

# Millennials something Snapchat something something

## MarketingSherpa launches The Onion-style headline-writing contest for marketers

JACKSONSVILLE, Fla., Sept. 22, 2016 /[PRNewswire](#)/ -- To help marketers step out of their day-to-day tasks for just a moment and get a new perspective of their roles, marketing industry publication MarketingSherpa launched a headline-writing contest today that is inspired by the style of satirical newspaper *The Onion*.

Marketing, advertising, journalism, public relations, and other business professionals are invited to write their favorite satirical headlines about the marketing industry and post them to Twitter using #Sherpa17 by Friday, September 30, 2016. *The Onion* founding editor Scott Dikkers will choose his two favorite headlines, and the winners will each receive a ticket to [MarketingSherpa Summit 2017 in Las Vegas](#), where Dikkers will be a featured speaker.

"The focus of MarketingSherpa Summit is inspirational stories of customer-first marketing," said Daniel Burstein, director of editorial content, MarketingSherpa. "To be a customer-first marketer, you must step out of your own shoes and see a different perspective. An entertaining way to emphasize this point is to encourage marketers to take a satirical look at our own industry, since satire requires stepping back and taking a new look at a familiar topic and humor opens people to have conversations on difficult topics."

"Plus, it's just a bonkers fun way to bring a little creativity into your day before diving into the world of databases, marketing automation, and analytics," Burstein added. "And when else will you get a chance for *The Onion*'s longest-serving editor-in-chief to review your copywriting skills and possibly give them his stamp of approval?"

For more information on the contest, including satirical headlines written by the MarketingSherpa team, you can read [Millennials something Snapchat something something something](#) which was published on the MarketingSherpa blog today.

### About MarketingSherpa

Based in Jacksonville, Florida, MarketingSherpa — a subsidiary of MECLABS Institute — is a publication specializing in reporting on inspiring stories of customer-first marketing. Interviews, case studies and data analyses are published for the entire marketing industry to benefit from. MarketingSherpa, currently in its 17th year, has published more than 7,000 articles on MarketingSherpa.com and hosts the largest vendor-neutral conference dedicated to customer-first marketing since 2005.

### About MECLABS Institute

Founded in 1997 and based in Jacksonville, Florida, MECLABS Institute is the world's largest research institute dedicated to discovering how people make choices.

MECLABS has been involved in direct Research Partnerships with companies throughout Asia, Europe and the Americas since 2001. As an institute focused on offer-response optimization particularly in the field of value exchange, the Institute is dedicated to taking an academic approach to improving the discipline of marketing by teaching its discoveries through workshops, online learning and a graduate certificate program developed in partnership with the University of Florida's College of Journalism and Communications.

MECLABS' two publishing subsidiaries – MarketingExperiments and MarketingSherpa – publish experiments and provide insights to the marketing community.

SOURCE MarketingSherpa

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