

The last thing you should do:
tell a better story. ↷



From the
author of :



the preface







Marketing is . . .

about differentiation.

Marketing is . . .



your air attack.



Never say...



**WE'RE THE BEST
KEPT SECRET**

↳ a five chapter story





I D E A S

INSIGHTS

Establish a singular strategic vision, unique, fact-based, relevant, and compelling.

DIRECTION

Develop strategic direction, tactical and media plans.

EXPRESSION

Bring the brand to life through creative exploration and final articulation.

ACTION

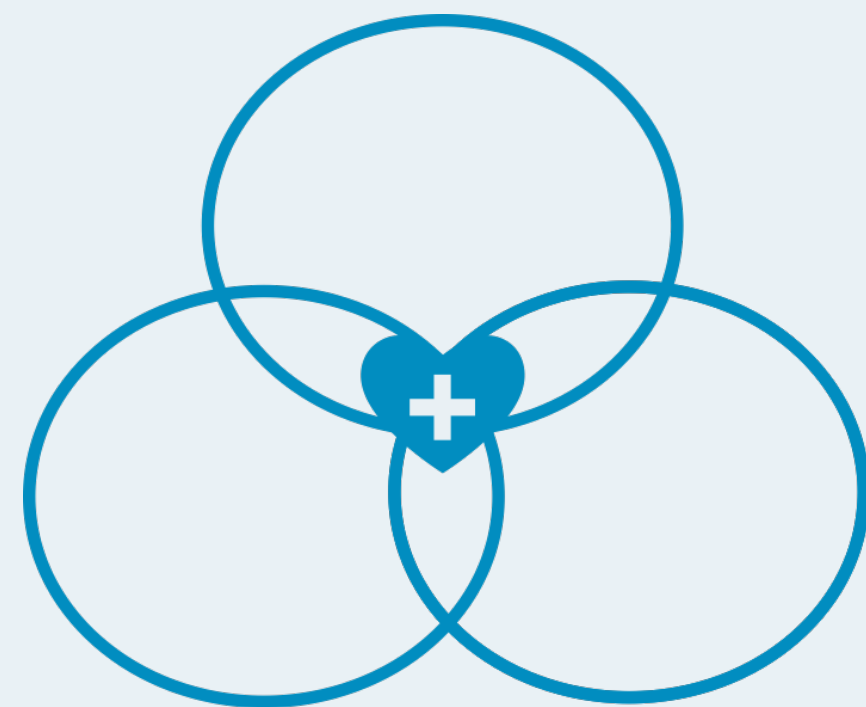
Produce creative and take it to market via media and other communication vehicles and platforms.

SUCCESS

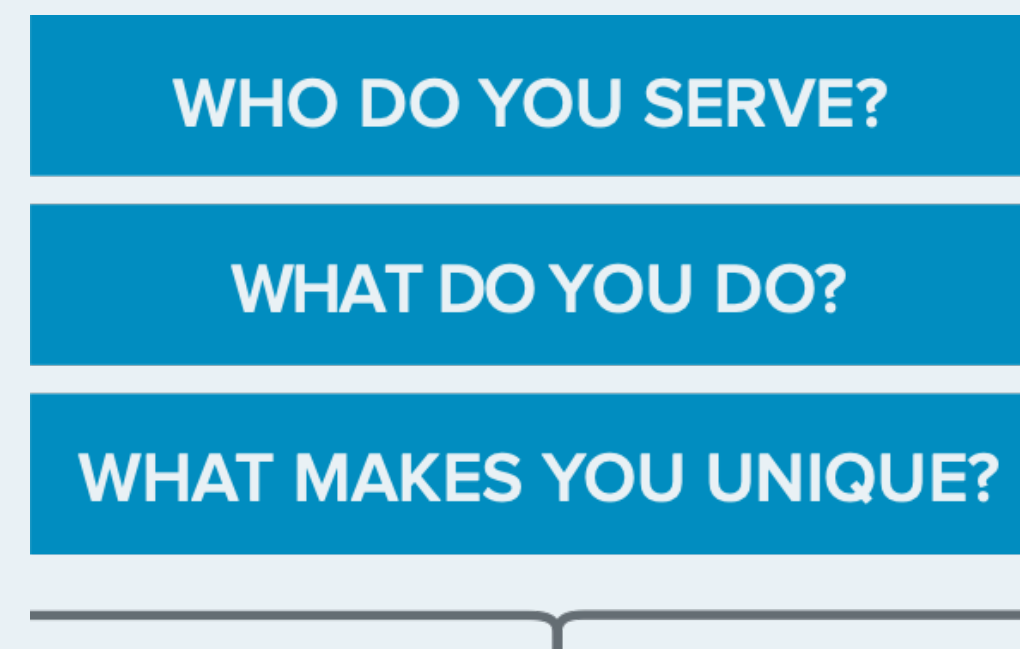
Evaluate and optimize program performance for the greatest impact.

