

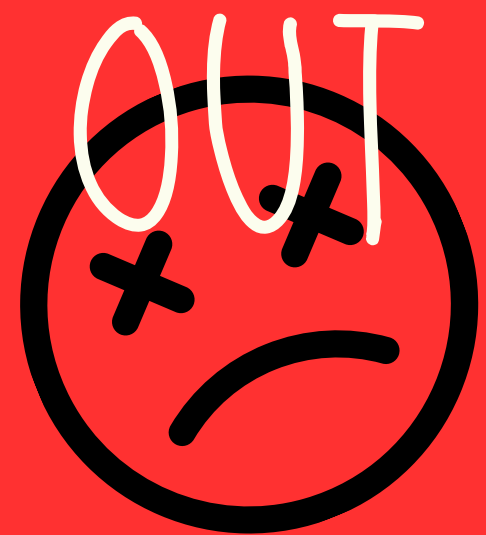
2025

WHAT'S

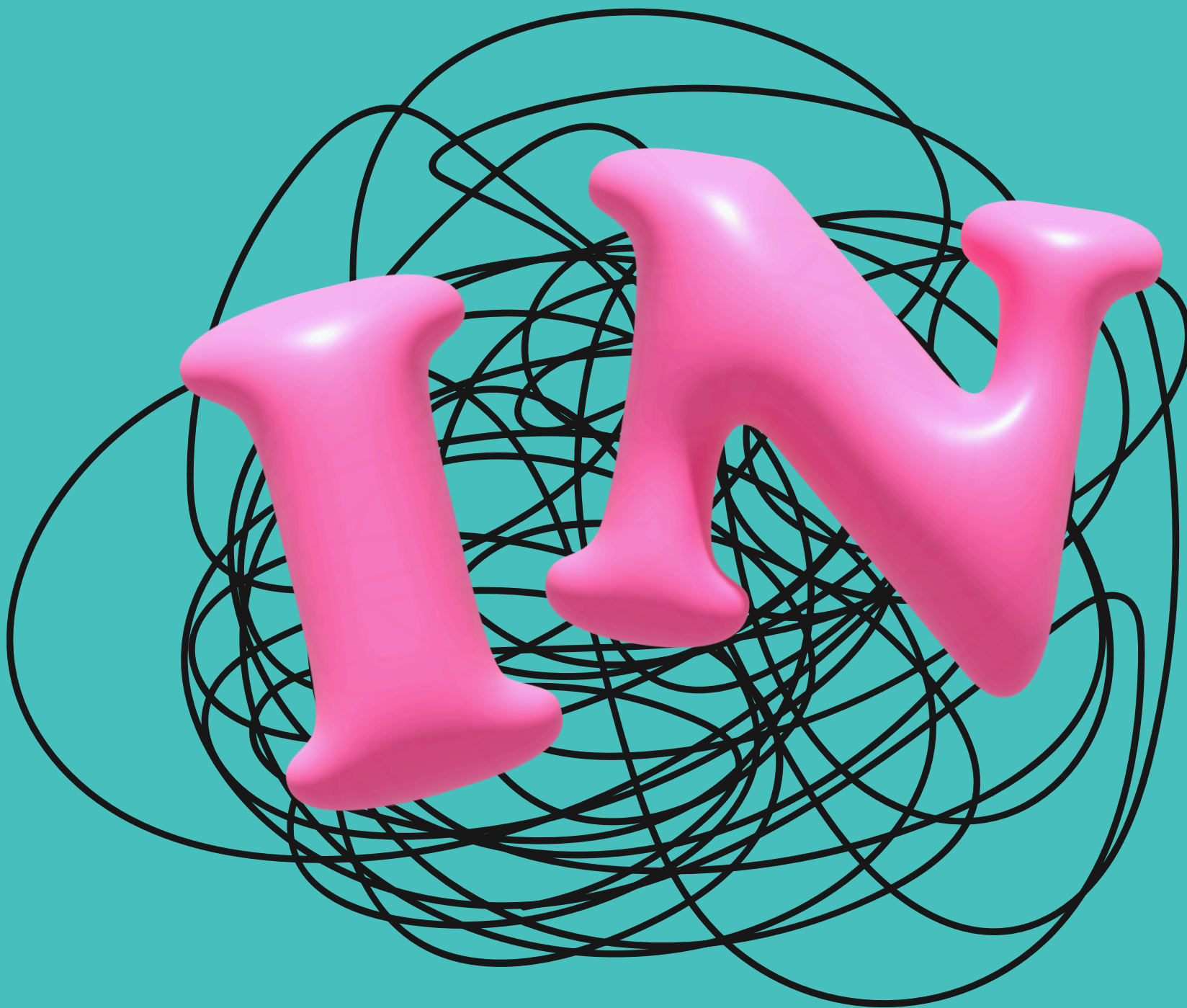


AND

WHAT'S



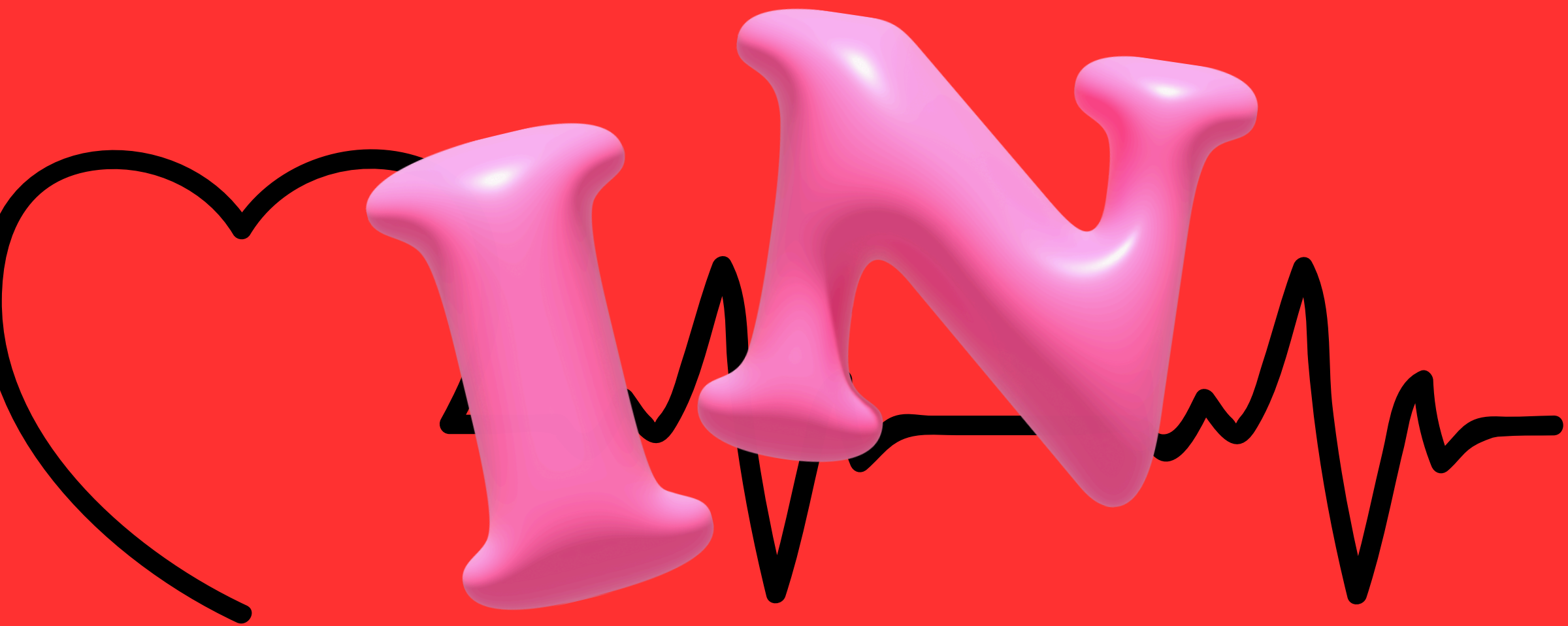
FROM PEOPLE WHO
UNDERSTAND PEOPLE



RAW, AWKWARD EMOTIONS

BECAUSE HUMANS DON'T CRY GRACEFULLY OR SMILE POLITELY—WE UGLY CRY, SNORT-LAUGH, AND OVERREACT.

REAL INSIGHTS COME FROM EMBRACING THOSE MESSY, UNFILTERED MOMENTS WHERE BRANDS FIND WHAT TRULY DRIVES DECISIONS.



THE POWER OF BEING HUMAN

AI CAN MIMIC, BUT IT CAN'T FEEL.

THE FUTURE BELONGS TO THOSE WHO LEAN
INTO THEIR CREATIVITY, EMPATHY, AND
INDIVIDUALITY—TURNING THE MESSINESS OF
HUMAN EXPERIENCE INTO UNMATCHED
INSIGHT.

The image features a solid pink background. At the top, the letters 'I' and 'N' are rendered in a large, 3D, glossy pink font. Below them, several black balloons of various sizes are clustered together, some overlapping. The balloons have a realistic sheen and are attached to thin black strings that converge towards the bottom right. The overall aesthetic is clean and modern.

