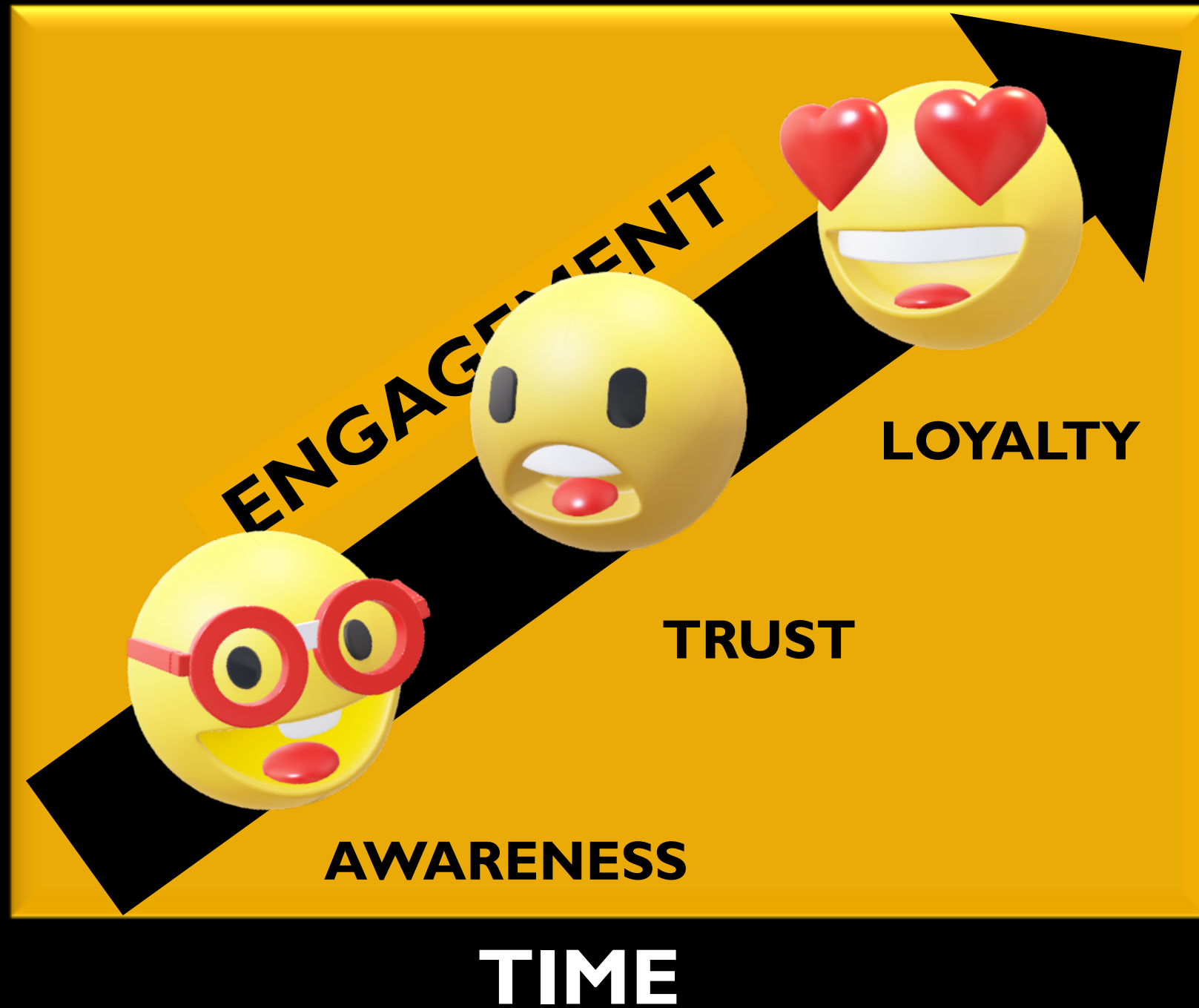


# MARKETING REBELLION INITIATING

**TO VIEW MARK SCHAEFER'S  
AWESOME INTRO VIDEO  
GO TO <http://bit.ly/MRebellion>**

# INTERACTIONS



**“Our research revealed that consumers are increasingly likely to have a **negative reaction** to a company’s attempt to earn their loyalty.”**

**- Accenture**



# ELUSIVE LOYALTY

**13%**  
**LOYAL**



Source: McKinsey



**THE EMOTION IS  
MISSING**

# CONSUMER REBELLIONS







Watch "Soldiers of Fortune"  
For exciting adventures, see the  
7-Up TV show every week.



