

THE MOST HUMAN COMPANY WINS



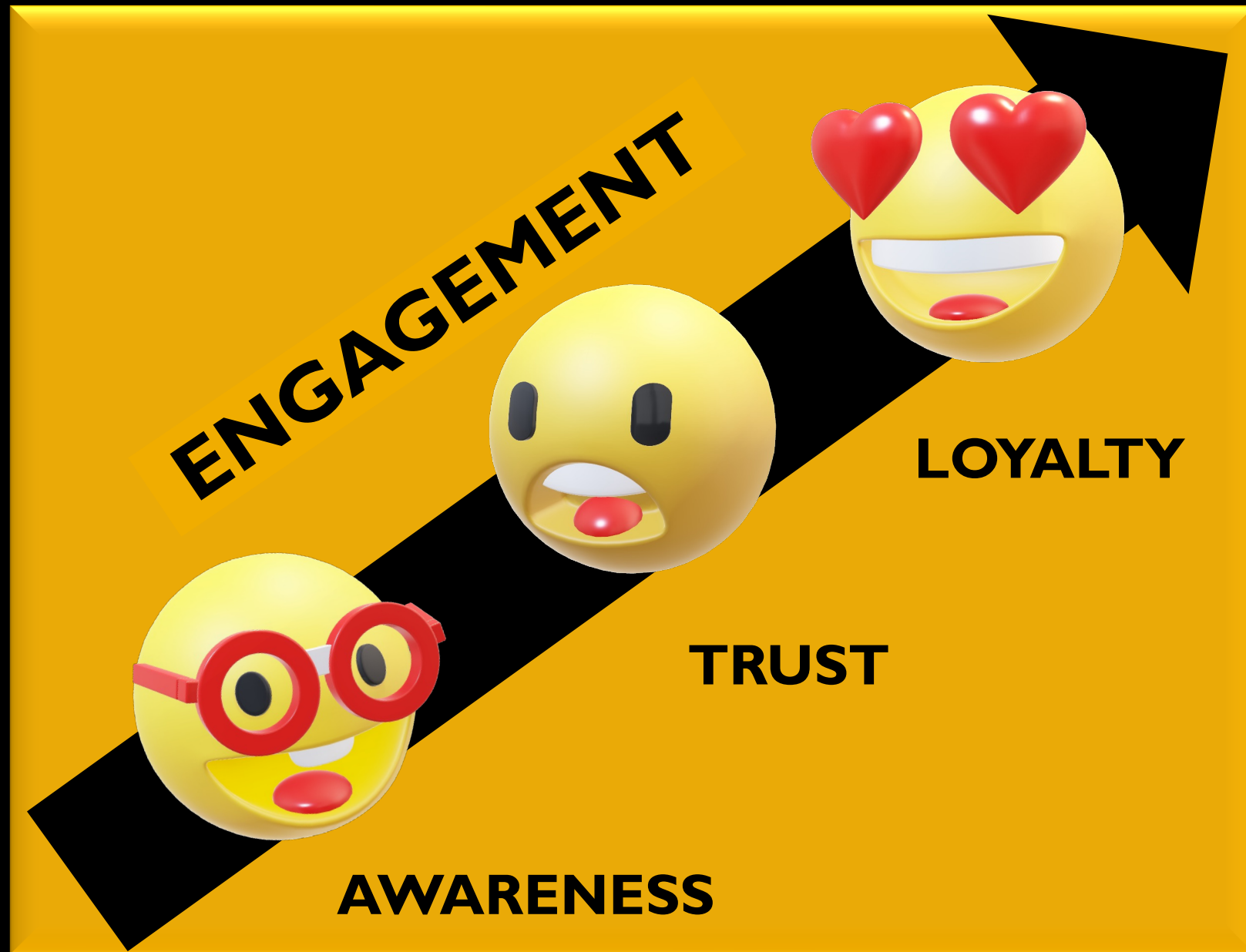
MARKETING REBELLION

THE MOST HUMAN COMPANY WINS



BY MARK SCHAEFER
BEST-SELLING AUTHOR OF *KNOWN*

INTERACTIONS



TIME

“Our research revealed that consumers are increasingly likely to have a **negative reaction to a company’s attempt to earn their loyalty.”**

- Accenture

ELUSIVE LOYALTY

13%

LOYAL





**EMOTION IS
MISSING**

CONSUMER REBELLIONS





Watch "Soldiers of Fortune"
For exciting adventures, on the
7-Up TV show every week.

