





PR started here



“The definition of PR for the purpose of Cannes Lions is the creative use of reputation management by the building and preservation of trust and understanding between individuals, businesses or organizations and their publics/ audiences.”



Or



#Itsallpr



Edelman's Media Tour for the Toni Twins

A man in a dark suit and tie is sitting at a desk in an office. He has a serious expression and his hands are clasped in front of him. The background shows a window with curtains and a desk lamp.

Stuffing should be stuffed inside the turkey, am I correct?

The Butterball Hotline



***This man built
an empire
with PR***



FINAL 16 APPLICANTS ANNOUNCED

We were so impressed with our Top 50, it was impossible to short-list to just 10 applicants. So, we decided to extend it to 15, plus our Wild Card Clare Wang. And we're very excited to announce the Final 16 Applicants for Island Caretaker.

[View their profiles here](#)

THE BEST JOB IN THE WORLD

[About the Job](#)

[Final Short-list](#)

[About the Islands](#)

[View Final Applicants](#)

[Latest News](#)

[9th Apr - Next Best Job Campaign](#)



Isn't this PR?



And this?



And this?



TWO GREAT MARKETING FORCES

LEE CLOW
OF TBWA CHIAT DAY



10 ROUNDS — **VS** — 10 ROUNDS



GARY VAYNERCHUK
OF WINE LIBRARY TV

THE BLOG AT CREATIVITY_UNBOUND

THE DEFENDING CHAMPION OF CREATIVITY AND ADVERTISING
TAKES ON THE CHALLENGER FROM THE WORLD OF SOCIAL MEDIA.

AT STAKE: THE FUTURE

PROMOTER: @EDWARDBOCHES

It's not about who's better?

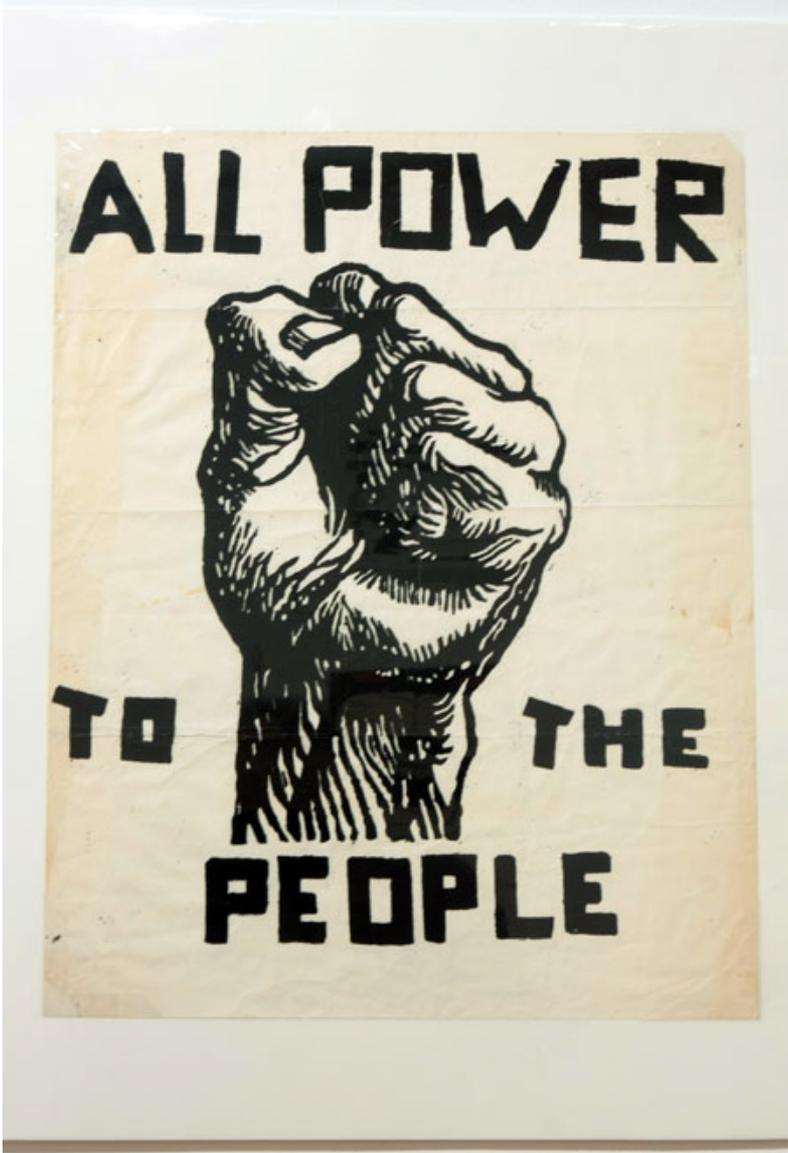


3 Things

- ***The Context***
- ***The Aspiration and Inspiration***
- ***7 Things You Can Do***



Context



1. The People Have Power



“We understand that these conversations are incredibly valuable to you. Too bad. They’re ours.”



Diane Funaioli Milovicz ▶ Target ✓

7 mins · 🌐

Are you Target people out of your minds?? If I'm shopping for my grand daughter, I want to know where the girls things are. And the opposite when I'm shopping for a grandson, of course. Guess what? If my grand children develop an identity crisis, I can still find what I want! No one is saying that girls can not have boy things or that boys can not have girl things as I have seen so many people point out here. I want the convenience of being pointed in the right direction for what I am looking for. Is that too much to ask??

👍 Like

💬 Comment

➦ Share

April Mason likes this.

Most Relevant ▾



Write a comment...



