

LinkedIn largely remains a professional space where humorous creative isn't the norm. But for Advance CT, finding creative ways to illustrate that there's more to Connecticut than you'd expect is their jam. With their excited blessing, we created the first of several video posts disguised as static text that, in context of a LinkedIn feed, interrupts a user's scroll with the unexpected. In this case, it was a basketball trick breaking into the frame, creating a fun moment celebrating everything the state has to offer—from one of the most educated workforces to a team that schooled the national competition.