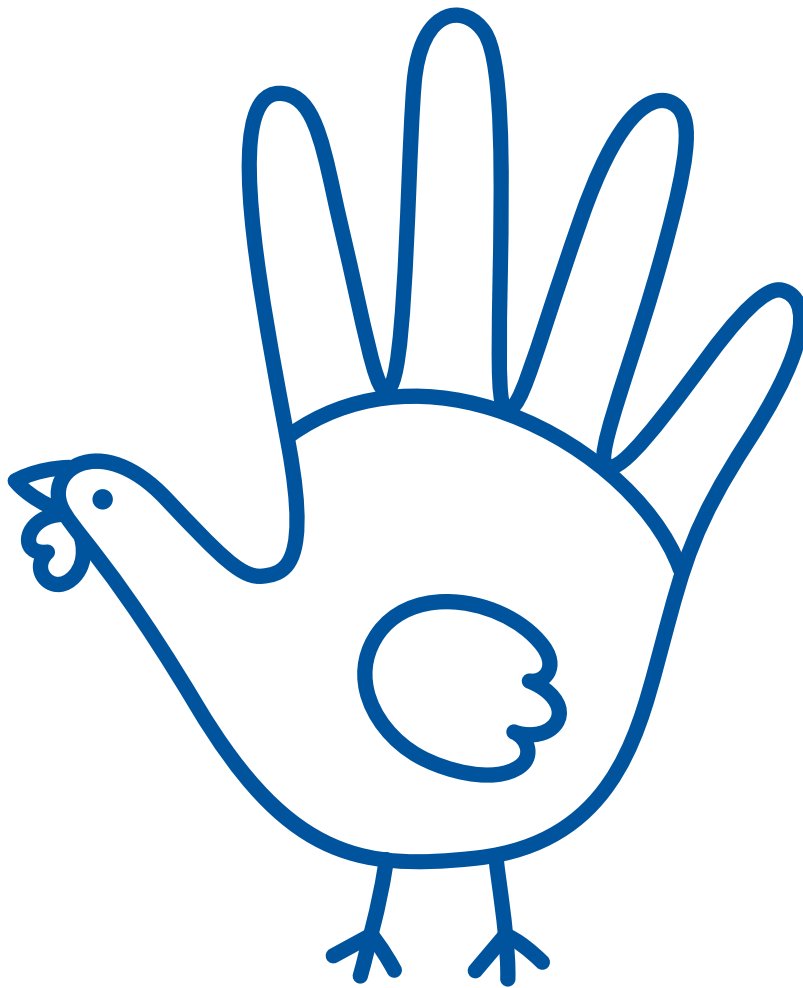


SLICING THE

# CONTENT TURKEY



**Just like the Thanksgiving turkey, you can get a lot of servings out of a large piece of content or campaign.** Write-in a big communications project in the middle of the turkey and then use its head and feathers to describe other uses for the content.

