

Hello.

# **Jeff Mason**

**Principal, Design Director  
Hero Design Studio**

@herostudio  
[herodesignstudio.com](http://herodesignstudio.com)

**Hero is a digitally-driven design  
and marketing agency focused on  
helping our clients develop  
greater brand awareness and  
increase sales.**

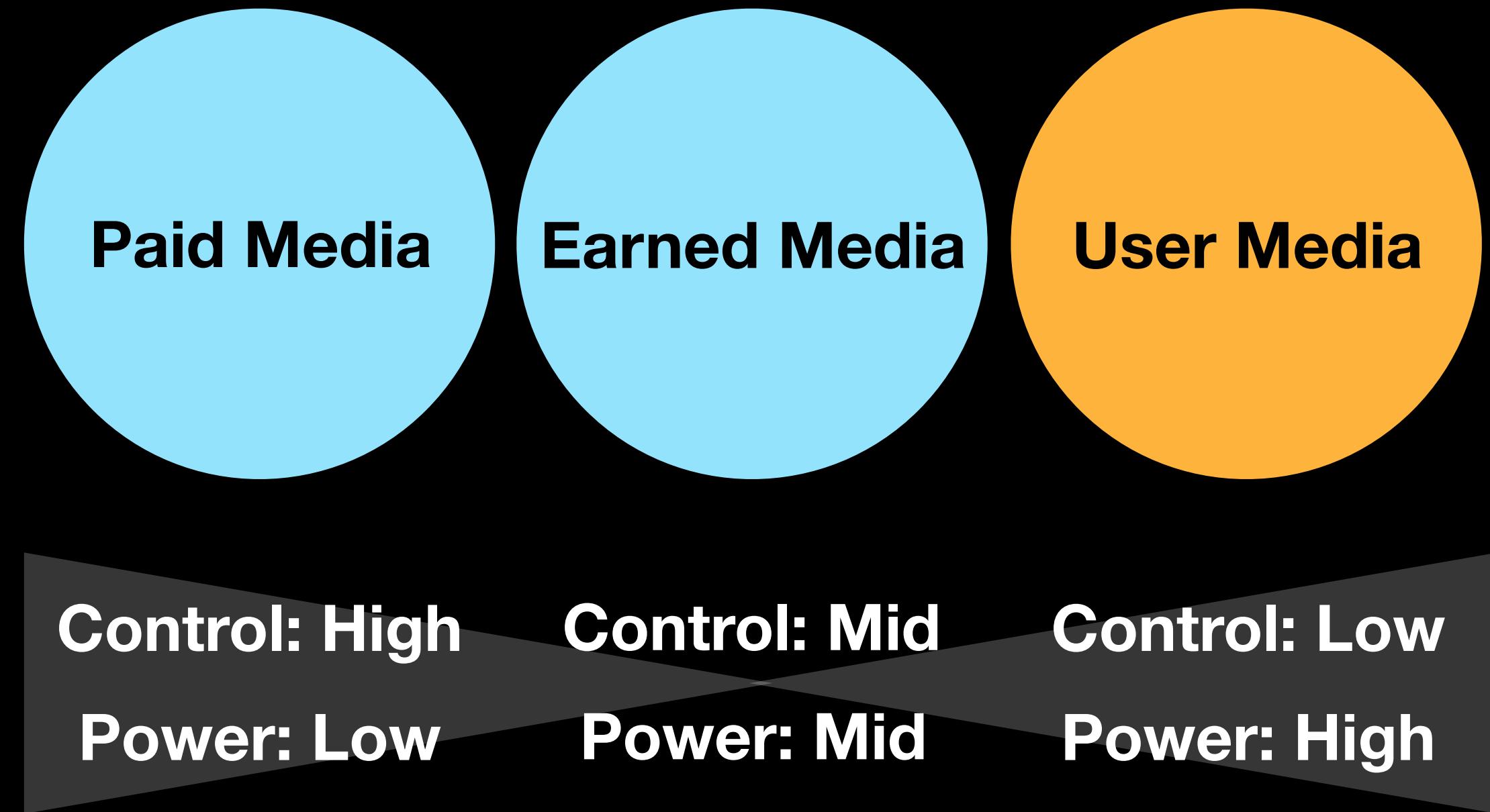
# We design:

Logos, websites, brochures, blogs, email, direct mail, advertising, web applications, environmental graphics, content strategies, packaging, marketing strategies, books and mobile applications.