IDEAS \dashrightarrow Insights

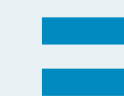
To establish a singular strategic vision—unique, fact-based, relevant, compelling and purpose-powered.



True, Meaningful + Different



Value Proposition



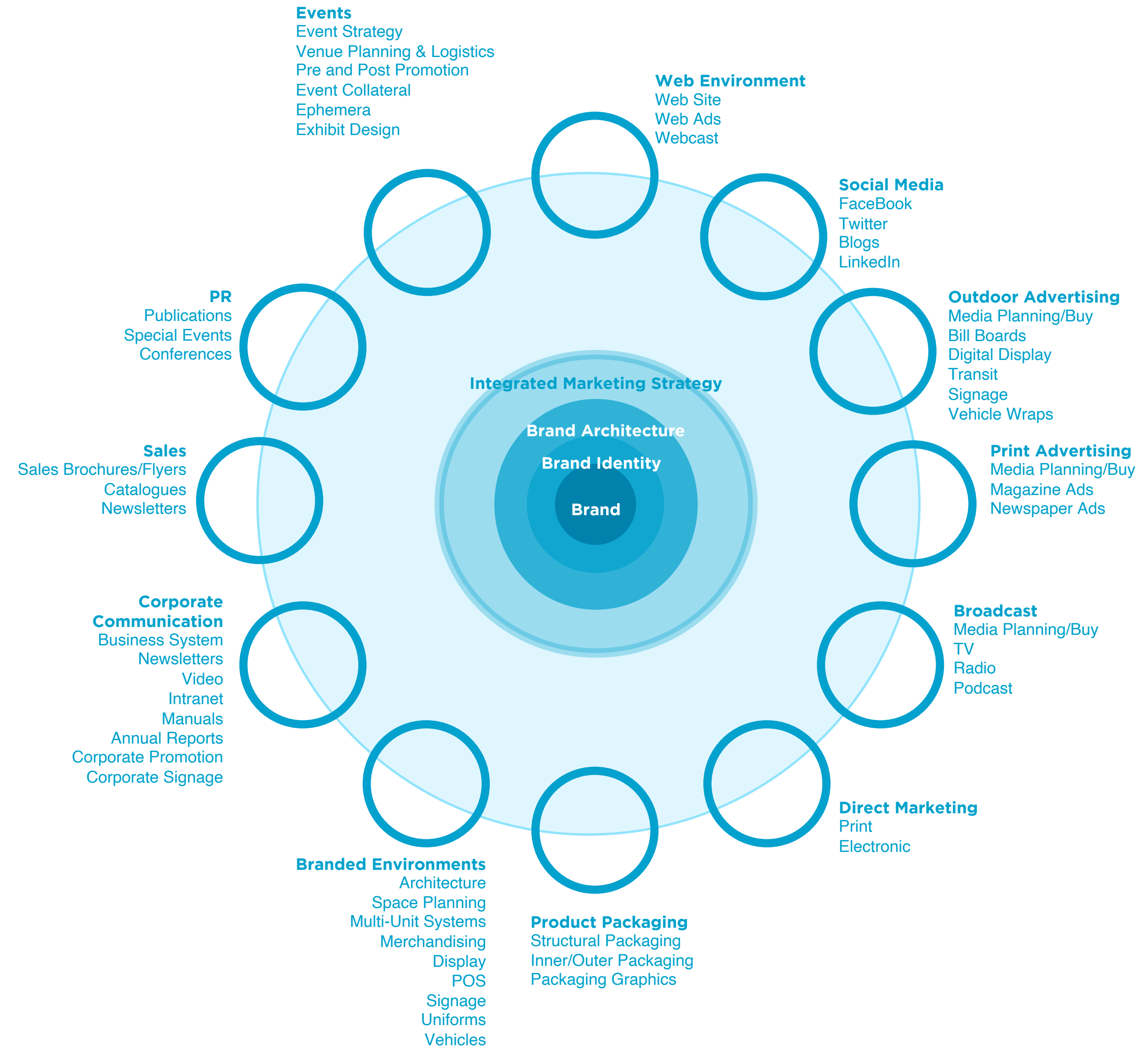
Brand Promise +
Brand Dimensions + Brand
Messaging

