



**JONAS ALTMAN**

**@SFAGENCY**



# AGENDA

6:00-6:20.	Intros & Warm Up
6:20-6:40.	Brand Power
6:40-7:00.	Storytelling
7:00-7:20	Case Studies
7:20-7:35	Coffee Break
7:35-7:40	Brand Strategy
7:40-7:50	Measurement
7:50-8:00	Wrap

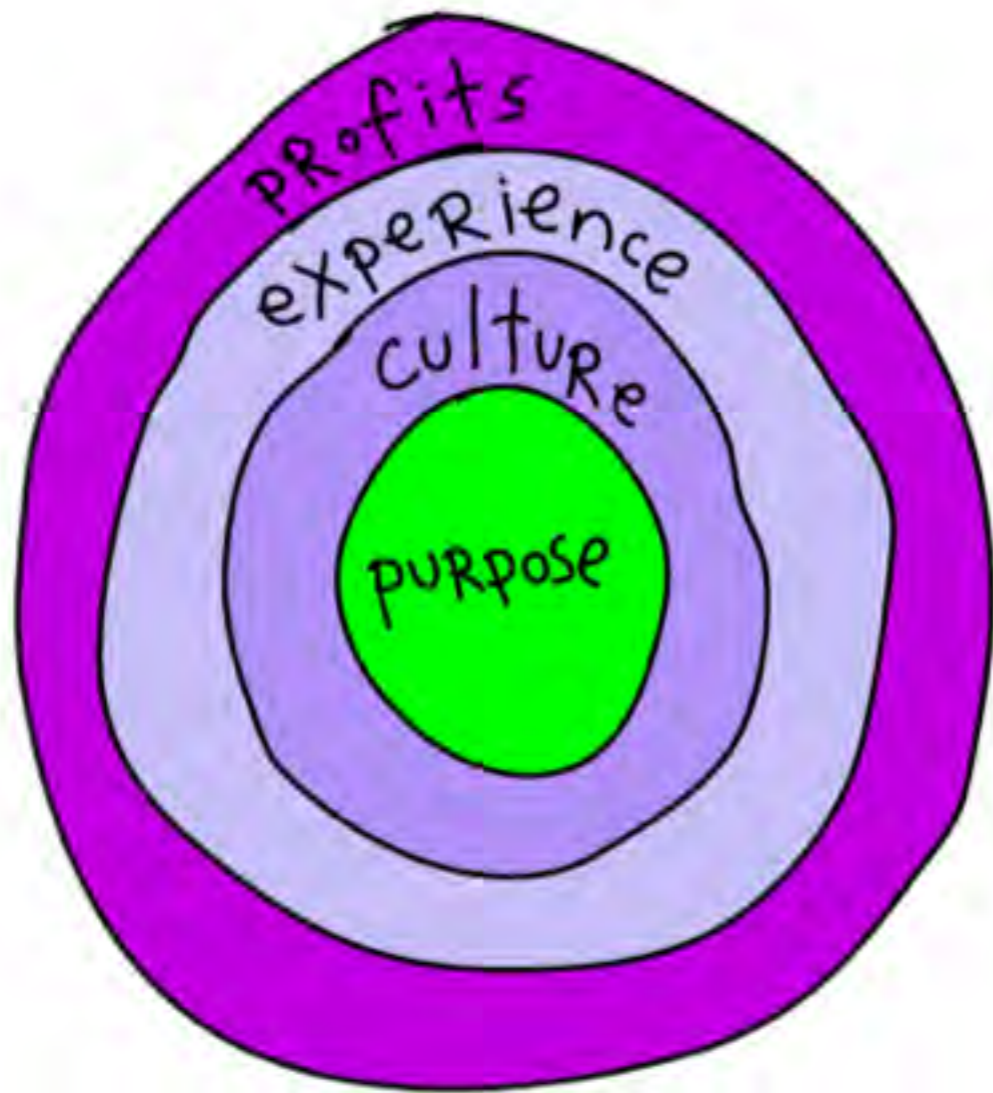




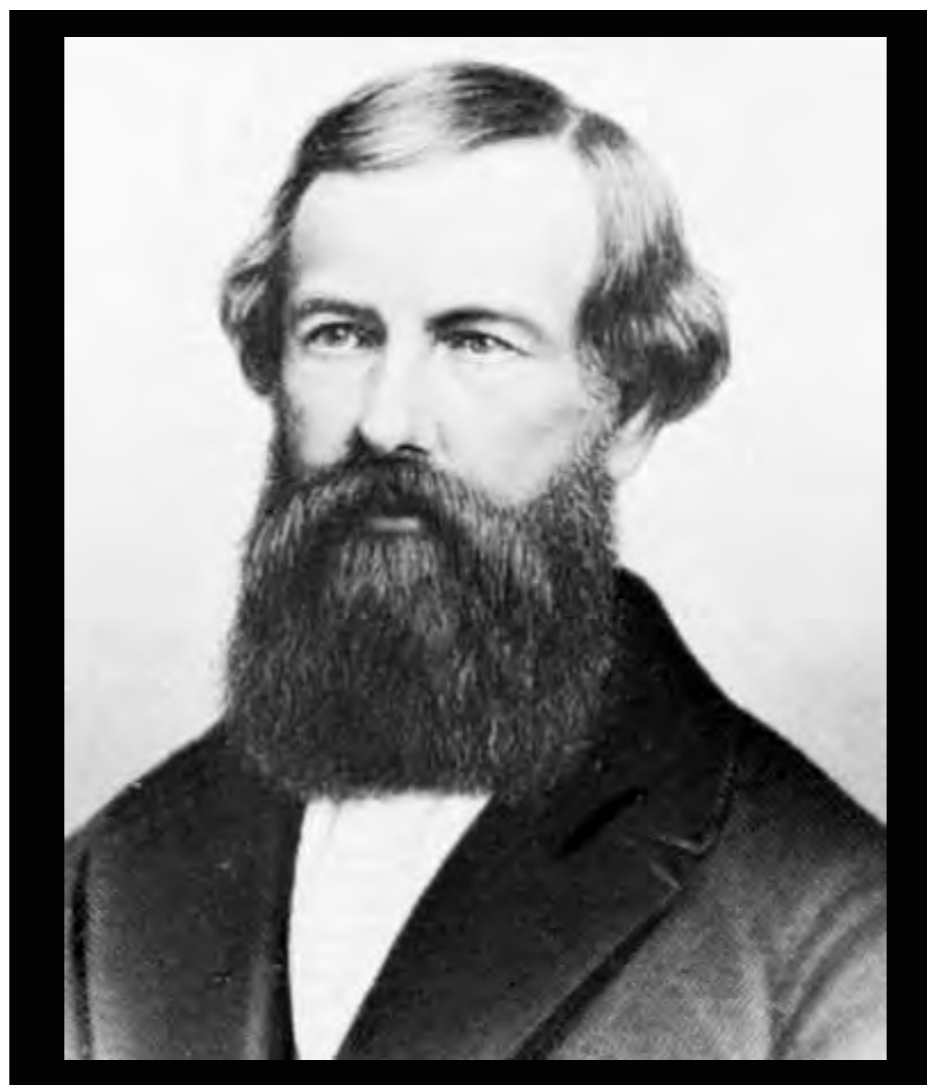


# THE PURPOSE PRINCIPLE

If your company is dedicated to **exceeding** customer expectations, it will often excite such **dedication** among your customers that they will eagerly do much of the **marketing and promotion for you.**



@gapingvoid





## **BRAND POWER**

**Added value endowed on products and services.  
It's how you think, feel, and behave towards a brand.**

## **BRAND EQUITY EXPOSED**

**It can also be evaluated based upon:**

**Concerns the prices, changing market share,  
visual recognition, placebos, and profitability  
the brand commands for the company**

