

Keep it stupid simple: An interview with content chief & founder Jon Briggs

The time has finally come for a formal introduction – and a chat – with founder and owner of Food Fight Studios and The LAB, Jon Briggs. Although he won't tell you, the *sauce boss* himself is an Emmy-award winning producer and entrepreneur with a gift for creative storytelling.

He started Food Fight Studios in 2018. We've since been dubbed the little animation studio behind some of the biggest names in business. The reason? Jon is a master of networking and connecting content with value.

Beyond animation, The LAB division of Food Fight is a product of Jon's vision for offering other creators valuable, practical news and content directly from a team of creators.

He'll admit that he knows everything and nothing at all, but I assure you – he's one of the most engaged and well-read digital entrepreneurs I've ever met.

You're in for a real treat. Let's get some questions answered:

Let's start at the beginning. How did you get into the content creation game?

Jon: I saw the trends of things that were happening online in the mid 2010s and jumped in to create a simple ecommerce site. I created Parody Tease and took the logos of sports teams, changed them up, and printed them on t-shirts. That was my first step into understanding digital marketing – and that's literally where this all started.

How did content become a pillar of the business?

Jon: I gravitated towards content naturally with Parody Tease because it was like, what else could I do with this logo? I woke up one day and was like – I can animate it.

Ultimately the goal was to learn digital marketing and as we became content creators for other people, the LAB was born to create content to support that. The stuff that I'm learning – I want to be able to educate others and share that. We needed that for ourselves so now let's share it with other people – that becomes content as well.

What's your approach to educating other digital entrepreneurs and creators?

Jon: Simplicity. People have their own language when talking about things like marketing, digital content, technology – even finance. It's a barrier for people like me who don't speak the language. My goal is to dummy it all down in a way that makes sense at the most basic level. There's a lot – there's enough educational content for everybody out there. So, for me, selfishly, as I have to learn this stuff, I'm documenting it to help others skip the line faster.

What does content marketing have to do with digital entrepreneurs?

Jon: Really they go hand in hand – digital entrepreneurship and content. Content marketing is not a new thing. The word 'content marketing' is newer than the actual use of it, but there's just more opportunity now for creators with

technology. Technology that allows things to be done almost at Disney level – without the Disney level budgets. Creators have that advantage and can use it to actually amplify their message.

Speaking of emerging technology, how do you see 'digital entrepreneurs' and content creators evolving with web3?

Jon: There's always gonna be people who need to level up. I was frightened six years ago with all the new technology available. I knew it was only a matter of time until it would be everywhere for everyone – even if they didn't have the technical skills. That's the digital entrepreneurial mind set – learning those new tools and technologies just enough to be dangerous.

Things keep moving at a faster rate, and I'm a super slow learner so I'm always looking for educational content that explains concepts like web3 in a stupid simple way. Tokenomics, virtual worlds – these aren't new things but they're about to become mainstream and creators will adapt. As digital entrepreneurs and creators, our goal is to learn this stuff, figure out what works and doesn't work, and then share that knowledge in a simple way.

This is the age of the creator economy, right? Content is at the center of it and if we can help people learn how to use the tools available to them and hopefully explore more opportunities to better their content and their business, then we're doing the right thing.