**Technology has  
changed marketing  
and advertising,  
forever.**

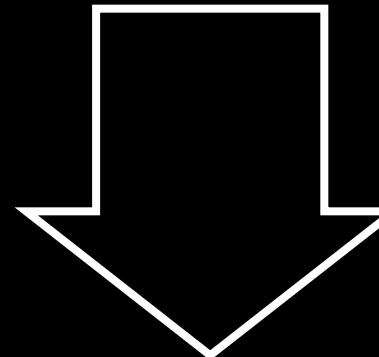


2003

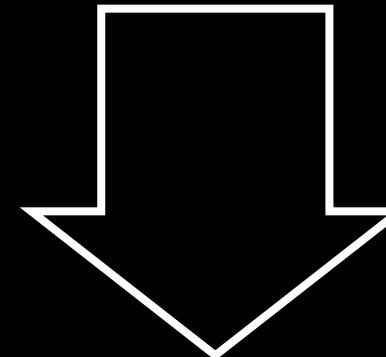


# Brands

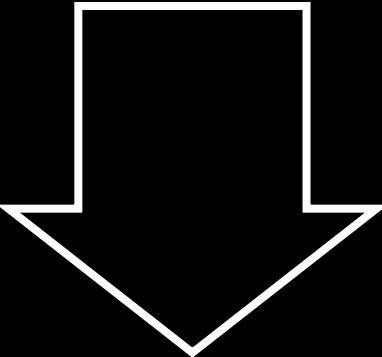
Print



Broadcast



Direct

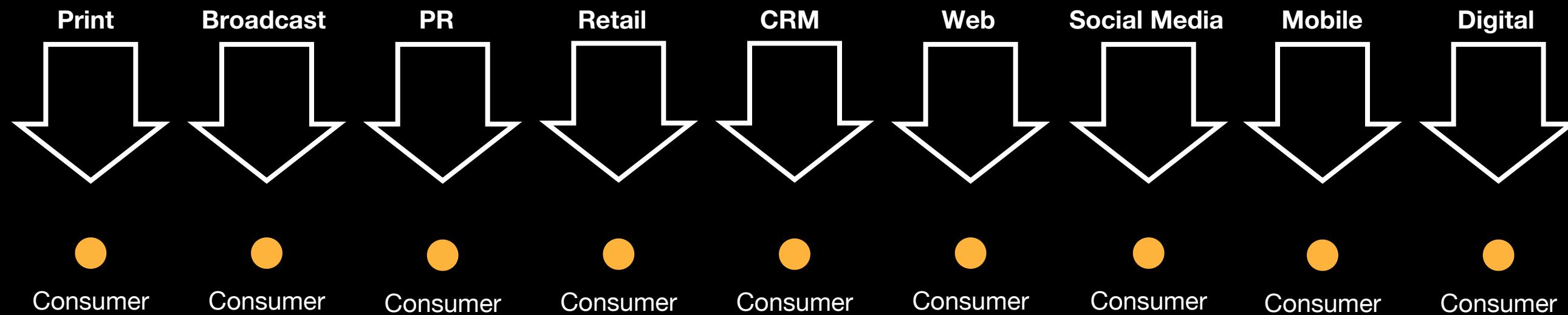


Consumer

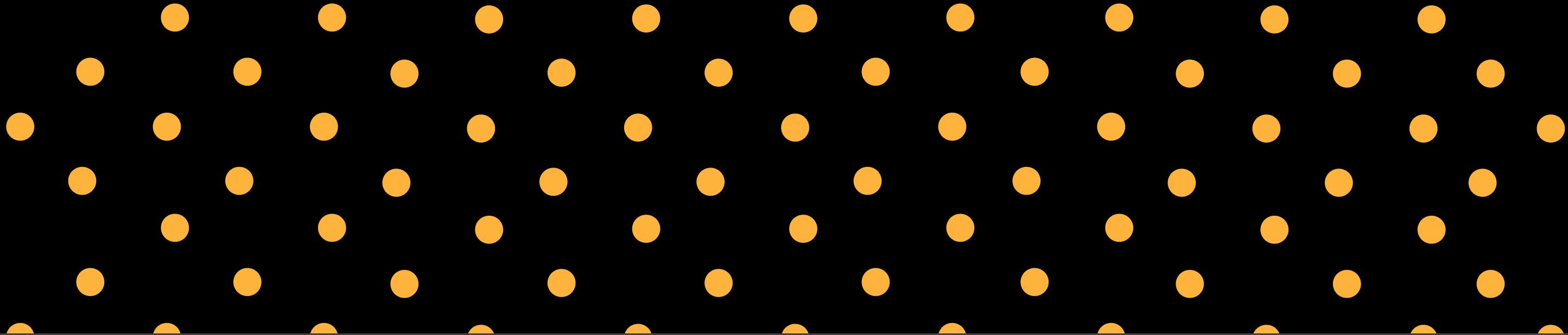
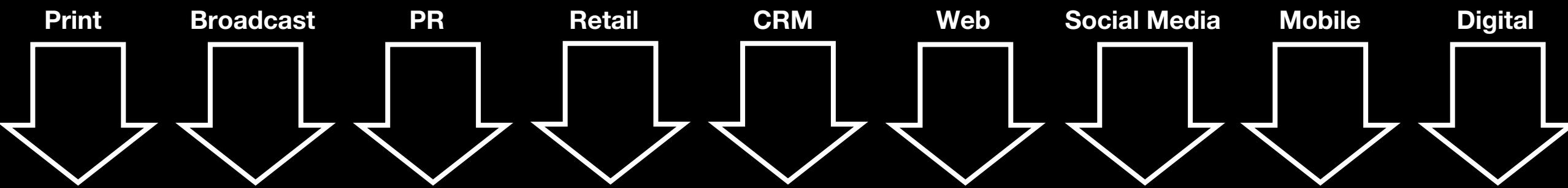
Consumer

