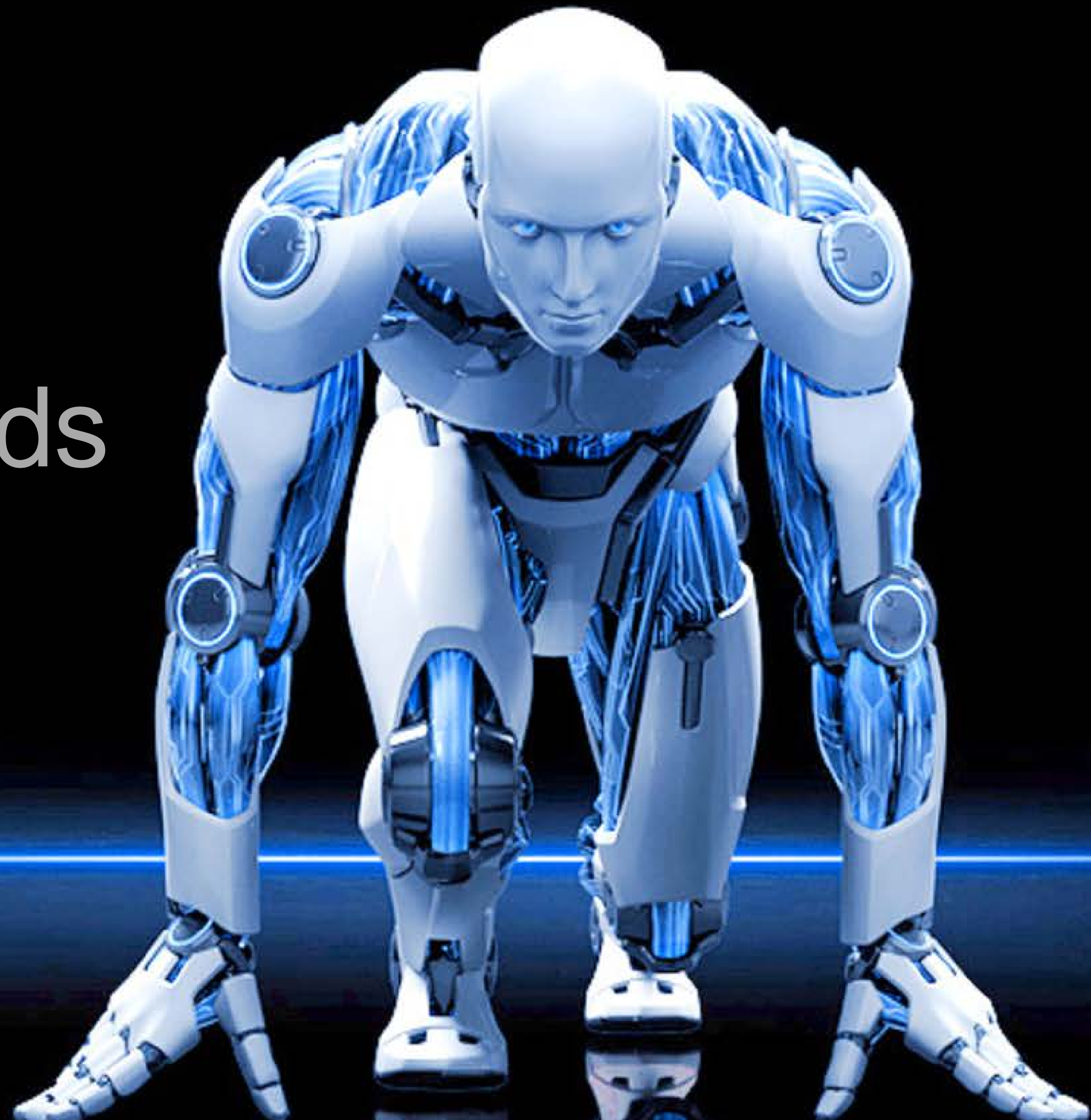


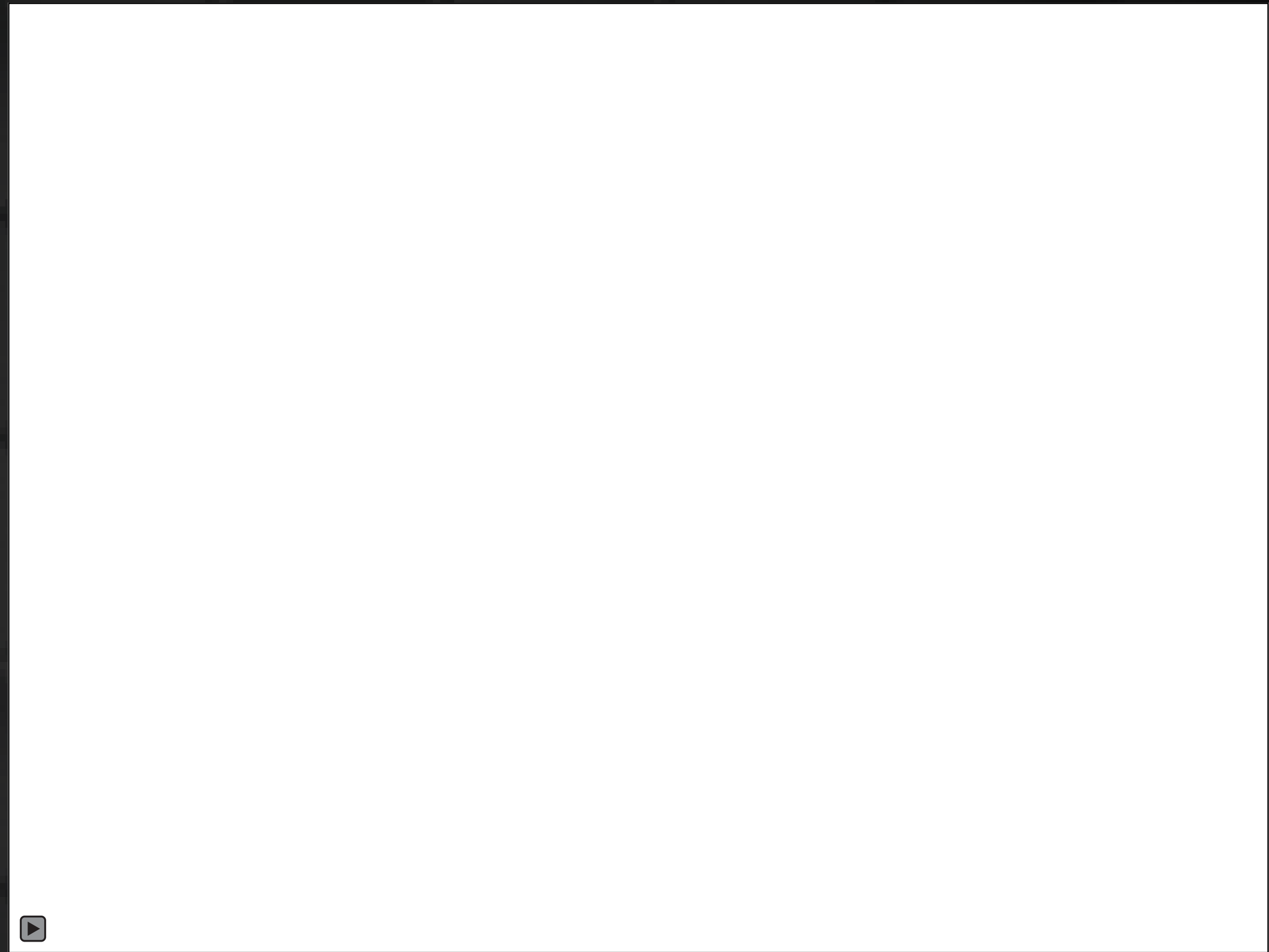
The Future of Brands

JUNE 2015

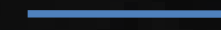


SapientNitroSM





everything's
amazing
nobody's happy





TODAY

- 1) *An always on world*
- 2) *Compressed purchase journeys*
- 3) *More creative than ever*
- 4) *Powerfully enabled by technology*
- 5) *Increasingly social (media)*



PUSH DRIVEN BRAND ECONOMY

SIMPLE

It was once all about 360° marketing, having a great ad campaign and a robust media plan. Consumers watched the commercial and did what they were told.



■ COMMUNICATIONS ■ EXPERIENCE ■ TECHNOLOGY

THE ALWAYS-ON EFFECT

*15 years in and
it's still the early days*

Connected consumers have
changed everything.