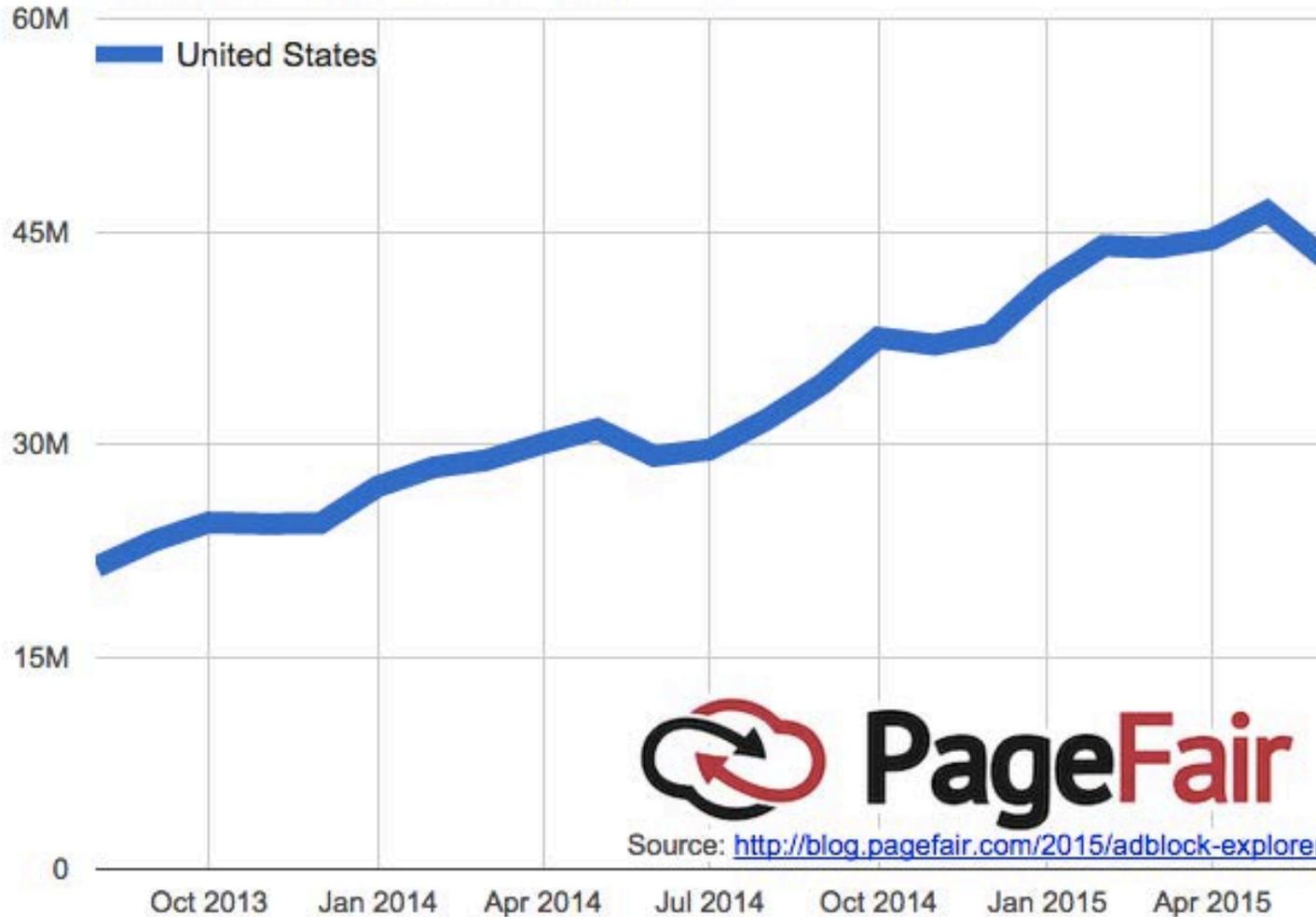
Ask ForHelp Diane, we at Target find it hilarious when older customers such as yourself come in and get lost/confused. So when you ask, "Is that too much to ask?" -- Our answer is, "Yes, yes it is."

Thank you for customer loyalty! 😊

Like · Reply · 👍 3 · 5 mins

Target just lost control, again..

Monthly Active Adblocking Users



They control the ads



Silicon Valley obsesses about them



From: Cheap food for everyone

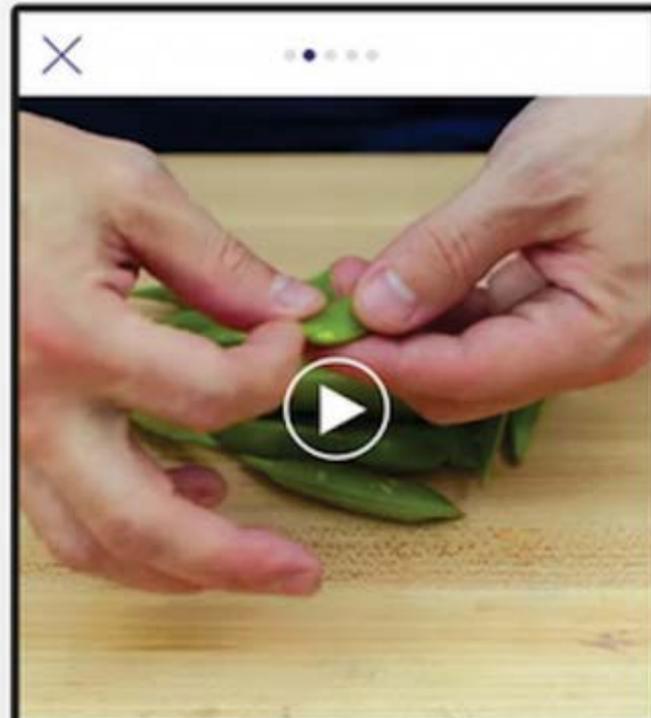


Short Rib Burgers on Pretzel Buns

with Hoppy Cheddar Sauce & Roasted Sweet Potato Rounds

✂ 2 servings, about 645 calories per serving

🕒 25 to 35 minutes



How To: Prep Sugar Snap Peas

Make prepping sugar peas a snap!
Check out this video to learn the simple

Blue Apron

To: We will help make YOU a good cook



Comcast Knows How Much You Hate Them – and They Really Want to Fix It

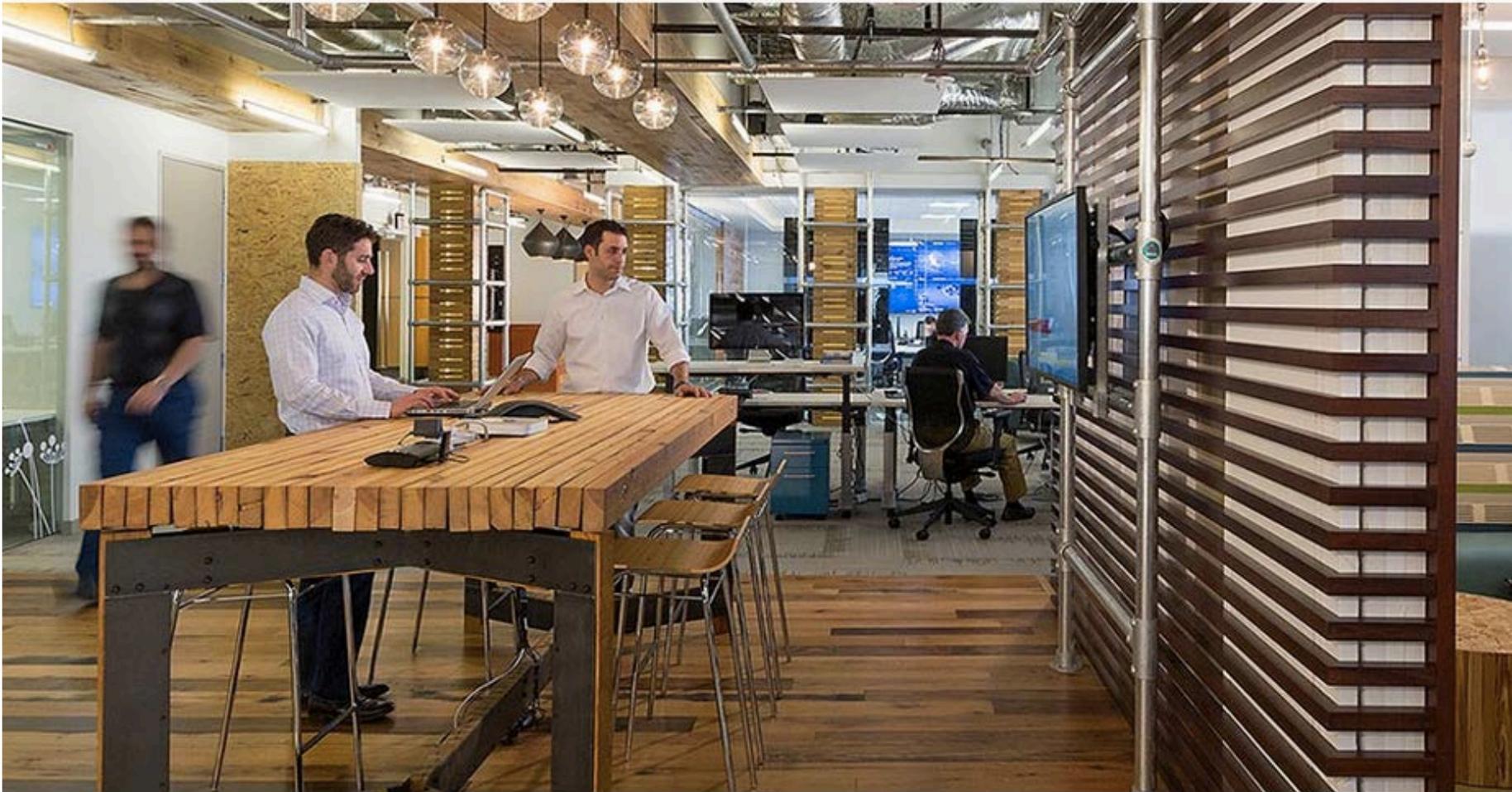
Behind the scenes of the cable giant's quest for customer service redemption.

