BEYOND THE LOGO

Create an Emotional Brand and Media That Matters







Larry Bird





Robert Parish

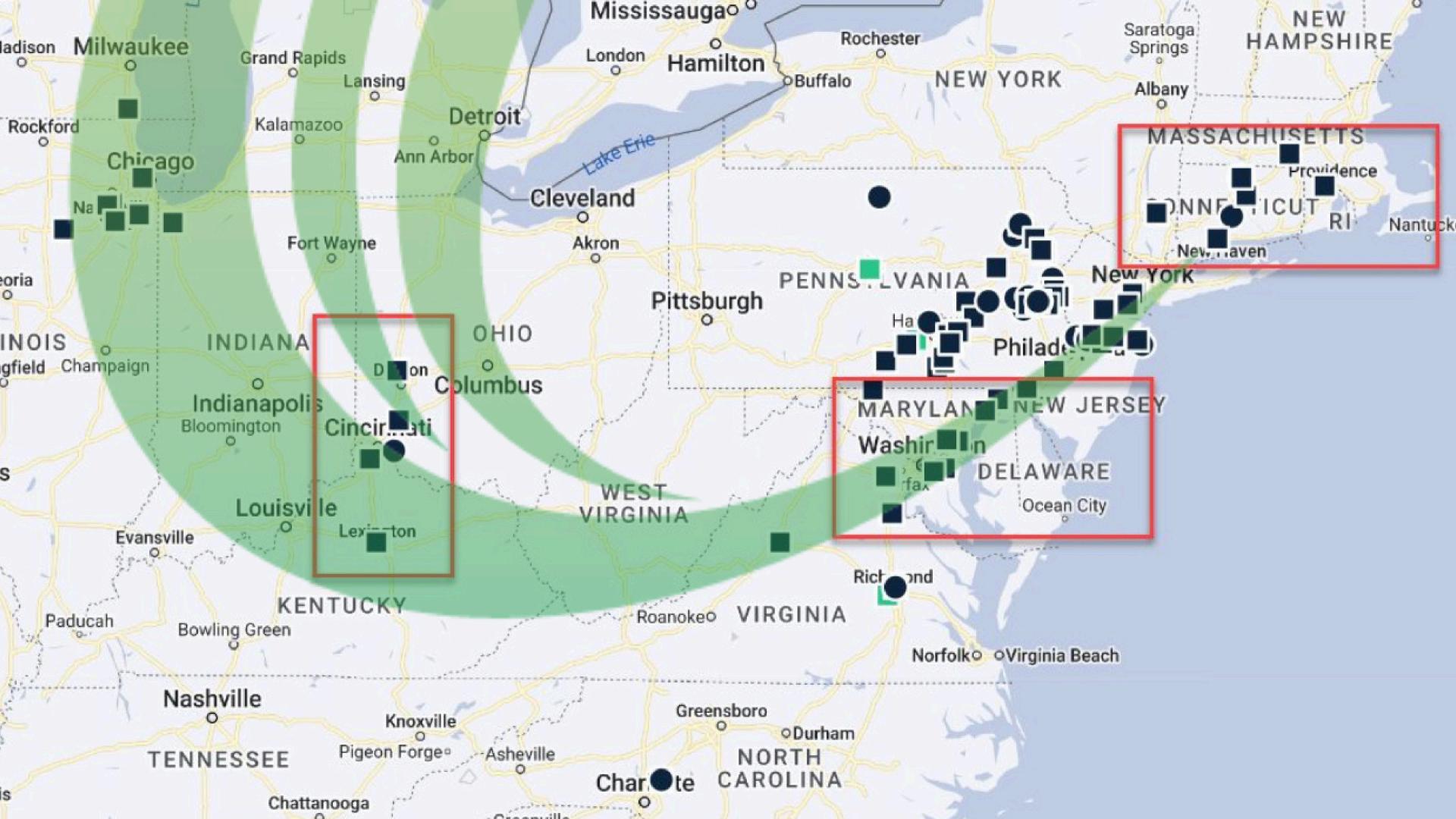
Dennis Johnson



Bill Walton

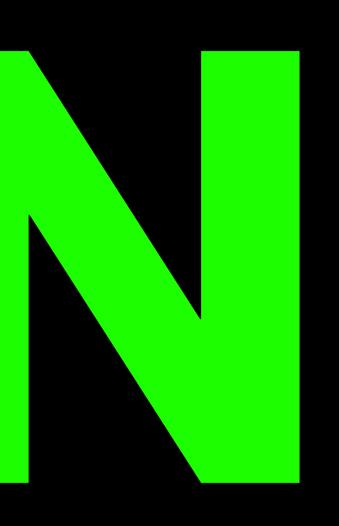


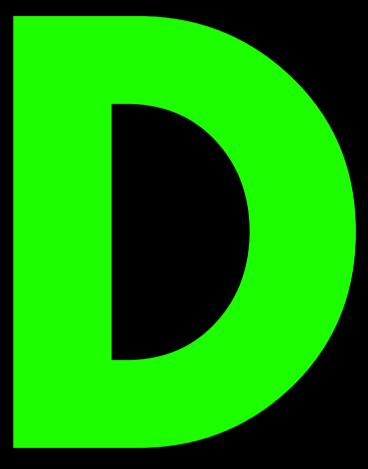












Most people think branding is about logos and color schemes and fancy business cards.



