

Inside the LAB

NEGOTIATED MEDIA > ALGORITHMIC MEDIA

Translation: People vs AI

SWIPE TO LEARN MORE



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**Most brands today
rely heavily on:**

- **Meta algorithms**
- **Google automation**

**“Set it and forget it”
media buying**

But automation doesn't negotiate.



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**Algorithms optimize
delivery & efficiency,
but they don't
negotiate VALUE.**

What about strategy?

What about VALUE?

What about your bottom line?



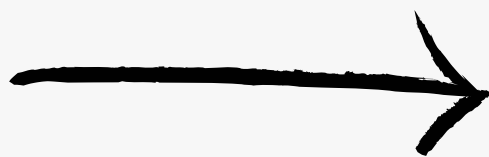
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Brands that are winning right now combine both.

At Fab Four Labs, we look for the moments where strategy, negotiation, and audience attention intersect.

Because the best media deals still happen outside the algorithm. In real life.



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