# BEYOND THE LOGO

#### Create an Emotional Brand and Media That Matters







#### Larry Bird





#### **Robert Parish**

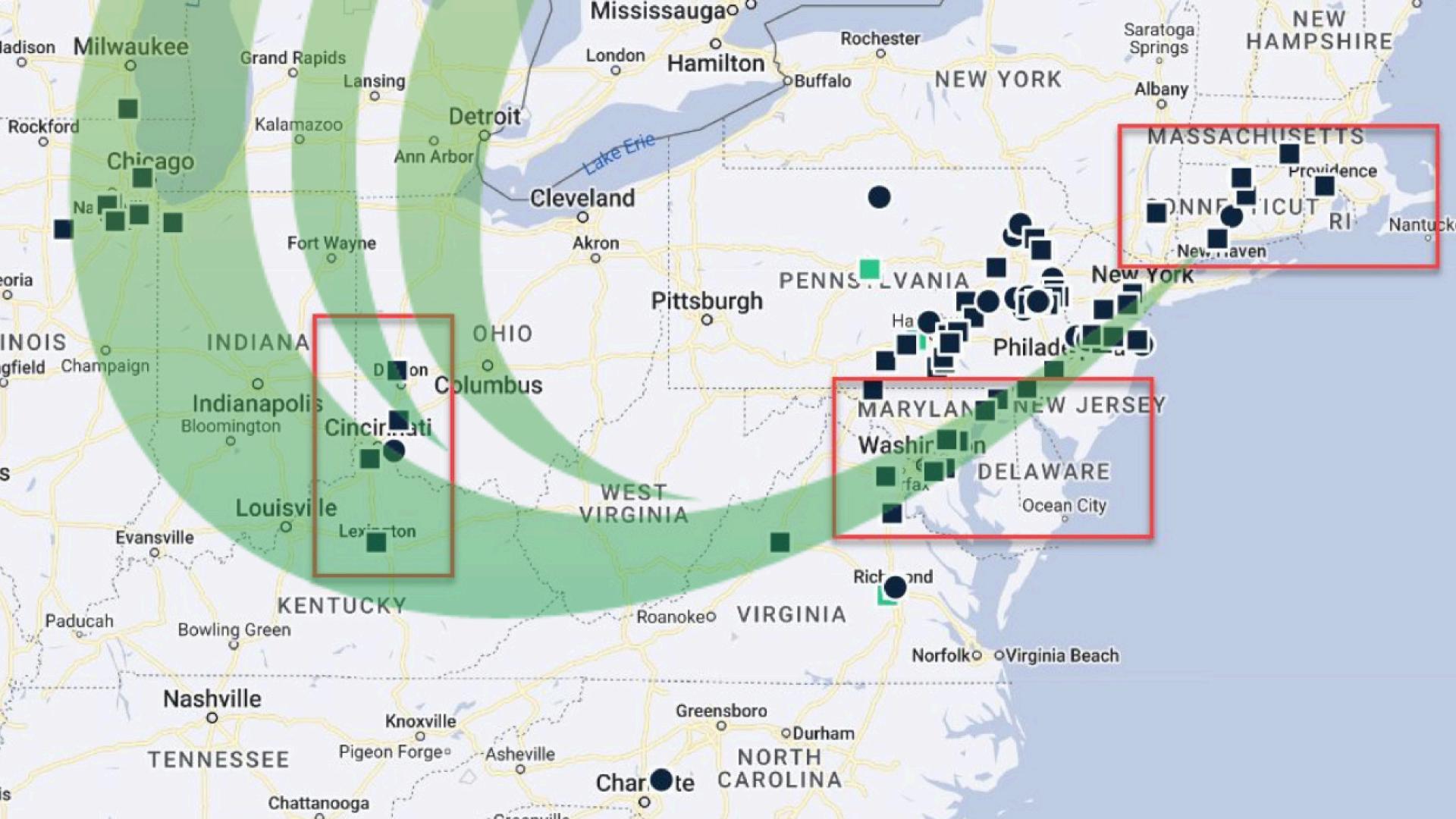
#### Dennis Johnson



#### **Bill Walton**

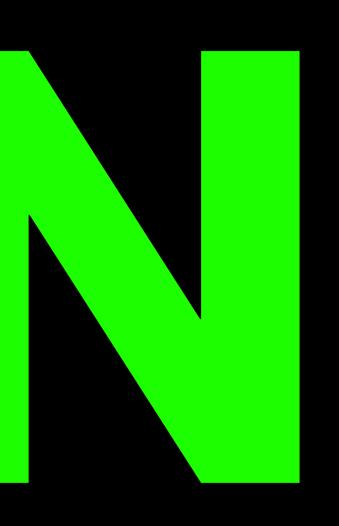


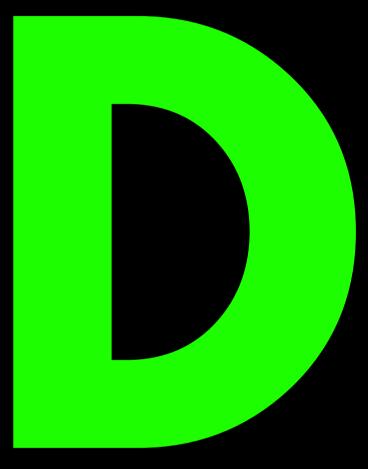












#### Most people think branding is about logos and color schemes and fancy business cards.



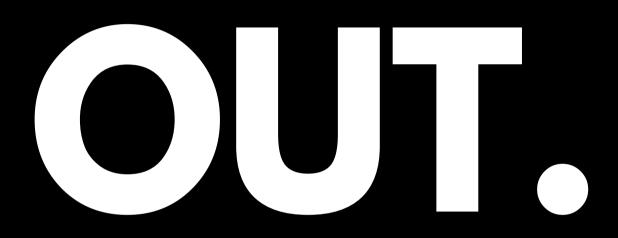
#### Branding is a story. A promise. A feeling.