## **BRAND PLATFORM**

**The foundation upon which you build.**

# **BRAND**

**The good news = it will literally transform your business**

**The bad news = there is no universally accepted way to measure it.**

*EXERCISE*

*WHAT IS YOUR...*

**MARKETPLACE?**

**TARGET AUDIENCE?**

**PERSONALITY?**

**WE BELIEVE IN CHALLENGING THE STATUS QUO**

**WE BELIEVE IN THINKING DIFFERENTLY**

**THE WAY WE CHALLENGE THE STATUS QUO IS  
BY MAKING OUR PRODUCTS BEAUTIFULLY  
DESIGNED & USER FRIENDLY**

**WE JUST HAPPEN TO ALSO MAKE GREAT COMPUTERS.**

# MISSION

**WHY DO YOU EXIST?**

*What's wrong with the world & how do you intend to fix it?*

# VISION

## THE DESIRED FUTURE STATE

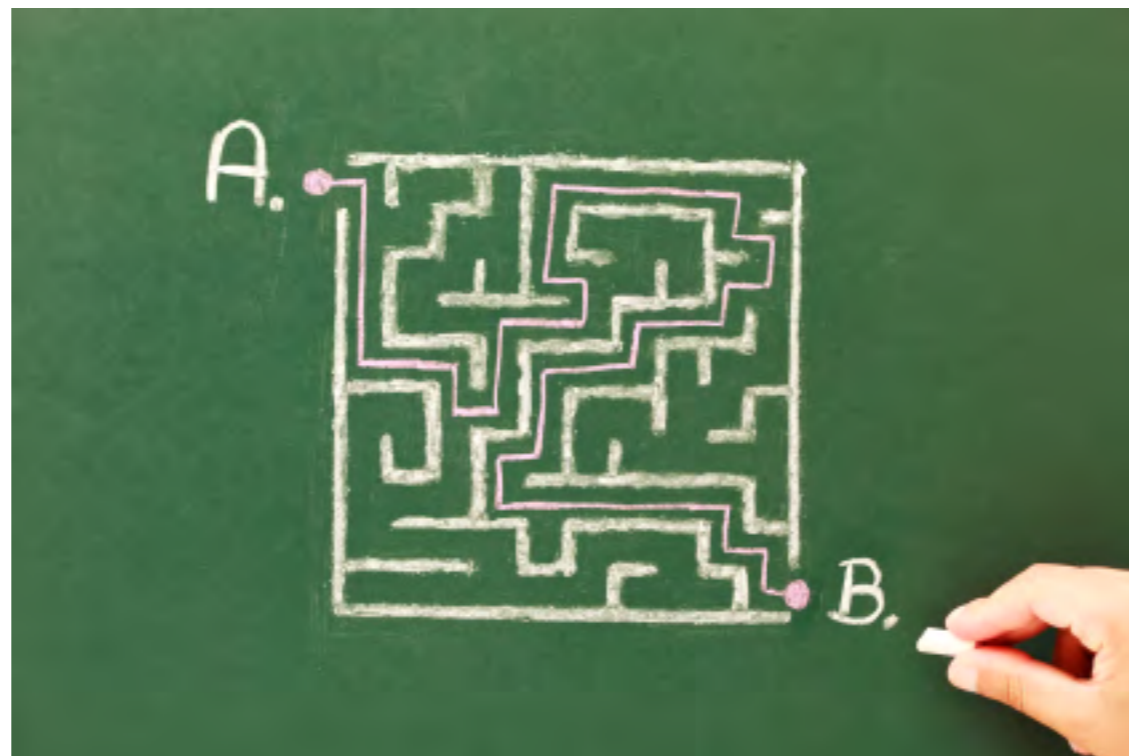
*What's the world look like now that you've fixed it?*



**To feed America's hungry through a  
nationwide network of member food banks and  
engage our country in the fight to end hunger.**

*A hunger-free America*

The Business of  
**TRANSFORMATION**



**ENTERTAIN**  
CHARM THEIR PANTS OFF

**EDUCATE**  
PERSONAL AND RELEVANT

**ENGAGE**  
THROUGH STORYTELLING



THE  
**P I X A R**  
PITCH

Once upon a time..  
Every day..  
One day..  
Because of that..  
Because of that..  
Until finally..



## ONCE UPON A TIME

THERE WAS NEMO THE ONLY SON OF A PROTECTIVE WIDOW

## EVERY DAY

DAD WARNS NEMO OF THE DANGERS OF THE OPEN SEA

## ONE DAY

NEMO IGNORES HIS DAD AND SWIMS INTO THE OPEN OCEAN

## BECAUSE OF THAT

HE'S CAPTURED BY A DIVER & ENDS UP IN A FISH TANK OF A DENTIST IN SYDNEY

## BECAUSE OF THAT

DAD SETS OFF WITH OTHER SEA CREATURES TO SAVE NEMO

## UNTIL FINALLY

DAD AND SON FIND EACH OTHER, & REUNITE HAPPILY EVER AFTER.

**There's a theory that stories fall into a series of patterns. Archetypes.**

**Templates for storytelling.**

**"The Quest" a hero overcomes numerous odds**

**"Comedy" we introduce confusion which must then be resolved**

**"Overcoming the Monster" where the hero defeats a pain point**

**"Rebirth" we show that there has to be a better way.**



**INGREDIENTS**

**1. WHY**

**2. WHAT**

**3. INVITE..**



# WHY

- **PEOPLE DON'T BUY WHAT YOU DO  
THEY BUY WHY YOU DO IT**



# WHAT?

- TEE UP THE OPPORTUNITY



# INVITE...

- **CLEARLY SAY WHAT YOU NEED &  
INVITE YOUR LISTENERS TO JOIN YOU**



# EXERCISE

- 1. Have your 'Script' ready - max 1 minute**
- 2. Stretch, Breathe, and Smile**
- 3. One by One come up and tell us about it**

**Practice telling your brand story.**

**OUTLOUD**

**many, many times.**

**UBER**

connecting you and a driver with the tap of a button

**HAILO**

like UBER but just for cabs

**LYFT**

like UBER but drivers aren't professional

**SIDECAR**

like UBER but fares are donations and drivers aren't professionals - aka car sharing

**SWIFTO**

**company pitch: "Uber for dog walking"**

## THE TWIT PITCH



- [techchuff](#): [.@fdestin](#) 'It's your money we are wasting' [#twitpitch](#)
- [deanfankhauser](#): [@fdestin](#) Nuji | share and discover products you love with like-minded people, shopping social graph [#twitpitch](#)
- [tamaslocher](#): [@garmz](#) - Enable fashion talent. You design fashion, we provide the rest [#twitpitch](#) damn it still have 58 characters left over. what now?
- [wordyhq](#): Write perfect English. [#twitpitch](#)
- [fergusdyersmith](#): Say it with video:!! Wooshii. "like 99designs for video production" [#twitpitch](#)
- [dan\\_jf](#): MailSuite =Complete Unified Inbox + push email for \*ALL\* phones, compression saves 98% of mob data + 10x faster download of msg. [#twitpitch](#)
- [OllyWhatTalent](#) ... - A new kind of creative agency that connects people who \*need\* talent with people who \*have\* talent [#twitpitch](#)





