A M É L I E

















3 Ps – PROPÓSITO – POSICIONAMENTO - PROMESA



SIMPLICIDADE

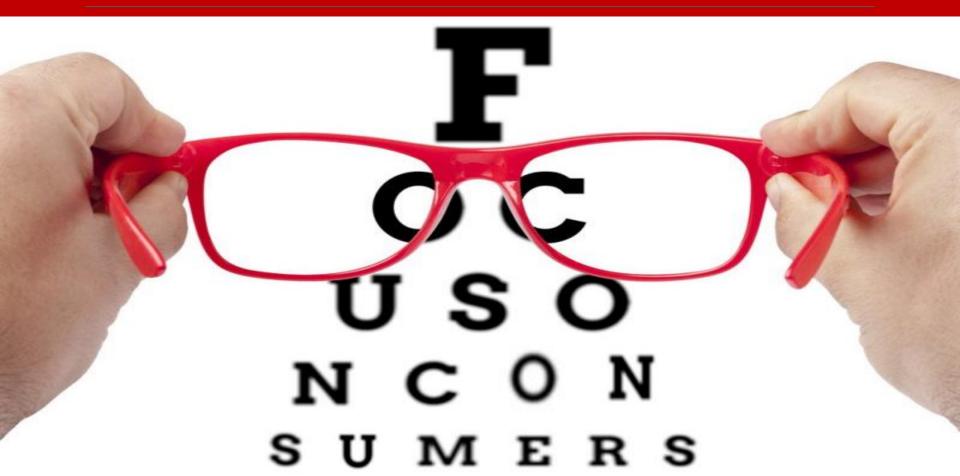


As marcas que entregam experiências

Claras Humanas Úteis

vencem.





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	CONSUMER CURRENTLY THINKS/FEELS – "FROM"	CONSUMER WILL THINK/FEEL – "TO"
British Heart Foundation	Fear of mouth to mouth resuscitation	I wouldn't give mouth to mouth CPR to a stranger because I might contract an illness	l don't have to give mouth to mouth in order to perform CPR
			Its ok, you wor
			lts issa jer
		8111	





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 Handsonly 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.





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