BY RICHARD RYS | APRIL 26, 2015



How a lot of people feel about Comcast, left, and the man the company has put in charge of fixing it, head of user experience Charlie Herrin. Photographs by Clint Blowers (left) and Eric Prine

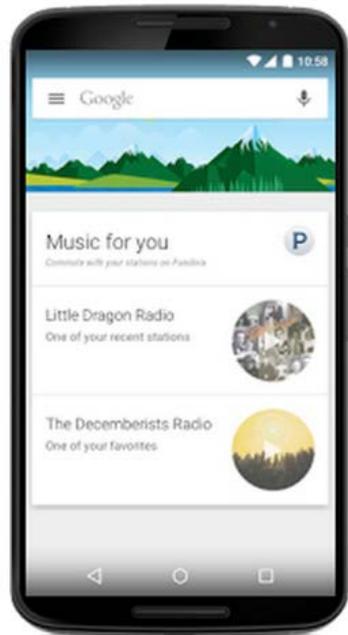
Incumbents scramble



Doesn't Capital One look like a start-up?



ANA builds a flight anxiety app



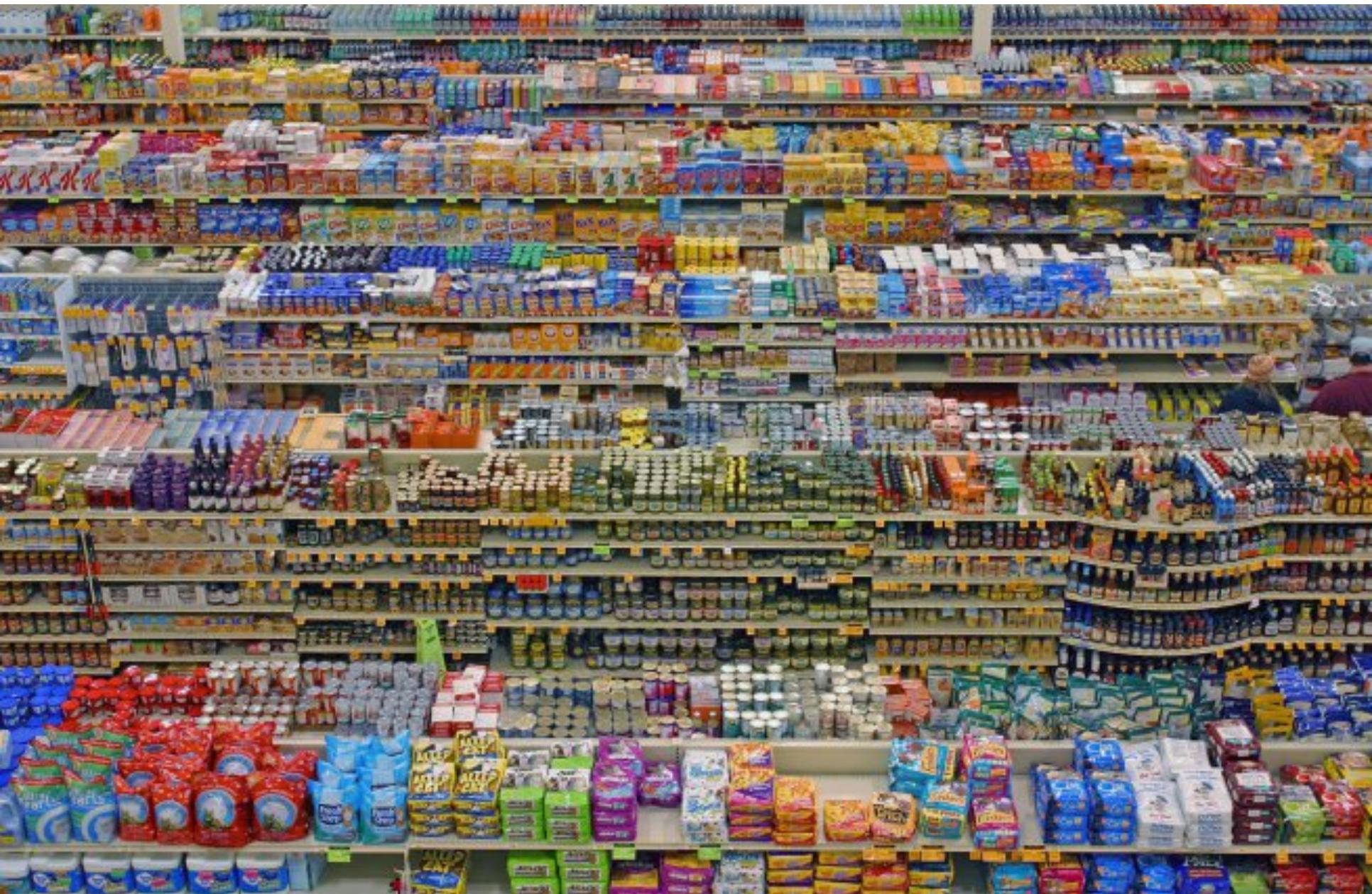
Consumption goes algorithmic



2. No one likes you



***The majority of people in
majority of countries don't trust
business***



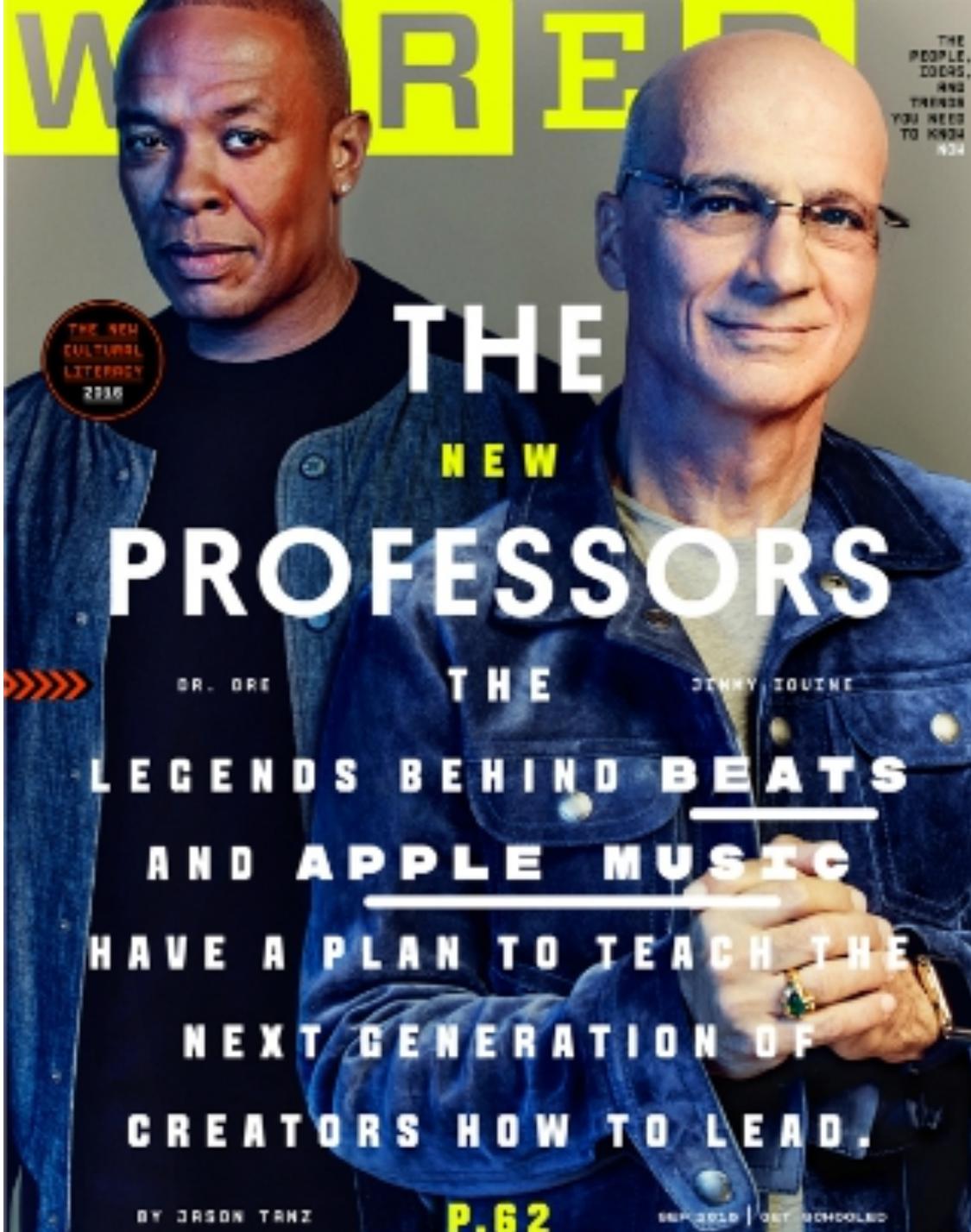