**OLD}{NEW**

**JAN  
2015**

## GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



**7.210  
BILLION**

URBANISATION: 53%

ACTIVE  
INTERNET USERS



**3.010  
BILLION**

PENETRATION: 42%

ACTIVE SOCIAL  
MEDIA ACCOUNTS



**2.078  
BILLION**

PENETRATION: 29%

UNIQUE  
MOBILE USERS



**3.649  
BILLION**

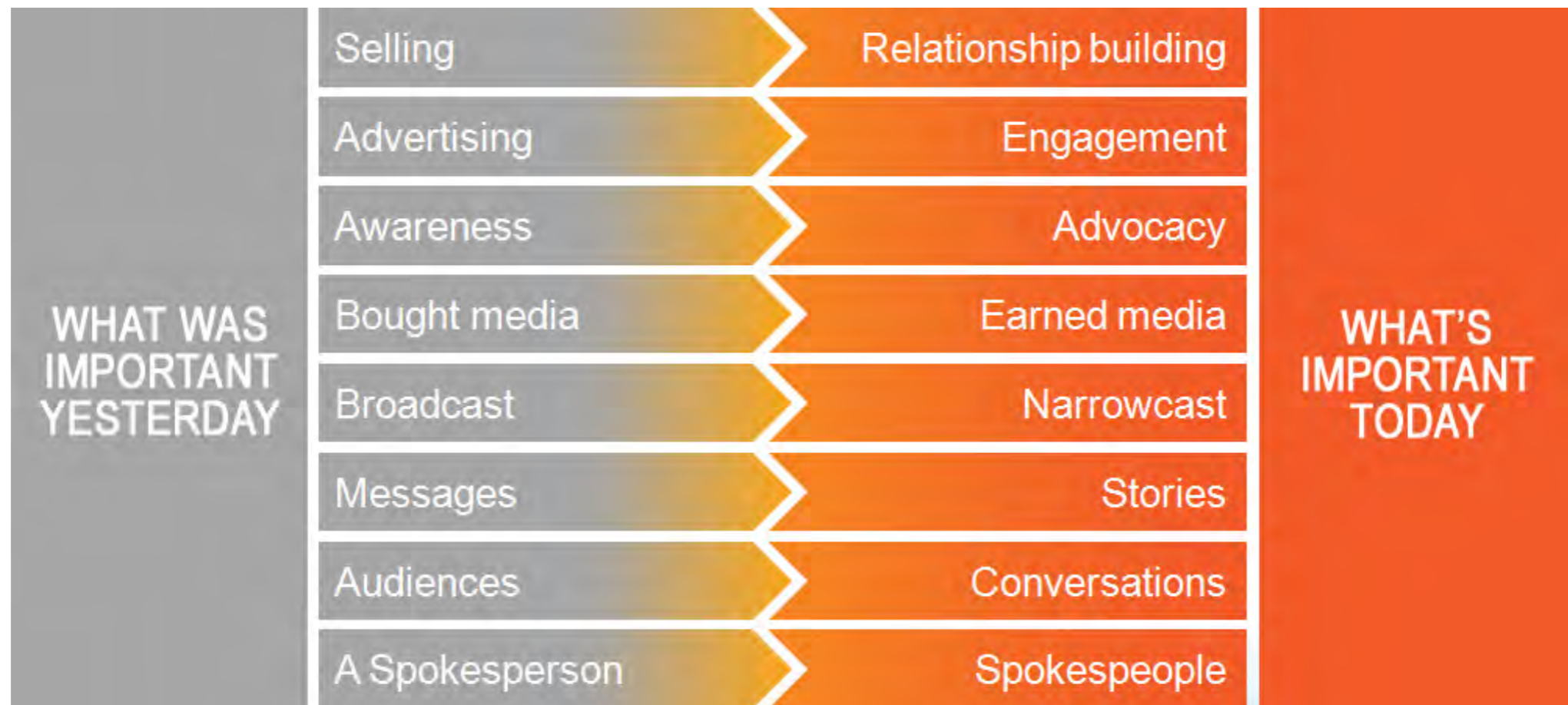
PENETRATION: 51%

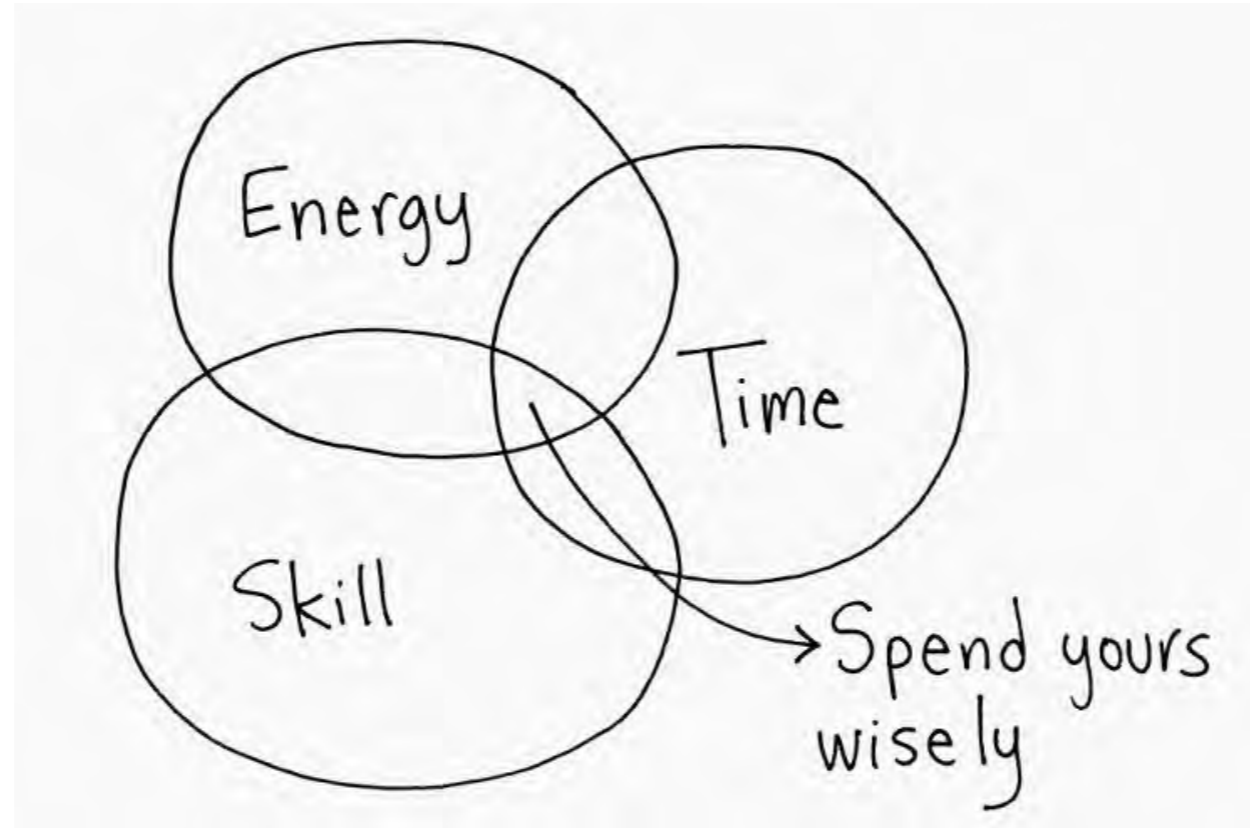
ACTIVE MOBILE  
SOCIAL ACCOUNTS



**1.685  
BILLION**

PENETRATION: 23%





“The best ad we ever did for Apple is the Apple Store.”



Lee Clow  
TBWA/ChiatDay

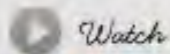




## Procter & Gamble

### **Pantene: Beautiful Hair, Whatever the Weather**

Mother Nature can wreak havoc on hair, but we set out to give every woman a good hair day, rain or shine. By bringing Pantene, the Weather Channel and Walgreens together, we intuitively served up her "haircast" while she was checking her local forecast and provided the best Pantene products to match. We put Pantene in the right place at the right time with a relevant solution for her, whatever the weather.







JOIN THE CONVERSATION ON FACEBOOK



8,730,727 people like this.

+ Follow Dashboard

Follow @humansofny



"Those are my parents. They've been married 55 years. They met when my dad was visiting Mexico as a young man. He saw my mom at a party, but he couldn't speak a word of Spanish, so they just sort of looked at each other and giggled. Everything was very formal back then, so he asked a mutual friend to obtain permission for him to contact her. My mom gave my dad her address, and when he went back to America, he would write her a letter every few days. He'd write the entire letter in English, and then get a Spanish dictionary and translate it word by word. My mom says the letters barely made sense. But after he'd written many letters, he went back to Mexico and they



"I'm one of the best tube amplifier technicians in the country."





STOP THE YOGA PANT MADNESS

# Lululemon comes under fresh fire for banning online customers

BY CLAIRE ST. AMANT 2.19.14 | 12:59 pm



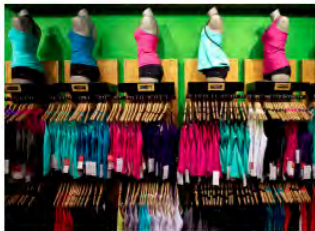
## Lululemon Bans Customers Over Online Sales, Apologizes

The Huffington Post Canada  
Posted: 02/18/2014 8:17 am EST | Updated: 02/18/2014 8:59 am EST

2k 427 69 19 89 148

Recommend Share Tweet LinkedIn Email Comment

MORE: Lululemon Ebay, Lululemon, Ebay Lululemon, Used Lululemon Clothes, Lululemon Online Store, Lululemon Bans Customers, Business News



Yoga retailer Lululemon has apologized after customers complained they were being banned from its online store for reselling products online.

Numerous people have told news sources over the past week that they were contacted by Lululemon representatives by phone after trying to sell used Lululemon clothes on eBay. Many said they were blocked from using the retailer's online store, Business

Insider reports.

"There's always been pilling. Women will wear a seat belt that doesn't work. Or a purse that doesn't work, and quite frankly, some women's bodies just don't work for [our pants]."

Feb 14, 2014

☆☆☆☆☆

Culture & Values

Work/Life Balance

Senior Management

Comp & Benefits

Career Opportunities

Disapproves of CEO

"Great for the first 3 months"

Educator (Current Employee)  
Boston, MA (US)

I have been working at lululemon part-time for less than a year

Pros – Free yoga, great discount, fun activities outside work

Cons – Cult-like mentality that gets more intense as time progresses, extreme expectations outside work (mostly retaining to "living" the lululemon culture)

No, I would not recommend this company to a friend

Was this review helpful? Yes | No

Add Employer Response Flag Review

# Lululemon apologizes for banning online customers who resold clothes

The yoga apparel retailer reportedly blocked some customers from its online store for listing used Lululemon products on eBay. It has since apologized and updated its reselling policy.