Consumer

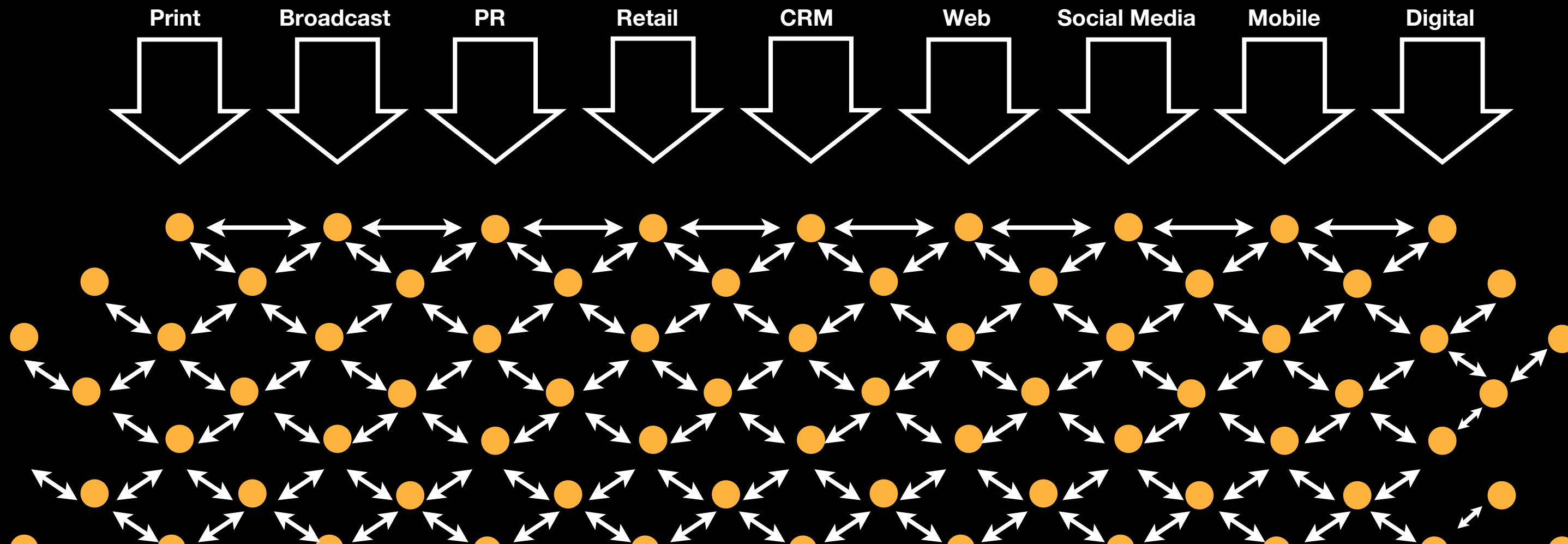
# Brands



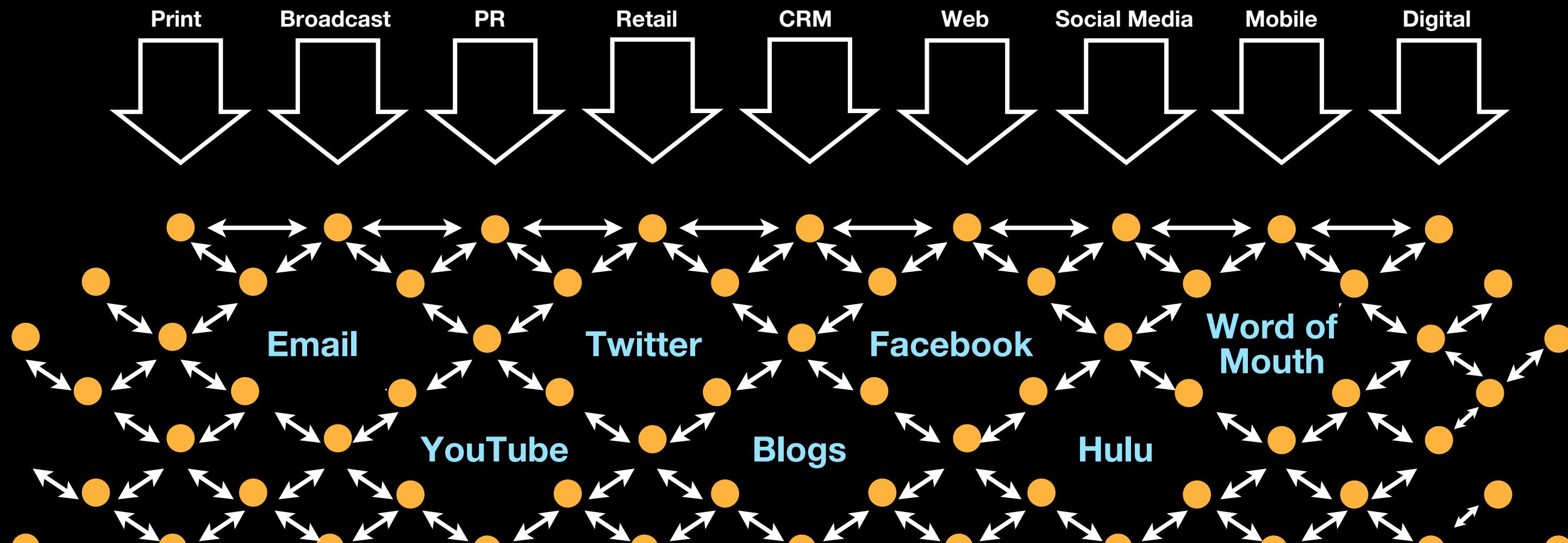
# Brands

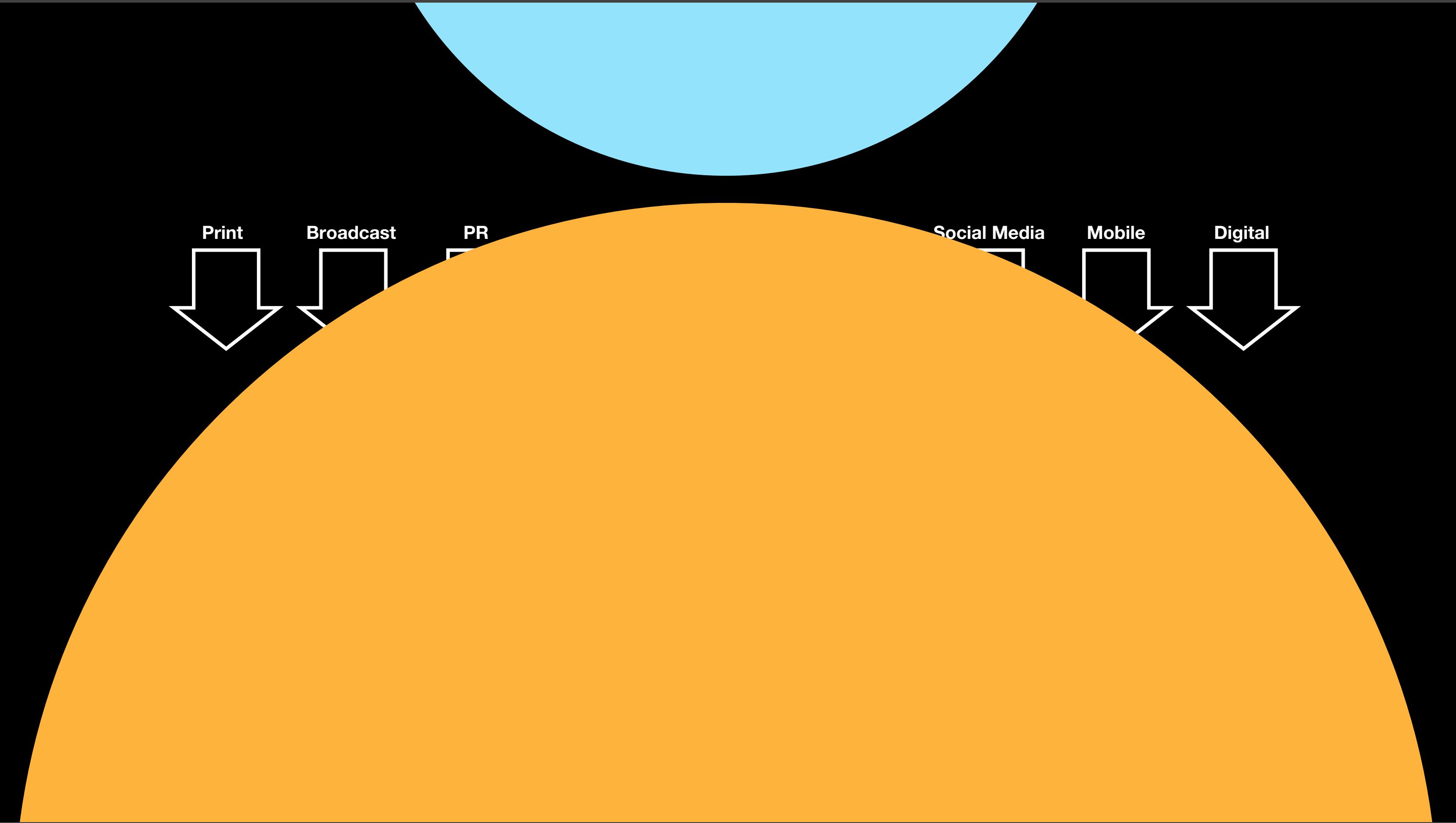


# Brands



# Brands





**Our audience is now  
connected in ways it has  
never been before.  
And it has more potential  
mass than any advertiser.**



