



Berry Buzz



AI's Sprinting. Who's Thinking?

Hello <<First Name>>,

Warm wishes for the new year.

In 2025, we watched AI make videos in minutes. We also watched drafts take hours because the idea wasn't ready.

You see, tools are fast, but thinking may not be, and that's a good thing.

Pretty video! But what's your message?

When you instruct AI to make reels/videos-

- ✓ Captions
- ✓ Edits
- ✓ Variants

That's not the hard part anymore.

What you can't automate:



A message people don't mute



A structure that doesn't confuse



A story worth staying for



A point of view that sticks

AI's superpower is to expose weak ideas instantly.

Production is solved. Thinking isn't.

[Talk to our content expert](#)

"This could be content" syndrome

Every moment is glamourised now.

Not important. Not finished. Just... postable.

A 4 PM snack review no one asked for



An internal joke that feels too good to waste



A random thought that came to you at 30,000 ft. above the sea level



When everything could be content, very little actually deserves to be. The challenge isn't finding ideas anymore; those come aplenty!

The real skill? Leaving some things in your drafts.

Thank us later!

A small celebration before the reset

Snacks, games, Secret Santa, and laughter at the Mumbai office, just the kind of year-end moment teams remember.



Here's to a year of thoughtful content and work that lasts.

Team WordBerries



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