Comments (1)  
BY VICTORIA TAYLOR / NEW YORK DAILY NEWS  
TUESDAY, FEBRUARY 18, 2014, 7:08 PM

SHARE THIS URL: nydn.us/1bjqKEr COPY



## You Really Do Have To 'Drink The Kool-Aid' To Succeed At Lululemon

ASHLEY LUTZ  
FEB. 19, 2013, 5:53 PM 429,734 2

Recommend 70 Share Tweet 32 +1 3 EMAIL + MORE

More drama for Lululemon addresses of some cu  
Lululemon is in the do

Lululemon's internal culture has a reputation for being like a cult.

"It's the first time I've heard of anyone almost directly using the techniques of cults and applying them to their business," Douglas Atkin, author of The Culting of




Lululemon on Flickr

## News

### Whoa! Lululemon Founder Says Yoga Pants Don't Work On All Bodies



Lululemon's Founder Blames Yoga Pants Problem On Women's Bodies

From: Hailo <support@hailocab.com>   
Subject: Jonas, worried about the tube strike? Hailo's here to help & more in latest newsletter.  
Date: 31 January 2014 16:56:57 GMT  
To: Jonas Altman

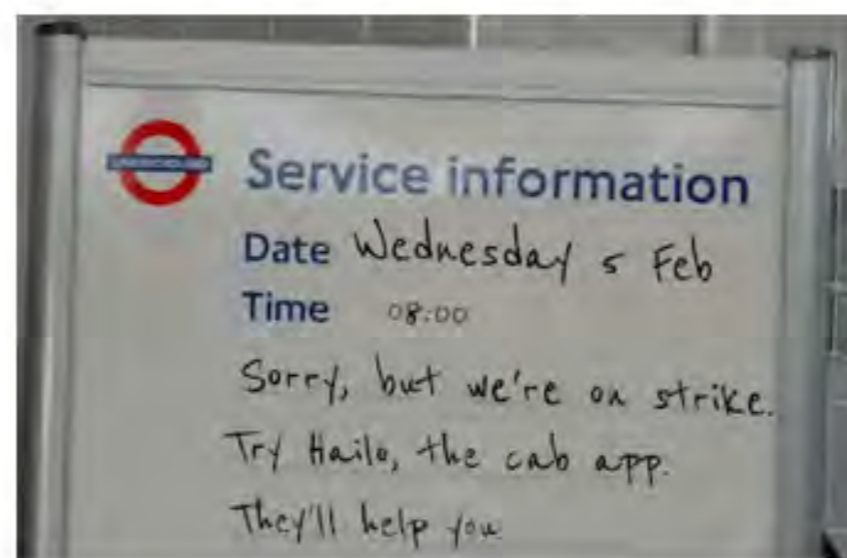
## Hello from Hailo LONDON

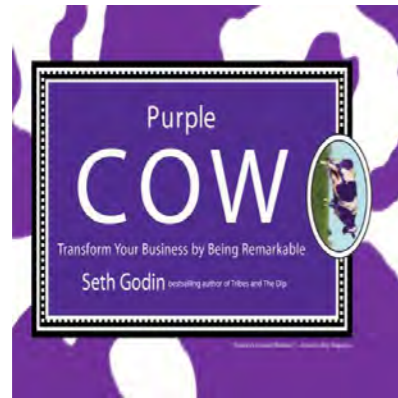


Hi Jonas,

### Tube strike - we'll do our best to help

We've heard rumours that there are plans for two 48-hour Tube strikes to take place over the next few weeks. The first is from about 9.30pm on Tuesday 4th Feb to the morning of Friday 7th, and the second, 9.30pm on the 11th until the 14th Feb. We just wanted to send all our passengers a note of assurance to say that we'll be doing our best to help you during the tube strike. We'll be encouraging our drivers to be on hand where and when it's busy. So don't panic, we're working hard to help you out.





“It’s not an accident that some products catch on and some don’t. When an **ideavirus** occurs, it’s often because all the viral pieces work together.”

*How smooth and easy is it to spread your idea?  
How often will people sneeze it to their friends?  
How tightly knit is the group you’re targeting?  
Do they talk much? Do they believe each other?  
How reputable are the people most likely to  
promote your idea? How persistent is it - is it  
a fad that has to spread fast before it dies or  
will the idea have legs (and thus you can invest  
in spreading it over time)?*

# *HYGIENE FACTORS*



*cheaper*

*better quality*

*better service*

*better tech*

# *EMOTIONAL CONTEXT*





## CONTEXT

capture the prevailing spirit of your audience

## EASE

make it piss easy to respond

## PROVOKE

make it so provocative

## EMOTION

## PARTICIPATE

## SHOCK

from @jonburkhart



**Bud Light** ✓  
@budlight



Follow

Relax, they're twist off. #biting #ITAvsURU

Reply Retweet Favorite More



RETWEETS  
972

FAVORITES  
1,027



## Talking points

### Facebook: a shameful experiment?

"The Facebook feed is a bit like a sausage," said Cesar A. Hidalgo in the MIT Technology Review. "Everyone eats it, even though nobody knows how it is made." This explains at least some of the reaction to Facebook's "emotional contagion" experiment. Last week it emerged that, back in 2012, Facebook had conducted a week-long psychological experiment on almost 700,000 of its members. It manipulated their news feeds – the list of status updates, photos and messages that users see when they first log on – so that some people received more negative posts, and others more positive ones. Sure enough, those who were exposed to sadder posts were marginally more likely to post negative things in turn, and vice versa. This led to "cries of outrage." How could it be ethical to use an algorithm to tweak people's moods? What if the experiment had made depressed people even more miserable? Shouldn't such



research at least require a more rigorous definition of "informed consent" than the vague clause written into Facebook's terms and conditions?

Wake up, people, said John Naughton in The Observer. We are all being manipulated every time we go online. Each Facebook news feed is controlled by an algorithm that decides what we would like to see,

supposedly based on our previous "clicks" and "likes". All websites, from Google to Netflix, have something similar. The aim is to make the experience as addictive as possible, so that we keep coming back. Ethics don't come into it. "Corporations do what corporations do: maximise revenues and shareholder value."

The irony is, this experiment showed

12 July 2014 THE WEEK



**SOCIAL FABRIC** @sfagency · 7m

#Facebook: a shameful experiment? via @TheWeekUK [cdn.app.theweek.co.uk/editions/uk.co...pic.twitter.com/31BS0AWnCD](http://cdn.app.theweek.co.uk/editions/uk.co...pic.twitter.com/31BS0AWnCD)

↩ Reply 🗑 Delete ★ Favorite

Flag media

## Who Uses CrowdEmotion

We link facial expressions to actions across a number of industries to achieve better results.

Marketing

Innovation

HR

Social  
Media

Sales

Education

TV & Film

Health

Public  
Safety

Gaming

**CREEPY**

**VS**

**DELIGHTFUL**



**Creative Economy**

@UK\_CE



Following

Most people under 23 are consuming videos. Video will be really really important for the future. [@AndrewMiller100](#) at [#remixacademy](#).