74% of brands could disappear



And no one would care



*It's now
all a ~~un~~fair
game*





Well, Jimmy, here's your article. Let's see if it moves the needle. 📊



3. Headless Chickens

2005



Luca Bruno / AP

2013



NBC NEWS

Michael Sohn / AP

“Techawesomeness”



"Reatimeitus"



Seduced by the buzz of short-term fame



Technology and "having a break"?



***Without a guide, how do you
know what to do next?***

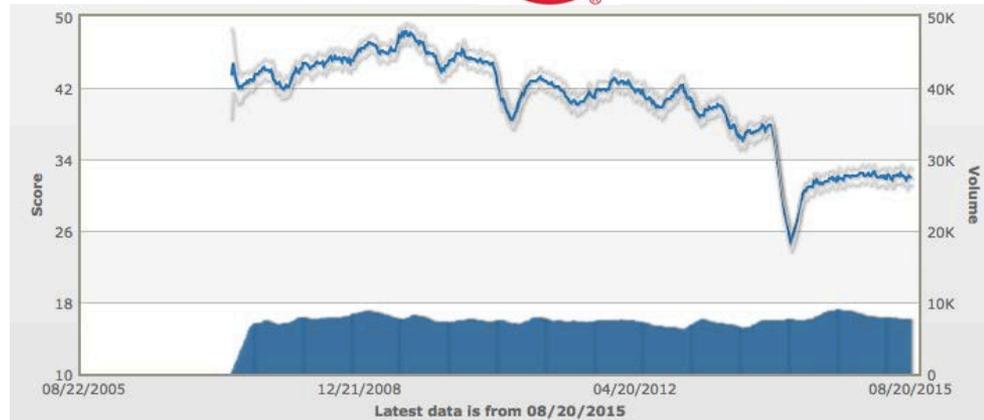
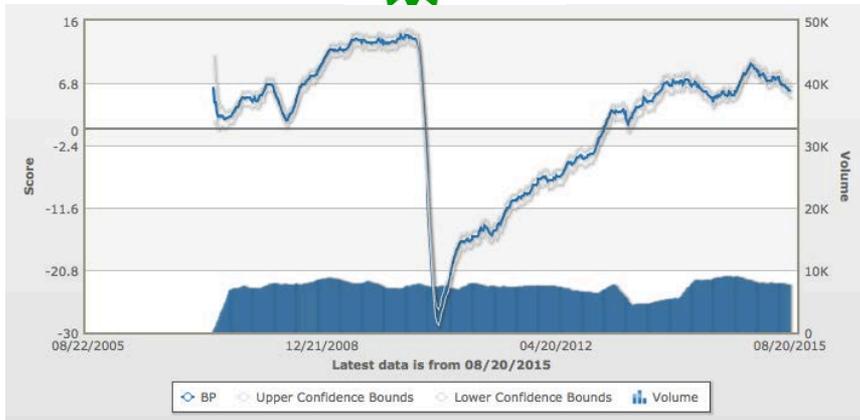
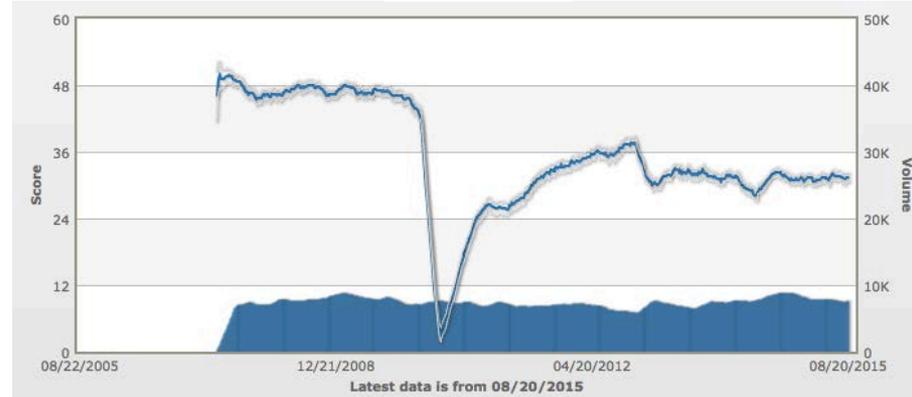
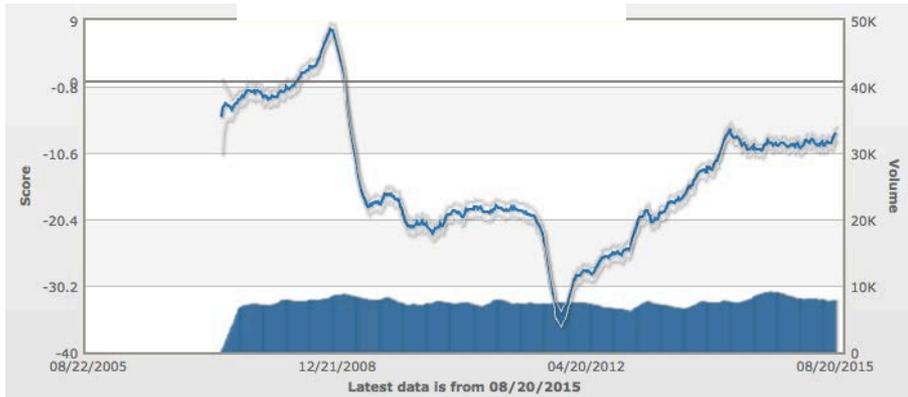




Is it a black swan?



