



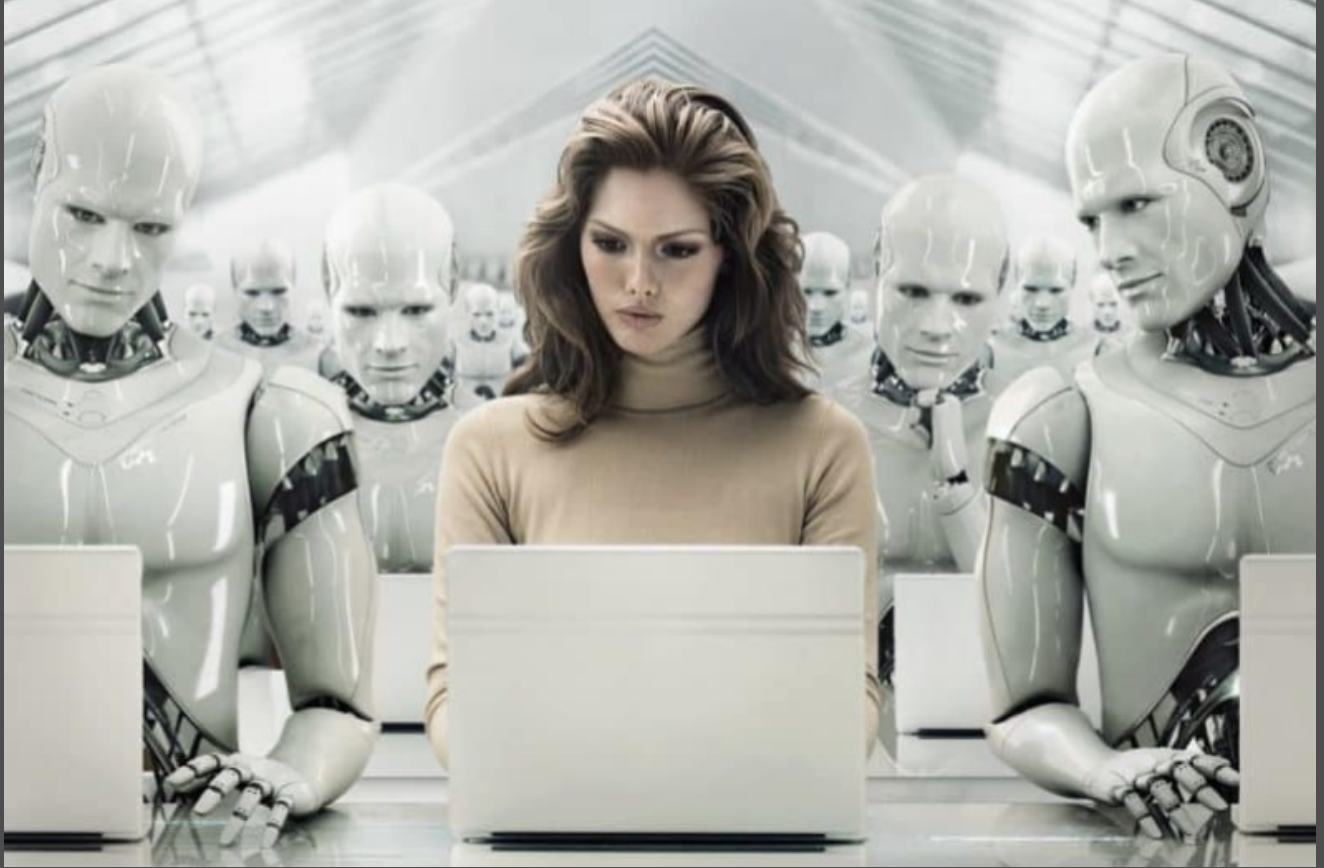
Latest Episode



Insight of The Week

Human connections will be at the core of advertising that breaks through.

While things like AI and AR certainly have a role in our business, they will never be able to take over for the simple fact that they are not human. There has to be a balance. While we often think of advertising as an “annoying disruption”, it is actually now a fundamental way that people find new things, make purchases, look for recommendations, etc. No longer is it “the commercial that interrupts your favorite TV show”, but rather a means to engaging and discovery.



Guest Spotlight

Sascha Lock, SVP Media + Analytics
for **Amp Agency**

“Creativity is what fuels decisions marketers make and how to best unlock that emotional connection we all hope for and strike gold.”

“ Your ‘About’ section on your LinkedIn profile should be your elevator pitch on why someone should be interested in you and/or your business.
-Anne Candido
ForthRight People ”



fortright-people.com

Not to Miss

What does the “About” section on your LinkedIn profile say about your business?

Make sure you’re capturing the attention of potential clients in this important space! Catch a recent **episode** where April and Anne share thoughts on this topic.



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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