Why we have the y  
customers in th

This young man is 11 months old—and he isn't  
by any means.  
For 7-Up is so pure, so wholesome, you can  
feel good about it. Look at the back of a 7-Up  
our ingredients are listed. (That isn't required  
—but we're proud to do it and we think you's  
By the way, Mom, when it comes to toddlers  
to drink their milk, try this: Add 7-Up to the  
ing the 7-Up gently into the milk. It's a whole  
it works! Make 7-Up your family drink. You l

THEY'RE HAPPY  
Because they eat  
LARD



A SORT OF PLEASURE  
my spirit—the spirit of Christmas-giving—  
is shown in the land. A gift that expresses  
that spirit, and brings pleasure to every  
home, both great and small, is rare indeed.  
And a gift, my friends, is LUCKY STRIKE.  
*Santa Claus*

lies—a light smoke

RIPE-BODIED TOBACCO — "IT'S TOASTED"

# FIRST REBELLION



# END OF LIES











# SECOND REBELLION



# END OF SECRETS







# THE THIRD REBELLION

- 1) Emotional connection to a human, not a product**
- 2) Unreachable by advertising**
- 3) No traditional marketing or sales funnel**
- 4) The customer is the marketer**

# THIRD REBELLION



# END OF CONTROL

# MARKETING GENERATING SALES



**2/3 OF YOUR  
MARKETING IS  
OCCURRING  
WITHOUT YOU.**

Source: McKinsey

**A brand is no longer  
what we tell the consumer it is.**

**It is what consumers tell each other it is.**

**AD-FREE**

**LOYALTY-FREE**

**FUNNEL-FREE**



**AND NOBODY  
BELIEVES US.**

**NOW WHAT?**

**FOCUS HAS BEEN ON  
TECHNOLOGY, NOT  
PEOPLE**



**MARKETING =**  
**ALL THINGS**  
**HUMAN**







The image shows a steep, light-colored rock face with vertical fissures and some green vegetation. A small figure of a climber is visible on the left side of the rock. The North Face logo is centered in the middle of the image. The logo consists of the words "THE", "NORTH", and "FACE" stacked vertically in a white, sans-serif font. To the right of the text is a white graphic element consisting of three curved lines that form a stylized mountain peak or a quarter-circle shape.

THE  
NORTH  
FACE



[#QuestionMadness](#)

Question Madness

8,002,170 views

12K

3.6K

SHARE

SAVE

...