Reply Retweeted Favourited More

RETWEETS

5

FAVORITES

5





**"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."**





---

IS THE DOMINANT BRAND  
**IN YOUR CATEGORY**  
A DIGITAL COMPANY





EXERCISE

SAY

/

HEAR

/

THINK





**airbnb**

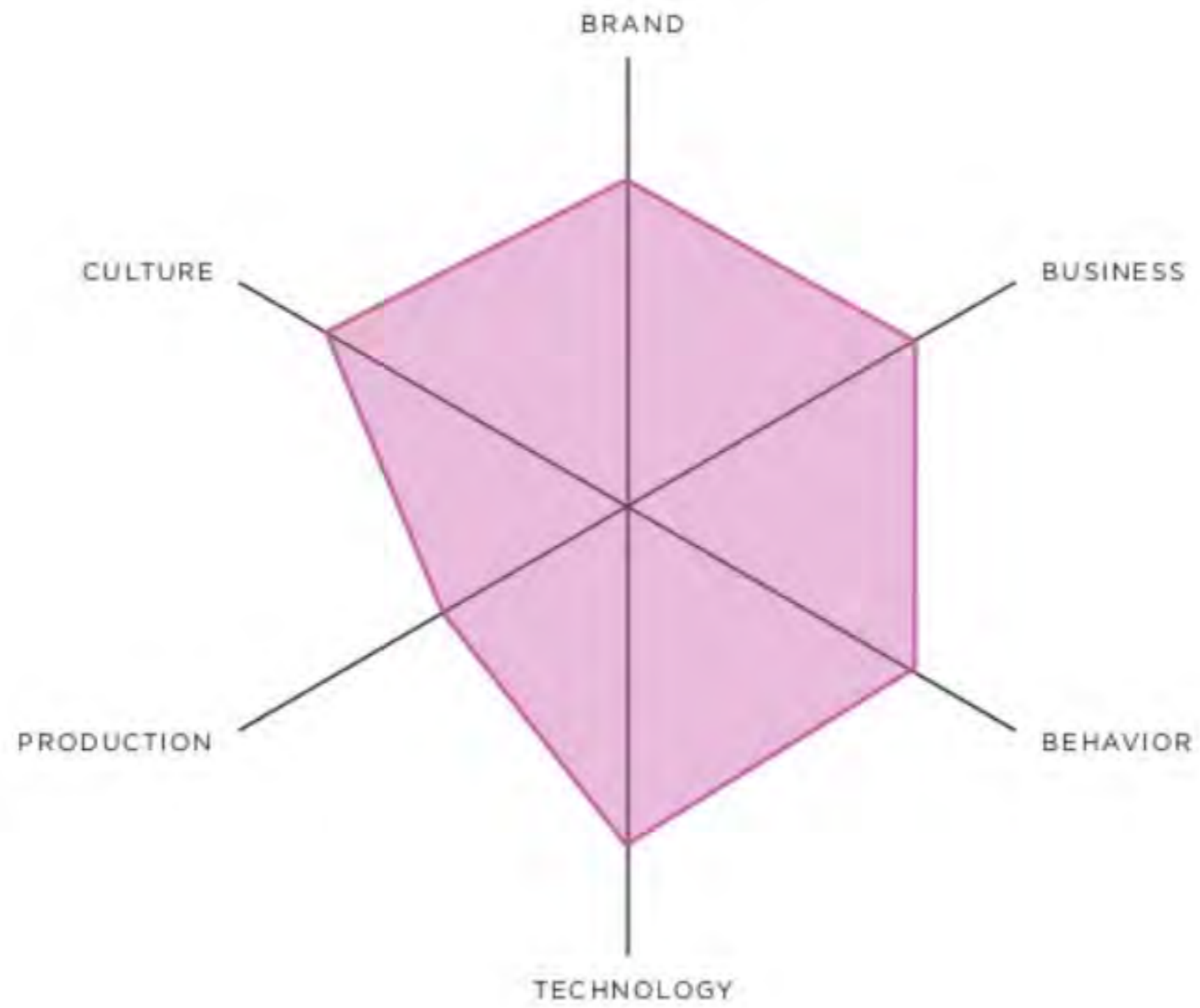


bairbnb



# **CULTURE & BRAND**

**are two sides of the same coin.**





**1. LOGIC**

**2. CHARACTER**

**3. EMOTION**

# **WHAT MAKES YOUR BUSINESS**

**TRUE**

**VALUABLE**

**IMPORTANT**

**DIGESTIBLE**

**SEDUCTIVE**

**CLARITY WINS**

## YOUR DESIRED BRAND INFLUENCE

[aka your strategy]

“ The concept behind the Brand Equity Model: in order to build a strong brand, you must shape how customers think and feel about your product. You have to build the right type of experiences around your brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it...

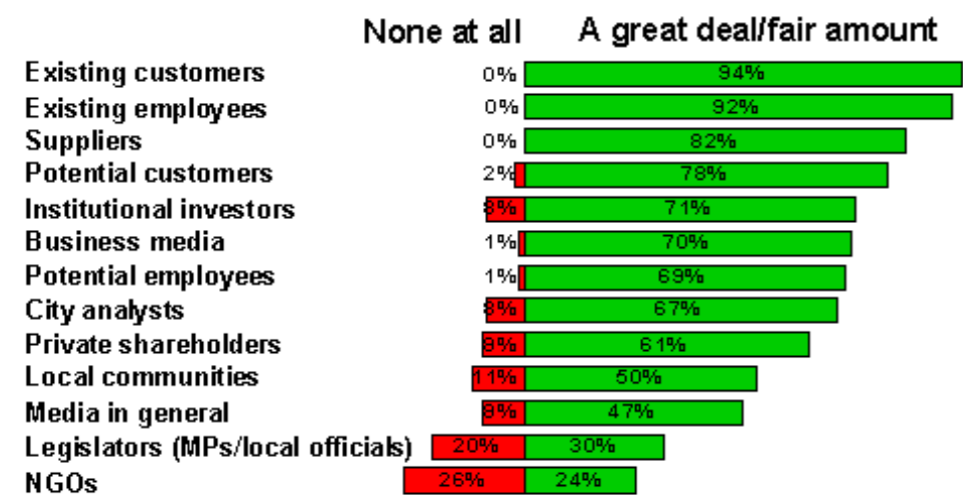
..When you have strong brand equity, your customers will buy more from you, they'll recommend you to other people, they're more loyal, and you're less likely to lose them to competitors.”

if 80% of your sales  
comes from 20%  
of your customers

does 80% of your brand  
equity come from 20%  
of your audience?

The challenge with brand equity is that it's difficult to reconcile the disconnect between quantitative..

Company Goodwill



Base: All British Captains (102), 1999



..and qualitative equity values

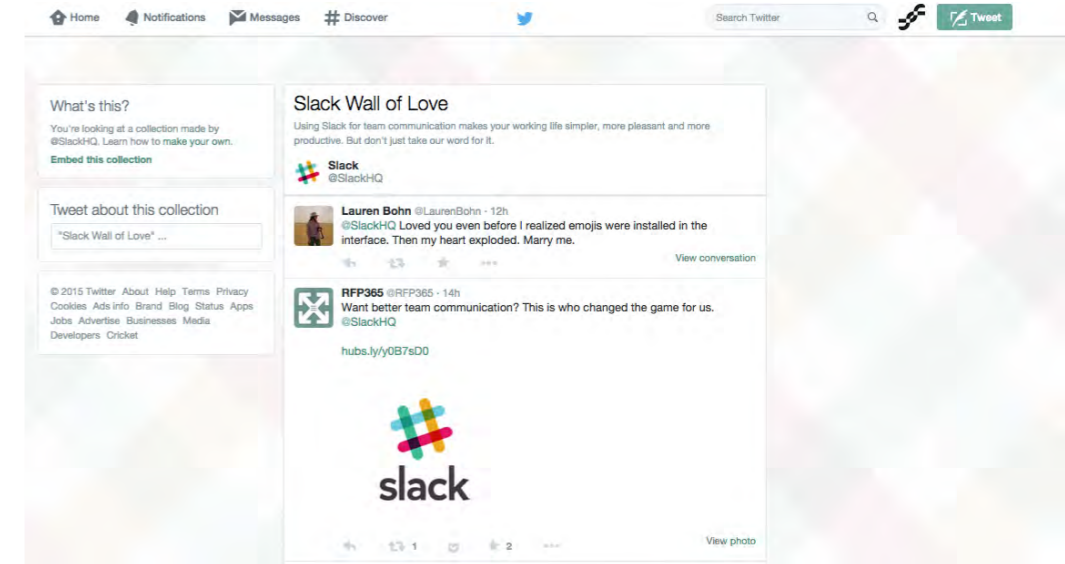
# From 0 to \$1B - Slack's Founder Shares Their Epic Launch Strategy



"HELL YEAH WE'RE USING @SlackHQ AT WORK I. LOVE. SLACK."