They're a fast-moving target with:

- always-on technology
- multiple devices
- channel blur
- changed shopping behavior
- collapsed transaction time
- And total control



■ COMMUNICATIONS

■ EXPERIENCE

■ TECHNOLOGY

WE BELIEVE
STORYTELLING
MUST EVOLVE




STORYSCAPING



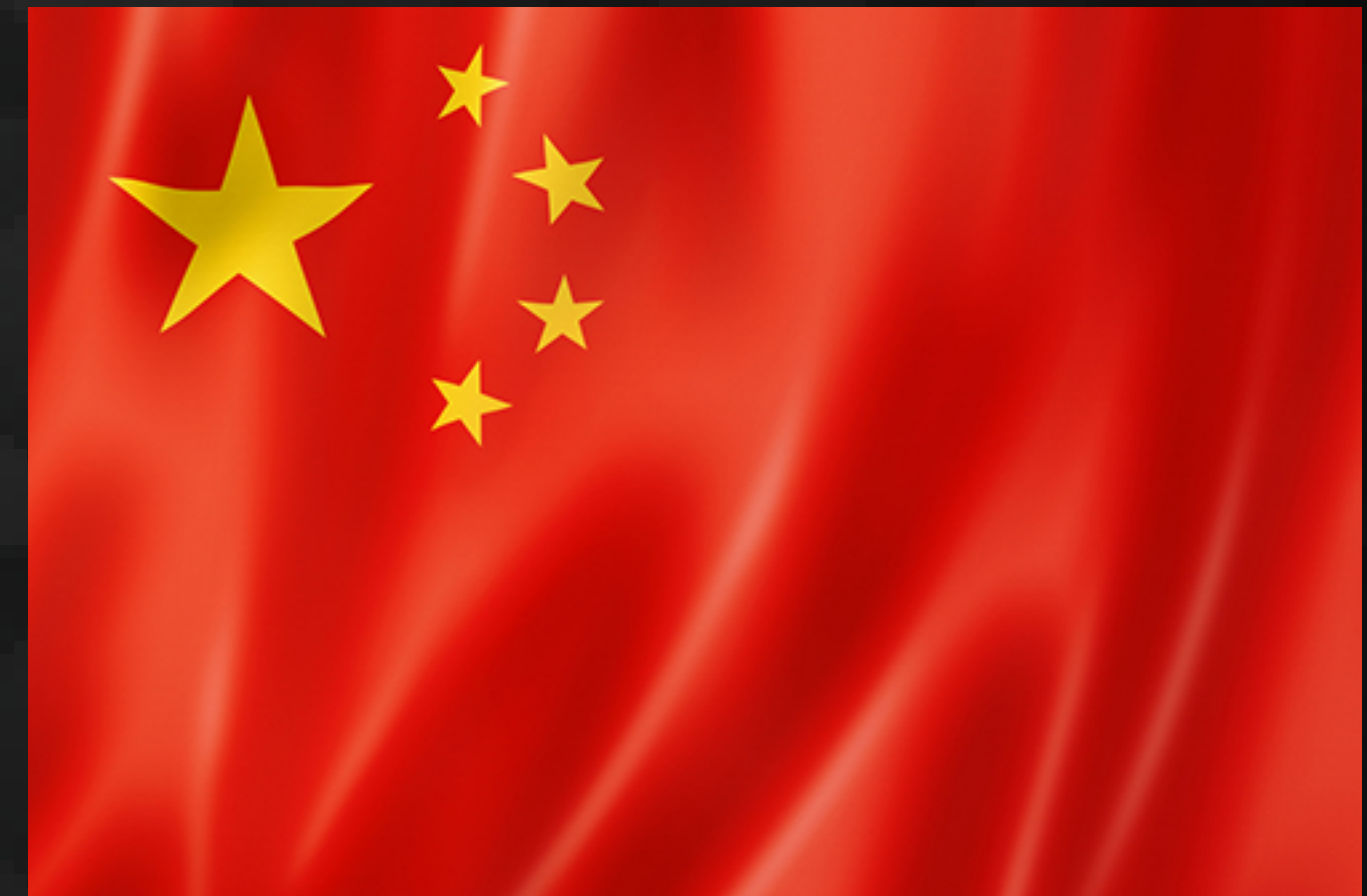
What's your Story?

The simple secret behind strategic aligned communications to attract investment.

Investors invest in Stories



Some Stories we all know...

