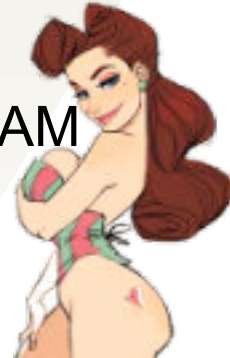


BRAND vs ROI



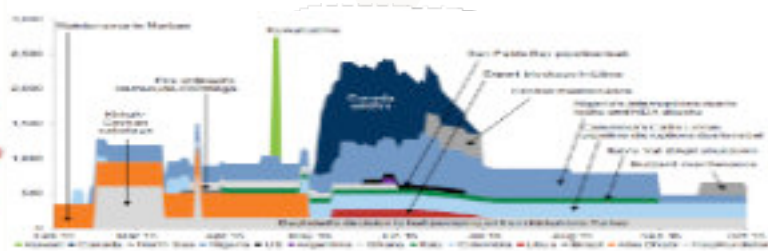
I DO HAVE A PERSONALITY YOU KNOW

IS LOOKING FOR A DREAM



CAN CHARTS AND NUMBERS EVALUATE THAT?

AAARRRGHHHH!



BRANDS ARE ABOUT FEELINGS AND EMOTIONS, NOT STATISTICS.
WHEN A CUSTOMER SEARCHES FOR A FANTASY, HE IS TRYING TO UNDERSTAND YOU. THE BRAND. BUILD A DREAM

