



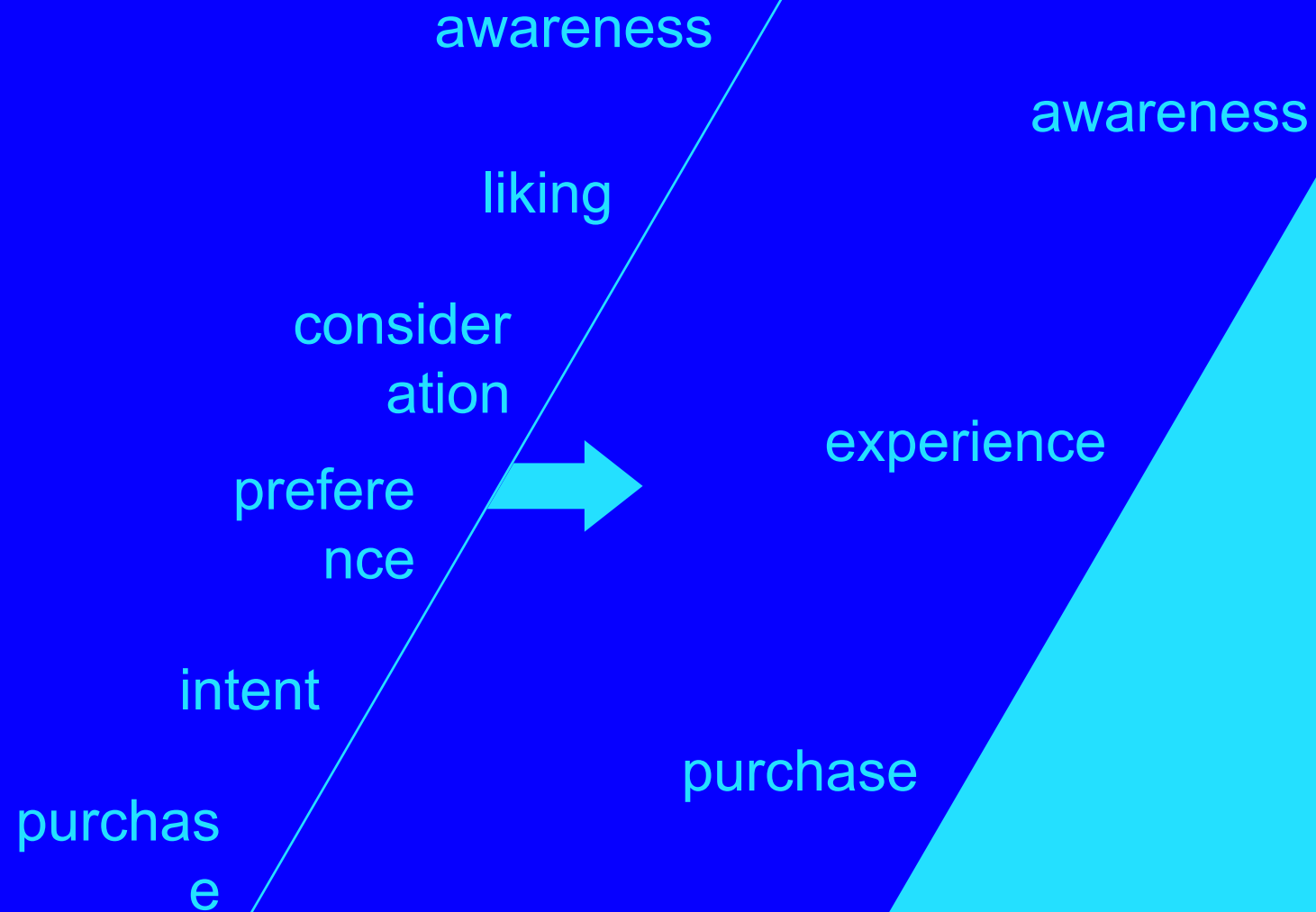
nice
to
meet
you

everything is
connected.
everything needs
to be measurable.
everything is
social.

it's getting too
much.

simplify

simplify
the
brand
funnel



first
hand
experiences

see
content
social
network

receive
email
services

visit
store

visit
website

sample
products

go to
an
event

first
party
data?

1

can celebrities

help

your

brand?

drive awareness
change perception
s.
create brand heat.

- x authenticity.
- x relatability.
- x zero f**** given.

2

can influencers help your brand?

deliver experience

make relatable

unlock big fat
niche

- x one of many.
- x brand safety.
- x zero f**** given.

3

can content creators help your brand?

drive purchase

infiltrate culture

create communiti
es

- x repetitive.
- x brand safety.
- x brand perception.

than
k
you