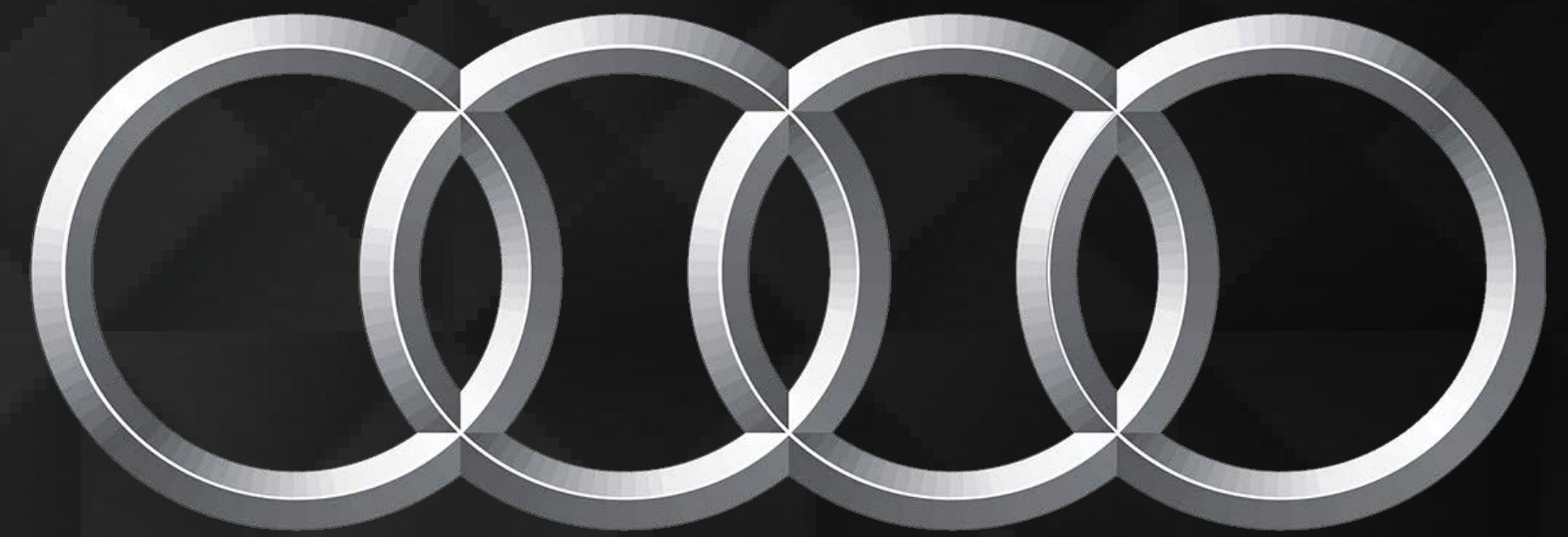


7 Principles of an effective place-brand marketing story

1. Omni-channel Storyscape - *All the world's a stage.*
2. Organising Idea - *The moral of the story*
3. Community engagement and alignment
4. Understanding of audience (s)
5. Acknowledgement of context
6. Awareness of image: *Credibility vs Capability*
7. Attention

“All the world’s a stage...”

Coca-Cola



Audi

The moral of the Story



Strategic hierarchy

Clear purpose



Organising Idea



Content Pillars



Aligned partners, channels & tactics

Strategy without tactics is the slowest route to victory; tactics without strategy is the noise before defeat.

Make disciples



Understand your audience's wants and weaknesses



Acknowledge Context wisely

Be true to who you are as
a community and what you have to offer.

Be a lighthouse brand, which can't be
capsized by changing conditions.

