

The Curiosity Project

Curiosity, the desire to know and learn. It is the difference between finding a moldy dish and discovering penicillin. At ARGONAUT, we believe curiosity fuels effectiveness. It takes us beyond observation to a world of pure insight, the most important ingredient in our pursuit of using creativity to drive behavior change.

This said, we recently noticed that our industry has fallen into some bad habits—habits like letting validation supplant insight and efficiency dictate action.

Guided by our unapologetic hope and healthy ambition, we've launched The Curiosity Project, grounded in an intention to be more curious—so that we can ask more and better questions, and to really challenge our understanding of both people and, equally important, data. To move past assumptions and truly engage with the world around us, we're investing in a research initiative that explores the things brand leaders are curious about today. Which is where you come in.

In an industry where there are a lot of "right" answers, we want to first ask the right questions. And we want to hear yours.

Join us by sharing what makes you curious at **curiosity@argonautinc.com**.