></p> 	<p><b>Contagious presentation: Wearable Tech is the new TV</b></p> 
<p><b>The Dev team's energy drink fridge</b></p> 	<p><b>Hidden in 95 pages of iTunes T&amp;C small print</b></p> 	<p><b>Welcome to The Information Age</b></p> 	<p><b>Black Friday</b></p> 
<p><b>Higher gross margin</b></p> 	<p><b>Bitcoin mining</b></p> 	<p><b>"Segment of one"</b></p> 	<p><b>Amazon Elastic Cloud</b></p> 
<p><b>Voice commerce</b></p> 	<p><b>Online gaming</b></p> 	<p><b>eSports championship</b></p> 	<p><b>Micro-payments and monetising social interactions</b></p> 

<p><b>The future of commerce is predictive suggestions in a thin swipeable layer</b></p> <p> Cards Against Humanity</p>	<p><b>Chinese digital gold mining</b></p> <p> Cards Against Humanity</p>	<p><b>Keyboard cat</b></p> <p> Cards Against Humanity</p>	<p><b>Just lump people together and call them "Millennials"</b></p> <p> Cards Against Humanity</p>
<p><b>Blame "Millennials"</b></p> <p> Cards Against Humanity</p>	<p><b>Argue about #brexit on Twitter</b></p> <p> Cards Against Humanity</p>	<p><b>Argue about Trump on Twitter</b></p> <p> Cards Against Humanity</p>	<p><b>Pretend brands are people</b></p> <p> Cards Against Humanity</p>
<p><b>Repeatedly playing the Cadbury's Gorilla advert until your ears bleed</b></p> <p> Cards Against Humanity</p>	<p><b>Blowing up space hoppers using Twitter</b></p> <p> Cards Against Humanity</p>	<p><b>Suprise and delight condoms</b></p> <p> Cards Against Humanity</p>	<p><b>A John Lewis Christmas ad without animals</b></p> <p> Cards Against Humanity</p>
<p><b>Getting drunk at the Award ceremony</b></p> <p> Cards Against Humanity</p>	<p><b>A project manager with a coke habit</b></p> <p> Cards Against Humanity</p>	<p><b>Massaging results for the awards submission</b></p> <p> Cards Against Humanity</p>	<p><b>A manifesto written in "clean graffiti"</b></p> <p> Cards Against Humanity</p>
<p><b>Powerpoint crashing just before your presentation</b></p> <p> Cards Against Humanity</p>	<p><b>Realising the client can see your browser history</b></p> <p> Cards Against Humanity</p>	<p><b>Run a submit-a-selfie competition</b></p> <p> Cards Against Humanity</p>	<p><b>Repeat the feedback of someone else in the room with a small change</b></p> <p> Cards Against Humanity</p>

<p><b>Free pizza</b></p> <p> Cards Against Humanity</p>	<p><b>All you can drink wine and beer</b></p> <p> Cards Against Humanity</p>	<p><b>Pokemon Go</b></p> <p> Cards Against Humanity</p>	<p><b>Prankvertising</b></p> <p> Cards Against Humanity</p>
<p><b>Expensing a taxi home</b></p> <p> Cards Against Humanity</p>	<p><b>Finishing your presentation in the taxi on the way to the meeting</b></p> <p> Cards Against Humanity</p>	<p><b>Taking meeting notes to avoid providing input</b></p> <p> Cards Against Humanity</p>	<p><b>Swearing on your client's Twitter account</b></p> <p> Cards Against Humanity</p>
<p><b>Leveraging a tragic event to advertise your product</b></p> <p> Cards Against Humanity</p>	<p><b>Brand-to-brand banter</b></p> <p> Cards Against Humanity</p>	<p><b>Claiming credit for someone else's idea</b></p> <p> Cards Against Humanity</p>	<p><b>Make the black darker</b></p> <p> Cards Against Humanity</p>
<p><b>Make it funnier</b></p> <p> Cards Against Humanity</p>	<p><b>Interactive pre-roll ads</b></p> <p> Cards Against Humanity</p>	<p><b>Turn the packaging into a DIY VR set</b></p> <p> Cards Against Humanity</p>	<p><b>Cats, lots of cats</b></p> <p> Cards Against Humanity</p>
<p><b>Make a meme of it</b></p> <p> Cards Against Humanity</p>	<p><b>The alt-right</b></p> <p> Cards Against Humanity</p>	<p><b>Get a snapchat filter for the campaign</b></p> <p> Cards Against Humanity</p>	<p><b>Kanye West as your brand ambassador</b></p> <p> Cards Against Humanity</p>

<p><b>Breaking the internet</b></p> <p></p>	<p><b>iPhone, Macbook &amp; a half eaten sandwich</b></p> <p></p>	<p><b>Q4 is where we need to focus</b></p> <p></p>	<p><b>Airmiles</b></p> <p></p>
<p><b>Get everyone in the office to retweet this!</b></p> <p></p>	<p><b>Ice bucket challenge</b></p> <p></p>	<p><b>Manage expectations</b></p> <p></p>	<p><b>Full stack</b></p> <p></p>
<p><b>Mad men</b></p> <p></p>	<p><b>Spend a ten thousand bucks on entering the campaign into awards</b></p> <p></p>	<p><b>Don't put an unsubscribe button on the email</b></p> <p></p>	<p><b>Spend ten minutes trying to connect your laptop to the TV before giving up and calling IT</b></p> <p></p>
<p><b>Banner ads</b></p> <p></p>	<p><b>Halloween promotion</b></p> <p></p>	<p><b>The Go-Compare Man</b></p> <p></p>	<p><b>The man your man could smell like</b></p> <p></p>
<p><b>Don't be evil</b></p> <p></p>	<p><b>Tone of Voice</b></p> <p></p>	<p><b>Staying later in the office than anyone else</b></p> <p></p>	<p><b>Halloween promotion</b></p> <p></p>