IDEAS



Direction

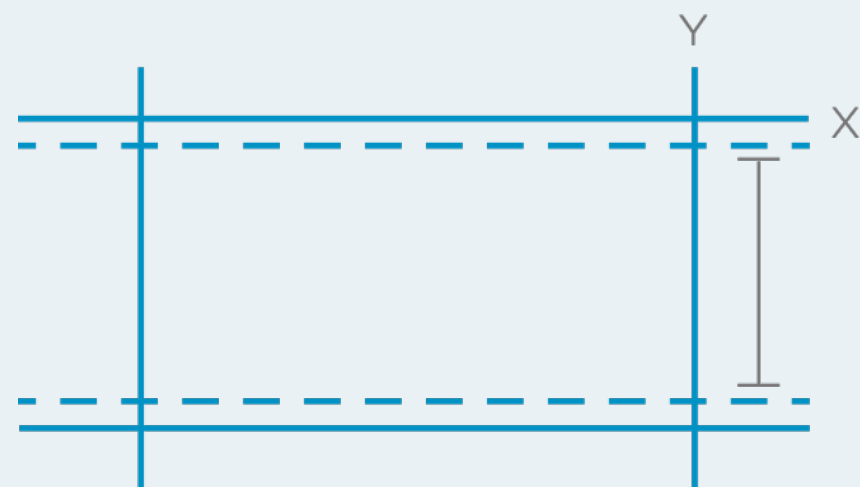
Tactical and
media planning



IDEAS - - - -> Expression

Bring the brand to life through a

BIG IDEA



Establish Brand
Platform



Provide Voice



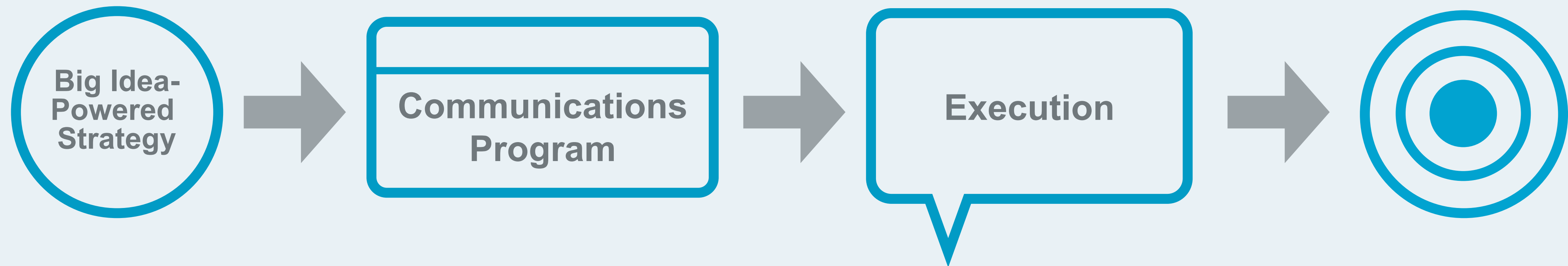
Create a Narrative



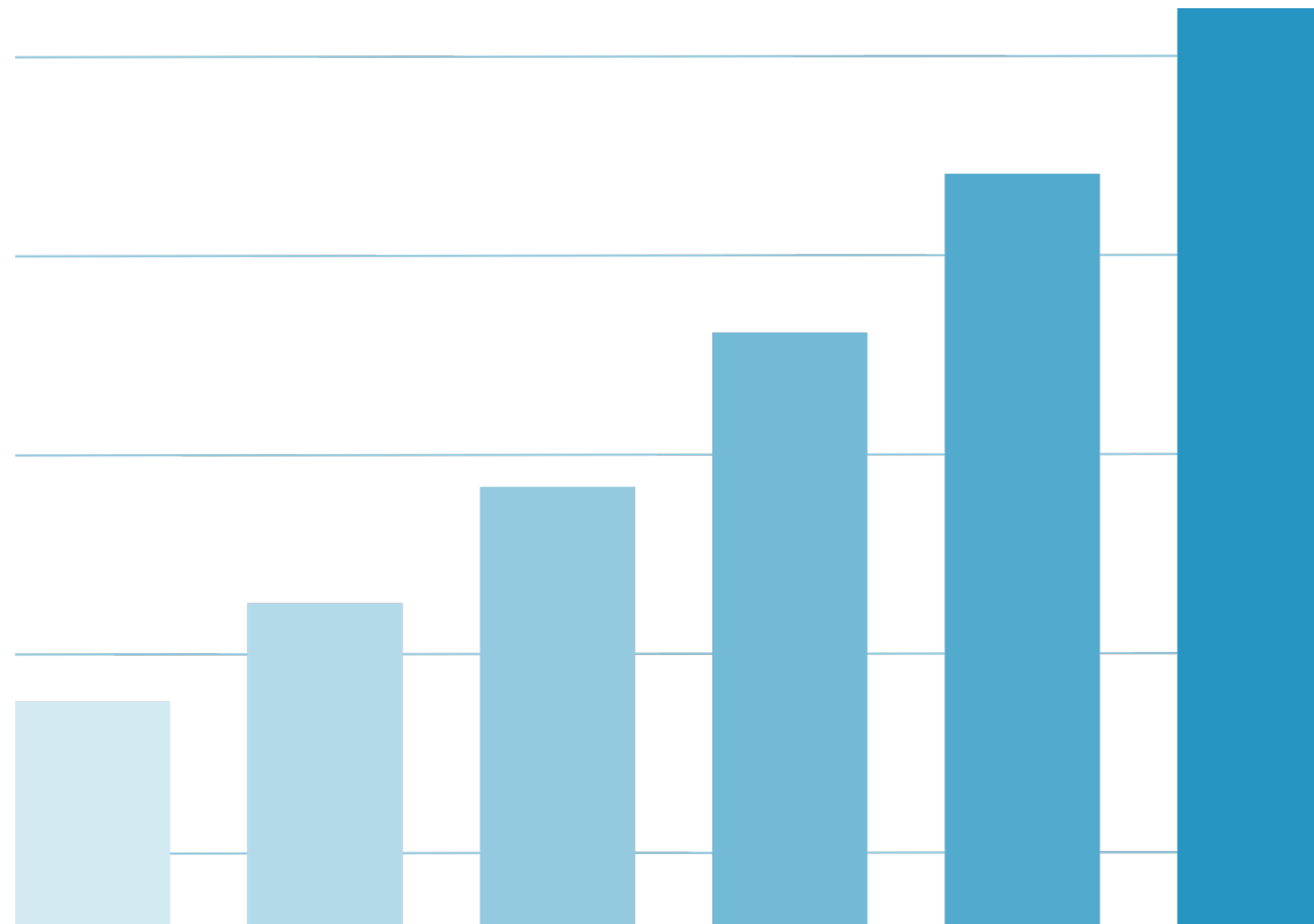
Showcase Look & Feel

IDEAS - - - -> Action

Produce and take to market the media and communications programs



IDEAS - - - ➤ **Success**



Evaluate and optimize program performance for greatest impact

where good stories start



IDEAS - - - ➔ Insights

Ask, if your company or organization was a membership club ...



Why would people want to belong?



Why would people pay to get in?



How much would their membership be worth to them?



What would they say to others to join?



Why would they renew their membership?

good stories are different



IDEAS - - - ➤ Direction



IDEAS - - - ➤ Direction



BIGGEST

