



The Content Dilemma

Wherever you go nowadays, you'll see people talking about content. Digital content, social media content, everything is content now. You go to a workshop hosted by a guy you have never heard of and all he talks about is how content is king. Creatives all over the country are scratching their heads trying to understand what all of it means while the only thing their bosses want are memes. Content marketing is the hottest thing right now but if you ask the "experts" for a definition, each of them will have a different answer for you. Are they memes? Are they articles? Are they mindless social media posts made by an underpaid guy in a one room Bashundhara office who works for five different brands? Nobody knows what content is but everyone is selling it.

- Rumman R Kalam, a Content Person, SHOUT

MIXTAPE**FALL****Puddle of Mudd**

Blurry

**Breaking Benjamin**

I Will Not Bow

**Earth, Wind & Fire**

September

**Ed Sheeran**

Autumn Leaves

**Billy Talent**

Fallen Leaves

**Alter Bridge****WRITE RIGHT****THIS WEEK'S HORRORSCOPE****ARIES**

Cradle your phone like a baby and kiss it. It's for luck, obviously.

**TAURUS**

Do you always forget to scratch your chin while crossing the road?

**GEMINI**

The roads are dark but so is your heart, so don't be afraid.

**CANCER**

If you're hiking in a TV commercial, is it an adventure?

**LEO**

Embrace your true destiny as a professional CNG artist.

**VIRGO**

You know what this world needs? Another GoT themed Facebook ad.

**LIBRA**

Listen to 6 hours worth of Taylor Swift, it has great medical benefits.

**SCORPIO**

Tata.

**SAGITTARIUS**

Modify your Allion already, n00b.

**CAPRICORN**

If you are a female baker, are you a flour girl?

**AQUARIUS**

Climate change is real, so is halitosis.

**PISCES**

The planets have aligned to form a weird shape, I don't know, man. Ask a real astrologer.

