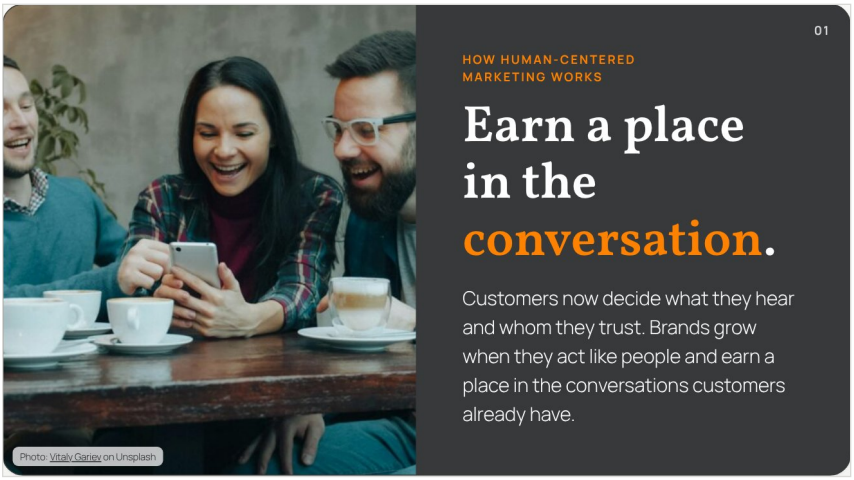
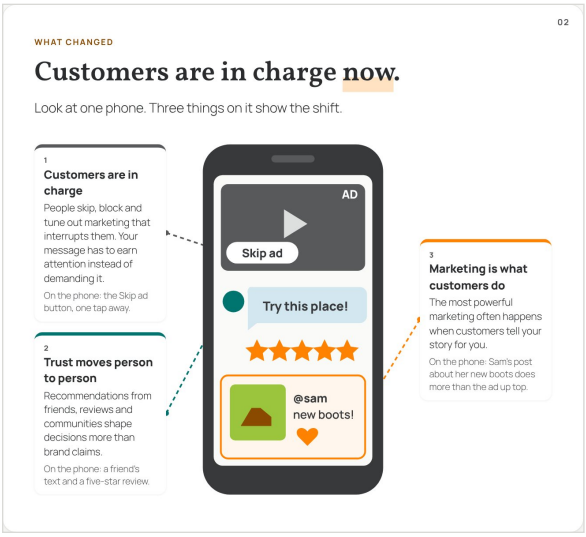
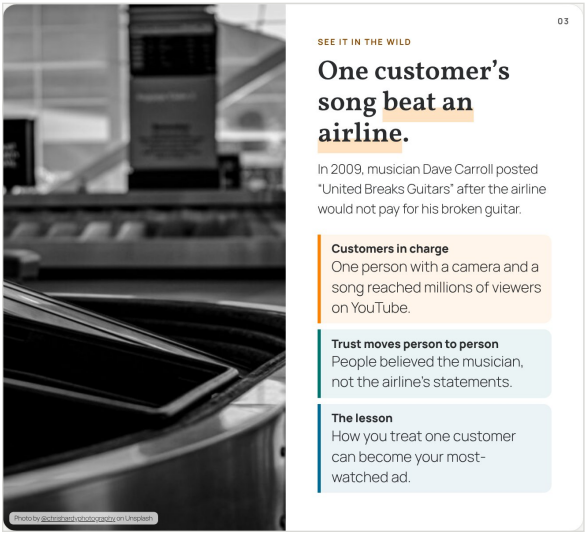


