



Inside the LAB

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Don't Become a One Hit Wonder

A few years ago, I was running the Nike Run Hit Mix in Miami. Around mile three, there was a stage set up along the course. Who was performing? Vanilla Ice. I couldn't help but smile because I knew exactly what song was coming: *Ice Ice Baby*.

Somewhere between mile three and the finish line, I realized I wasn't thinking about music anymore. I was thinking about brands. More specifically, I was thinking about why some brands stay relevant for decades while others become known for one great moment...and never move beyond it. Vanilla Ice became one of the biggest artists in the world with one song. More than 30 years later, most people still associate him with that one hit.

Then there's Snoop Dogg. He started as one of the biggest names in rap. Today, he's an entrepreneur, investor, Olympic commentator, Super Bowl performer and one of the most recognizable celebrity endorsers in the world. His estimated net worth is around \$160 million.

The difference isn't talent. The difference is reinvention.

Snoop Dogg didn't become more successful because he changed who he was. He became more successful because he kept finding new ways for people to experience who he is. The same thing happens in business.

The companies that stay relevant aren't always the biggest, the oldest or even the best. They're the ones that keep reinventing themselves while staying true to what made them successful in the first place.

That's why I think so many companies are getting AI wrong. They see it as the story, but it's not. Reinvention is the story. AI just happens to be today's opportunity to reinvent how you serve customers, operate your business and create value.

Success isn't permanent. You have to earn relevance over and over again, because nobody wants to become the business equivalent of singing the same song at mile three for the next twenty years.

Takeaways:

- **Success isn't permanent.** Relevance may be the secret sauce.

MARKETING DOESN'T WORK UNTIL IT DOES

We're in the middle of an influencer campaign for one of our retail clients. Every creator has a unique redemption code, so we can track purchases, not just likes and comments.

The first few weeks were slow, and then something interesting happened. Our creator's redemption code more than tripled in just three weeks. We didn't change the creative. We didn't change the offer, the audience simply moved from awareness...to action.

That's how marketing works. Too many brands expect one campaign, one commercial or one influencer to immediately change consumer behavior. When it doesn't, they move on to the next idea.

The best campaigns don't create momentum overnight. They build it. Like a great crescendo or power ballad. I can't imagine giving up on the song "With or Without You" halfway through... Sometimes the smartest marketing decision isn't launching something new. It's giving something the time it needs to work.

INFLUENCERS DON'T JUST FILL FEEDS

When the organizers of the first ever Plates & Playmakers charity event needed to sell tickets and attract a younger audience, they turned to Fab Four Labs Marketing to help make it happen.

We partnered with three of Minnesota's most trusted food creators, @kimlycurry, @happyandfull_, and @haydendelishaas, to tell the story through authentic reels, stories, and social content that connected with local food lovers.

The result? The event sold out. More importantly, attendees didn't just show up. They opened their wallets and helped the event exceed its fundraising goal.

The campaign was a reminder that the best influencer marketing doesn't feel like advertising. It feels like a trusted recommendation from someone your audience already knows and values.

If this sparked ideas and you want more stories, from the Lab, hit reply and tell me one challenge you're wrestling with. The next issue might be built around your problem.

Bring your marketing into the LAB.



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