ACHIEVING FRESHNESS TEXT MESSAGE

Text Message

If you can't say it succinctly, you can't say it at all. With these words of wisdom and all you have just learned in mind, write yourself a text message that sums up your strategy to keep your brand fresh in the space that follows. Write it like you would an actual text message—something you can read in 10 seconds or less. Poor spelling and smiley faces are strictly optional!

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