Brand Resilience





4. Imagination Meet the Challenge of Our Reality



HURRICANE
RICK PERRY



Every Three-Metre Square on the Planet Now Has a Unique Address

April 30, 2015 // 11:25 AM EST

I was born in `thinnest.coverage.intimate`, and grew up in `charm.pits.forgotten`, `bongo.flamenco.stole`, and `overtones.wiring.segregates`. Forgive the personal history, but it seems as good a way as any to explain the concept behind [What3words](#), an innovative global addressing tool that could have far-reaching implications for communicating location the world over.



**VOTE TO CLOSE
TROY LIBRARY**
AUG. 2nd

**BOOK BURNING
PARTY**
AUG. 5th

facebook.com/BookBurningParty



Don't be a lemon!

BRITISH PEOPLE
WASTE
50%
OF FOOD THEY BUY

MAKE A LIST BEFORE SHOPPING
ONLY BUY WHAT YOU NEED

As much as half of the world's food, amounting to two billion tonnes worth, is wasted. In the UK, people throw away 7.2 million tonnes of food and drink from their homes every year, the majority of which could have been eaten. It's costing us £12bn a year and is bad for the environment.

WRAP Working together for a world without waste <http://www.wrap.org.uk>



The Context

- *People Power*
- *Headless Chickens*
- *No one likes you*
- *Our reality*



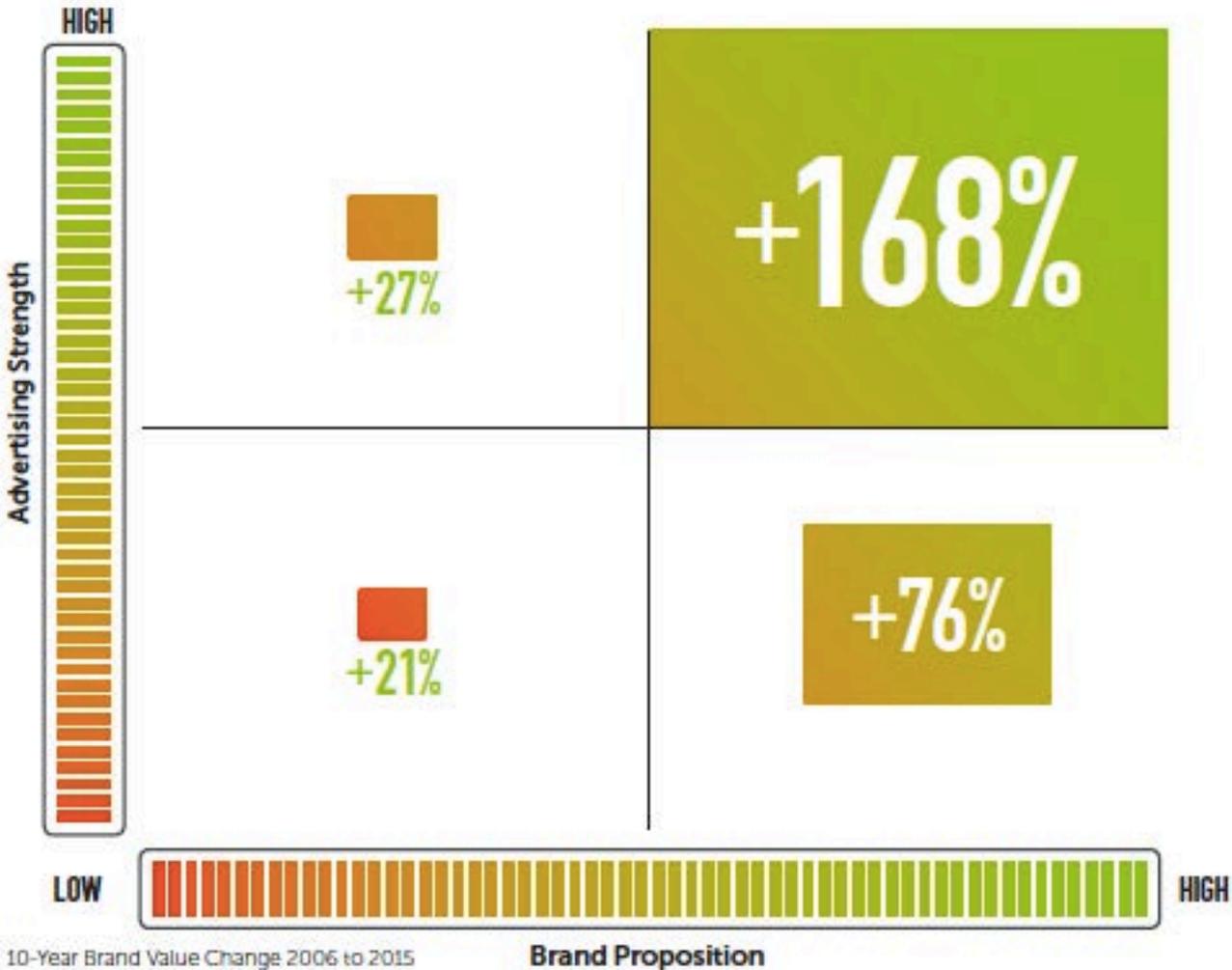
The Aspiration and Inspiration



***Brands With Ideas
Have Power***

Brand strength drives value

The brands that consumers say have a strong brand proposition and excellent advertising grew 168 percent in Brand Value over the past 10 years.



10-Year Brand Value Change 2006 to 2015

Source: BrandZ™ / Millward Brown



Brands With Brilliant Idea Platforms

Have the dexterity to evolve with culture



Dove-Real Beauty



Challenge your own industry



Challenge personal perceptions

- Create Group...
- Apps
- Apps and Games
- Photos
- Music
- Notes
- Questions
- Links
- Pokes
- MORE ▾

Write a comment...



Claudia White was tagged in Chloe Taylor's photo.



The queen of the party

Like · Comment · 9 hours ago · ✨

Elizabeth Andrews likes this.

Write a comment...



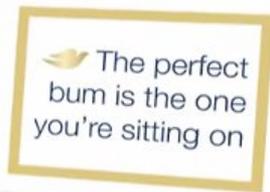
Laura Pires was tagged in Carla Bravo's photo.

Sponsored

See All



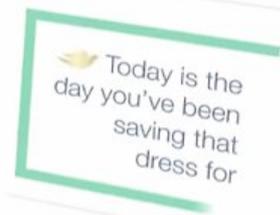
Tanya & Dove sent this with the Ad Makeover App. Click on the message to create yours.



Elena & Dove sent this with the Ad Makeover App. Click on the message to create yours.



Tess & Dove sent this with the Ad Makeover App. Click on the message to create yours.



Magdelana & Dove sent this with the Ad Makeover App. Click on the message to create yours.