**Brands**

# **Consumers**

# The companies.



Facebook



YouTube



Google



Yahoo



Twitter



LinkedIn



Flickr



Vimeo



Tumblr



Digg



StumbleUpon



Delicious



Amazon



Apple



Blogger



Foursquare



Yelp



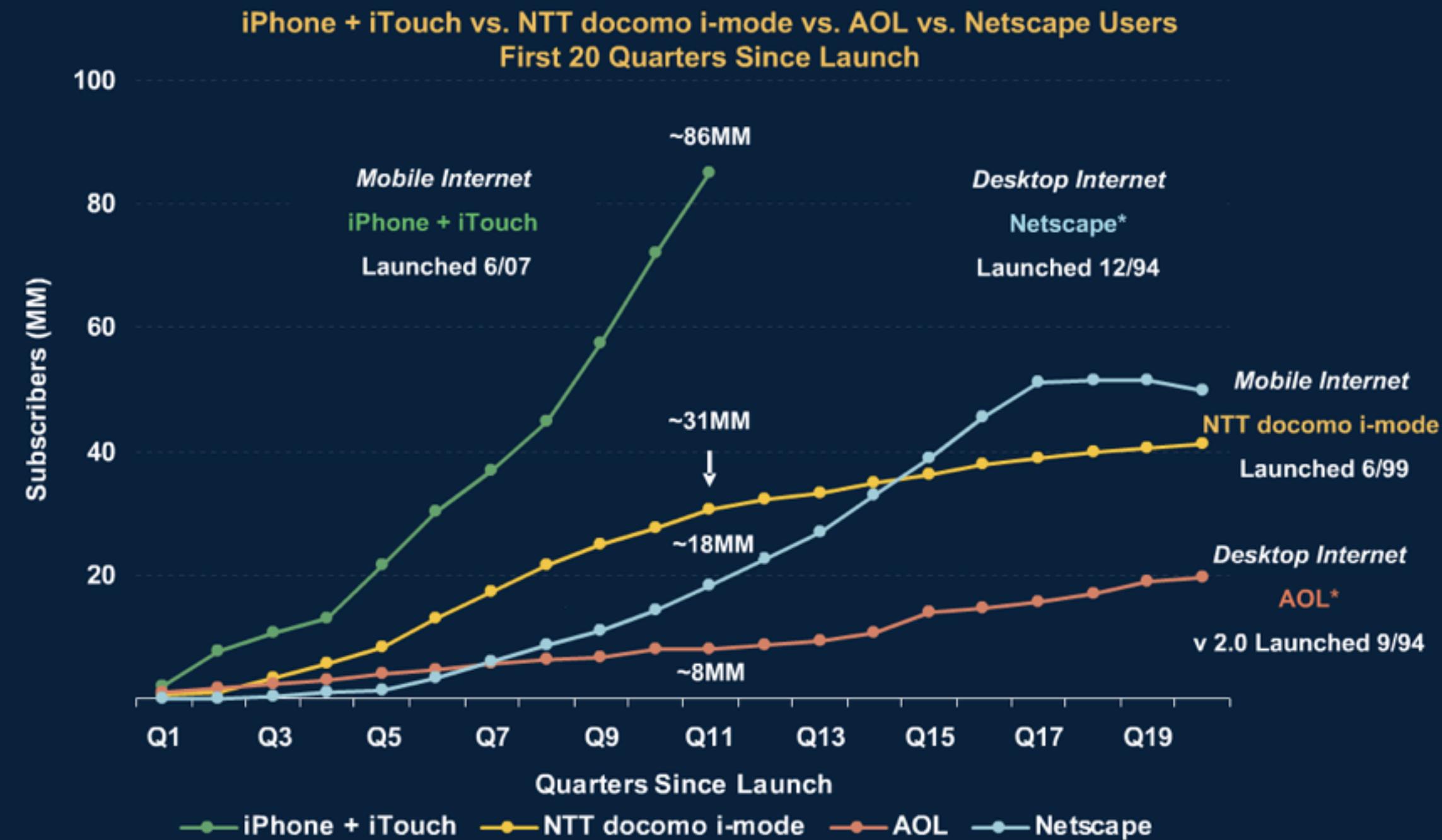
SlideShare

# The technologies.

- Search
- Search marketing
- Broadband Internet
- Social Media
- Mobile Web
- Mobile Apps
- Video
- Cloud Computing
- Geo Location
- Web 2.0 programing
- SMS Text Messaging

