

A M É

L I E













Always
Room
to
Grow



Small
tag



CRESCIMENTO

MARCA



3 Ps – PROPÓSITO – POSICIONAMIENTO - PROMESA



SIMPLICIDADE



As marcas que
entregam
experiências

Claras
Humanas
Úteis

vencem.

FOCO



CONEXÃO



Marketing is
too important
to be left to the
marketing
department.

- David Packard

RELEVÂNCIA

“The key threat to the Starbucks brand was a growing belief among customers that the company was becoming corporate, predictable, inaccessible or irrelevant... Clearly we had not told our story well enough.”

-Howard Schultz



ENGAJAMENTO



"Most of us go through life finding it hard enough to have good relationships with the real people in our life, let alone all the brands we buy"

Bruce McColl, Global CMO, Mars

O DESAFIO DA FUNDAÇÃO BRITÂNICA DO CORAÇÃO (British Heart Foundation)

“ Quando sabemos que uma de cada cinco pessoas vai ver alguém desmaiando, que precisa de reanimação cardiopulmonar, e a maioria não se sente capaz de ajudar, é a hora de agir”

Sir Bruce Keogh, medical director for NHS England.





A CIÊNCIA



TRIGGER/ BARRIER

Fear of mouth to mouth resuscitation

CONSUMER CURRENTLY THINKS/FEELS – “FROM”

I wouldn't give mouth to mouth CPR to a stranger because I might contract an illness

CONSUMER WILL THINK/FEEL – “TO”

I don't have to give mouth to mouth in order to perform CPR



Its ok, you won't contract an illness

Its safe to kiss a stranger

A ARTE...



OS RESULTADOS



HANDS-ONLY CPR

Call 999. Then press Hard and Fast to the beat of Stayin' Alive.
IT'S NOT AS HARD AS IT LOOKS



Let me teach you a lesson you'll never forget

Get trained

So, you want to learn more about Hands-only CPR? Find a training course near you.



Free mobile app

Our new app for iPhone and Android will teach you Hands-only CPR. Email us to be the first to know when it's available.



Ask Vinnie

Click the play icon to listen to Vinnie's answers.



Mike's story