Challenge the messengers



Nike- Just Do It



**IF YOU CAN'T STAND THE HEAT,
GET OUT OF ATLANTA**

“THAT” IS

RIGHT AFTER BOB KEMPAINEN QUALIFIED FOR THE MARATHON, HE CROSSED THE FINISH LINE AND PUKED ALL OVER HIS NIKE RUNNING SHOES. WE CAN'T TELL YOU HOW PROUD WE WERE.

7007

EXIT

AIR

BT

You probably don't belong



Everyone belongs



Shoes for people who can't tie laces



***Johnnie Walker-
Keep Walking***



The End

KEEP WALKING™



JOHNNIE WALKER.

Inspire progress



DEAR
MR. MAYOR,
THE ELECTION
IS SETTLED, BUT
WHO YOU ARE
ISN'T. IT'S THE
NEXT STEP THAT
HOLDS ALL YOUR
POTENTIAL.
KEEP WALKING

DEAR
MR. RUNNER-UP,
THE ELECTION
IS SETTLED, BUT
WHO YOU ARE
ISN'T. IT'S THE
NEXT STEP THAT
HOLDS ALL YOUR
POTENTIAL.
KEEP WALKING



JOHNNIE WALKER®

PLEASE DRINK RESPONSIBLY.
©2013 Imported by Stearns, Norwalk, CT

Comment on elections



Give awards



Tell a tale



Apple-Build a gallery



GoPro = Dramatic experience instigator



welcome
to kissanpur

...where what you grow
is what you eat.

Here is a chance to let your children experience real nature, the Kissan way. Ask them to plant these real tomato seeds and watch the seeds produce plump, real tomatoes. Simply upload the pictures of the tomatoes you have grown on www.kissanpur.co.in. If the tomatoes you have grown are selected among the top 100 entries, we shall use them to make 100% real Kissan ketchup, and also put your child's name on the bottle's label. The real prize of course, is joining nature's journey from seed to 100% real tomatoes. Just like the ones that make your favourite 100% real Kissan ketchup.

Send KISSAN -CAPSIO-@yourname-CAPSIO-@email-id- to 50000 to pledge your support to Kissanpur.

100 top growers
who are selected will
get their name & story
on a Kissan bottle.



100% real
tomato seeds

plant 100%
real seeds

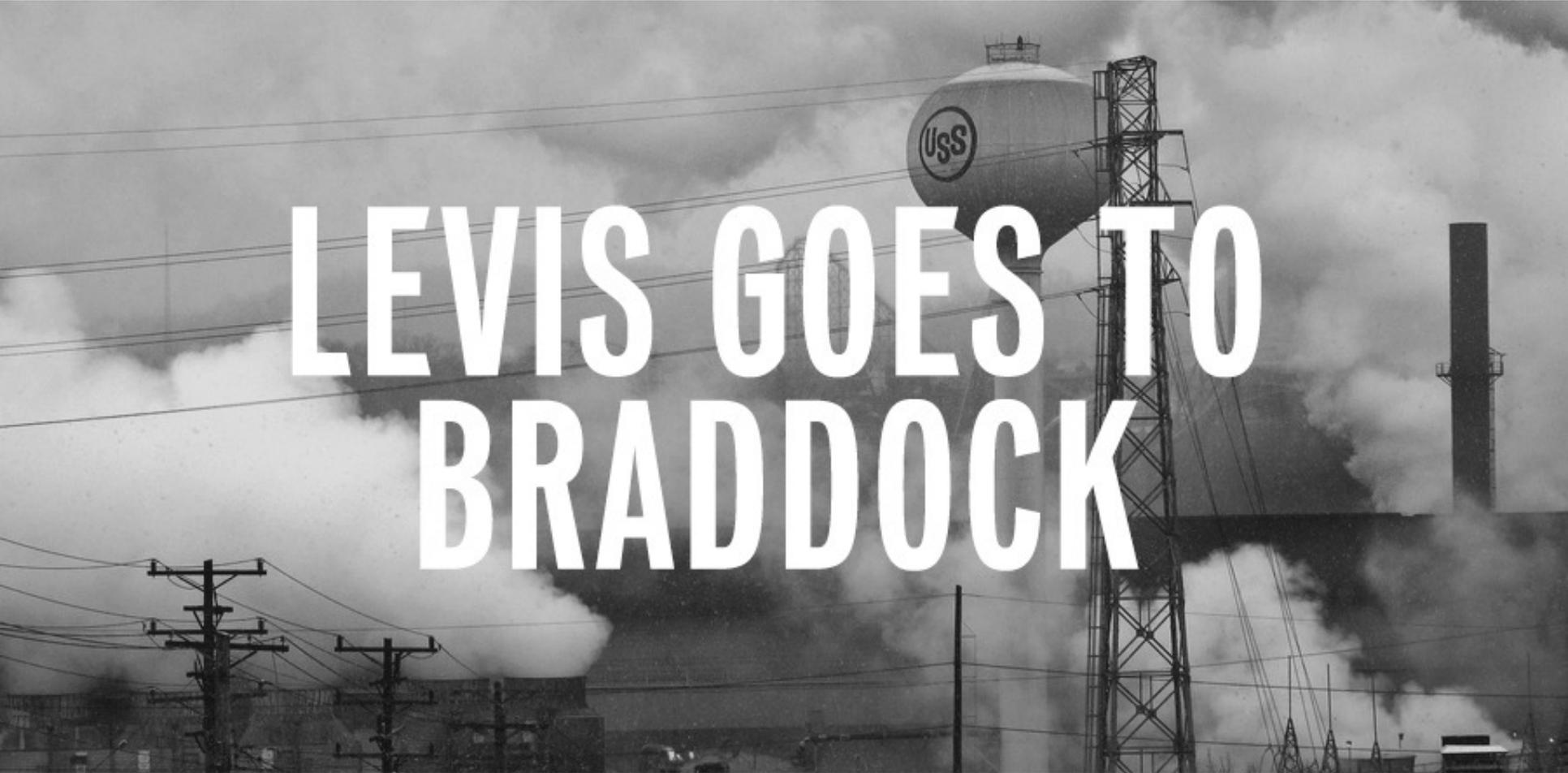
grow 100%
real tomatoes

upload pictures on
www.kissanpur.co.in

Old school interactivity- Grow your own



Take a stand

A black and white photograph of an industrial facility, likely a steel mill, with a large water tower in the center. The water tower has the letters 'USS' on it. The scene is filled with smoke and steam, and there are power lines in the foreground.

LEVIS GOES TO BRADDOCK

An opportunity missed?



“

DETROIT IS MAGICAL

IT'S A LITTLE BIT OF EVERYTHING. IT'S CONTEMPORARY.