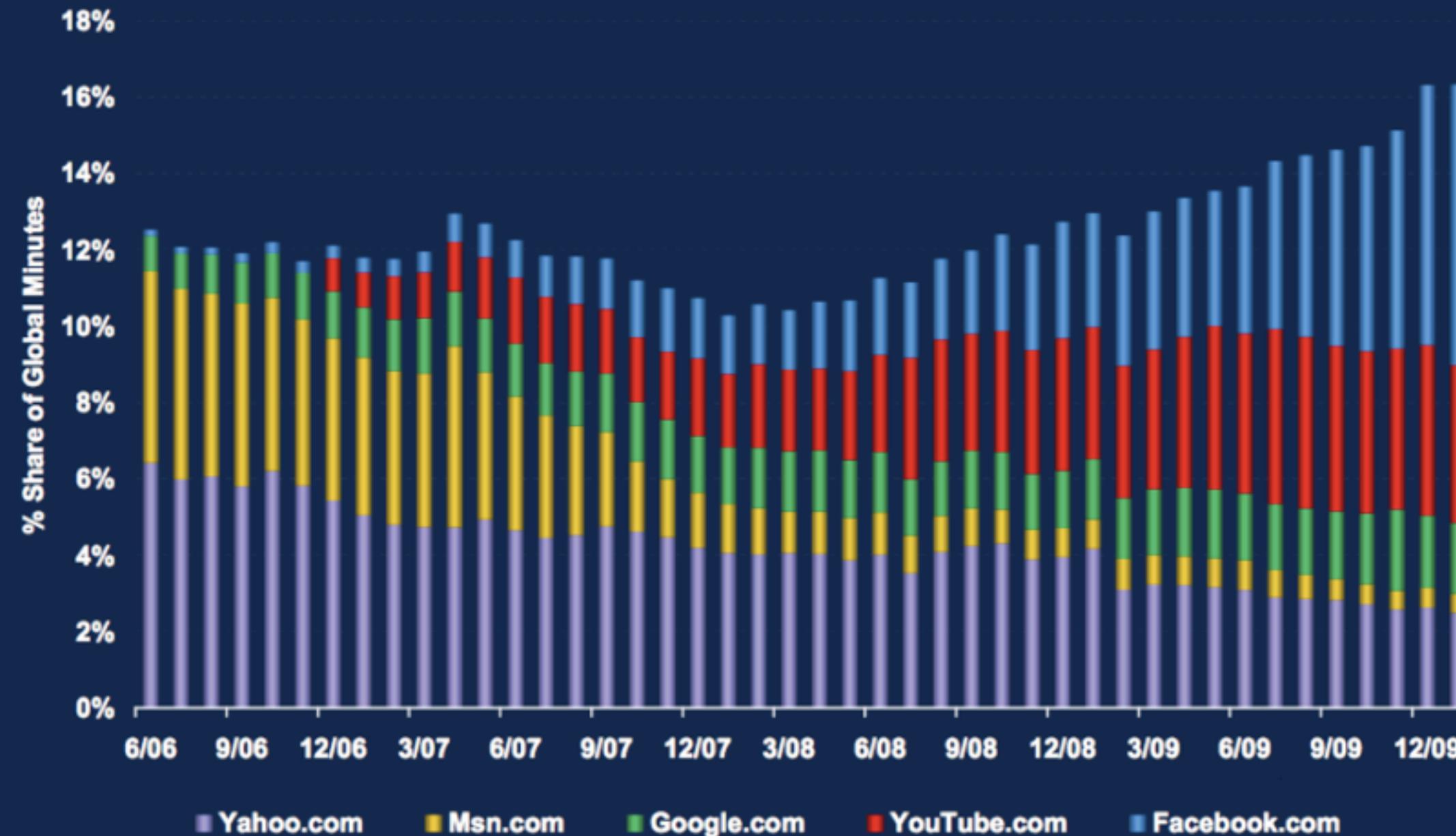
**The speed and scale  
of this change is  
unprecedented.**

# Mobile Internet Ramping Faster than Desktop Internet Did – Apple Leading Charge



# Facebook (+ YouTube) = Largest Share Gainers of Global Online Usage Over Past 3+ Years

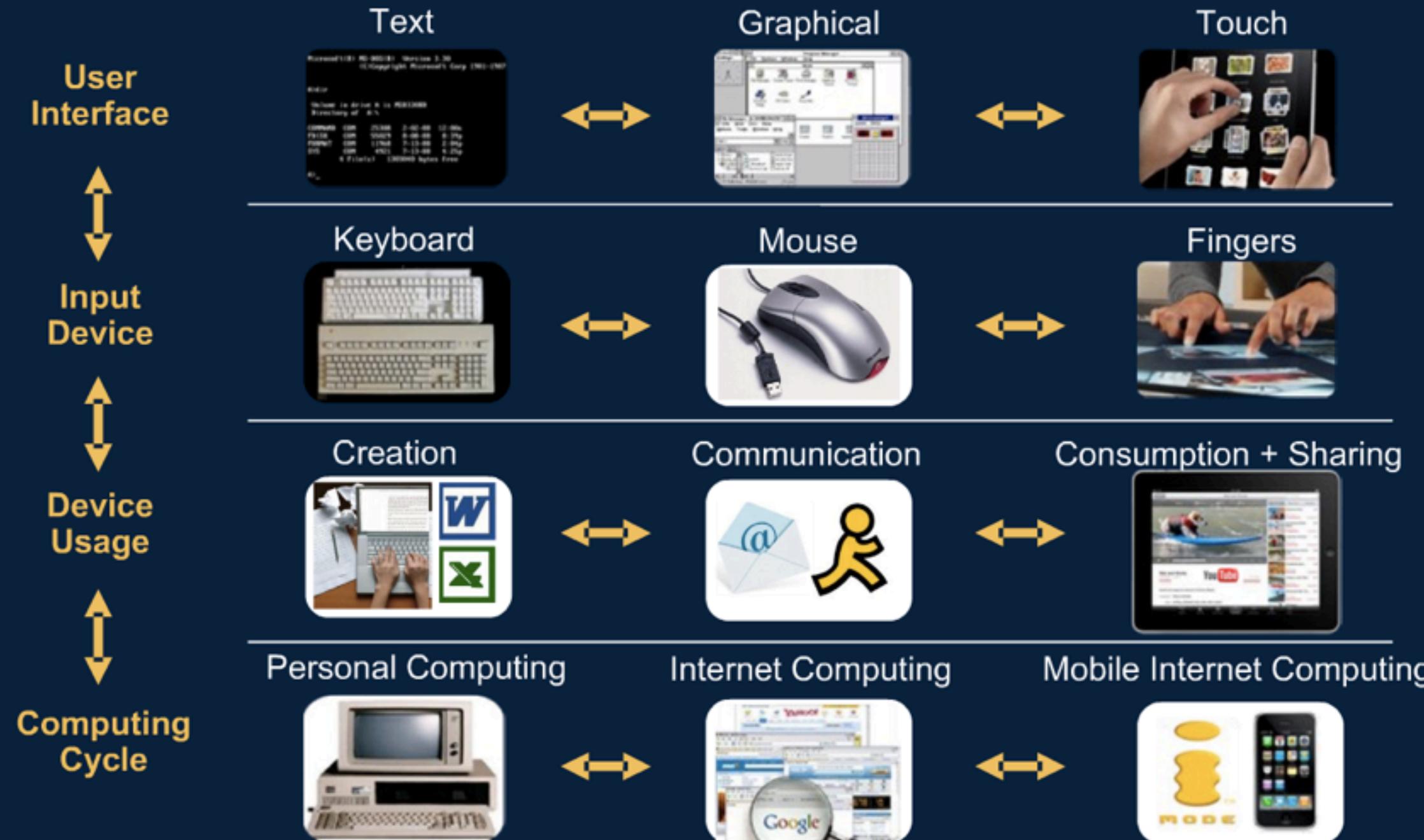
Share of Global Online Time Spent, 6/06 – 1/10



Morgan Stanley

Source: comScore global, 1/10. 31

# User Interface + Device Usage Evolution Over Past 30 Years – From Input...to Output...to Sharing



**YouTube has 2 billion views a day.**

**Double the prime-time audience  
of all 3 major networks combined.**

YouTube is 5 years old.

