the unvarnished brand
the unvarnished brand
the unvarnished
brand
strip away
the unvarnished brand strip away unclutter
the unvarnished brand
strip away
unclutter
uncomplicate
the unvarnished brand
strip away unclutter uncomplicate

what we uncover vs add to Brand meaning
Insight vs Discovery
F Words
Conviction vs
Positioning
Insight vs Positioning
show ads and ideas
conviction vs
Insight vs Discovery
Discovery
Helps rethink business opportunity
From competitive NRT to Cold Turkey
Discovery
Helps uncover and embrace truth
leverage criticism to define benefit
Think small.

Our little car isn't as small as it really seems. It's a copy of one. We didn't have to go to a museum for it. The guy at the gas station didn't look around when we gave him our little car. Even with our little car, the back seat is 32.2 inches wide. It's even bigger when you spread it out, and it's still not as small as it seems.

Lemon.

The VW Beetle is a lemon. It's not as small as it seems. The gas station guy didn't even notice that the back seat is less than 32 inches wide. It's not even as small as it seems.

It's ugly, but it gets you there.

The VW Beetle is a lemon. It's not as small as it seems. The gas station guy didn't even notice that the back seat is less than 32 inches wide. It's not even as small as it seems.
Discovery

Helps you realize bolder ambition
What you are matters
Avis is only No.2 in rent a cars. So why go with us?

We try damned hard. (When you're not the biggest, you have to.)
We just can't afford dirty ashtrays. Or half-empty gas tanks. Or worn wipers. Or uniwashed cars. Or low tires. Or anything less than seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.

Obviously, the thing we try hardest for is just to be nice. To start you out right with a new car, like a lively, super-torque Ford, and a pleasant smile. To know, say, where you get a good pastrami sandwich in Duluth.

Why?
Because we can't afford to take you for granted.
Go with us next time.
The line at our counter is shorter.

Avis can't afford not to be nice.

Or not give you a new car like a lively, super-torque Ford, or not know a pastrami-on-rye place in Duluth.

Why?
When you're not the biggest in rent a cars, you have to try harder.
We do. We're only No.2.

Avis can't afford uniwashed cars.

Or smudged mirrors, dirty ashtrays, or anything less than new cars like lively, super-torque Fords.
Why?
When you're not the biggest in rent a cars, you have to try harder.
We do. We're only No.2.
age of disruption

age of immediacy

age of unreason
Yes...Times have change
Accelerating digital revolution
Lowering barriers to entry
Social entrepreneurship
Distribution/payment models
Consumer lead conversations
Customization and personalization
Peer review and recommendation
Diverse and segmented markets
Consumer co-creation
Real time behavioural
But ...People haven’t!
  Innocence and simplicity
  Exploration and discovery
  Fulfilment through knowledge
  Heroism and bravery
  Rebellion and independence
  Personal transformation
  Belonging & Love
  Fun & play
  Protection
  Power & Control
“It took millions of years for man’s instincts to develop. It will take millions more for them to even vary. It is fashionable to talk about changing man.

(We) must be concerned with unchanging man, with his obsessive drive to survive, to be admired, to succeed, to love, to take care of his own”
The F Words
Fame

“If a brand comes readily to mind, it’s a good choice”
“If I feel good about a brand, it’s a good choice”
If I recognise a brand quickly, and it’s easy to access, it’s a good choice.”
John Lewis market share
If you want to make money, make people feel, not think

<table>
<thead>
<tr>
<th></th>
<th>58%</th>
<th>46%</th>
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</thead>
<tbody>
<tr>
<td>Sales</td>
<td>Share</td>
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<tr>
<td>Profit</td>
<td>28%</td>
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<tr>
<td>Brand Awareness</td>
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<td>33%</td>
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<td>17%</td>
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<td>Brand Fame</td>
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</tr>
<tr>
<td>Brand Image</td>
<td>17%</td>
<td>8%</td>
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Source: Binet and Field, IPA Datamine, 2014
The Fourth F
Fight
Creating Conviction not positioning

Not just what you stand for
But what you take a stand on
What you fight for
Fights to!

- Skittles: Make usual, daily life more unusually entertaining. Taste the Rainbow.
- CapitalOne: Change banking for good. What's In Your Wallet.
- LifeLock: Keep your life, yours. Why Monitor a Problem, If You Don't Fix It.
- Alfa Romeo: Create lust beyond reason. If Emotion Made a Car.
- Jeep: Push forever forward. 4x4ever.
- American Cancer Society: Humanity is mankind's most powerful weapon against cancer. Advantage Humans.
- StateFarm: Empathy with action. Here to Help Life Go Right.
FIGHTS to unleash humanity as mankind’s greatest weapon against cancer.
the **GENEROSITY** of donors

the **COMMITMENT** of volunteers

the **TENACITY** of researchers & caregivers

the **COURAGE** of patients & survivors
ADVANTAGE HUMANS
If we had a dollar for every fit of RAGE aimed at cancer, think of the lives we could save.

Donate now cancer.org

If we had a dollar for every act of DEVOTION taking on cancer, think of the lives we could save.

Donate now cancer.org
unaided awareness & understanding
10.2% in new donors
“Charity of Choice”
2x the number of subscriber donors
“Advantage Humans is not only reversing donation decline, but future-proofing the brand FROM THE INSIDE OUT.”

Daniela Campari, CMO
A fashion brand not a faucet company
Not just there when things go bad, here to help life go right
the unvarnished brand
the unvarnished brand
the unvarnished brand
the unvarnished brand
the unvarnished brand
the unvarnished brand
the unvarnished brand
the unvarnished brand
uncover more potent TRUTHS

**FIGHT** for something

**SHIFT** the way Brands see & act in the world
Thank You