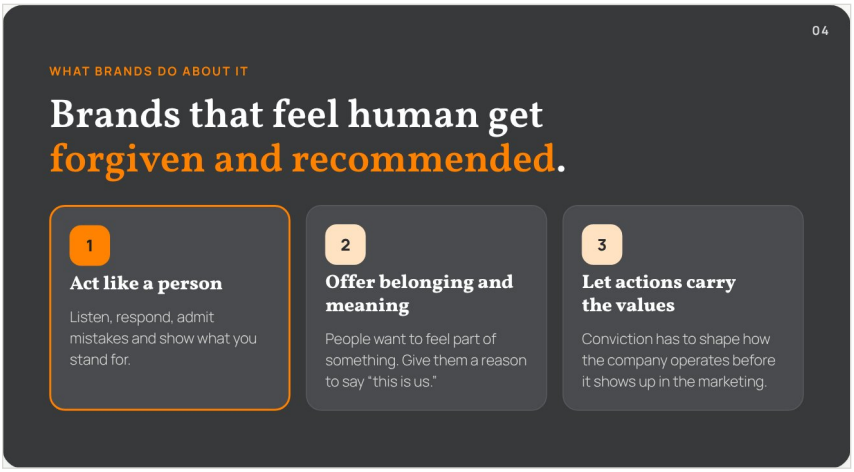
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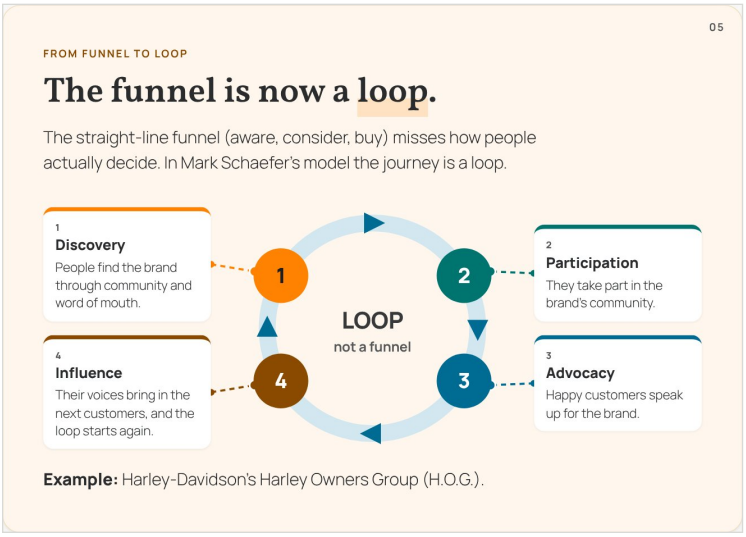
Slide 2



Slide 3



Slide 4



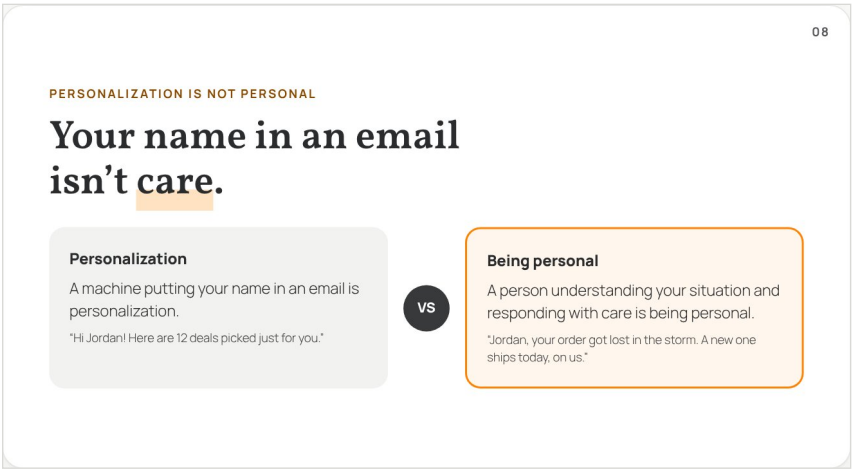
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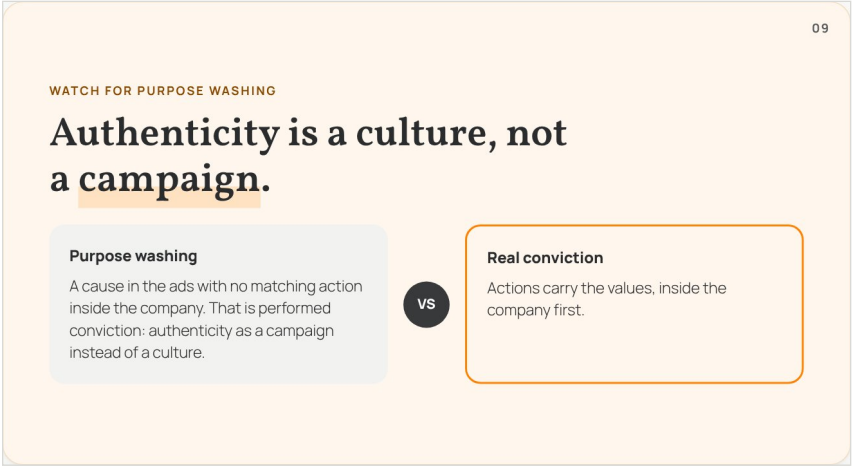
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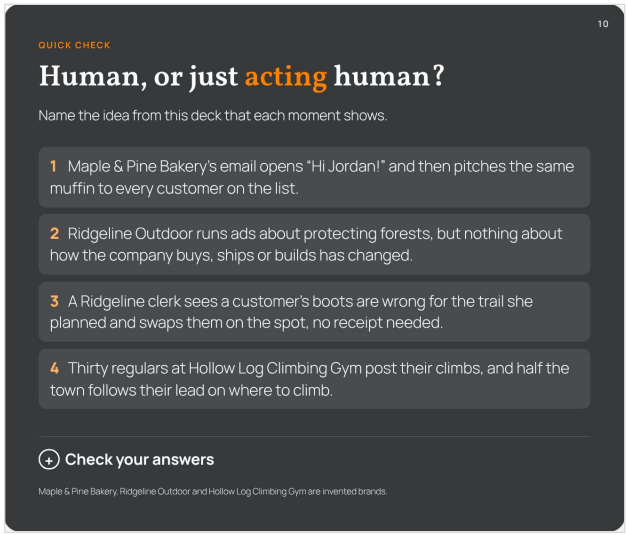
Slide 7



