#### **Glass Brands**

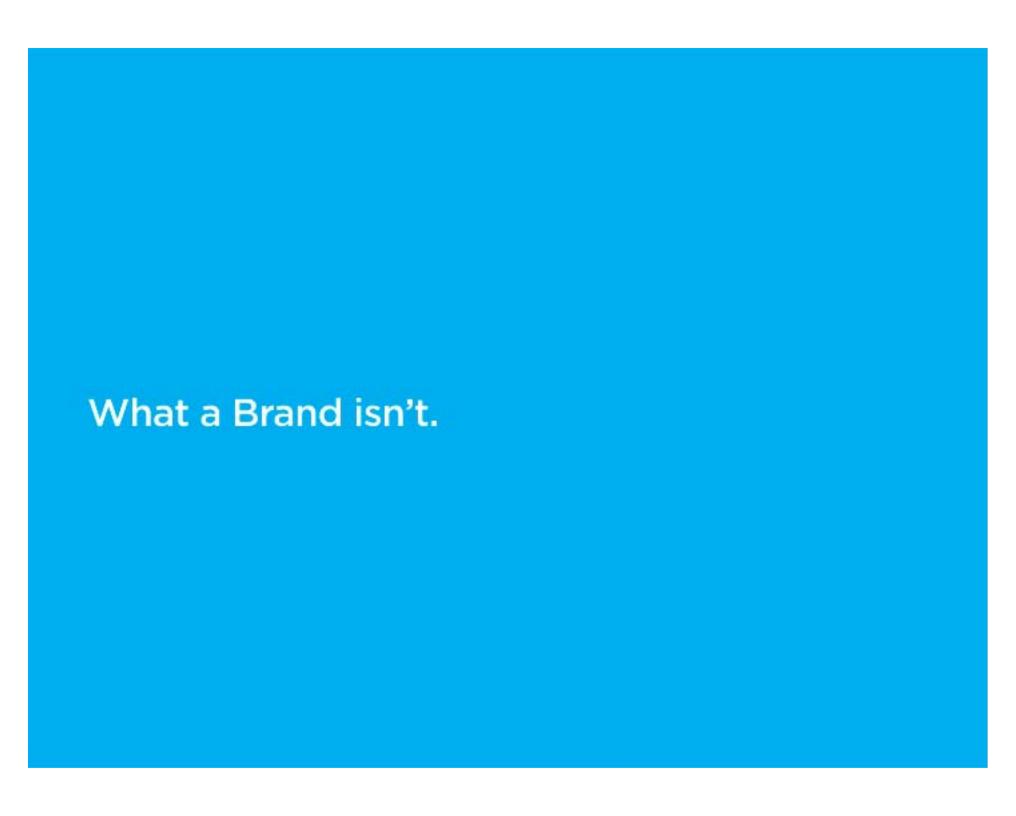
The changing world

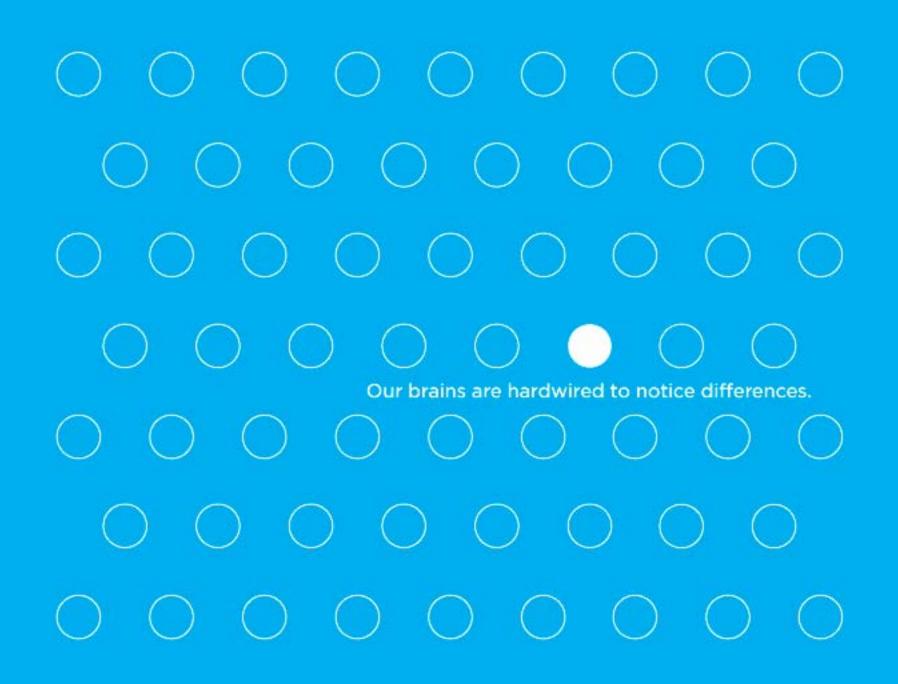
truiipet

Who are you?

What do you do?

Why does it matter?





