

BRANDJUICE

**TRANSACTION VS INTERACTION**  
**THE BRAND RELATIONSHIP**

We should build brands the same way we build a friendship.

ENTREPRENEUR MAGAZINE  
2015

**1**

**MYTH BUST**

**2**

**TRANSACTION  
VS INTERACTION**

**3**

**ESTABLISH  
A CONNECTION**

**4**

**INSIGHTS  
& INSPIRATION**

**5**

**STRATEGY  
& POSITION**

**6**

**BLUEPRINT FOR THE  
WINNER'S CIRCLE**



**WAIT, SO YOU'RE SAYING THE BRAND  
ISN'T JUST THE LOGO AND STUFF?**



**IT'S A WHOLE NEW WORLD.  
ALL TECHY AND WHATNOT.**

**BLAH, BLAH, BLAH...  
I'M BIGGER, I'M FASTER  
...BLAH, BLAH, BLAH.**



**YEAH, OKAY.  
BRING IT, BUNNY.**



**DON'T MIND ME —  
I'M JUST CHILLIN...  
AND CHANGIN.**



**OUR JOB IS TO MAKE CHANGE.  
OUR JOB IS TO INTERACT WITH  
THEM IN A WAY THAT LEAVES  
THEM BETTER THAN WE FOUND  
THEM, MORE ABLE TO GET  
WHERE THEY'D LIKE TO GO.**

**SETH GODIN  
AUTHOR**

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A close-up photograph of a squirrel with reddish-brown fur and a white belly, climbing a tree trunk. The squirrel is positioned on the right side of the frame, facing left. Its paws are gripping the rough, textured bark of the tree. The background is a soft, out-of-focus green, suggesting a forest setting. The text "LOOK! I'M A SQUIRREL!!" is overlaid in the upper right quadrant.

**LOOK! I'M A  
SQUIRREL!!**

**ONE IN EVERY THREE  
SITE VISITORS SPEND LESS  
THAN 15 SECONDS READING  
ARTICLES THEY LAND ON.**



**BRANDS BUILD RELATIONSHIPS.  
AND ONE MOMENT CAN CHANGE EVERYTHING.**

**BRANDS CREATE VALUE.  
THROUGH DISCIPLINE  
AND SACRIFICE.**



**Red Bull  
STRATOS**

UBIMET

RIEDEL

SAGE Cheechny

MISSION TO THE  
EDGE OF SPACE

REDBULLSTRATOS.COM

FELIX BAUMGARTNER

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**“WHAT WILL YOUR VERSE BE?”**

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**BLUEPRINT FOR THE  
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**LOOK FURTHER.**



# INSPIRED REALISM

in·spired

[in-spahyuh rd]

1.

of extraordinary quality, as if **ARISING FROM SOME EXTERNAL CREATIVE IMPULSE.**

(of a person) exhibiting a creative impulse in the activity specified.

2.

(of air or another substance) that is **BREATHED IN.**



# INSPIRED REALISM

re·al·ism

[ree-uh-liz-uhm]

1.

the **ATTITUDE OR PRACTICE OF ACCEPTING A SITUATION AS IT IS** and being prepared to deal with it accordingly.

2.

the **QUALITY OR FACT OF REPRESENTING A PERSON, THING, OR SITUATION** accurately or in a way that is **TRUE TO LIFE**.

3.

the doctrine that universals or abstract **CONCEPTS HAVE AN OBJECTIVE OR ABSOLUTE EXISTENCE**.



# INSPIRED REALISM





# Johnson & Johnson



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**BLUEPRINT FOR THE  
WINNER'S CIRCLE**

If you don't know where you are going,  
you might wind up someplace else.

YOGI BERRA  
NEW YORK YANKEES



**ADVANTAGE + INSPIRATION + BENEFIT =  
BRAND POSITIONING PLATFORM**

CREATE AN UMBRELLA POSITION THAT YOU CAN OWN.



OKAY, I GOT IT!  
LET'S DO THIS.