**Now that's how you**  
***advertise!***

# WHAT MADE THIS GREAT?

- 1) THE CUSTOMER IS THE HERO
- 2) THE CUSTOMER IS THE MARKETER
- 3) THE COMPANY HELPED PEOPLE BELONG



**#1**

**MARKETING ISN'T ABOUT  
“OUR STORY.”**

**IT'S ABOUT THEIR STORY.**



**WARMTH**



**COMPETENCY**





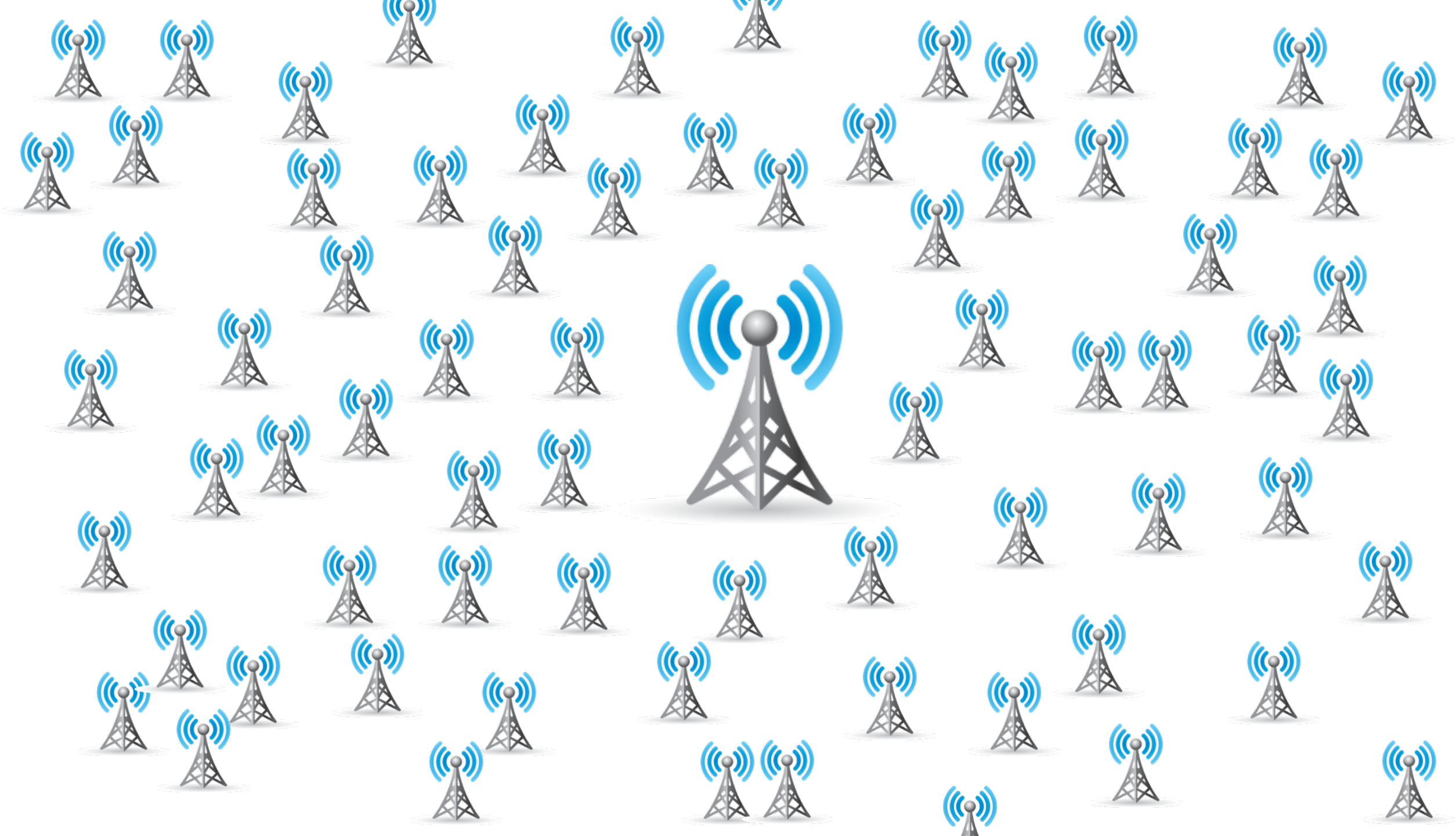
