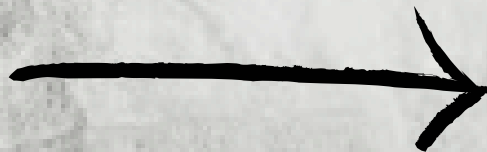


Inside the LAB

YOUR AI BRAND HAS A PROBLEM.

**AS MY GRANDMOTHER USED TO SAY,
“TOMORROW IS ANOTHER DAY.”**

SWIPE TO LEARN MORE



FAB FOUR LABS
MARKETING

Inside the LAB

Everyone used to talk about ChatGPT.

Now they're talking about Claude. And in 3 months the conversation will have shifted.



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That's what makes AI different.

This isn't Coke vs. Pepsi.

**People aren't choosing a brand and sticking
with it for years.**

They're choosing the best tool available today.



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Inside the LAB

**How do you
build loyalty
when the
product is
changing every
week?**



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Inside the LAB

TRUST.

**The companies that win may not be the ones
with the most features.**

They may be the ones people trust.



Inside the LAB



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