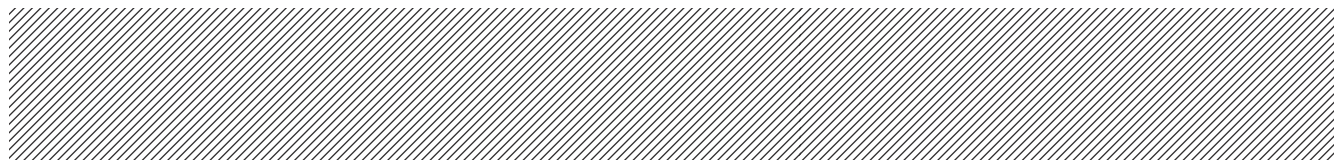




Meaningful Marketing



SOCIAL

Connecting

Community
Belonging
Identity
Like-mindedness
Affinity
New people
Status
Compassion
Fun
Love
Friendship
Hobbies
Fans

Social networks
Social media
Viral campaigns
Events
Community

PERSONAL

Only for you

Customizable
Relevant
Actionable
User-friendly
Direct
Instant
Micro
Interactive

One-to-one marketing
User-generated content
Point of sale
Permission-based marketing

DRAMATIC

Making Sense

Cohesion
Convergence
Morale
Consistency
Empathy
Imagination
Entertainment
Cultural relevance
Characters
Suspense
Comedy
Tragedy
Identification

Ads (print, TV, radio, Web)
Viral campaigns
Books
Branded entertainment
Blogs/microblogs
User-generated content

DISRUPTIVE

Thought-provoking

Provocation
Divergence
Deconstruction
Surprise
Shock
Unlikelihood
Challenge
Uniqueness
Attention
Immediacy

Ads (print, TV, radio, Web)
Blogs/microblogs
Push communications
Viral campaigns
Guerrilla/ambush marketing
User-generated content
Flash mobs
Point of sale

RESPONSIBLE

Doing good

Citizenship
Social responsibility
Eco-friendliness
Ethics
Human rights
Values
Family
Nation
Common Good
Earth

Donations
Cause-related marketing
Nonprofit/profit partnerships
Code of conduct
Community service/volunteering
Social innovation