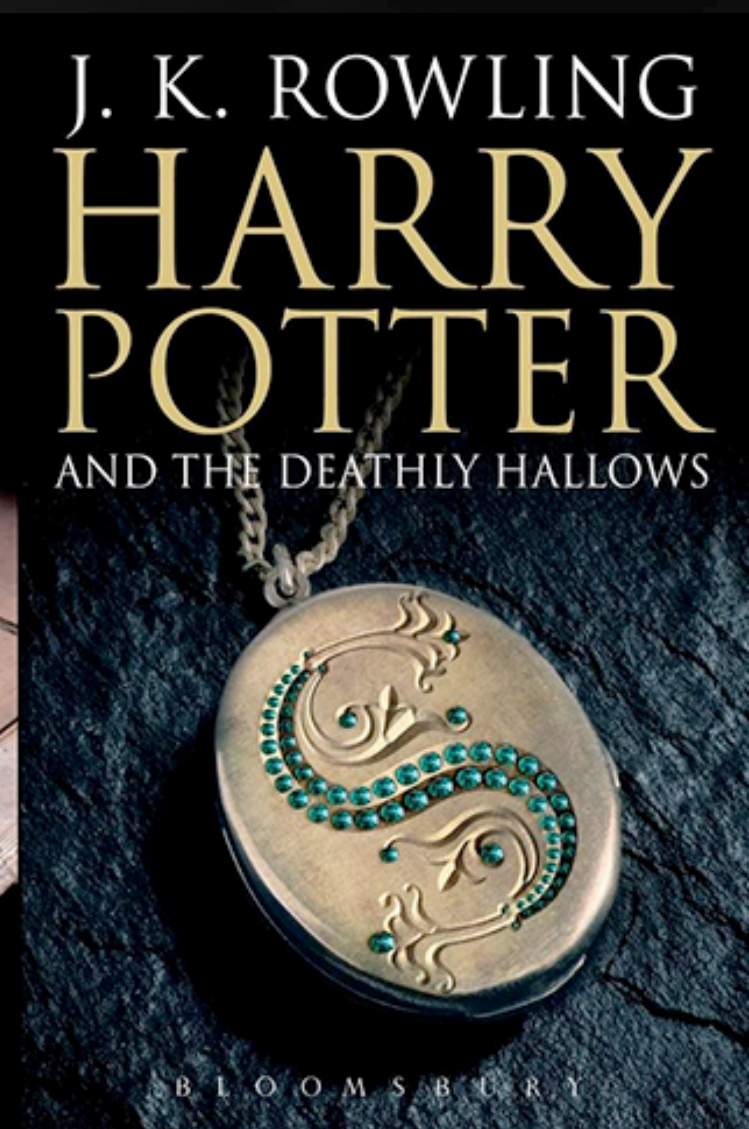
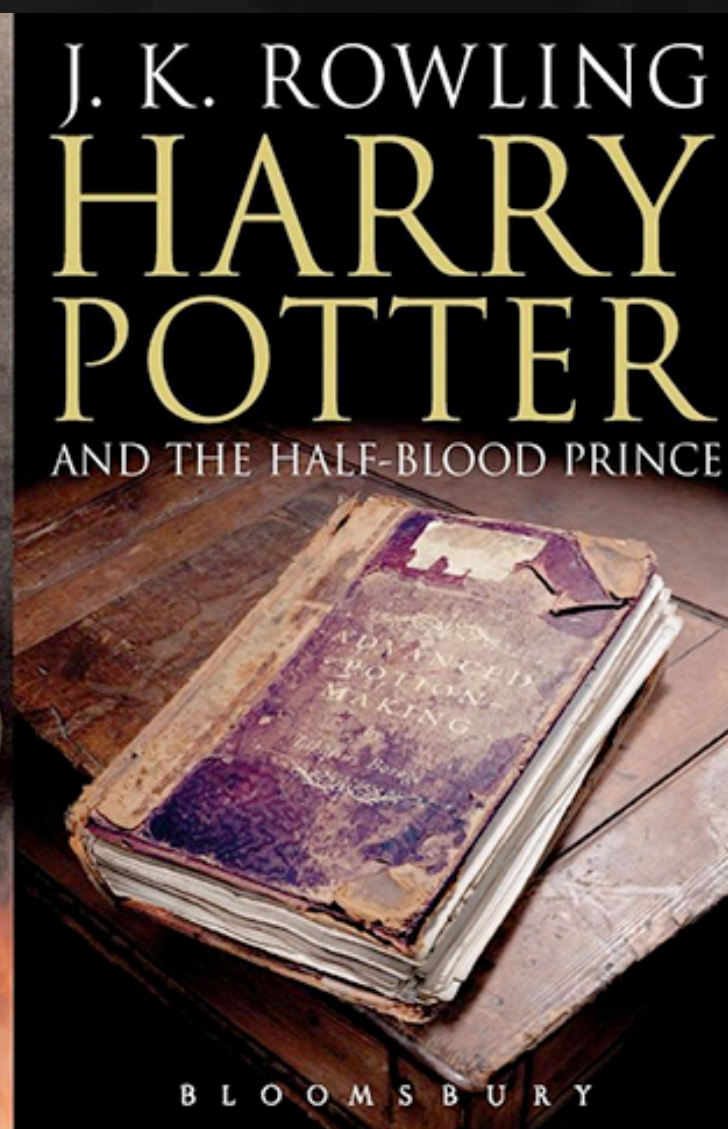
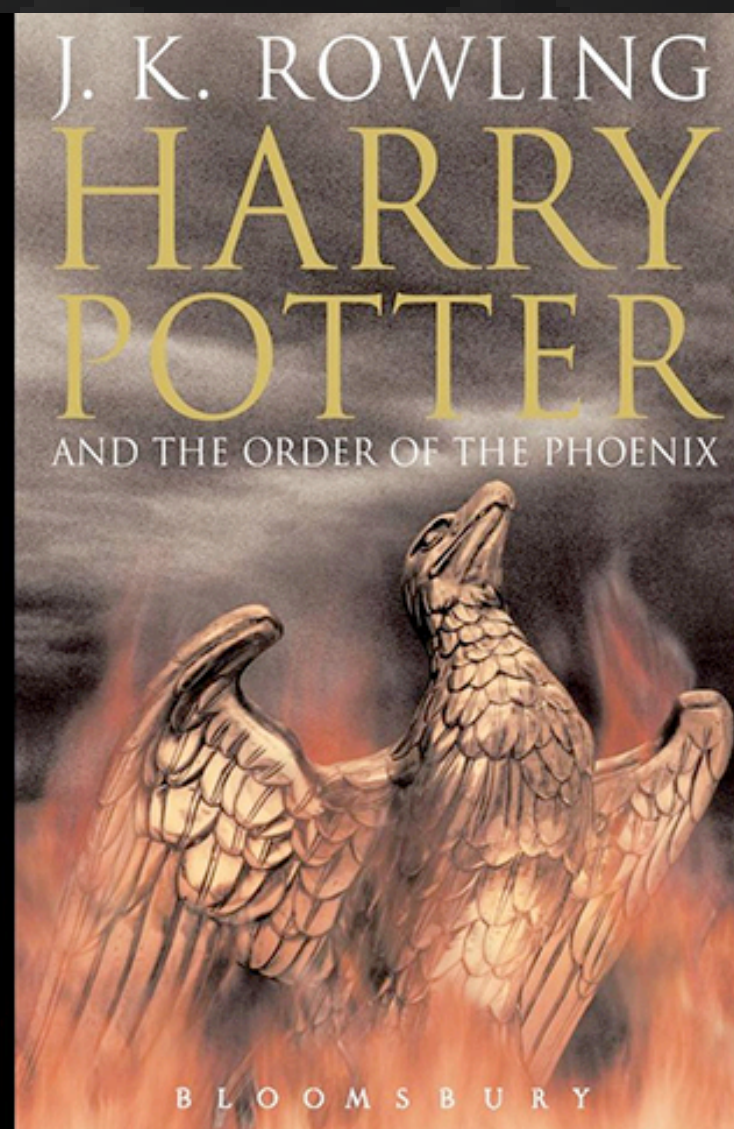
