





How do PR professionals guide their clients to creating an effective campaign that penetrates?

Through an insightful grasp of a brand's authentic core, empathy for a promise-pummeled consumer base and a keen nose for essential principals.

How has
branding
evolved in our
fast-changing
market?

brand = headship

brand = ownership

brand = leadership

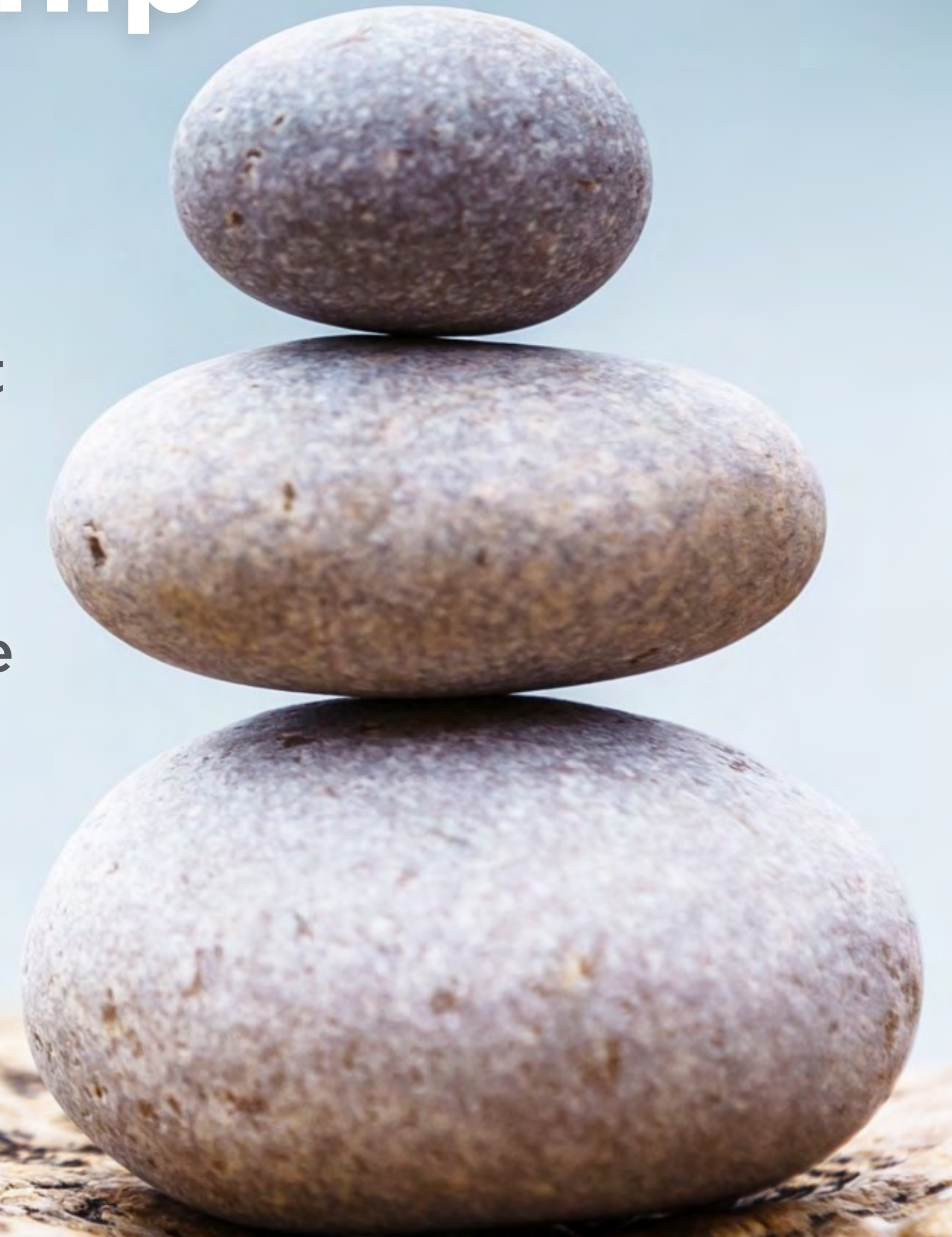
brand = relationship

brand = fellowship


The currency of fellowship

While companies over the decades have worked at building shareholder **value**, a growing movement of consumers have been seeking brands with principled values. This divergent action has created a tipping point as heritage brands loose meaning and relevance.