**Linkedin has over 50 million  
members worldwide.**

**1 million new members each month.**

Linkedin is 7 years old.

**Twitter has 75 million user accounts  
and 15 million active users.**

**200% growth in last three months.**

Twitter is 4 years old.

# Flickr now hosts 4 billion images.

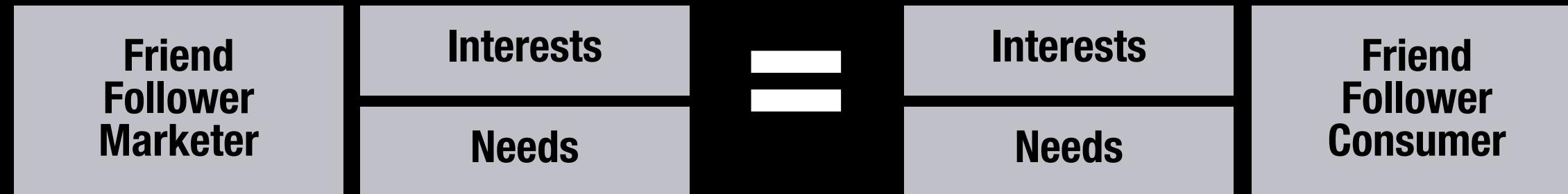
Flickr is 6 years old.

**The daily Facebook population of  
250,000,000 is larger than all but  
three countries in the world.**

Facebook is 7 years old.

**What is happening  
in all these new  
digital places?**

# Connection



**What does it take  
for marketers  
succeed today?**



OzoneAware  
LET'S TAKE CARE OF OUR SUMMER AIR

MAKE EVERY TRIP COUNT.

Choose to drive less for cleaner air.

TAKE THE RIDE

BE OZONE AWARE > JOIN OUR CLEAN AIR COMMUNITY >

NEWS AND UPDATES

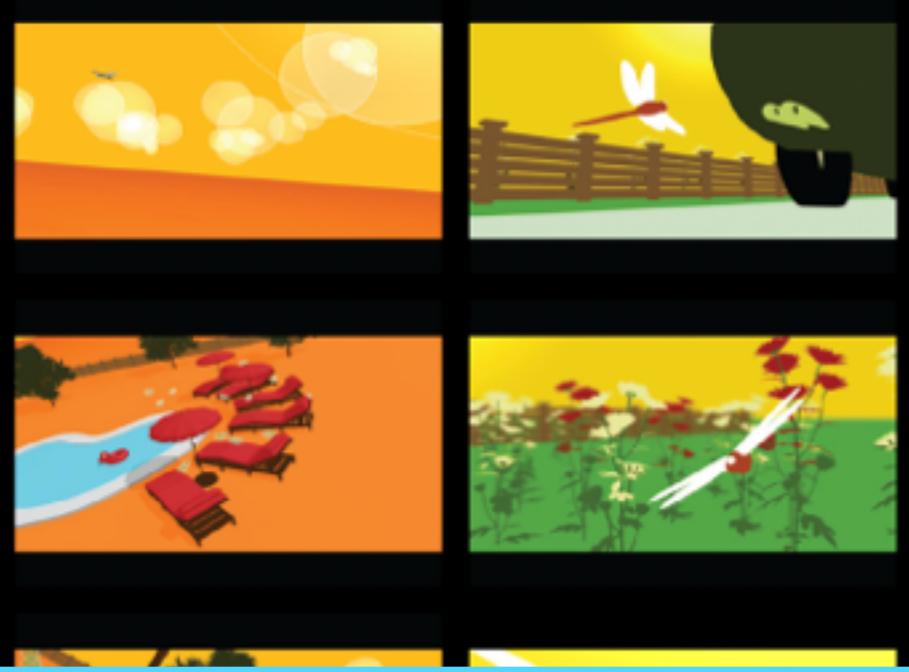
DRIVER HABITS - AIR QUALITY

FOR OUR STAKEHOLDERS

MEDIA ROOM

LEARN MORE ABOUT ozone

SHARE THIS PAGE



DON'T BE A STINKER.

Summer is ozone pollution season. Do your part for clean air by limiting your daytime driving, and taking mass transit when you can. Every little bit you do is a breath of fresh air.

LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org

LESS IS MORE.

The less emissions you produce on hot, still, summer days, the better. Stop at the click and don't over fill your tank. Leave the lawn moving until dusk.

LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org

EASY.

or on hot, still summer days, the easier it is to leave the car at home if possible. Or take mass transit with a clean conscience.

LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org

# Ozone Aware Campaign

## Colorado Regional Air Quality Council

Launch/Rabble+Rouser

**LOUD IN LODO**

**Scream**  
ADVERTISING & PR THAT'S HEARD

This could be you.

[SCREAMAGENCY.COM](#)

June 8, 2010

Hollie, Lindsey:  
Have you always wanted to be a model but never got the courage? A reality star but never blown you off? Well, now's your chance. We want you.

**SCREAM'S CASTING CALL**

WHERE: Thursday, June 10, 2010 from 12-1 p.m.  
WHERE: Between 1501 Warren Street, in Lodo

We will unveil our new website, starting the auditions for you. Along with giving away Scream t-shirts to attendees, we'll be photographing faces for our website preparation for Nathan Halloway Day (June 10), screaming on video. That's right – you scream, we'll make it for the casting call! Schedule an appointment with a Scream agent and we'll catch you the next time you pop in the next time you pass by our window. We look forward to seeing (and hearing) you.

[1501 Warren Street, 1B, Denver, CO 80202](#)

**THINGS WE ❤ RIGHT NOW**

Scream's own Zack Underfield will be playing at [theomega.com](#).

Lifestyle of Health and Sustainability ([LOHAS.com](#))

Everybody loves a little [screaming](#).

**TOP 10 SCREAMS IN HONOR OF TODAY'S NATHAN HOLLOWAY DAY**

Please note: we want to feature the most talented possible screaming individuals. If you're not a screaming star, we encourage you to scream louder, or make a screaming call instead of screaming. There's more power in volume.