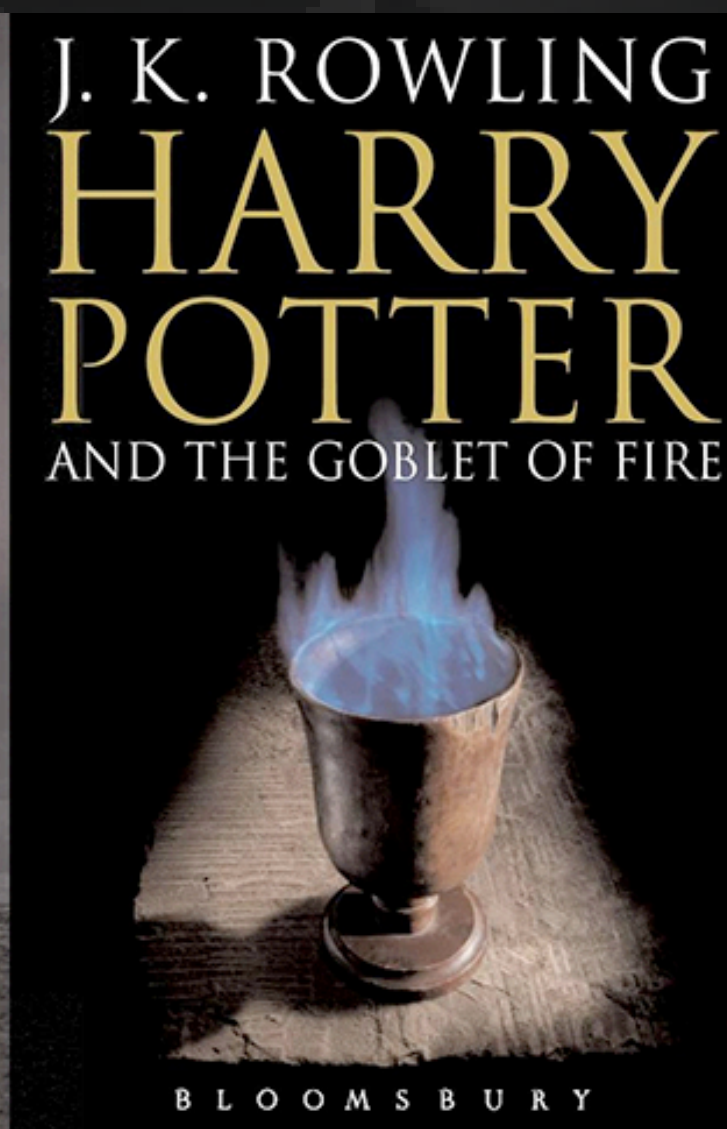
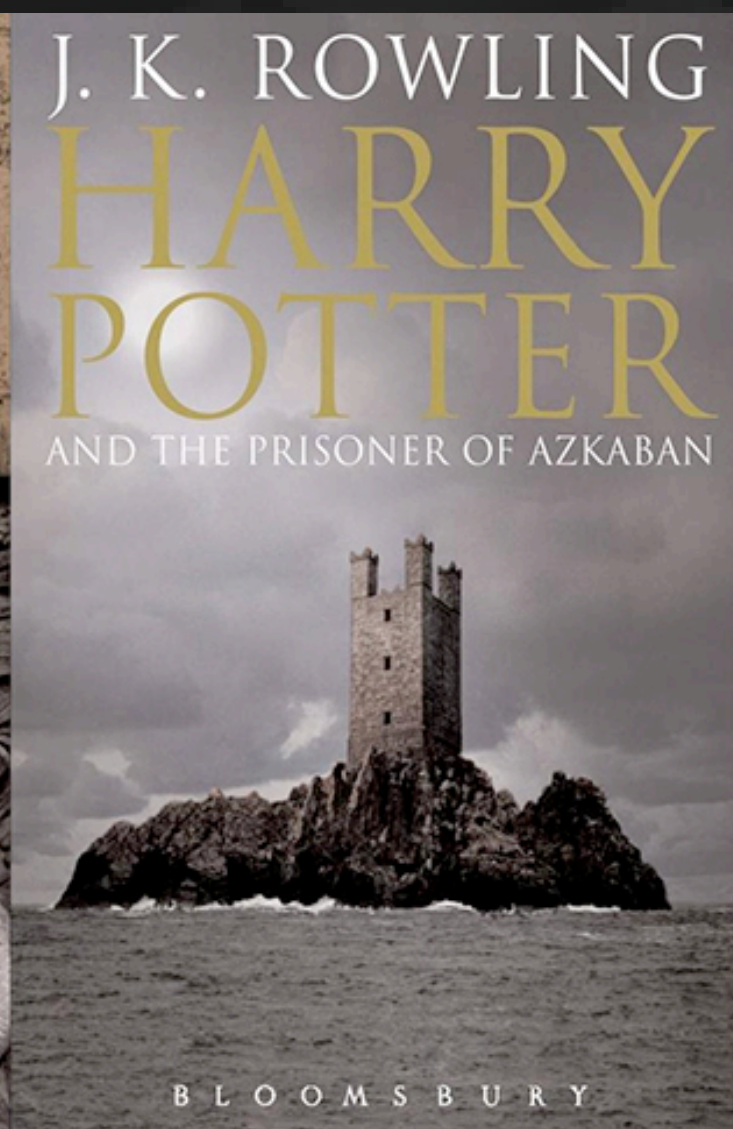
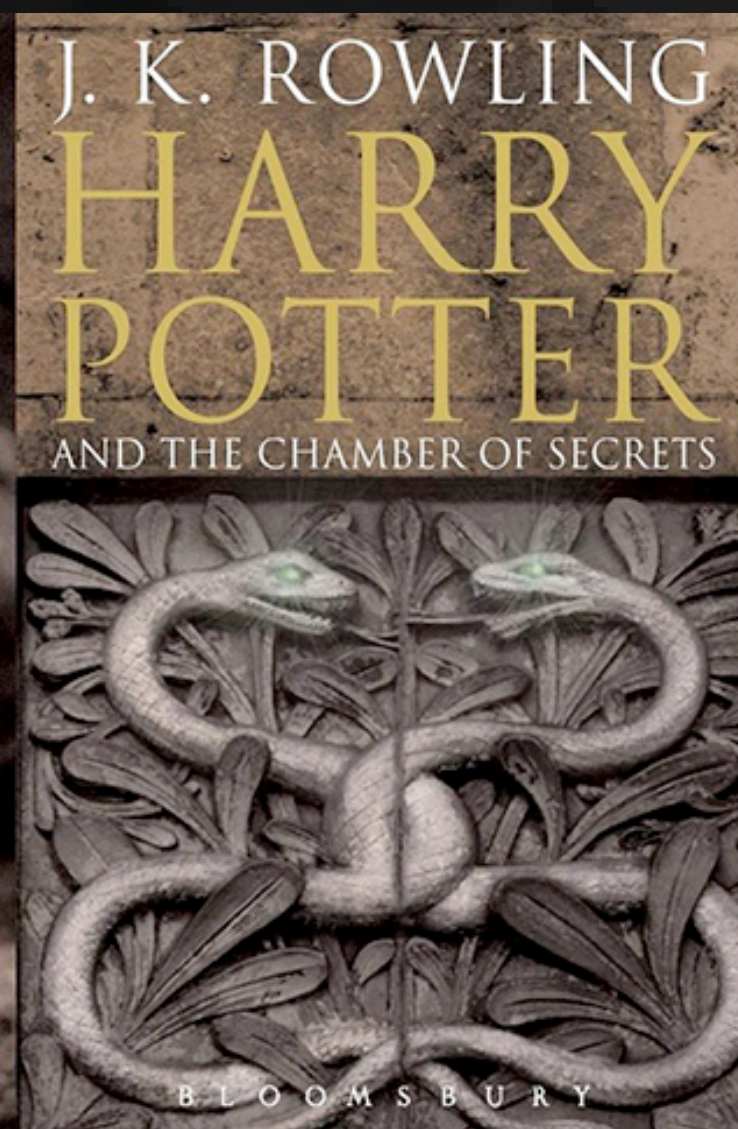