Branding is a story. A promise. A feeling.

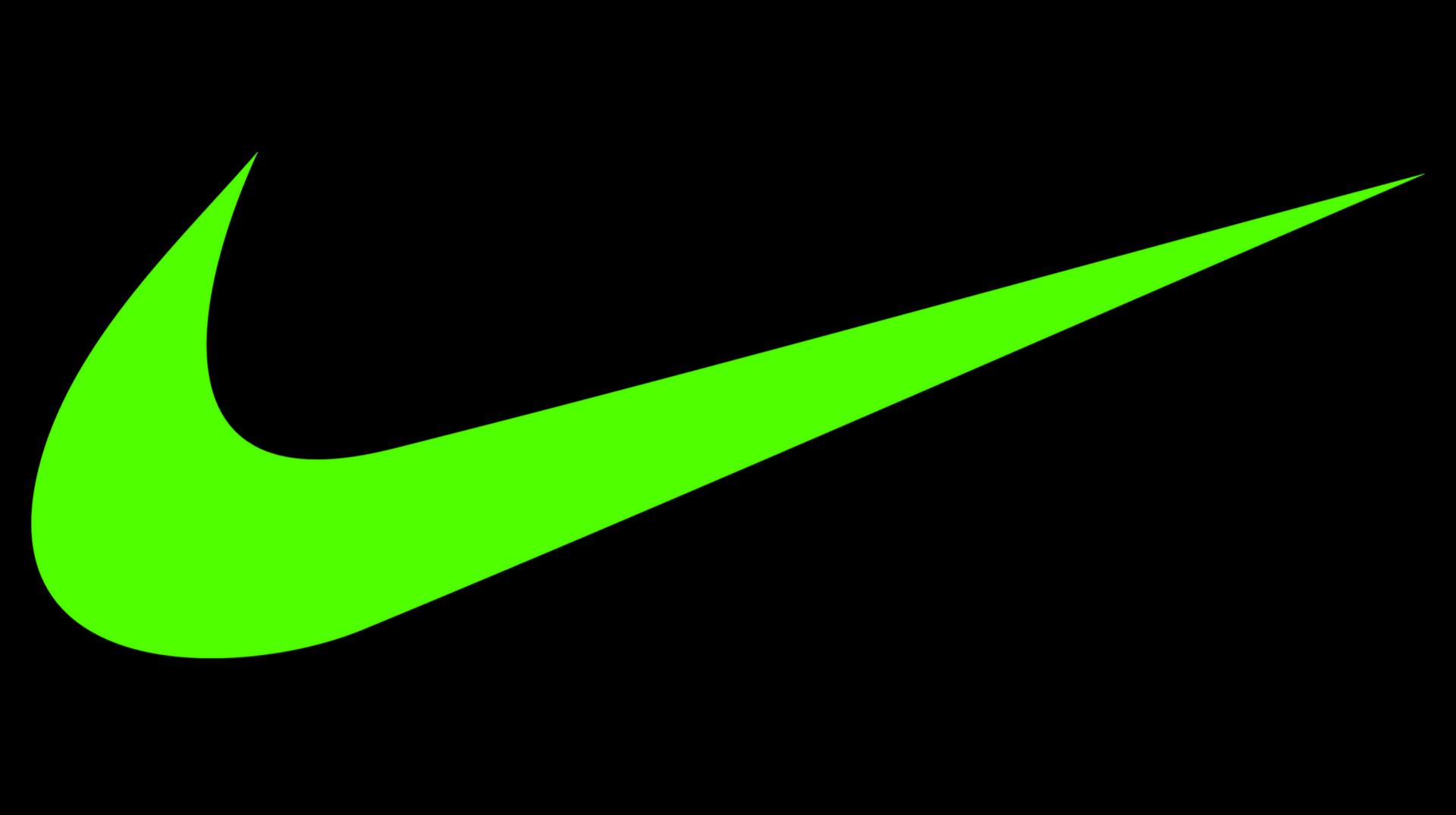


WHAT HAPPENS TO THE MOTH?



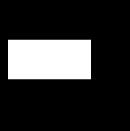












ME — LEAD THE CHARGE



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







1.177 12

1111

- 11 - 1



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