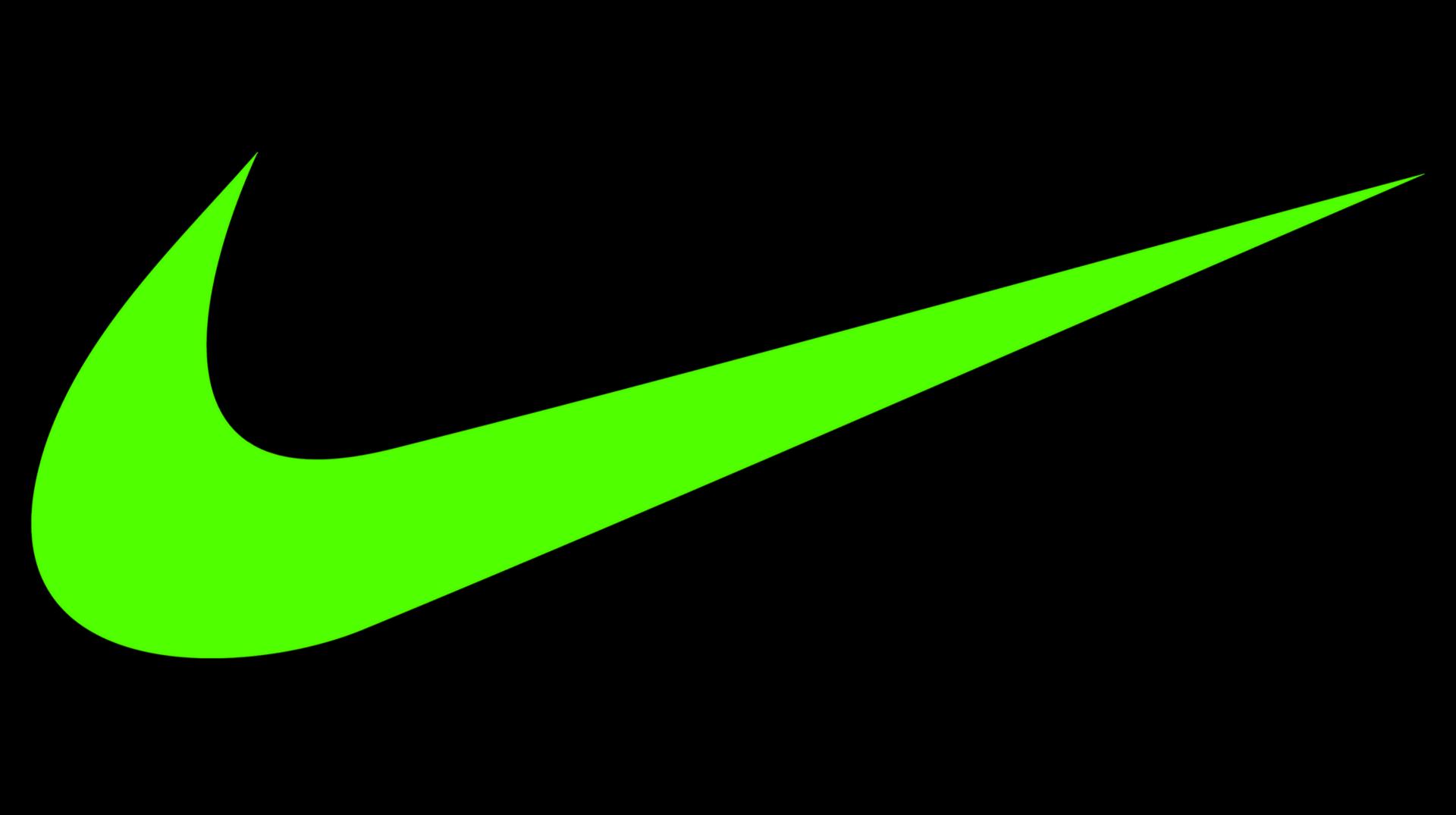


#### WHAT HAPPENS TO THE MOTH?



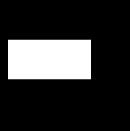












## ME — LEAD THE CHARGE



### The Brand Starts with You



## "Most brands don't fail because of logos. They fail because of leadership."

# Culture Doesn't Hopen by itself

# Show the Moment You Stepped Up

# " before cinyone ciskec

# The Real Job of a Leader

### The biggest rebrand your company needs?

#### Isn't on the trucks.

### It's in your mirror.



### WE — BUILD THE CULTURE

# "Your team is your brand."

# Comerci-Shy to Camera-Ready



# From Clocking In to Beieving In

# "People will fight for what they helped crecte."



## 6 We cicn't create content.

## We created belef."





# Culture = Brand in Action



# US --- CHANGE THE INDUSTRY



# When the incustry Storts Noticing



## From Louder to Clearer

# Content That Changes the Game



# ING VIDEO HAS BEEN APPI ROPRIATE AUDE TON OF SELF-PERFC







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## DON'T DO TBECAUSEIT WILL GROW YOUR BUSINESS. DO IT BECAUSE IT WILL SHOWCASE YOUR PEOPLE!



VSHED 202A

#### STORM CHAN With The Snow Jobs

SIB







#### WHAT THIS MEANS FOR ALL OF US

#### "DON'T WAIT FOR THE INDUSTRY TO GNEYOU A SEAT AT THE TABLE.

#### MAKE THE TABLE—AND BRING A CAMERA."

#### START WITH YOU. THEN SHIFT THE TEAM. THEN SHIFT THE INDUSTRY.

### MAKE MEDIA THAT MATTERS

### LEAD. CREATE. SHARE. THIS IS HOW YOU SCALE TRUST.

#### THAT'S HOW YOU CREATE CHANGE