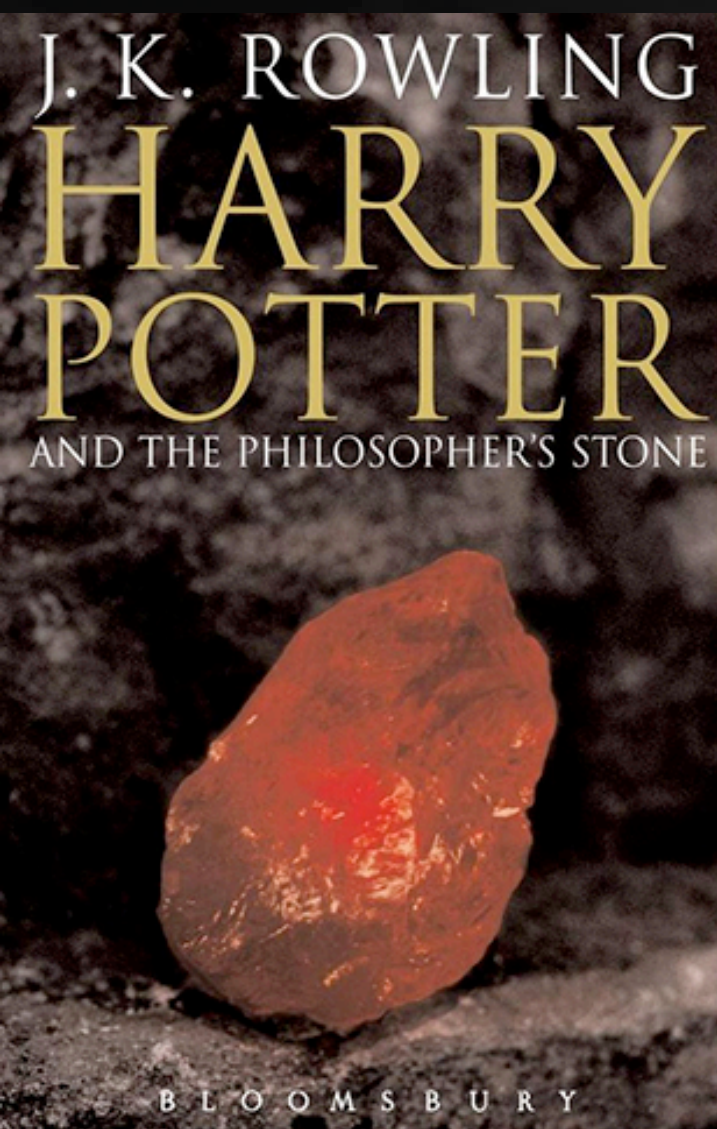


See yourself from the outside

Find out how you are seen by potential investors, and which traits need to be played up and played down.



Attention!







thank you