**WARMTH + COMPETENCE**

# Hugged by a **BRAND**

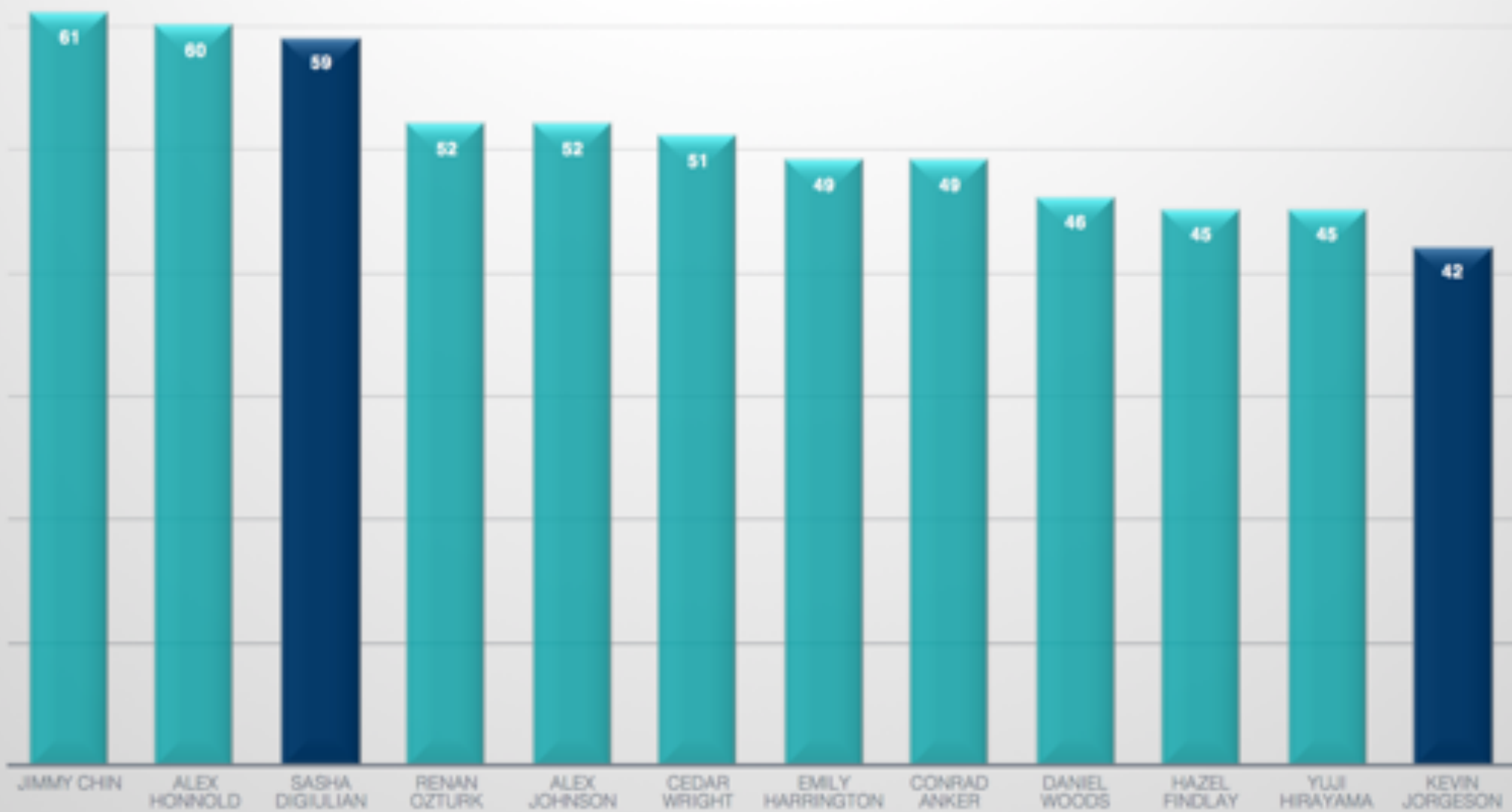




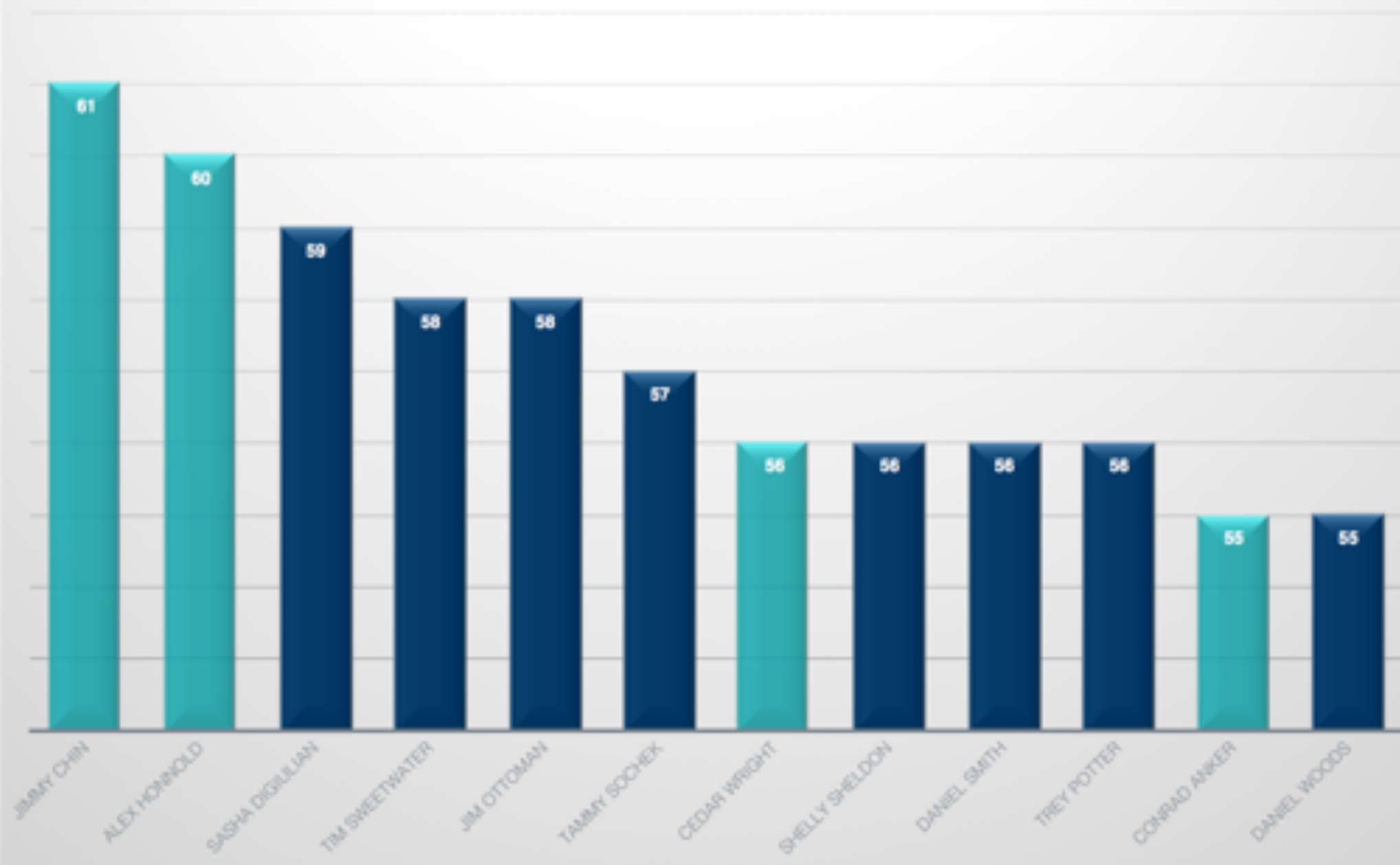