Values are built through trust, authenticity and transparency. Many brands are simply on the wrong side of the tracks with the **value** vs. **values** equation. New business models and brands with strong values are winning these consumers.



a word about
transparency



How do you
determine the
right approach
for THIS client?

their WHY **goals & objectives?**

don't stop at "MONEY"

their audience **are you/they sure?**

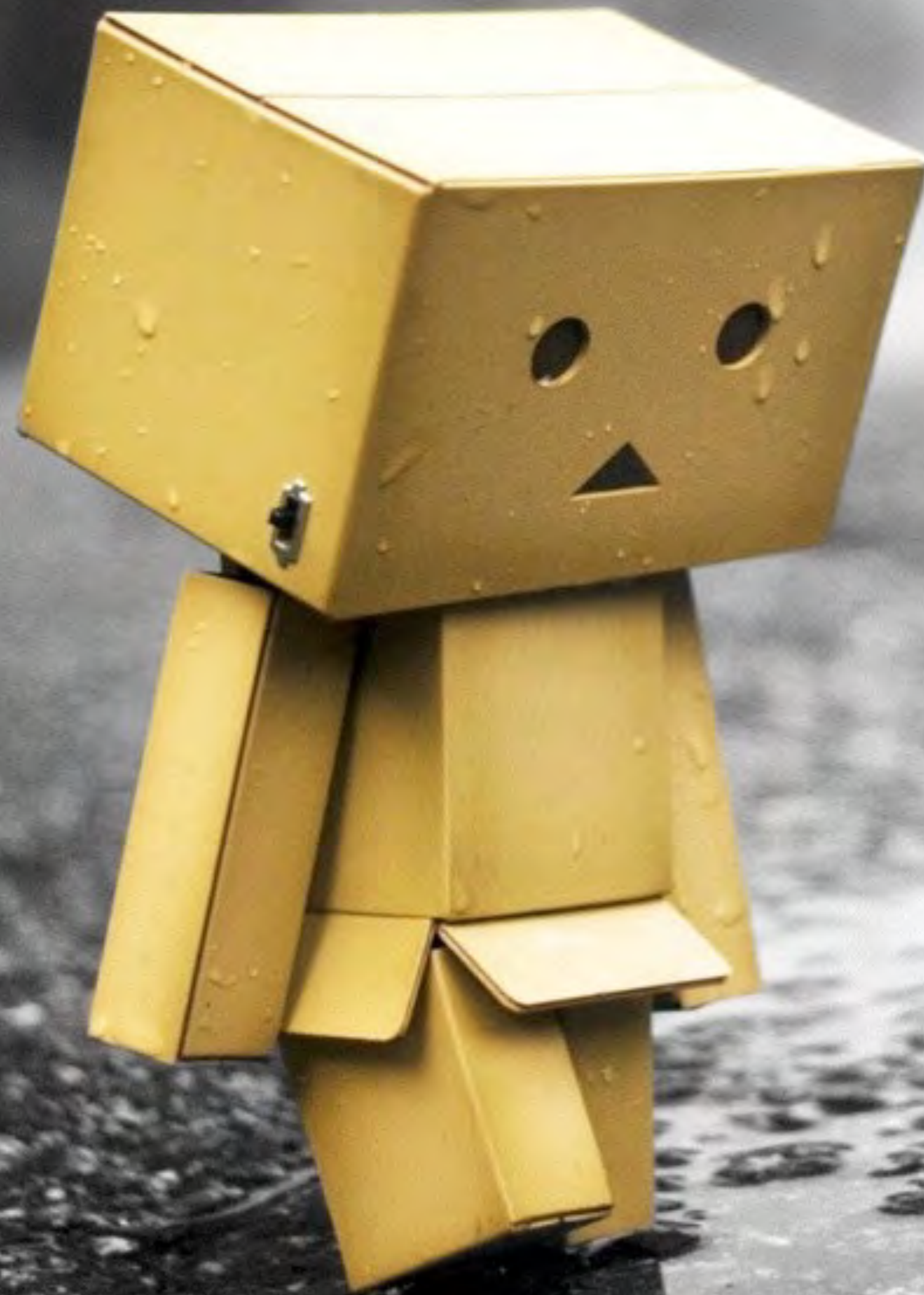
you "know people"

their brand **templated or tailored?**

"we've always done it that way"

YOUR gut **connect the unconnected**

your fresh eyes "see" differently



empathy...
for clients
AND the
consumer

“ Without a **personal connection** to the people they serve, companies lack the context, immediacy, or experience they need to make good decisions.

As a result, far too many leaders make **critical decisions** without any personal feel for the territory.”

