

Campaign & Content System for an AI-Native Creative Production Brand

*A strategic content case study for ESGA.
From enterprise execution tension to a
repeatable thought-leadership campaign.*



The Campaign Challenge

ESGA needed a market-facing campaign idea.

Not more service posts.

Not generic thought leadership.

The campaign had to express one thing clearly:

ESGA helps enterprises break default execution patterns without losing structure.

The Observation

As enterprises grow, processes multiply.

Systems converge.

Execution becomes standardized.

Over time, anything outside the norm gets filtered out.

That creates consistency.

But it also makes new ways of working harder to introduce.

The Insight

The need for new execution models keeps increasing.

But enterprise systems keep favoring familiar patterns.

Companies need to move faster.

They need to break old loops.

Yet the internal machinery keeps pulling them back to the same default path.

The Creative Articulation

Enterprises face a contradiction.

They are required to break patterns to grow.

But they operate inside systems designed to keep zigging the old way.

At ESGA, zagging is not a creative choice.

It is built into the system.

The Umbrella Campaign

Zag by Design

Zag captures deviation from default execution.

By Design makes that deviation structured, repeatable, and operational.

The campaign was not about being different for its own sake.

It was about making better execution patterns possible by design.

The Execution System

The campaign was designed as a monthly content engine.

Each month:

- curate 8 to 12 brand or system examples
- identify how each one outperformed default execution
- turn 6 to 8 examples into carousel-ready content
- publish through LinkedIn and Instagram cadence
- compile the full thinking into a monthly newsletter

Prototype Execution: Notion

The first execution explored Notion.

The obvious story was productivity.

The campaign reframe was sharper: Notion did not simply improve how work is done.

It changed where work begins.

By using templates, shared workflows, and reusable systems, Notion reduced the cost of starting from zero.

That was the zag.

From Article to Carousel

The Notion idea was built in two formats.

Long-form breakdown:

Notion as an economic force multiplier, not just a workspace.

Carousel execution:

“How Notion removed the cost of starting from scratch.”

The carousel compressed the idea into a social-native sequence, ending with the question:

“What part of your execution still starts from zero?”

Depth first.

Compression second.

Strategic Outcome

The campaign created a repeatable system for ESGA to think in public.

It did four things:

- identified a durable enterprise contradiction
- turned it into a campaign platform
- created a newsletter and carousel engine
- translated ESGA's infrastructure logic into public-facing content