## North Face versus Adidas Athlete Social Media Effectiveness



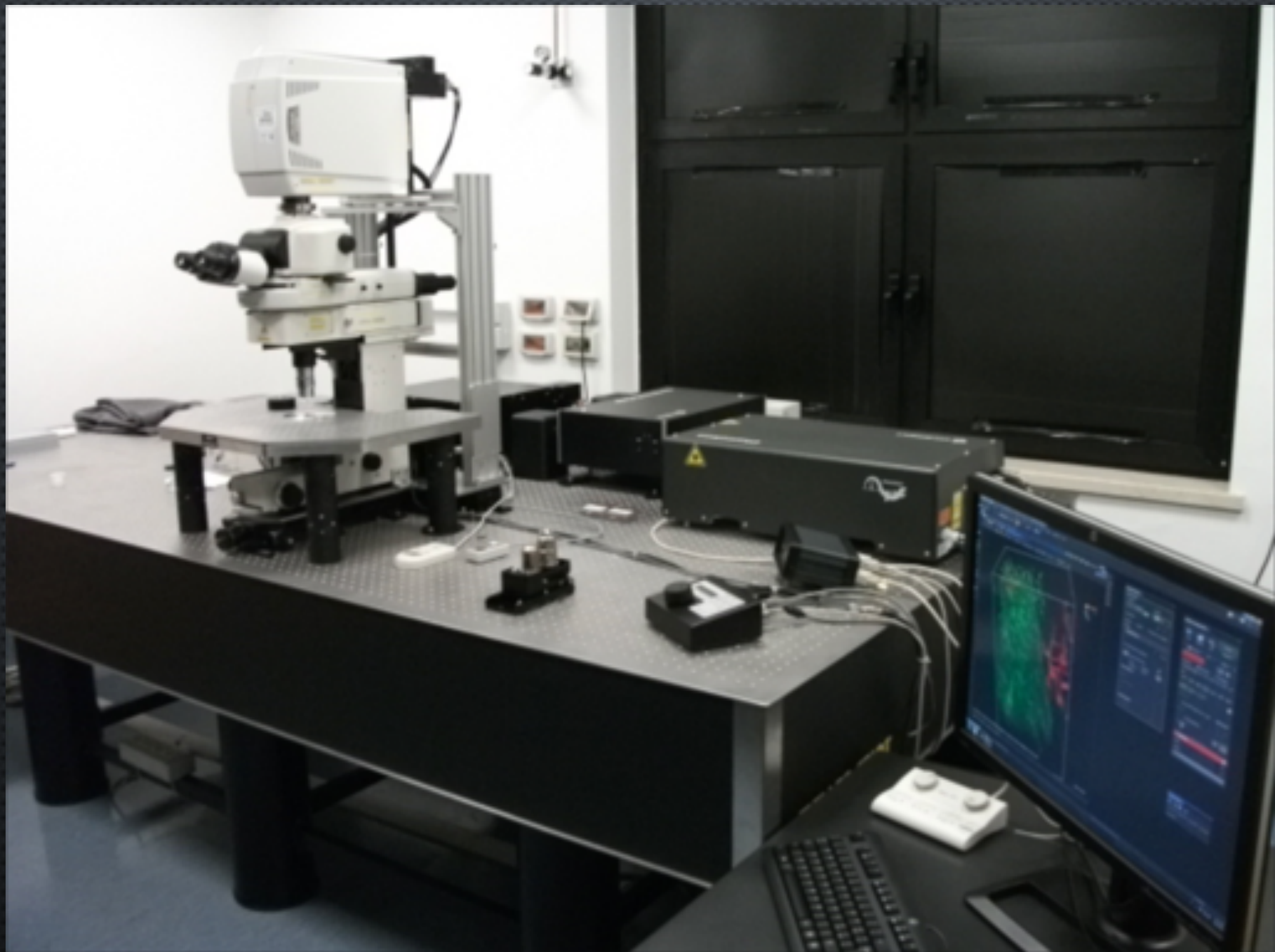
## North Face versus Adidas Athlete Social Media Effectiveness



