

## 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 \_\_\_\_\_

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"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 \_\_\_\_\_ name \_\_\_\_\_ 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