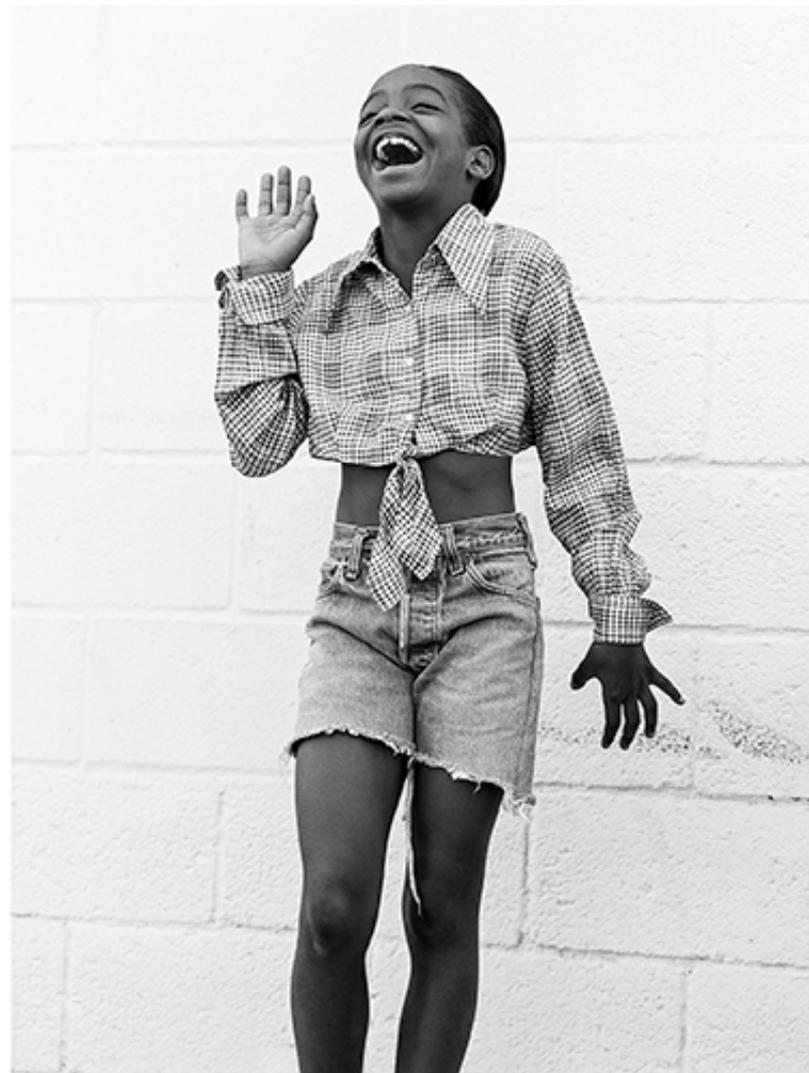
IT'S VINTAGE. IT'S ARTFUL. IT'S ROCK & ROLL.

IT'S SOMETIMES PRETTY, SOMETIMES GRITTY.

IT'S MUSICAL. IT'S UPLIFTING.

IT'S MY CITY, AND I LOVE IT.

”



An opportunity taken



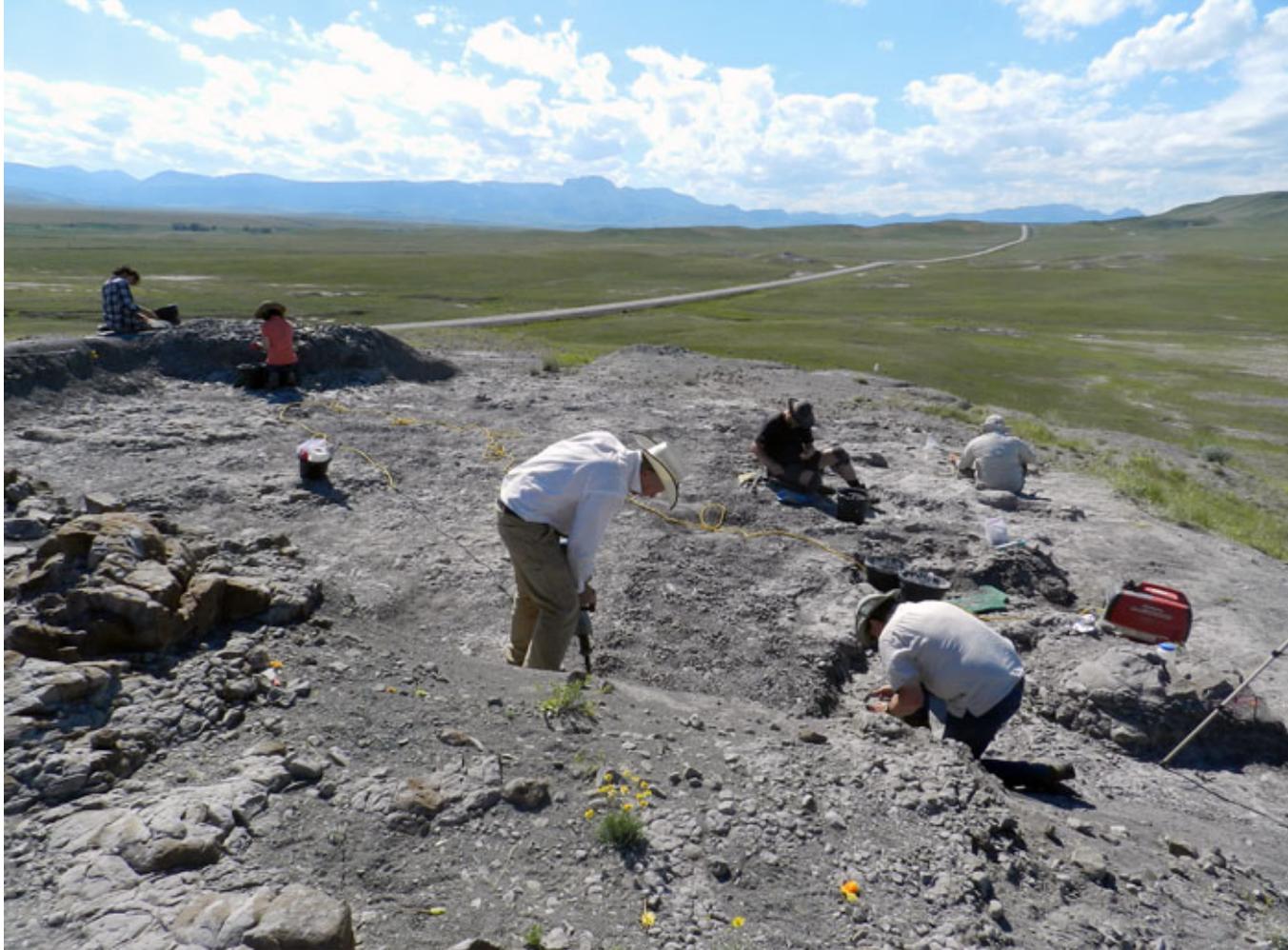
7 Things You Can Do



1. Find a belief system that connects you to culture and the humanity of "your" consumers people"?



Find a Belief- Dig and Keep Digging





Learn about People and You

...."the "junk" nature of the shared food products helps to manufacture the hedonism of the event. The social ritual then is sovereign and bound by its own subcultural parameters, which oppose mainstream culture's norms and dietary regulations"

ResearchGate. Available from:

http://www.researchgate.net/publication/241701425_Fast_food_and_fast_games_An_ethnographic_exploration_of_food_consumption_complexity_among_the_videogames_subculture [accessed Aug 23, 2015].



The Roadmap

- 1. Uncover***
- 2. Distill***
- 3. Focus***
- 4. Unlock the power***
- 5. Creative bravery***



THE WALL STREET JOURNAL

Home World U.S. Politics Economy Business Tech Markets **Opinion** Arts Life

We have read and reflected on the recent news stories and opinions, online conversations and questions from our own family and friends. The characterization of our company does not reflect our intent or our values.

I am disappointed that some actions we have taken to fund scientific research and health and well-being programs have served only to create more confusion and mistrust. I know our company can do a better job engaging both the public-health and scientific communities—and we will.

