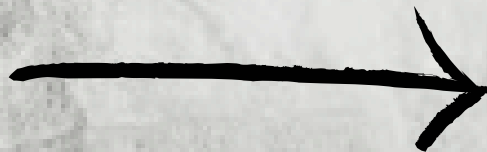


Inside the LAB

**“ICE, ICE,
BABY.”**

Some brands become famous.
Others stay relevant.

SWIPE TO LEARN MORE



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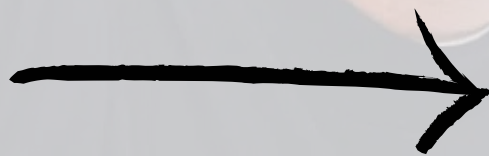
Inside the LAB

Vanilla Ice was performing...

I WAS RUNNING THE NIKE RUN HIT MIX 5 MILE RACE IN MIAMI WHEN I PASSED A STAGE WHERE VANILLA ICE WAS PERFORMING.

30 YEARS LATER...

Everyone still wanted to hear one song.



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Inside the LAB

Then I thought about Snoop Dogg.



**Rapper. Entrepreneur.
Olympic commentator.
Super Bowl performer.
Brand ambassador.**

He didn't abandon who he was.
He gave people new reasons to care.



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THE COMPANIES THAT STAY RELEVANT DON'T CHASE EVERY TREND.

They keep reinventing how they deliver value while staying true to who they are.

Don't become the business equivalent of singing the same song for the next 30 years.



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