"Dear @SlackHQ, I love you. Yours, Dan"

"@SlackHQ YOU COMPLETE ME"



**Get a working web site and analytics up and running.**

**Track where your visitors are coming from (marketing campaign, search engine, etc) and how their behaviour differs.**

**What were your hypotheses about your web site results?**

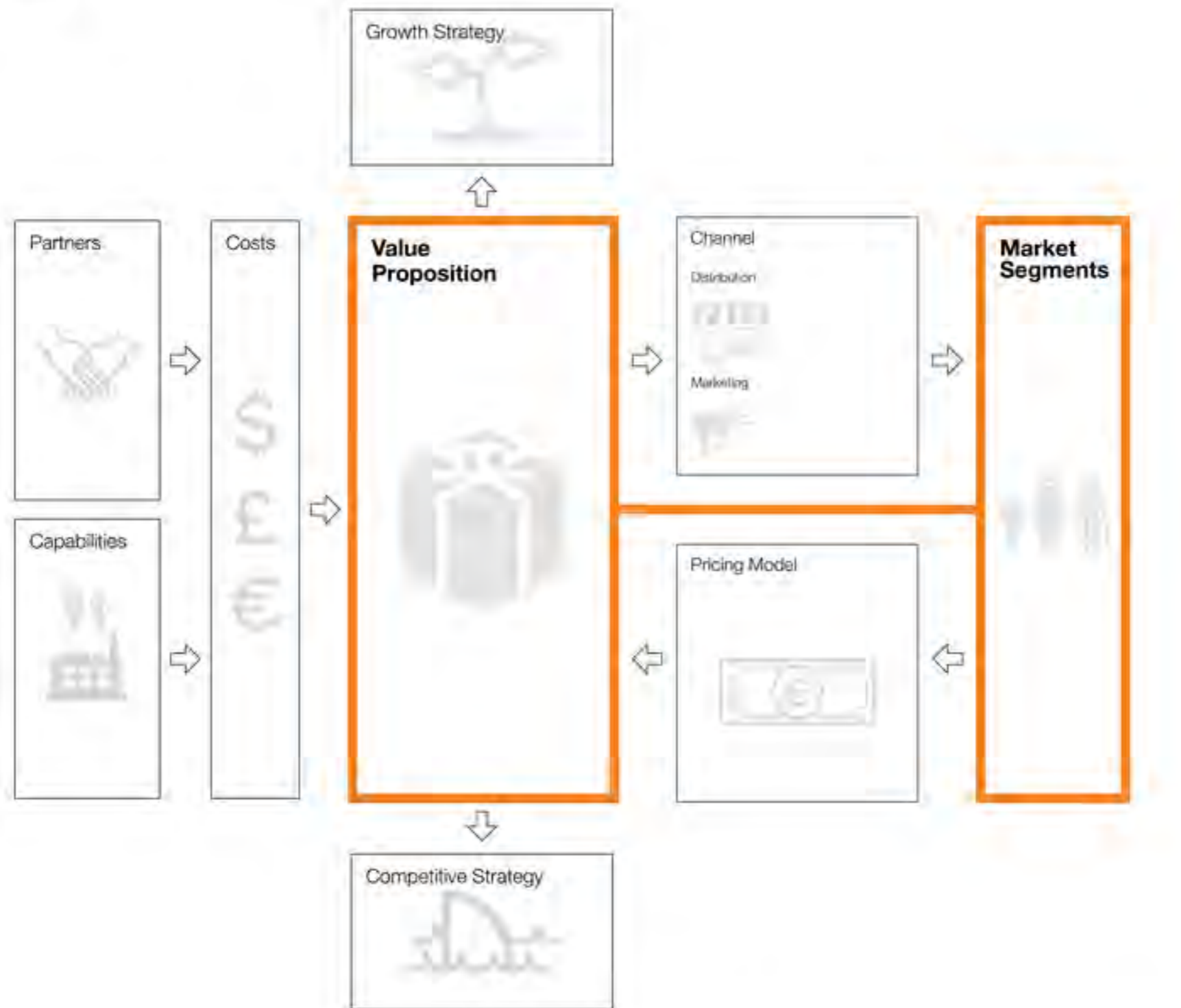
**Continue to test, tweak and twerk.**

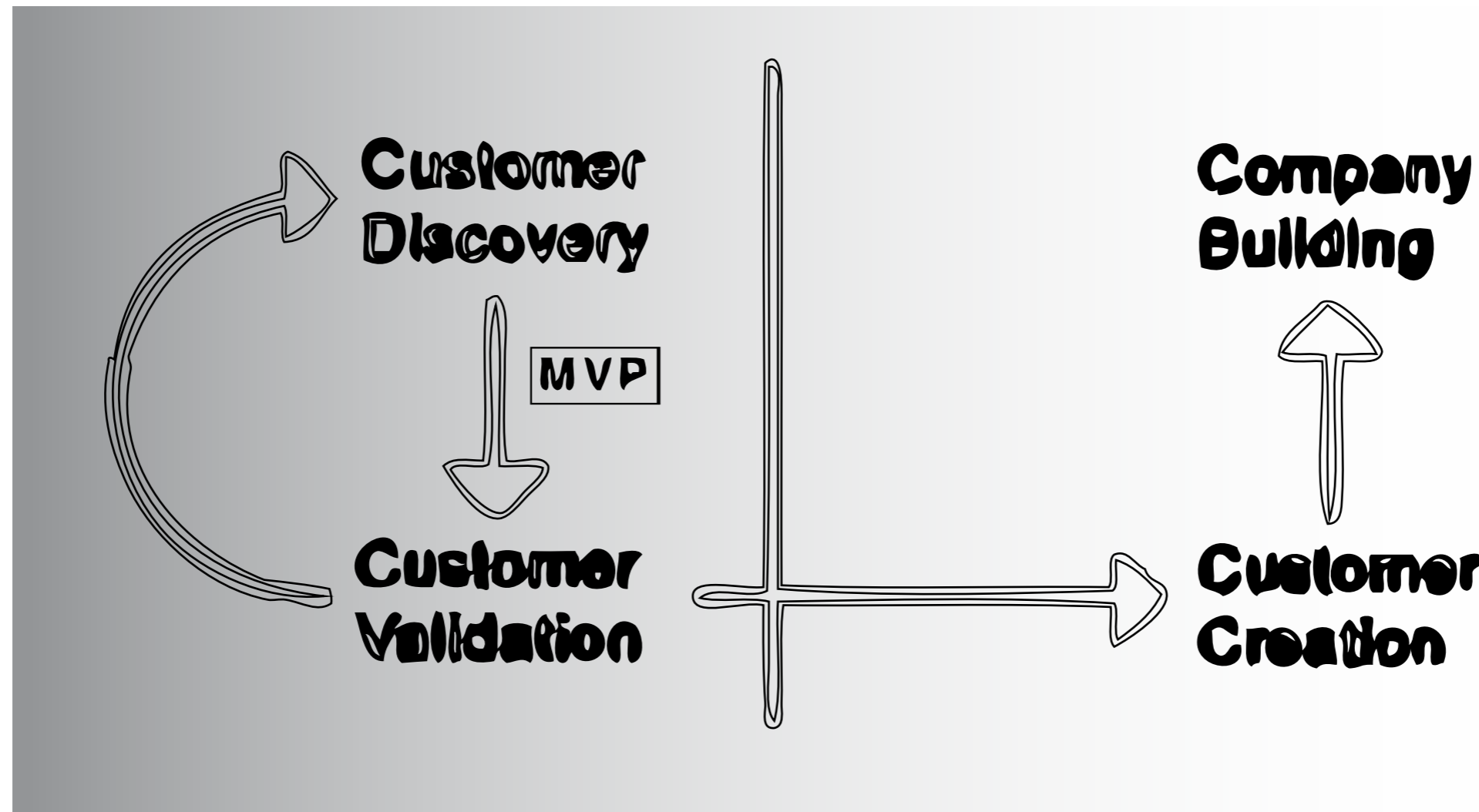


BUSINESS MODEL FRAMEWORK

Project:

Date:







5<sup>P</sup>

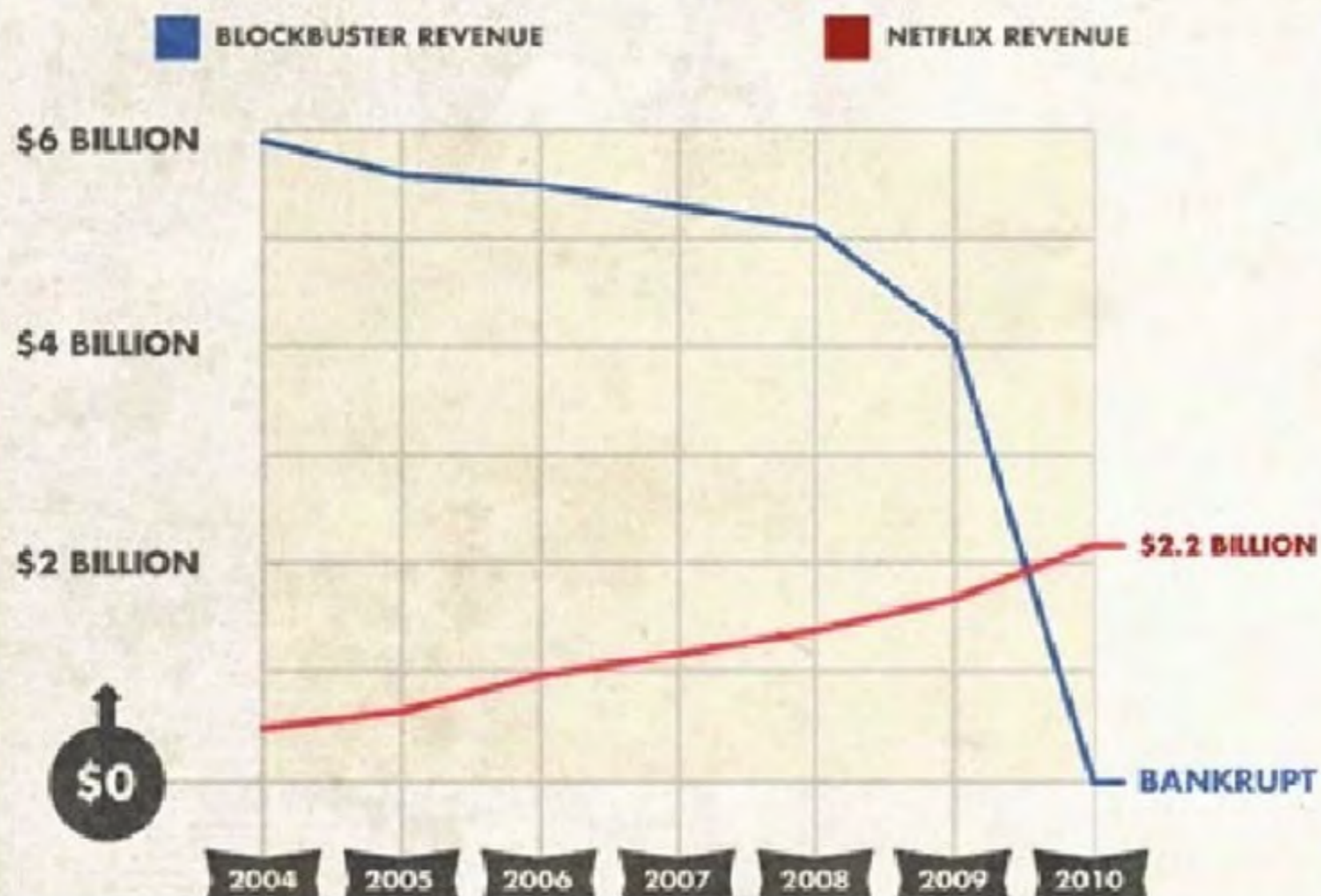
**PURPOSE** THAT APPLIES  
**PROCESS** TO SUPPORT  
**PEOPLE** WHO MAKE  
**PRODUCTS** THAT GROW INTO  
**PLATFORMS** THAT SERVE A  
COMMUNITY LARGER THAN ANY  
EMPLOYEE, DEPARTMENT, OR  
ORGANIZATION

**MAKING**



**SELLING**

## NETFLIX VS. BLOCKBUSTER (2004-2010)







# HOUSE *of* CARDS

BY DANIEL GOMOLKA

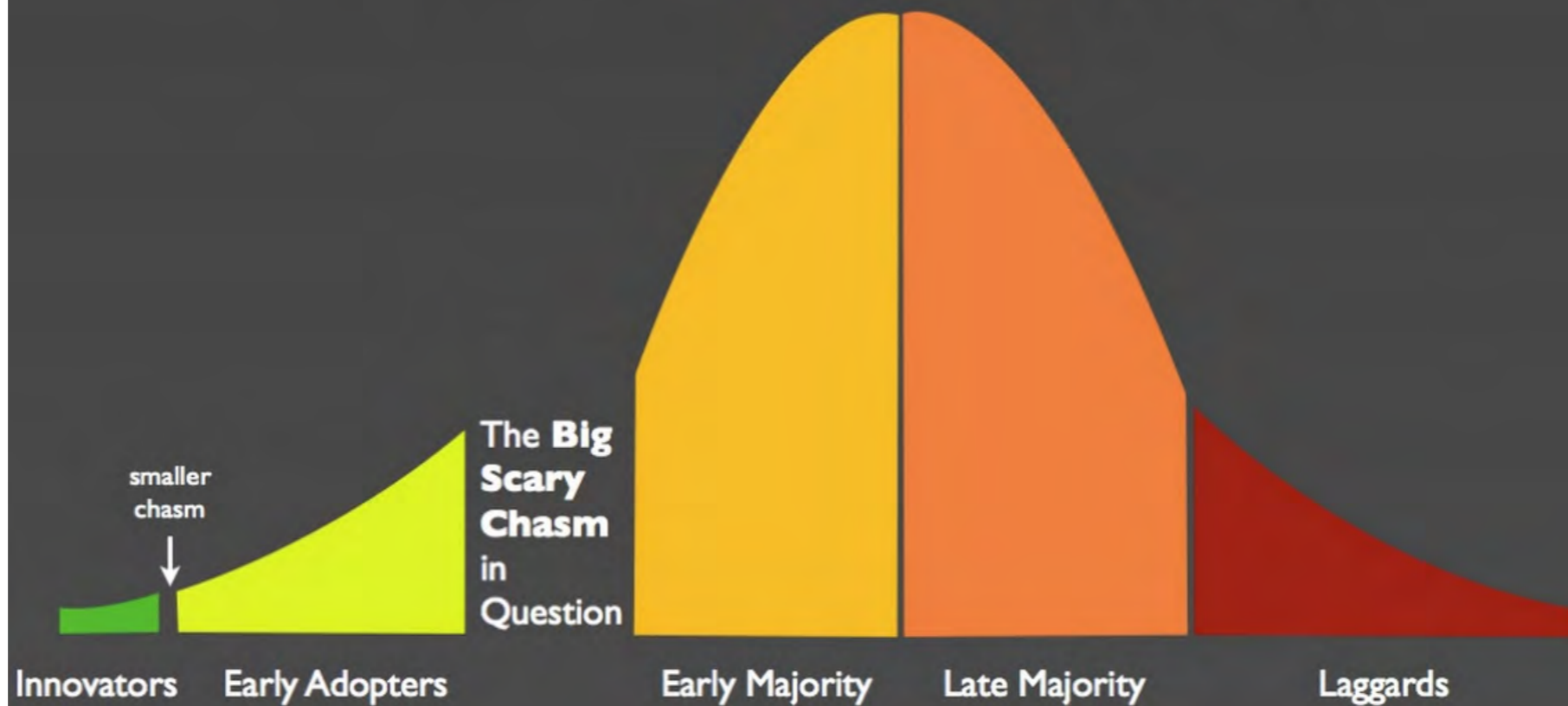


**common ground**



# Crossing the Chasm

Geoffrey Moore - 1991



BRAND CAMP

by Tom Fishburne

# CROSSING THE CHASM CAFE

A SINGLE  
SOURCE  
SUMATRA  
ESPRESSO  
WITH  
"EARTHY"  
TOP NOTES



INNOVATOR

A DOUBLE  
SHOT FAIR  
TRADE  
CAFFÈ  
AMERICANO



EARLY  
ADOPTER

A NONFAT  
SOY  
LATTE  
TO GO



EARLY  
MAJORITY

A JAVA  
CHIP  
MACCHIATO



LATE  
MAJORITY

A DOUBLE WHIP  
PUMPKIN SPICE  
FRAPPUCCINO WITH  
SPRINKLES

HMM, THE "EARTHY"  
NOTES SMELL  
OF PUMPKIN



LAGGARD

©2011

MARKETOONIST.COM

# The Death Of Conversation: I Photograph People Obsessed With Their Smartphones

664K views

Like 221k



© babycakes romero



## *VALUE MATRIX*

### *INDUSTRY*

*HOLLYWOOD*

*INTERNET*

*TRAVEL*

*MUSIC*

### *ONE WORD*

*ENTERTAINMENT*

*CONNECTIVITY*

*ESCAPISM*

*EMOTION*

## *VALUE MATRIX*

### *BRAND*

*NIKE*

*GOOGLE*

*PRINGLES*

*COCA COLA*

*APPLE*

*JAWBONE*

### *ONE WORD*

*PERFORMANCE*

*ORGANISATION*

*TASTE*

*FEELING*

*SIMPLICITY*

*UTILITY*

## EXERCISE

- Where are you now?
- Where would you like to be?
- Why is your product / service important to your customer?
- What would you like your business to be recognised as?
- What do you need to do to achieve this?
- What does success look like, and how will you measure it?