Copyright 1989 by The Seven-Up Co.



Avoid
imitations
served from
taps or
cup-machines.
Seven-Up
is sold in
bottles only.

Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it . . . it likes you!



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A SORT OF PLEASURE
my spirit—the spirit of Christmas-giving—
is abroad in the land. A gift that expresses
that spirit, and brings pleasure to every
home, both great and small, is rare indeed.
And a gift, my friends, is LUCKY STRIKE.

Santa Claus

Luckies—a light smoke
OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"



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FIRST REBELLION



END OF LIES





SECOND REBELLION



END OF SECRETS

IVORY

REG. U.S. PAT. OFF.

SOAP



Procter & Gamble

NET WEIGHT
9 OUNCES



THE THIRD REBELLION

1) Emotional connection to a human, not a product

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- 2) Unreachable by advertising**

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- 2) Unreachable by advertising**
- 3) No traditional marketing or sales funnel**
- 4) The customer is the marketer**

THIRD REBELLION



END OF CONTROL

MARKETING GENERATING SALES



**2/3 OF YOUR
MARKETING IS
OCCURRING
WITHOUT YOU.**

AD-FREE

LOYALTY-FREE

FUNNEL-FREE

**AND NOBODY
BELIEVES US.**

NOW WHAT?



A Venn diagram consisting of three overlapping circles. The top circle is labeled 'ANTHROPOLOGY', the bottom-left circle is labeled 'PSYCHOLOGY', and the bottom-right circle is labeled 'SOCIOLOGY'. The circles overlap in various combinations, creating a central intersection where all three disciplines meet, as well as pairwise intersections between each two disciplines. The labels are in white, bold, uppercase letters inside orange rectangular boxes with a slight 3D effect.

ANTHROPOLOGY

PSYCHOLOGY

SOCIOLOGY

MARKETING =

ALL THINGS

HUMAN



A high-angle, vertical shot of a steep, light-colored rock face. The rock has a distinct vertical texture with many cracks and crevices. Patches of green vegetation are scattered across the surface. A small figure of a person in a red shirt is visible on the left side of the rock face, appearing to be climbing. The North Face logo is overlaid in the center-right.

THE
NORTH
FACE®



[#QuestionMadness](#)

Question Madness

8,002,170 views

 12K

 3.6K

 SHARE

 SAVE



Now that's how you
advertise!



OBSESSED
DEVOTED



PAIN
PERSPECTIVE

WHAT MADE THIS GREAT?

1) THE CUSTOMER IS THE HERO

WHAT MADE THIS GREAT?

1) THE CUSTOMER IS THE HERO

2) THE CUSTOMER IS THE MARKETER

WHAT MADE THIS GREAT?