**#2**

**PERSONAL BRAND  
IS NOW THE  
COMPANY BRAND**







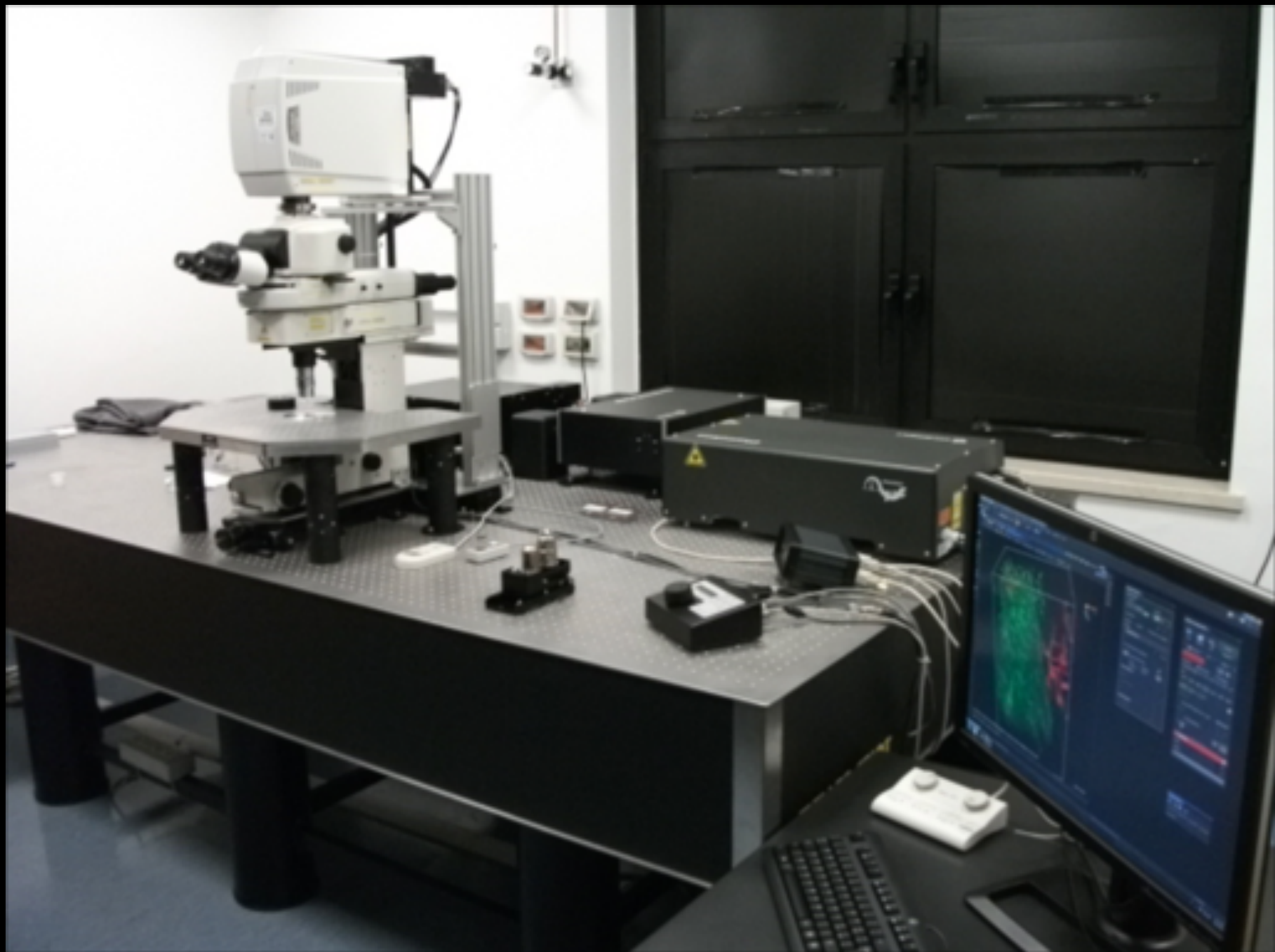
















**#3**

**BRINGING PEOPLE  
TOGETHER**

**CHANGES EVERYTHING.**



Why Certain Experiences Have Extraordinary Impact



# THE POWER OF MOMENTS

**CHIP HEATH & DAN HEATH**

The bestselling authors of *SWITCH* and *MADE TO STICK*





















6



9



**#4**

**BUILD PEAK MOMENTS  
INTO CUSTOMER  
EXPERIENCES**







**BE.  
MORE.  
HUMAN.**

**THE MOST HUMAN COMPANY WINS**



**THANK  
YOU!**