FASTEST

DEEPEST

COOLEST

CHEAPEST

HEALTHIEST

SAFEST

KINDEST

TRUEST

PUREST

STRONGEST

FRIENDLIEST

BEST

LOWEST

ABLEST

FULLEST

SOONEST

TOUGHEST

EASIEST

NEAREST

BUSIEST

FULLEST

HARDIEST

FANCIEST

good stories have 'aha' moments



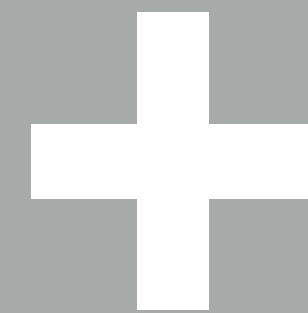
IDEAS ---> Expression

Persuade with reason. Motivate with emotion.

REASON



PERSUADE



EMOTION



MOTIVATE

good stories tellers are in
touch with their audience



IDEAS - - - -> Action



Manage every point of contact.

good stories make a point ...
more than once



IDEAS - - - -> Success

Once upon a time is only good for fairytales.

ONCE
UPON A TIME

IDEAS - - - -> Success



One strategy almost always wins

FREQUENCY

FREQUENCY

FREQUENCY

FREQUENCY

WINS

now tell a better story !



IDEA - - - ➤ A Better Story Angle

Be more painkiller and less vitamin.



SAI
NT

MAXI
MOS

**The knowledge of fire
won't keep you warm.**

thank you.