

NOTES FROM THE HEADLINE CEMETERY

The editorial department at *strategy* wrote and published quite a bit of content over the past 12 months. Every story was meticulously edited and fact-checked to ensure the quality coverage you've come to expect. This diligence also means that, from time to time, we're forced to pass on pieces - even big scoops - that fail to meet our editorial standards. Sadly, as with advertising, some insightful work is abandoned on the cutting room floor. Until now. For the first time, we're offering a special peek at a few of the headlines that never found an audience.

CHECK IT OUT: THIS YEAR'S HOTTEST CREATIVE DIRECTOR SCARVES

SALES EXPECTED TO SURGE AHEAD
OF AWARD SHOW SEASON

BRAVE NEW CAMPAIGN SUGGESTS WOMEN SHOULD BE TREATED LIKE PEOPLE

BRAND PRAISED FOR A MESSAGE MANY LEARNED AS CHILDREN

LOCAL MAN CROSSES STREET TO AVOID SURPRISE-AND- DELIGHT STUNT

AREA RESIDENT SAYS YOU CAN'T GO TO YONGE-DUNDAS
SQUARE ANYMORE WITHOUT WINDING UP IN A
VIRAL VIDEO

TWITTER ANNOUNCES NEW TOOLS TO ENGAGE THE SCUM OF HUMANITY

IMPROVED TARGETING WILL HELP GET
YOUR MESSAGES TO A RACIST WITH A
FROG AVATAR

TECH COMPANY ANNOUNCES SOME NEW FUCKING THING WE HAVE TO LEARN TO USE

EVERYTHING YOU NEED TO KNOW, OTHER THAN WHETHER THIS NEW INNOVATION WILL SCALE