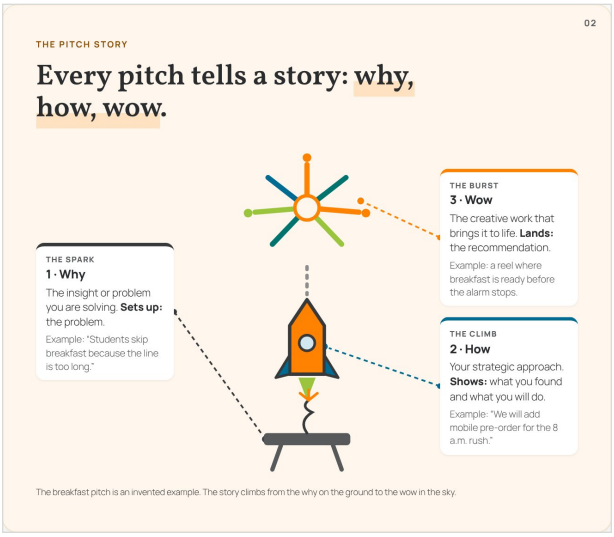
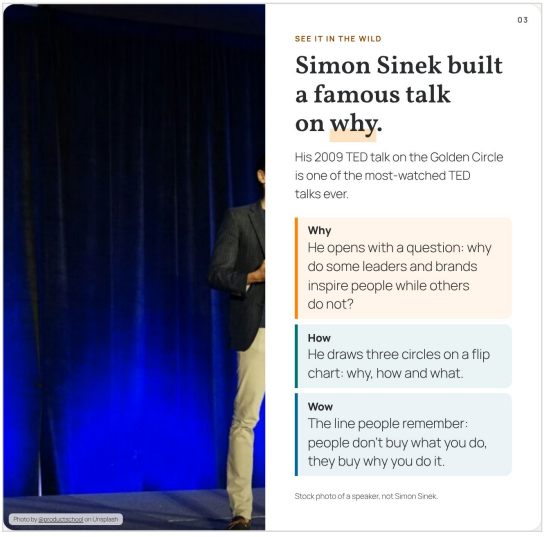