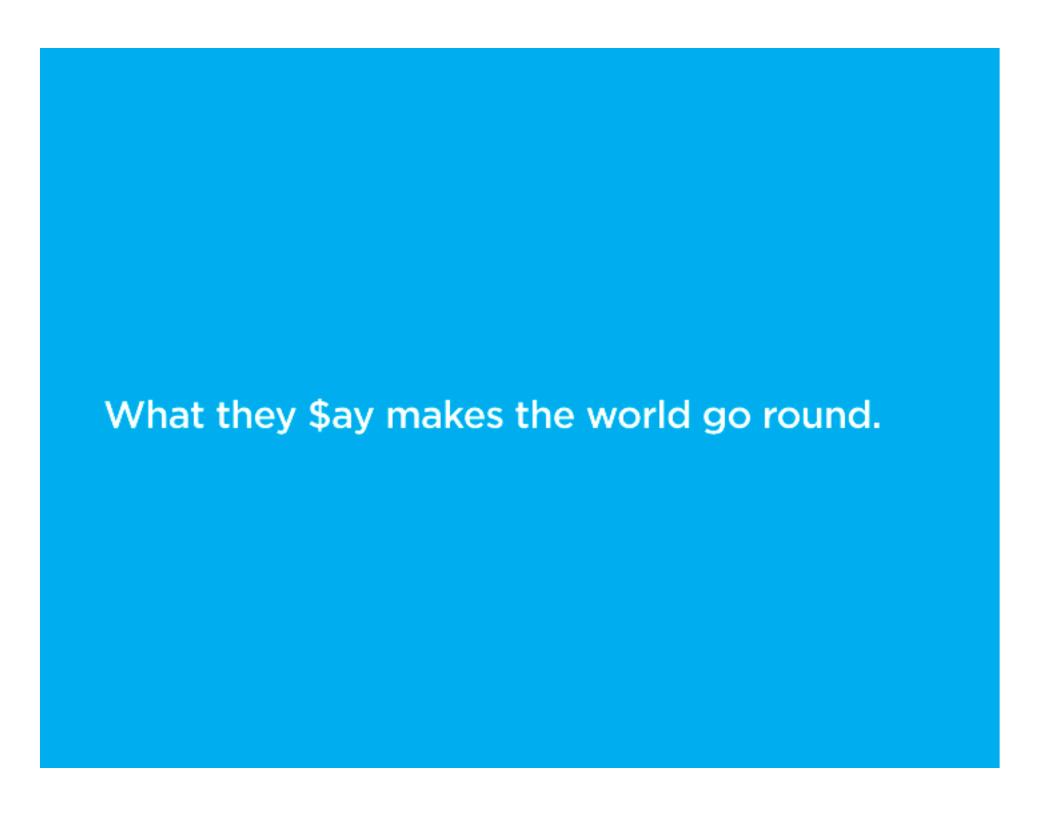
If it's not different, it's not strategic.

-Drucker

Brand Management is the Management of Differences.

It's not what you say it is.

## It's what they say it is.



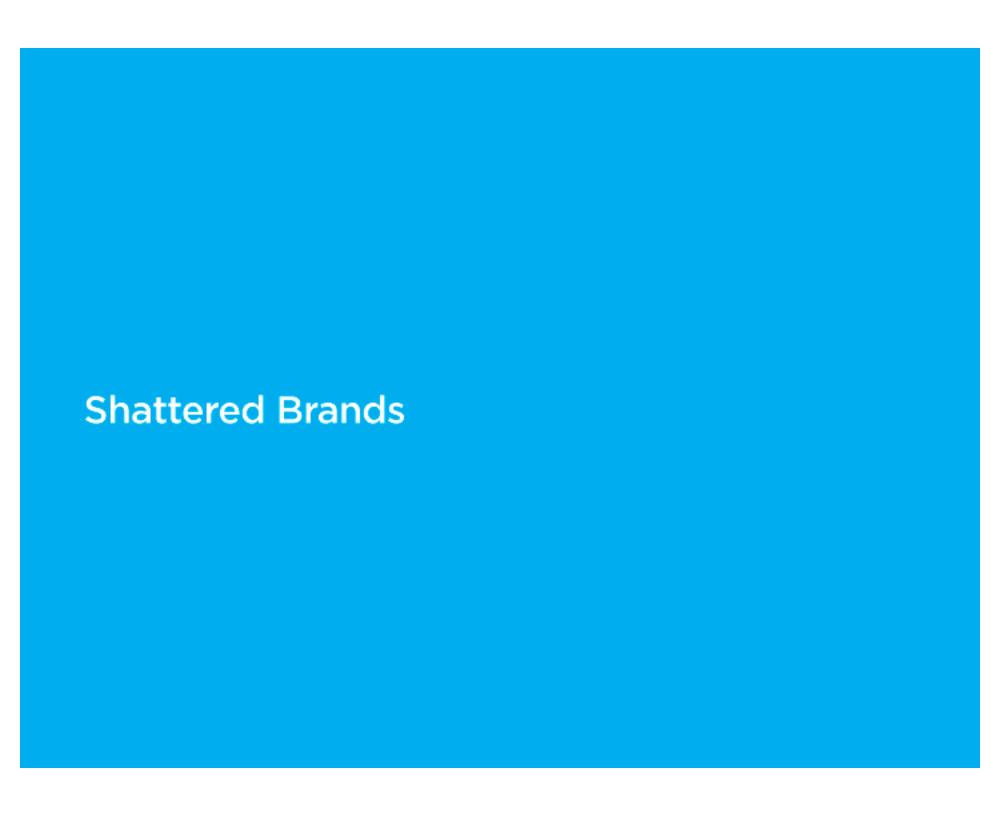
Your brand is fragile.

Interest in HP probe widens.

9/12/06

Dell delays quarterly filing over accounting questions.

9/12/06



You don't have enough money to buy attention.

The new primetime is 9 to 5

CMO's own the growth agenda in their organization.

Use different media to create more meaning, more connection

#### Winners will:

Shift spending and mgt attention to digital Use more media Interact with audiences Measure outcomes, not inputs Create branded (entertainment) assets

# **Clarity**Who are you?

### **Focus**

What do you do?

### **Transparency**

Why does it matter?

The Oath - Managed Care - I



The Oath - Managed Care - III

# Reflection (authenticity)



New Orleans Police Foundation



truïipet

robbie@trumpetadvertsing.com