Slide 8



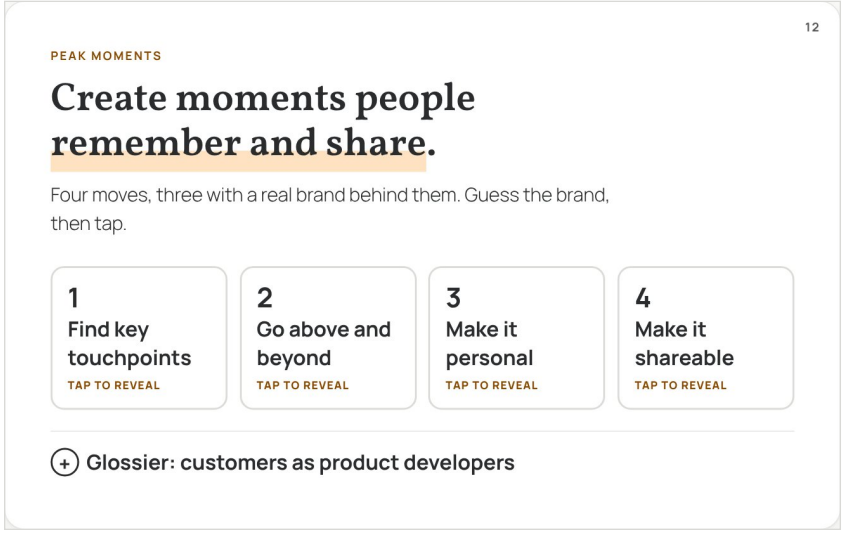
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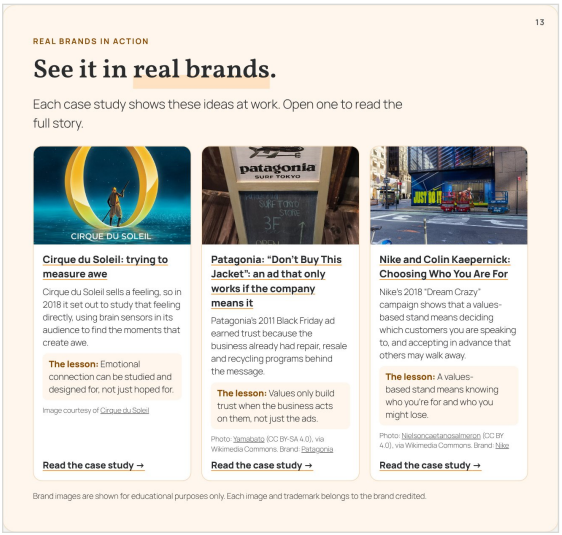
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Slide 11



Slide 12


13
REAL BRANDS IN ACTION
See it in real brands.
Each case study shows these ideas at work. Open one to read the full story.
CIRQUE DU SOLEIL
Cirque du Soleil: trying to measure awe
Cirque du Soleil sells a feeling, so in 2018 it set out to study that feeling directly, using brain sensors in its audience to find the moments that create awe.
The lesson: Emotional connection can be studied and designed for, not just hoped for.
Image courtesy of Cirque du Soleil
Read the case study →
patagonia
SURF TOKYO
Patagonia: "Don't Buy This Jacket": an ad that only works if the company means it
Patagonia's 2011 Black Friday ad earned trust because the business already had repair, resale and recycling programs behind the message.
The lesson: Values only build trust when the business acts on them, not just the ads.
Photo: Yamabatz (CC BY-SA 4.0), via Wikimedia Commons. Brand: Patagonia
Read the case study →
JUST DO IT
Nike and Colin Kaepernick: Choosing Who You Are For
Nike's 2018 "Dream Crazy" campaign shows that a values-based stand means deciding which customers you are speaking to, and accepting in advance that others may walk away.
The lesson: A values-based stand means knowing who you're for and who you might lose.
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