**PRINCIPLE AGENT**

Wanting to become a screaming star? You have to start at the bottom. So here's a quick guide to becoming a screaming star: 1. Practice screaming in front of a mirror. 2. Practice screaming in front of other people. 3. Practice screaming in front of a camera. 4. Practice screaming in front of friends and family. 5. Practice screaming in front of strangers. 6. Practice screaming in front of your dog. 7. Practice screaming in front of your cat. 8. Practice screaming in front of your children. 9. Practice screaming in front of your parents. 10. Practice screaming in front of your coworkers.

**BEST SCREAMS**

Our choice of scream with advertising & PR: [Hollie](#), [Lindsey](#), [Camille](#), [Adam](#), [Curtis](#)

**PRINCIPLE AGENT**

Wanting to become a screaming star? You have to start at the bottom. So here's a quick guide to becoming a screaming star: 1. Practice screaming in front of a mirror. 2. Practice screaming in front of other people. 3. Practice screaming in front of a camera. 4. Practice screaming in front of friends and family. 5. Practice screaming in front of strangers. 6. Practice screaming in front of your dog. 7. Practice screaming in front of your cat. 8. Practice screaming in front of your children. 9. Practice screaming in front of your parents. 10. Practice screaming in front of your coworkers.

**FOLLOW US**

[Facebook](#) [Twitter](#) [YouTube](#)

**KEEP ON SCREAMIN'**

Want to find us again through the day? Use Scream's website and we'll find a way to keep you in touch.

**SCREAM**

**LINDSEY**

**CAMILLE**

**ADAM**

**CURTIS**

# Scream Agency Website

## Scream Agency

Scream Agency - Advertising and PR that's heard. Today is Nathan Halloway day. So far it looks like PR (Cartoon Network) has the best video. Watch the video and cast your vote in the comments section below the video here. We'll tally them up. Winner gets \$1000 and a lifetime of fame (and one month of it on our website).

Scream Agency - Advertise | Promote | Create | Innovate  
[www.screamagency.com](#)

This top 10 list of Scream's "Halloway Comers" have been submitted. Please vote for your favorite. The person with the most votes wins \$1000. Facebook page to cast a vote for your favorite.

[Facebook.com/screamagency](#)

June 10 at 12:00pm - 120 - Comment Share Promote

Show off 10 comments

Karl van der Linde Curtis McLean looks better than ever.

John 21 at 12:00pm - 120 - Like Flag

Amy McGuire-Gutierrez

John 22 at 12:00pm - 120 - Like Flag

Write a comment

Scream Agency - Advertising and PR that's heard. Help us pick the top Screamers. Watch the video. Then, cast your vote in the comments section under the video indicate favorite name & number.

Scream Agency - Advertise | Promote | Create | Innovate  
[www.screamagency.com](#)

This top 10 list of Scream's "Halloway Comers" have been submitted. Please vote for your favorite. Facebook page to cast a vote for your favorite.

[Facebook.com/screamagency](#)

June 11 at 12:00pm - 120 - Comment Share Promote

Show off 10 comments

Checking these that don't make 100... 20... 40... 80... 100...

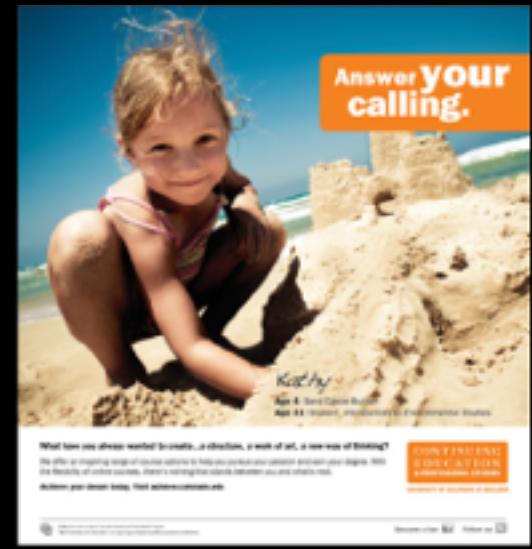
Michelle Parzych Ali

John 23 at 12:00pm - 120 - Like Flag

Write a comment



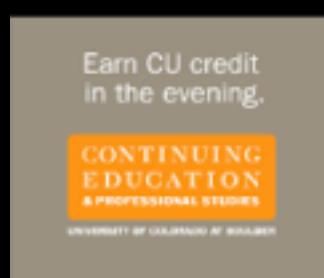
REVIEW OUR NEWSLETTER



# **Division of Continuing Education**

## **University of Colorado**

### **Vermillion**





pepsi refresh project



## Pepsi Ditches the Super Bowl, Embraces Crowdsourced Philanthropy Instead

BY ARIEL SCHWARTZ Mon Jan 4, 2010



Sorry, Super Bowl ad lovers. Instead of spending millions on commercials for this year's game, Pepsi is putting its cash in the [Refresh Project](#), an online cause marketing campaign that asks readers how the company should give away its grant money.

Syyn Labs's League  
of Extraordinary  
Nerds



How would you use  
our technology to  
make a better world?

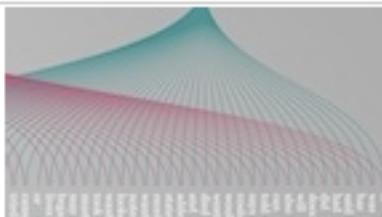
Learn how to share  
your ideas at  
[toyota.com/ideasforgood](#)



Sponsored by  
**TOYOTA**

ADVERTISEMENT

Infographic of the  
Day: What Google  
Knows About Men  
vs. Women





# GOOD IDEA



every pepsi refreshes the world™

This year, the Pepsi Refresh Project™ is giving millions of dollars to fund ideas, across six different categories, that will refresh the world. Maybe it's green spaces. Or educational comic books. Maybe it's teaching kids to rock out. So submit your idea and vote for what you care about most at [refresheverything.com](http://refresheverything.com).

The Pepsi Refresh Project  
Thousands of ideas. Millions in grants.

every pepsi refreshes the world™

PEPSI, DIET PEPSI, PEPSI MAX, PEPSI ONE, PEPSI, PEPSI REFRESH PROJECT, THOUSANDS OF IDEAS, MILLIONS IN GRANTS, and EVERY PEPSI REFRESHES THE WORLD are trademarks of PepsiCo, Inc.