- 1) THE CUSTOMER IS THE HERO**
- 2) THE CUSTOMER IS THE MARKETER**
- 3) THE COMPANY HELPED PEOPLE BELONG**

#1

**BELONGING AND
COMMUNITY
ARE PARAMOUNT**

WARMTH



COMPETENCY

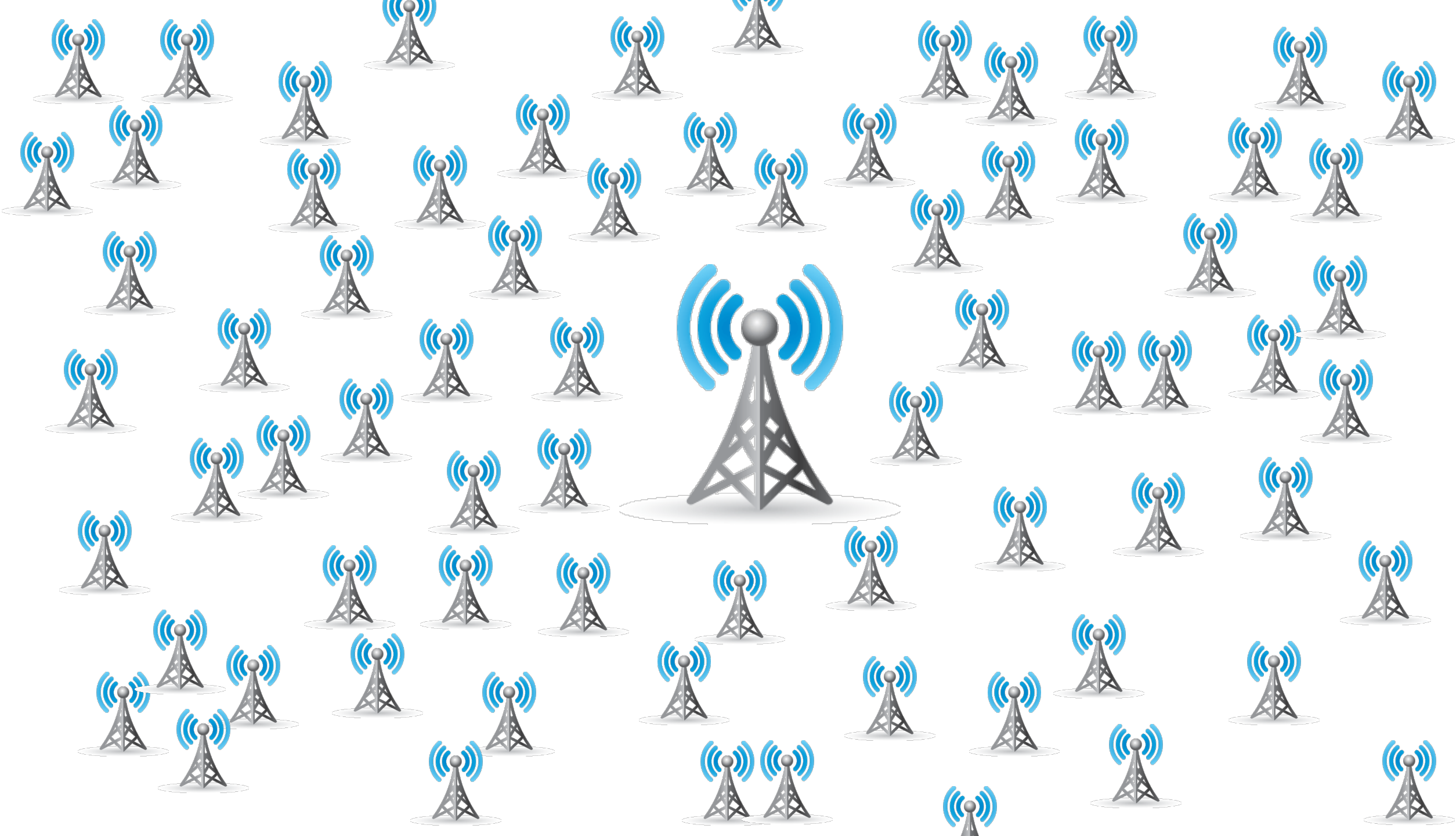