Wired to Care - Dev Patnaik

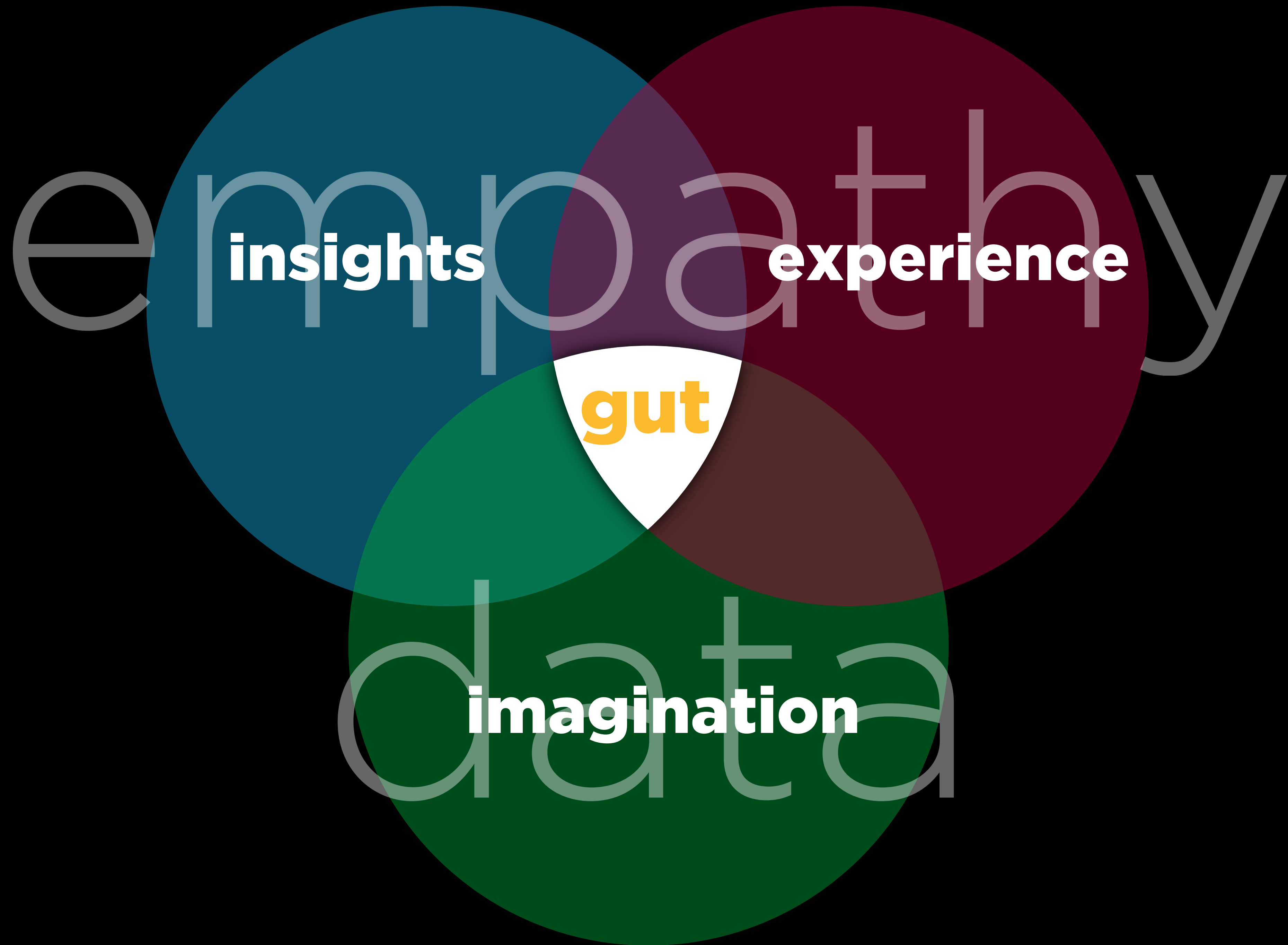


ouch!
why is that?



Most people worldwide
would not care if more
than **73%** of brands
disappeared tomorrow.

Source: Havas Media





When is it time
to promote a
brand refresh?

**when it's just terrible
to begin with**

enough said

**the category has
homogenized**

parity is a death gargle

**it's time to lead
(again?)**

following is safe but 2nd (at best)

**it's outgrown its original
purpose or reach**

heritage as baggage

**before, not during,
a decline**

it could be too late

CAUTION:

**If a brand is being ignored, the
problem is usually deeper than
aesthetics and promotion.**



What's the
difference between
sending a message
and sparking a
conversation?

construct **monologue VS dialog**

connection **value VS values**

benefit **need VS desire**

insight **knowing about VS knowing**

?
&
!



Ventura • Chicago • Reno
394 E. Main Street, Ventura, CA 93001

MAIN (805) 277-5200
JS DIR (805) 277-5209

 silvaware
 @silvaware
 jsilva@dupuisgroup.com
 dupuisgroup.com