**DESIGN**

⋮

**STRATEGY**







**The story we tell ourselves that changes the way  
our brain and our body work.**

-Seth Godin

**The placebo effect is a change in the brain that is caused by marketing.**

**Remember more than half the impact of many medicines is due to what we believe.**

**Are you making people feel better?**

**Are you in the business of transformation?**

**Do you powerfully convey your story?**

**Are you prepared to be judged?**

# Perception **IS** Reality

ie. what's true often doesn't matter



**MAKE PEOPLE  
WANT THINGS**

**VS.**

**MAKE THINGS  
PEOPLE WANT**

# KPI Categories

## Revenue and conversion

Conversion rate (basket-to-order & visit-to-order)

Average order value

Revenue

As mentioned above, the Mr Porter editorial campaign worked to increase sales for products featured in its articles

## Traffic

Total visits

Unique visitors

New vs. return visits

Social links impact measured w/ analytics tools

## Engagement

Dwell time (time on site)

Pages per visit

Bounce rate

Social shares

Comments and 'likes'

Product reviews

Banner click-through rate

## Offline

Visits to store (hard to quantify)

In-store purchases

In-store content usage

Call tracking

ALLOCATING  
RESOURCES

TECHNOLOGICAL

CREATIVE

PEOPLE

BUSINESS

PARTNERS

## YOUR CUSTOMER

What do they believe?

Who do they trust?

What are they afraid of?

Who do they love?

What are they seeking?

Who are their friends?

What do they talk about?

FROM SETH GODIN'S BLOG





I  *threadless*™





more ways to use Brandwatch

LEADFINDR Leads from social media

HOME ABOUT BLOG JOBS SIGN IN

- 1 Find people with needs you can address
- 2 Target them with custom content
- 3 Track your ROI

Request a Demo

I would like to join your beta

Enter Your Email

Sign me up!



magnific

We find people who will love your product.

Whether you need users, customers, or super shareable content, Magnific is here to put rocketfuel in your business.

Get In Touch

User Acquisition Content Marketing Social Media Strategy

SPROUTSOCIAL

TomHumbarger

66 connections made since May 24, 2011

ENGAGEMENT 52

INFLUENCE 90

Quick Links

- Go To My Messages
- Find New Contacts
- View Reports
- Suggestions

My Social Stats

Displaying 6 of 7 Widgets Add More

Follower Demographics

65% MALE FOLLOWERS 35% FEMALE FOLLOWERS

Social Scorecard

Week of May 30, 2011

		% Change
New Followers	12	N/A
Mentions	2	N/A
Message Volume	4	+43%
Engagement	52	+11%

Recent Messages

Recent Followers

Feedback

About Blog Support

Publisher Tools Editorial Network Sponsor Marketplace

Powerful digital publishing tools

Engage your readers. Increase your traffic.

Get Quietly on your site

Percolate Platform Services Clients Company Insights Blog We're Hiring Login REQUEST A DEMO

The System of Record for Marketing

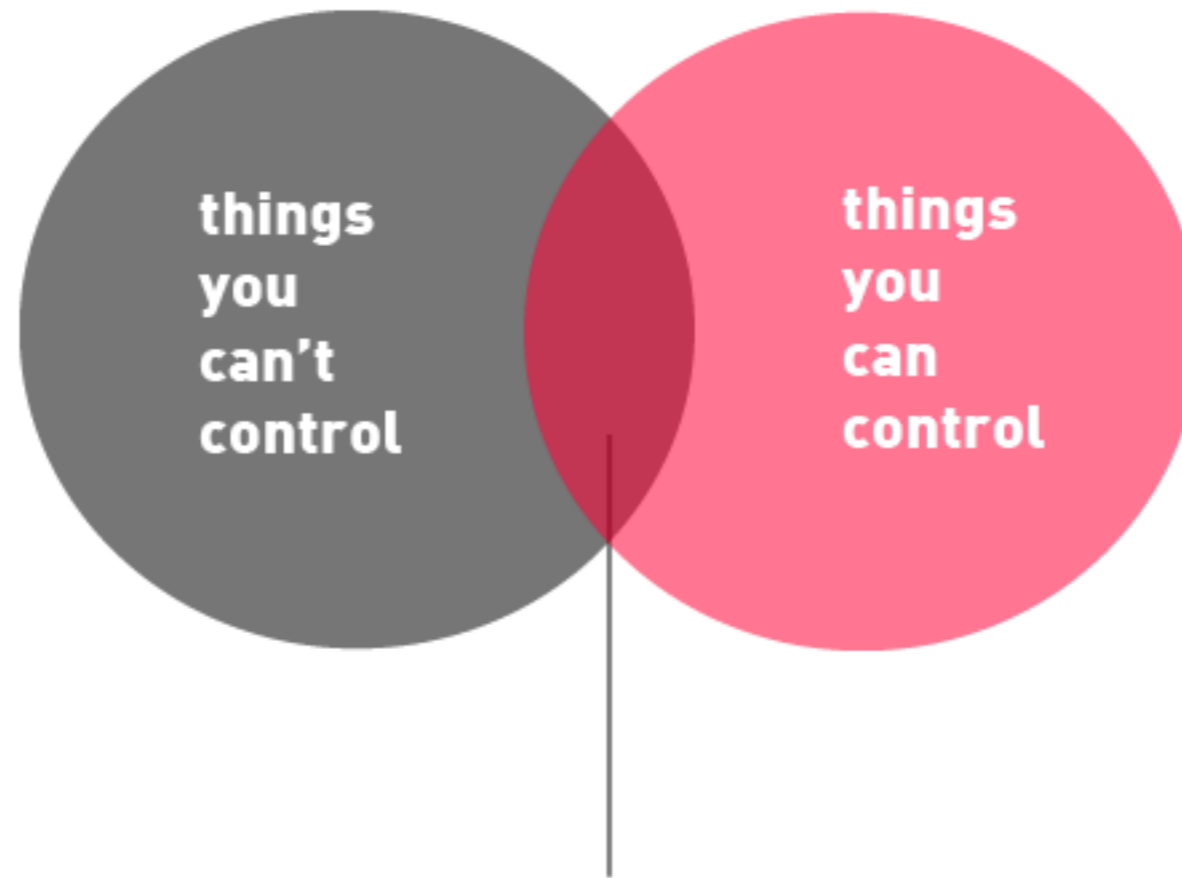
One software for every marketing task. Imagine that.

WATCH THE FILM

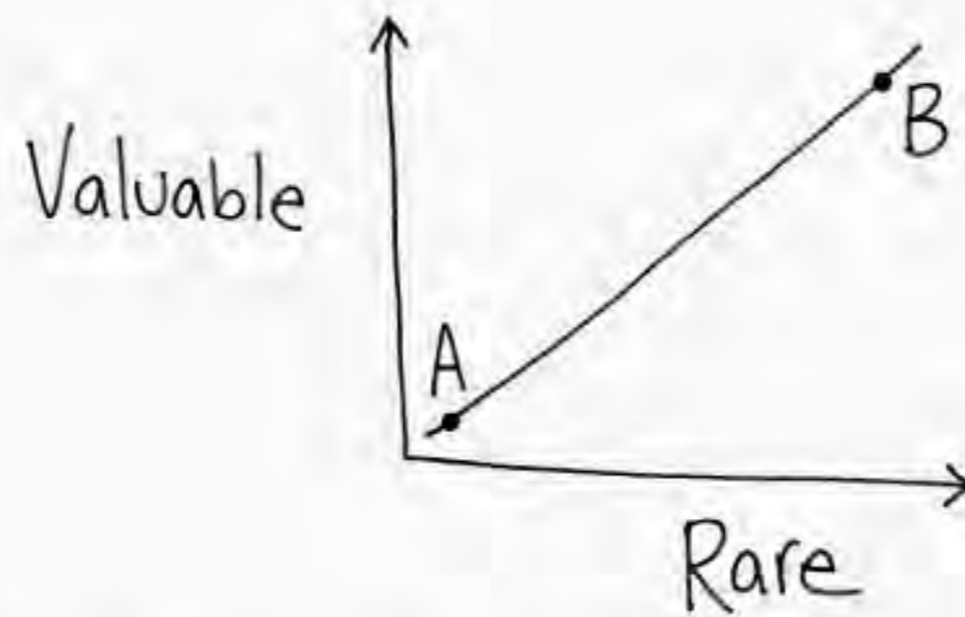
TIMELY

+

RELEVANT



**things that matter.**



A = Everyone can do it    B = Only you can

<b>Start-ups</b>	<b>End-ups</b>
Want to be something	Already are something
Agile	Stable
Culture is forming	Culture has formed
Have little	Have lots
Have little to lose	Have lots to lose
Try something for the first time	Tried everything and know what works
Unproven	Proven
Do what needs to get done	Clear roles and responsibilities
Flat structure with empowerment	Hierarchical structure with rules
May come and go	Stand the test of time
Heterarchy	Hierarchy

from John Maeda



© marketoonist.com

**THANK YOU.**



**JONAS ALTMAN**

**@SFAGENCY**