WARMTH + COMPETENCE







#2

PERSONAL BRAND

IS NOW THE

COMPANY BRAND

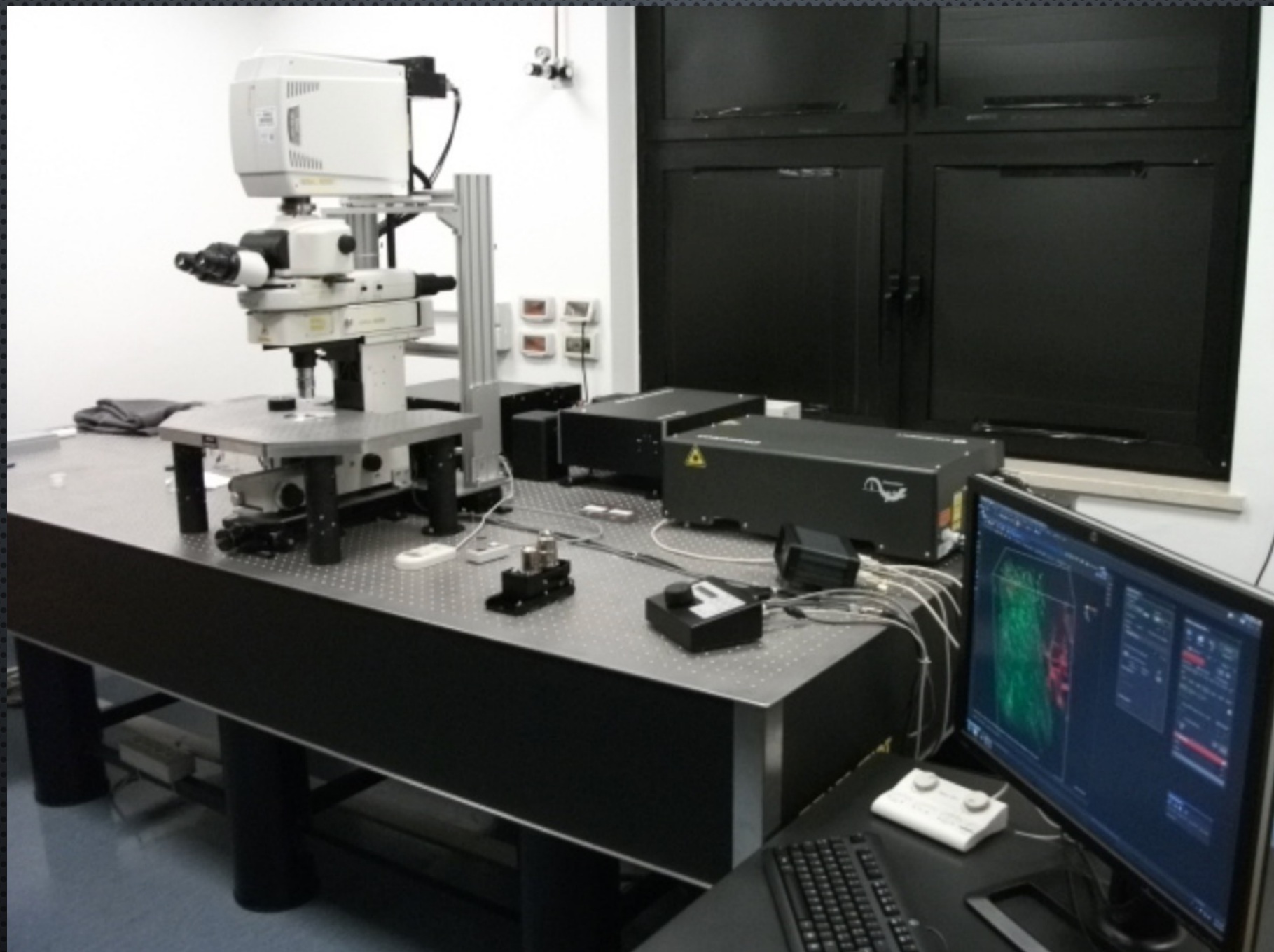
The future is community.
Community begins with trust.
Trust begins with a person.