By supporting research and nonprofit organizations, we seek to foster more science-based knowledge to better inform the debate about how best to deal with the obesity epidemic. We have never attempted to hide that. However, in the future we will act with even more transparency as we refocus our investments and our efforts on well-being.

Committed to acting with integrity when serving our customers and our communities, Coca-Cola has always believed that a healthy diet and regular exercise are essential for a healthy lifestyle. As the largest beverage company in the world, we believe that we are uniquely positioned to have a positive impact.

Coke CEO is unhappy

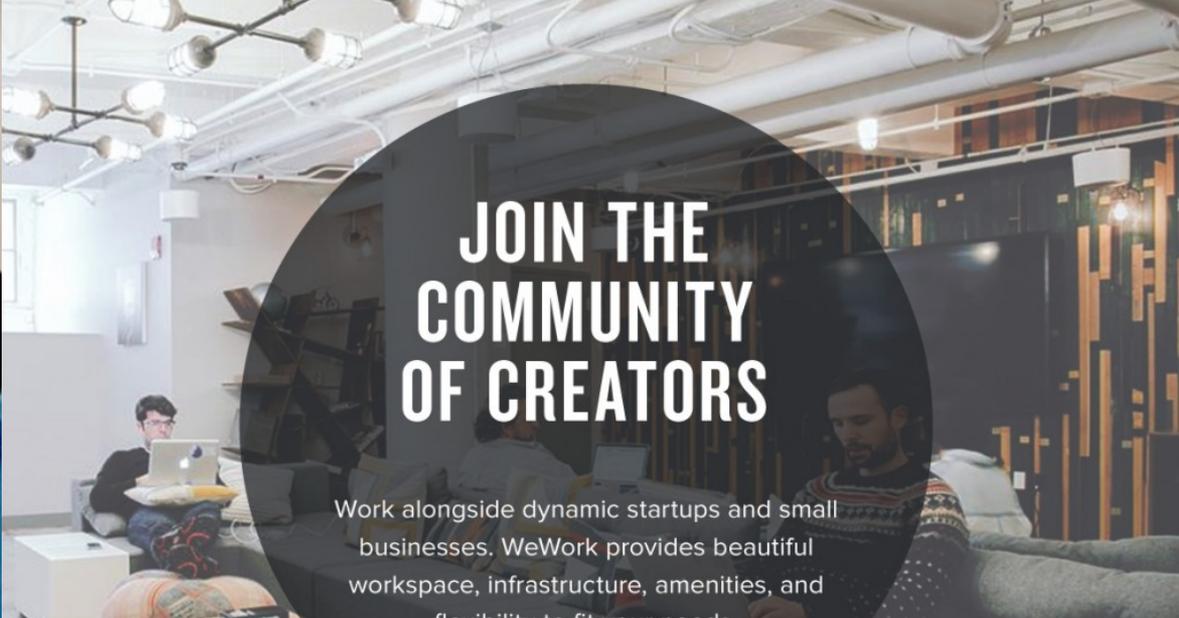


Domino's CEO tells everyone his pizza sucks

2. Own up

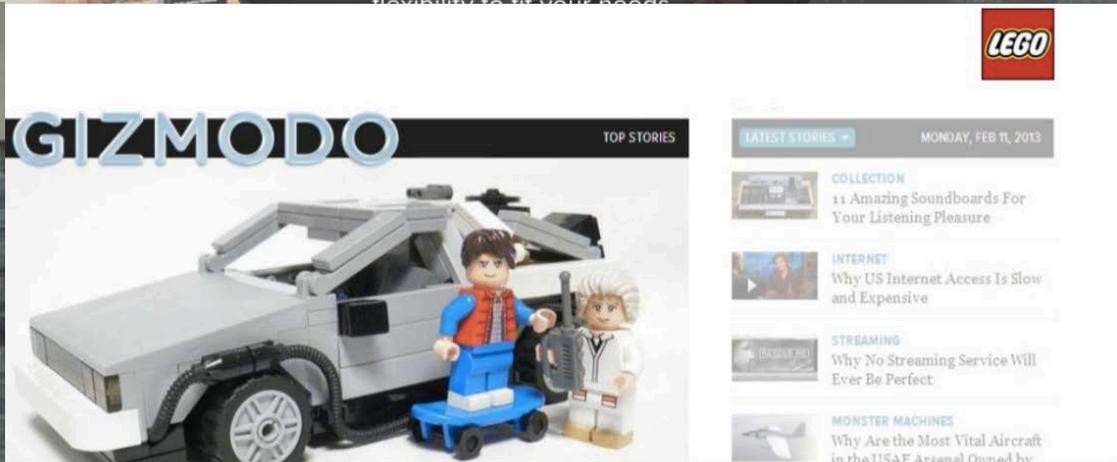


3. Open Up



JOIN THE COMMUNITY OF CREATORS

Work alongside dynamic startups and small businesses. WeWork provides beautiful workspace, infrastructure, amenities, and flexibility to fit your needs.



LEGO is *finally* crowdsourcing designs with its new *Uusoo* platform; it's basically a LEGO Kickstarter."

LEGO
Please Help Make These Awesome Lego Fantasies Come True

BY MARIO AGUILAR © OCT 18, 2011 6:40 PM
Share +1 Like 4

- TOP FAITH STORIES
Six New Toys That Will Destroy Your Faith in Humanity
- UAVS
Iran Is Mass Producing Knock-Offs of the US Drone It "Downed"



CANVAS

A FOOD + DRINK CONCEPT LAB

Marriott's concept lab for incubating entrepreneurial food and drink ideas.

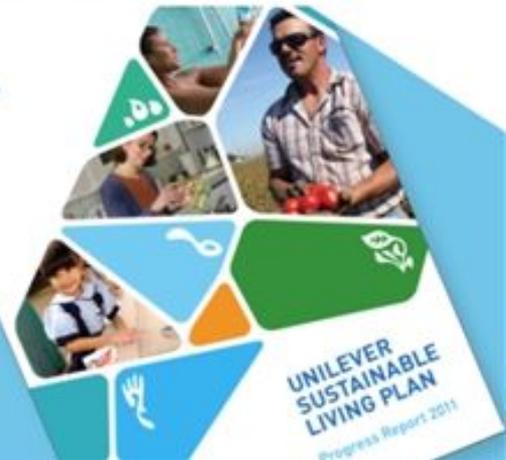
4. Delight Users



TO IMPROVE
THE WELL-BEING
OF MORE THAN
1 BILLION
PEOPLE

TO IMPROVE THE
LIVELIHOODS OF
MILLIONS
OF PEOPLE THAT
ARE LINKED INTO
OUR VALUE CHAIN

TO **HALVE**
THE ENVIRONMENTAL
IMPACTS ACROSS OUR
VALUE CHAIN, INCLUDING
IMPACTS RESULTING
FROM THE CONSUMER
USE OF PRODUCTS



***5. Commit to Something
Bigger Than Yourself***



6. Do More, say Less



Patagonia's mobile repair truck



7. Measure and Be Accountable



Recap

- *The People Have Won*
- *But..*
- *Brands still matter*
 - *Work out what you stand for*
 - *We need to think long-term*
 - *Get out of ourselves*
 - *Step-Up*
 - *Evolve*
 - *Connect*
- *It's a big/complex job*
 - *No time for fractures/contests*
 - *Integrate/collaborate*



We can't do this alone!



***But were in San Francisco, so
anything is possible***



Thank You!
@cotton
ecotton@bssp.com