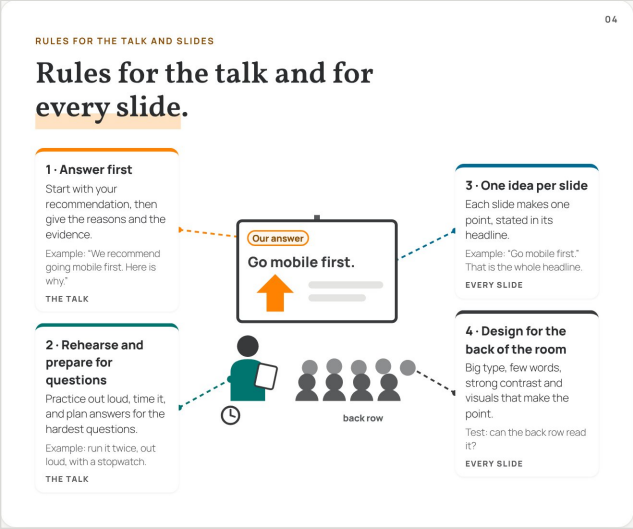
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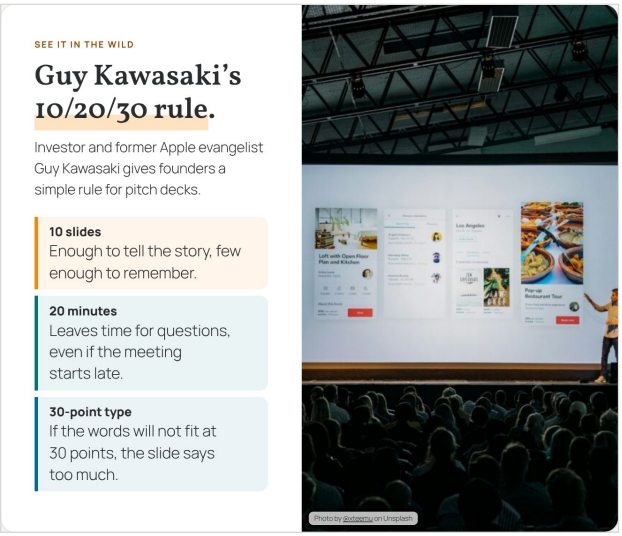
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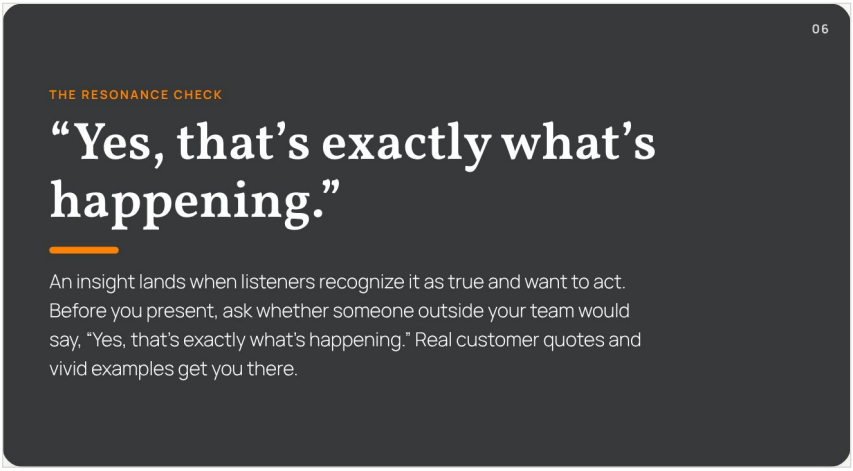
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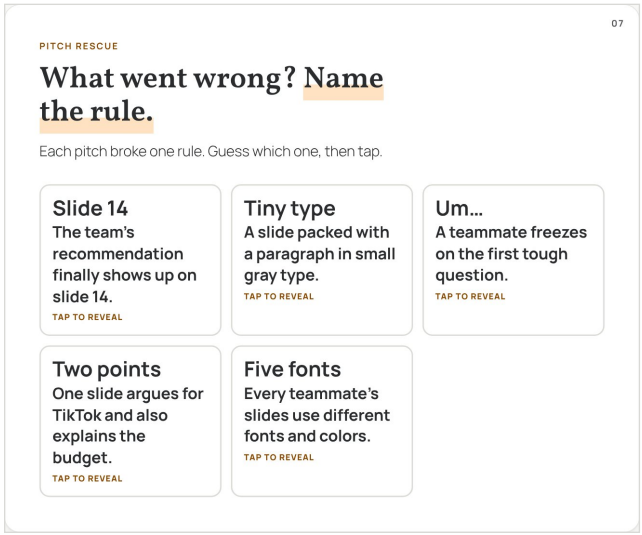
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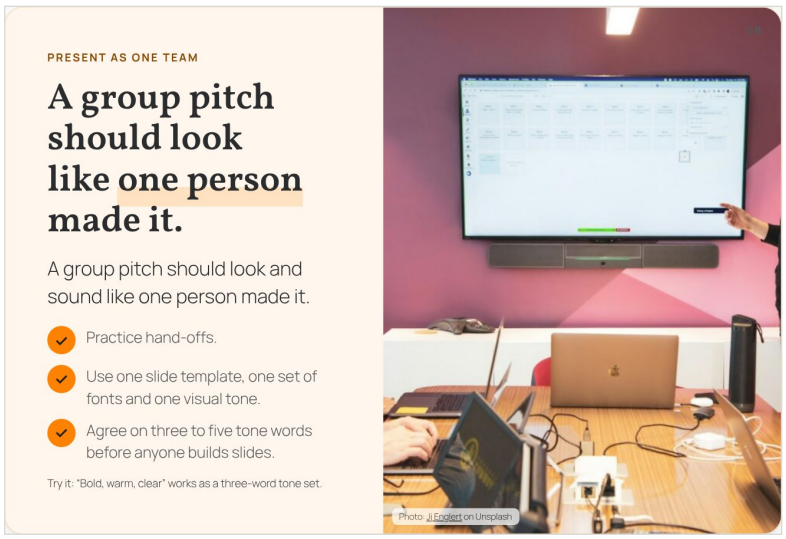
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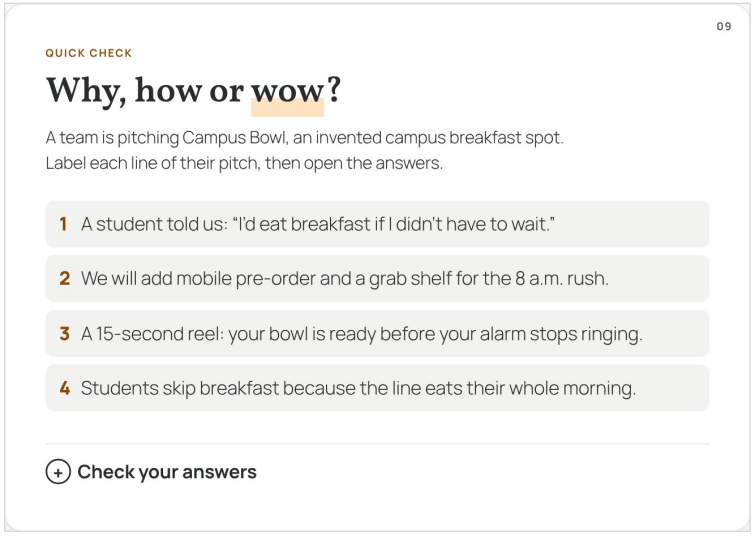
Slide 6



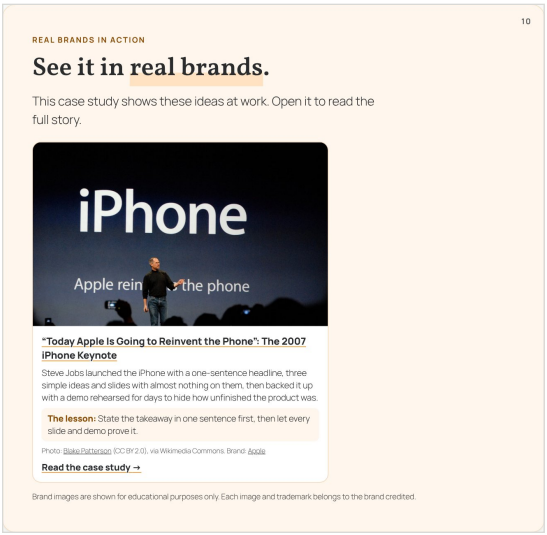
Slide 7



Slide 8



Slide 9


10
REAL BRANDS IN ACTION
See it in real brands.
This case study shows these ideas at work. Open it to read the full story.
iPhone
Apple rein the phone
"Today Apple Is Going to Reinvent the Phone": The 2007 iPhone Keynote
Steve Jobs launched the iPhone with a one-sentence headline, three simple ideas and slides with almost nothing on them, then backed it up with a demo rehearsed for days to hide how unfinished the product was.
The lesson: State the takeaway in one sentence first, then let every slide and demo prove it.
Photo: Blake Patterson (CC BY 2.0), via Wikimedia Commons. Brand: Apple
Read the case study →
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Slide 10