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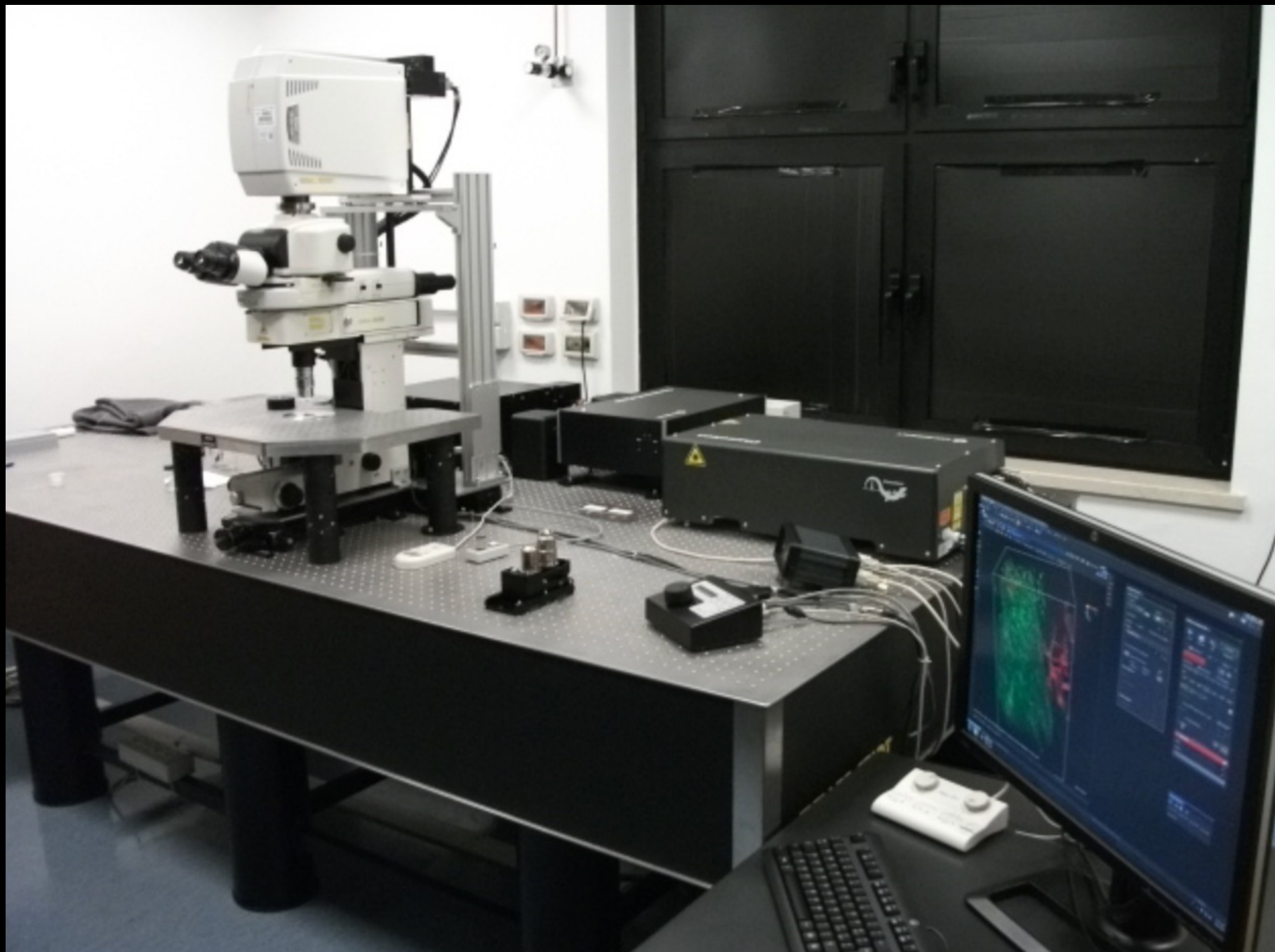
The personal brand is everything.













#3

**BRINGING PEOPLE
TOGETHER**

CHANGES EVERYTHING.





Why Certain Experiences Have Extraordinary Impact



THE POWER OF MOMENTS

CHIP HEATH & DAN HEATH

The bestselling authors of *SWITCH* and *MADE TO STICK*















#4

**BUILD PEAK MOMENTS
INTO CUSTOMER
EXPERIENCES**

BE.

MORE.

HUMAN.

THE MOST HUMAN COMPANY WINS



**THANK
YOU!**