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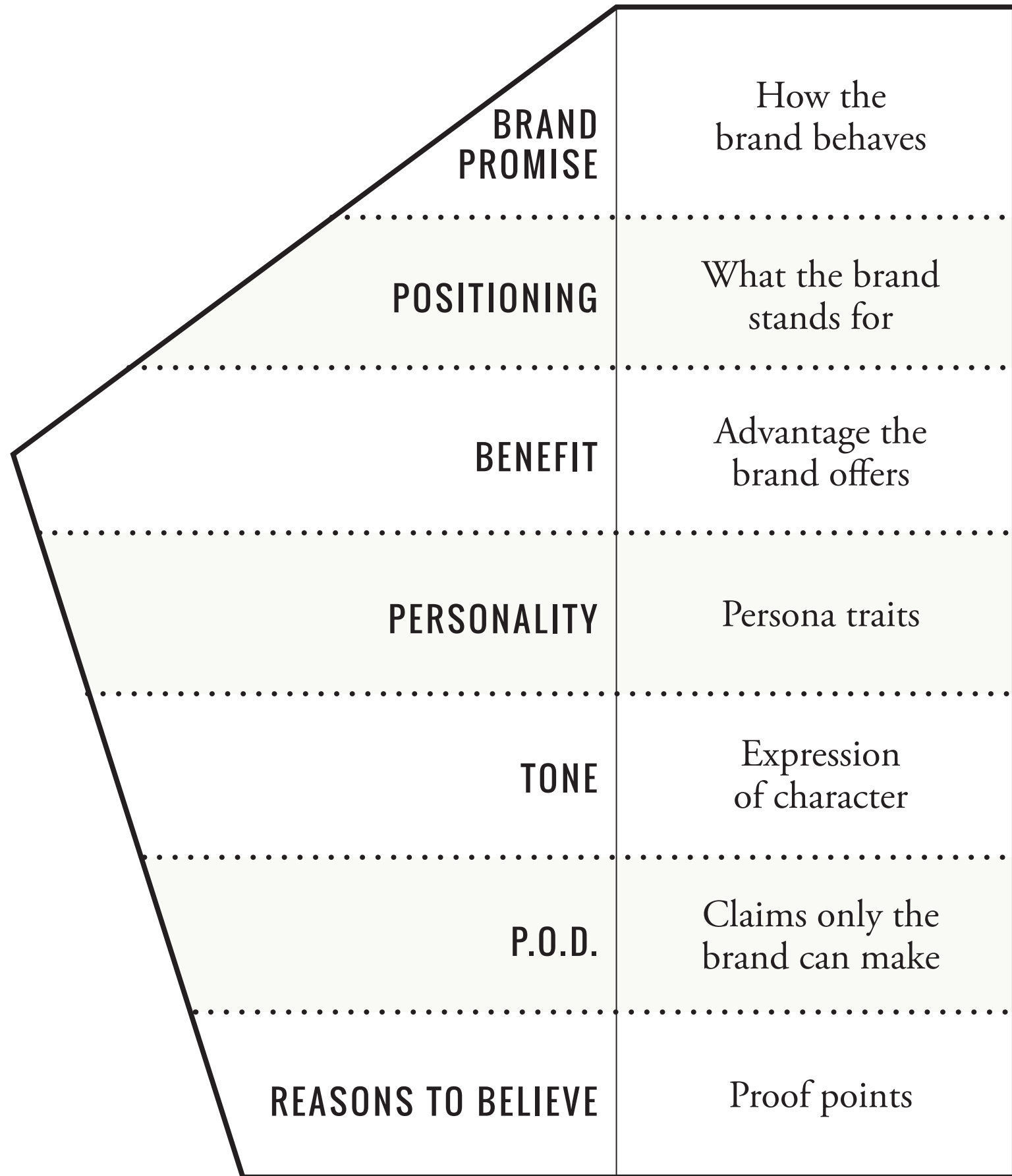
**6**

**BLUEPRINT FOR THE  
WINNER'S CIRCLE**



**IT'S NOT HARD TO  
MAKE DECISIONS  
ONCE YOU KNOW  
WHAT YOUR  
VALUES ARE.**

ROY DISNEY  
CO-FOUNDER OF WALT DISNEY PRODUCTIONS



# YOUR TODOS, DONE

OUTSOURCE  
YOUR TASKS  
TO A NEIGHBOUR

# TASK, MEET MASTER.

Find safe, reliable help whenever you need it at [TaskRabbit.co.uk/tube](https://TaskRabbit.co.uk/tube)



#thejoyofdone



## LIVE SMARTER

Help around the home is just a few clicks away

What do you need help with?

