

FUNN

# “Positive Results”

The Macy's Enterprise Portal Team had the unfortunate acronym "EPT," which happens to be the name of a popular digital home pregnancy kit sold in the U.S. for over 35 years.

When a number of EPT team members became parents over a relatively short period of time, the joke became obvious.

This parody was meant to suggest the team was professionally capable in addition to being apparently quite fertile.



**positive results**