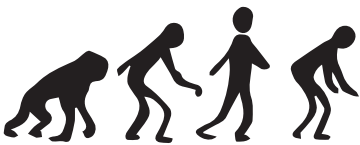


DIDN'T SEE IT COMING



BY BRAND STRATEGIST



MARKETING HASN'T EVOLVED

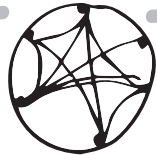
IN A RAPIDLY CHANGING WORLD



WHAT YOU CAN DO TO

FUTURE PROOF

HYPER-CONNECTIVITY THAT ISOLATES US



-AND-

HYPER-CONSUMPTION THAT NUMBS US TO



SUPERFICIAL CAMPAIGNS



THE BRAND THAT PREVAIL



UNIQUE

IDENTITY THAT STAYS RELEVANT

MARC STARTS WITH THE REALIZATION THAT



MISALIGNED WITH



1

# BRAND MEANING

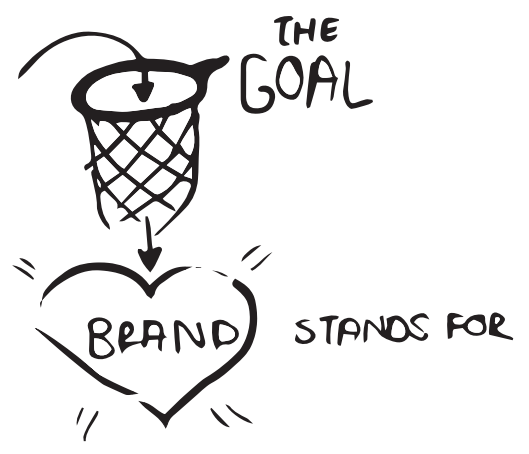
UNCOVER THE  
**BRAND**  
MEANING

BAD NEWS IS THAT YOU  
CAN'T **IN**  **VENT**  
MEANING

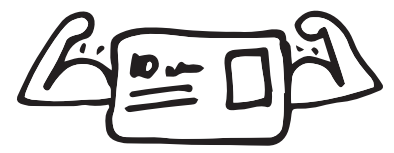


THE PROCESS  
TO UNCOVER A  
COMPANY'S MEANING

EXTENSIVE  
INTERVIEWS      BRAINSTORMING  
SESSIONS



WITHOUT A

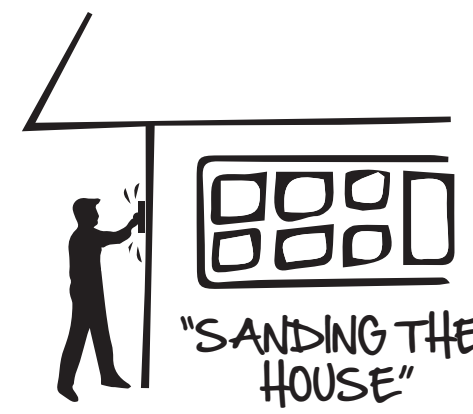


STRONG + UNWAVERING  
IDENTITY

A BRAND WILL  
NEVER FEEL

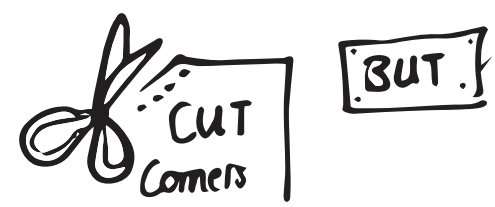


TO YOUR AUDIENCE



IF YOU DO  
THE WORK

PAINT  
WILL  
STICK



IT WILL LOOK  
AND FEEL

**FAKE**

2

BE SELECTIVE WITH YOUR AUDIENCE

\* FIND THE RIGHT AUDIENCE  
THE CONSUMERS WITH WHOM YOUR IDENTITY TRULY RESONATES.

\* PERFECT MATCH  
HOW DO WE CLICK AS HUMANS?

\* IT'S A COMPLEX AND SUBTLE PROCESS  
DIG DEEP IN ORDER TO FORM A TRUE CONNECTION

IF THEY DON'T LIKE YOU  
DON'T HAVE TO APPEAL TO EVERYONE

1 IT'S OK TO BE SELECTIVE 1

MAKING BRAND FRIENDS

FINDING YOUR Loyal FANS

3 ALWAYS INNOVATE

IMPLEMENT A Culture of INNOVATION

SYSTEM OF TESTING & CULTURE THAT ACCEPTS FAILURE

FAIL  
THAT'S OK!

① WHAT DOES IT  
ABB MEAN? ②

FUTURE  
PROOFING

FINDING  
ITS  
MEANING

PEEL BACK  
ALL THE  
LAYERS

TRUTH

BRAND

IDENTIFY YOUR



LOYAL FANS

BUT YOUR JOB ISN'T FINISHED...

KEEP  
INNOVATING

RELEVANT

- AND -

FRESH



Embrace the  
ZEN CONCEPT



OF THE BEGINNER'S MIND

THEN READY  
TO  
BREAK  
DOWN BARRIERS

GOES AGAINST THE GRAIN



OF TRADITIONAL  
MARKETING

that's why...

WE DIDN'T SEE IT  
COMING