Sign up | How it works | Log in



How can we help?


- Cleaning
- Minor Home Repairs

Camilla G. profile:

- 95% Positive Ratings (39)
- LinkedIn & ID Verified
- Pick me! £15/hr


Recent things people have said about me:

- James H. October 7th: Camilla was extremely polite efficient and worked to a high standard, would definitely use again.
- anna I. October 7th: I love Camilla's positive attitude and willingness to help with our cleaning tasks. She did the job well, and ironing was solid too. Thank you Camilla!




**HOW CHROMAPOP™ WORKS**

**1. YOUR EYE PERCEIVES LIGHT THROUGH THREE COLORS**




**2. COLOR BEHAVES LIKE A WAVE**

Individual BLUE, GREEN, and RED wavelengths are easily recognized by the eye.




**3. COLOR CONFUSION OCCURS NATURALLY**

Where color wavelengths crossover, the eye has trouble distinguishing color.



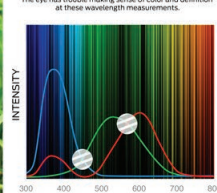
**4. CHROMAPOP™ FILTERS OUT COLOR CONFUSION**

Through our proprietary ChromaPop™ lens technology, we can eliminate the confusion by filtering light at those specific areas, creating greater definition and distinguishing colors quickly and more vividly.



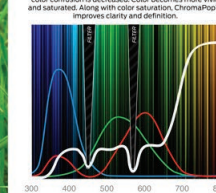
**VLT: COLOR UNMANAGED**

Where light waves intersect color confusion is created. The eye has trouble making sense of color and definition at these wavelength measurements.



**VLT: COLOR MANAGED BY CHROMAPOP™**

By specifically filtering light that reaches the eye, color confusion is decreased. Color becomes more vivid and saturated. Along with color saturation, ChromaPop™ improves clarity and definition.



