

Story #2: Well...I borrowed someone else's computer and...

1. Verb Past Tense

2. Adjective

3. Noun

4. Noun

5. Adjective

6. Verb Past Tense

7. Noun

8. Adjective

9. Verb Past Tense

10. Name

11. Noun

12. Adjective

13. Noun Plural

14. Adjective

15. Name

16. Name

17. Number

18. Verb Base Form

19. Proper Noun Plural

20. Noun Plural

21. Name

22. Name

23. Name _____

24. Noun _____

Story #2: Well...I borrowed someone else's computer and...

"During Covid, we _____ Verb Past Tense _____ a very _____ Adjective _____ ad campaign for a _____ Noun _____. The _____ Noun _____ was thrilled with it and remains a client until this day. But there was an awkward, _____ Adjective _____ bump along the way that _____ Verb Past Tense _____ home a couple of important lessons for us.

In the _____ Noun _____ of the campaign, I received a _____ Adjective _____ email from a contact associated with the client (who is no longer with them.) This contact _____ Verb Past Tense _____ a _____ name _____ Noun _____ alongside the YouTube video we had uploaded to their channel for them. He was _____ Adjective _____ and copied the entire team for _____ Noun Plural _____. He was _____ Adjective _____ that the company's product was appearing on the same page as an ad for a _____ name _____ toy.

I had to privately explain to _____ name _____ what most of the people he copied on the email already knew - that Google serves ads to you based on your personal search history.

_____ number _____ lessons were awkwardly learned that day. The two my team will always remember:

1) Marketers, _____ Verb Base Form _____ your _____ Proper Noun Plural _____ understand how their campaign will work so there will be no _____ Noun Plural _____ for them - especially embarrassing ones.

2)

name _____, never blast the entire _____ Noun _____ on an accusatory email. If
you do, make sure you're clear on who triggered the concern, or it could be very embarrassing."

- David Azar, Founder and CEO, Outsmart Labs