IN

PLAY AS A PORTAL TO
CREATIVITY

MORE WEIRD DOODLES, BIZARRE METAPHORS,
AND ROLEPLAYS PLZ.

DITCHING RIGID RULES AND OVERTHINKING
TO LET BOLD, UNFILTERED IDEAS FLOW FREELY
—BECAUSE THE BEST INSIGHTS ARE BORN
FROM FEARLESS IMAGINATION.

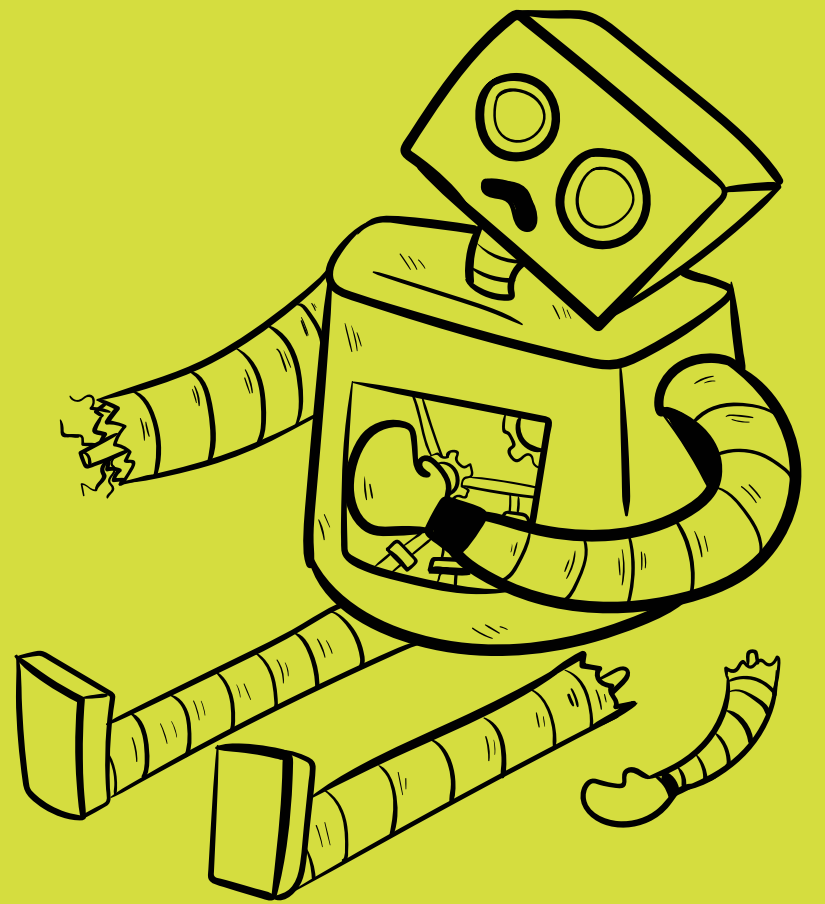
The letters 'in' are rendered in a thick, rounded, pink font with a slight gradient and a soft shadow. They are set against a dark blue background that features several black ink splatters and streaks, particularly around the letters, giving the image a dynamic and artistic feel.

in

THINKING BEYOND THE
EXPECTED

LINEAR THINKING IS AI'S DOMAIN.

HUMAN BRILLIANCE LIES IN WEAVING
UNPREDICTABLE IDEAS, EXPLORING
UNCONVENTIONAL PATHS, AND CREATING
CONNECTIONS THAT DEFY SIMPLE LOGIC.



BEING TOO BUSY TO THINK BIG

CAUGHT IN THE GRIND, MISSING THE SPARK OF CREATIVITY THAT PUSHES BOUNDARIES AND DRIVES REAL INNOVATION.



THE BEST IDEAS COME WHEN WE PAUSE AND LET INSPIRATION CATCH UP.



FORCED PERSONAS

SLAPPING LABELS ON PEOPLE THAT DON'T FIT, TRYING TO SQUEEZE THEIR COMPLEX HUMANITY INTO NARROW, LIFELESS BOXES.





RELYING ON NUMBERS



SORRY, GUYS—NUMBERS ALONE JUST DON'T CUT IT ANYMORE. THEY STRIP AWAY THE HUMAN STORY, REDUCING PEOPLE TO TRENDS AND MISSING THE HEART OF WHY THINGS HAPPEN.





PLAYING IT SAFE



RUNNING FROM THE HARD QUESTIONS AND UNCOMFORTABLE TRUTHS, OPTING FOR THE EASY PATH THAT LEAVES US STUCK IN THE SHALLOW END.

2025 WILL FAVOR THE RISK TAKER.



SYMPLER.CO

DRIVING GROWTH THROUGH CREATIVITY