VISIBLE LIGHT  
VISIBLE LIGHT FILTERED AT TWO SPECIFIC POINTS

BLUE LIGHT GREEN LIGHT RED LIGHT

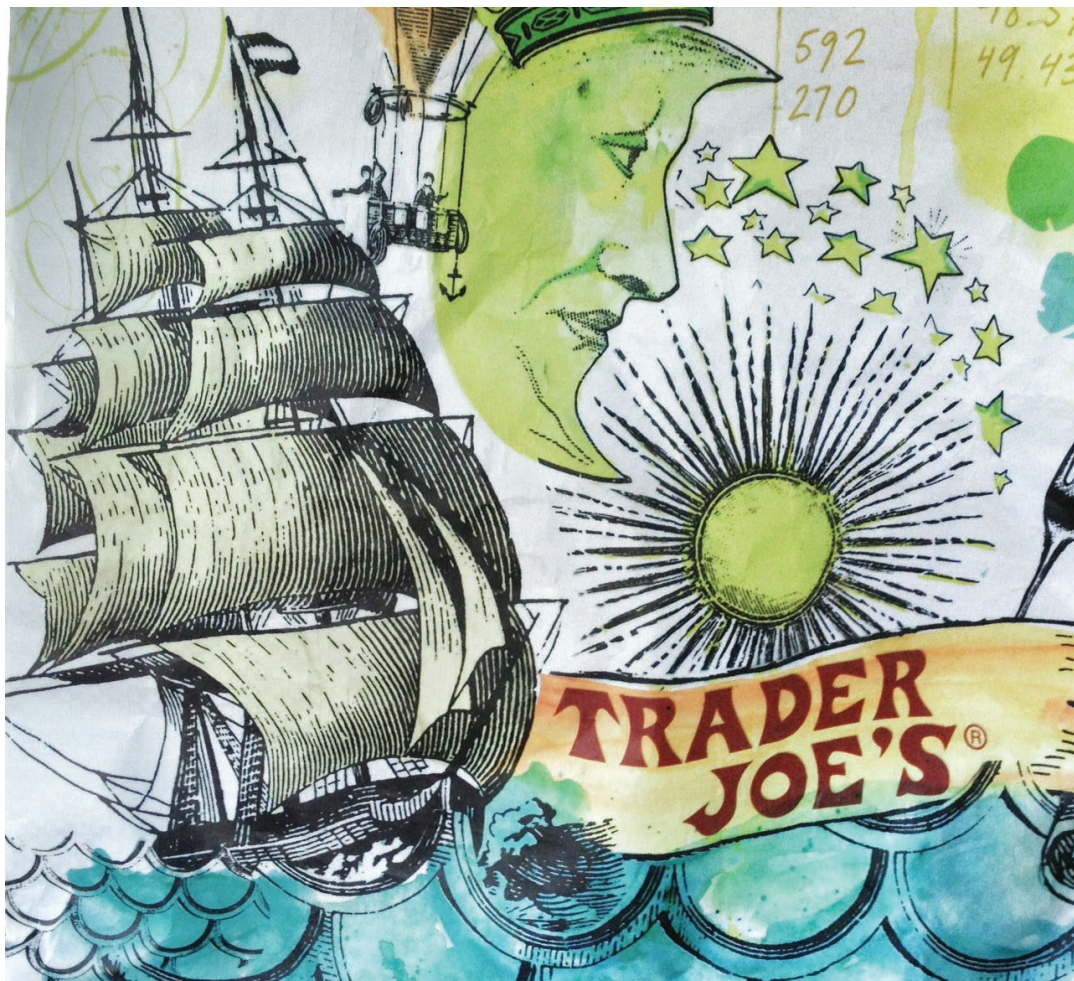




THE GRASS REALLY IS GREENER

CHROMAPOP™





WAKE UP TO

# HARRY'S

A BETTER WAY TO SHAVE

[SHOP TRUMAN SET](#)




# HARRY'S

HANDSOMER



SHARPER

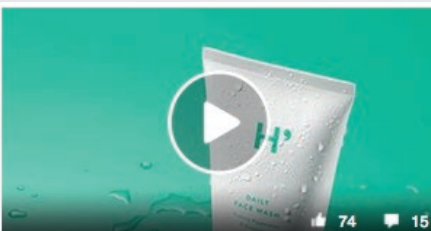


LESS EXPENSIVE

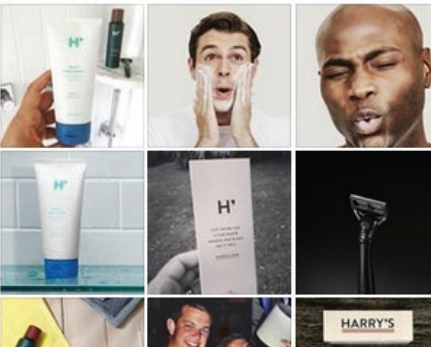
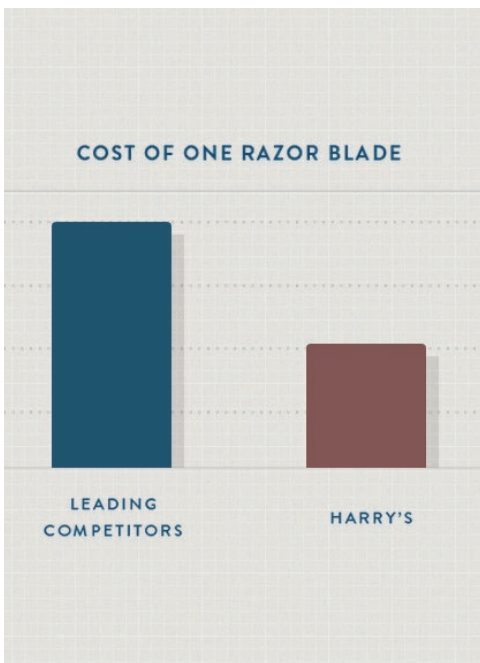


[TRY HARRY'S](#)

VIDEOS



PHOTOS

**THANK YOU.**



BRANDJUICE

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