# WHAT DO YOU CARE ABOUT?



every pepsi refreshes the world™

Maybe it's green spaces. Or educational comic books. Maybe it's teaching kids to rock out. This year, the Pepsi Refresh Project™ is giving millions of dollars to fund ideas that will refresh the world. Here's how it works: You submit ideas. The public votes. Ideas with the most votes receive Pepsi Refresh grants. So ask yourself, what do you care about? And do something about it at [refresheverything.com](http://refresheverything.com).

The Pepsi Refresh Project. Thousands of ideas. Millions in grants.

PEPSI, DIET PEPSI, PEPSI MAX, PEPSI ONE, PEPSI, PEPSI REFRESH PROJECT, THOUSANDS OF IDEAS, MILLIONS IN GRANTS, and EVERY PEPSI REFRESHES THE WORLD are trademarks of PepsiCo, Inc.

Facebook | Pepsi – Refresh Everything

http://www.facebook.com/refresheverything?v=app\_7146470109&refresheverything?v=app\_62354146529

Search

facebook Home Profile Account

Pepsi – Refresh Everything

Wall Info Pepsi Refresh Project Celeb Challenge LIVE Become a Fan >

pepsi refresh project How it Works Refresh Blog Help spread the word! f

The Pepsi Refresh Celebrity Challenge:  
Join Pepsi, Demi Moore and Kevin Bacon  
to fund a great idea.

Thank you for being a fan of Pepsi Refresh. Pepsi is  
helping to refresh the world by funding great ideas,  
like Demi Moore and Kevin Bacon's. Please watch their  
videos below, vote for your favorite idea, and then visit  
RefreshEverything.com to vote on great ideas submitted by  
people across America.

DEMI MOORE:  
TRAIN 10 GEMS OUTREACH  
WORKERS



Slavery exists worldwide and, to the surprise of many, slavery exists in the United States. The average age of entry into the commercial sex industry is 12-14 years old. Demi Moore's idea will provide \$250,000 to the DNA Foundation, so that they can support the work of GEMS Girls and train 10 former victims as outreach workers. Watch her video for more information, and then vote below.

VOTE NOW!

KEVIN BACON:  
THOUSANDS OF GOOD CARDS -  
LIKE GIFT CARDS FOR CHARITY



Kevin Bacon wants to talk to you about Six Degrees. Not those six degrees. SixDegrees.org, a network that lets people champion charities that make a difference. His idea is to give thousands of people a SixDegrees Good Card - a gift card for charity - which they can use to support their favorite cause in the United States. Watch his video for more information, and then vote below.

VOTE NOW!

Create an Ad

Connect With More Friends

Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

Chat (41)



Search NFL.com...



News Video Teams Players Scores Schedules Stats Standings Fantasy NFL Network Game Access Tickets Shop

Game Center

NEW ORLEANS  
SAINTS

FEB. 7 SUPER BOWL XLIV 6:00 p.m. ET

INDIANAPOLIS  
COLTS

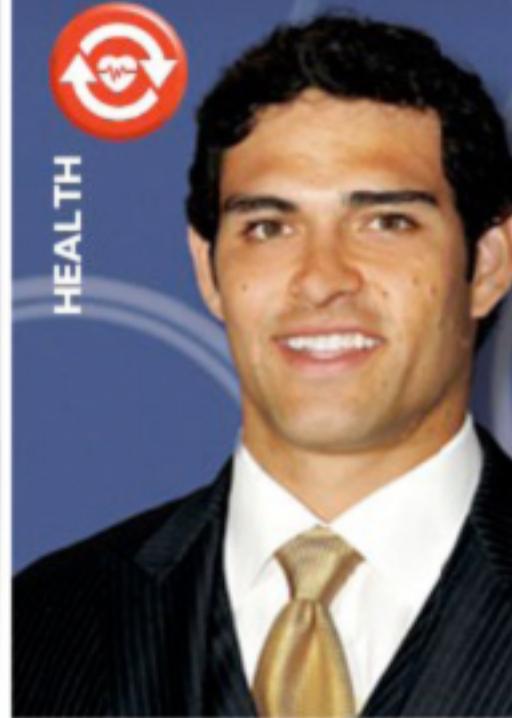


pepsi refresh project



VOTE  
MARK SANCHEZ

HEALTH



VOTE  
DEMARCUS WARE

FOOD & SHELTER



VOTE  
DREW BREES

NEIGHBORHOODS



Which Super Bowl Pepsi Grant Project do you support? Voting ends at 12:00am on 2/5/10.

- Drew Brees  
New Orleans Saints | Video
- Mark Sanchez  
New York Jets | Video
- DeMarcus Ware  
Dallas Cowboys | Video

**VOTE NOW**





VOTE NOW

Pepsi is giving away millions in grants each month to fund great ideas.

vote for ideas  
RefreshEverything.com

## MEET THE AMBASSADORS:

@mallikachopra  
@losangelista  
@aarieff  
@benjervey  
@thepublicstudio  
@p0psmART

IN COLLABORATION WITH GOOD:  
@GoodGET PEPSI PRODUCT FACTS:  
[bit.ly/PepsiProduct](http://bit.ly/PepsiProduct)FIND PEPSI WITH STORE LOCATOR:  
[bit.ly/FindPepsi](http://bit.ly/FindPepsi)

pepsi

✓ Following

Lists

Refresh family movie night with Pepsi & Walmart. \$1.25 2L bottles in stores, then a special film @ 8pm 4/16! <http://pep.si/aCmobe>

about 22 hours ago via CoTweet

@astrophe lucky you!

3:19 PM Apr 9th via CoTweet in reply to astrophe

.@BenJervey is Ambassador for the Planet. He's just tryin' to make his mom happy. <http://pep.si/dwOqR2>

4:55 PM Apr 8th via CoTweet

Meet @AArieff, Ambassador for Food & Shelter. She knows that it's not just what's inside your house that counts.

<http://pep.si/bNgtwW>

3:11 PM Apr 6th via CoTweet

Thanks to #PepsiRefresh, all of Glenmont, NY is dancing - more from @p0psmART: <http://pep.si/dtCxb9>

4:34 PM Apr 5th via CoTweet

Did you know that you can now comment on the pages of our amazing funded ideas? Check it out: <http://pep.si/c9BqUW>

11:12 AM Apr 3rd via CoTweet

@cyfawcett good luck - we know you can make it!

2:48 PM Apr 2nd via CoTweet in reply to cyfawcett

Name Pepsi™

Web <http://refresheve...>

Bio Your direct line to the Pepsiverse. Currently serving: Ana and Rachel.

26,270 24,660 936  
following followers listed

Tweets 1,181

Favorites

Lists

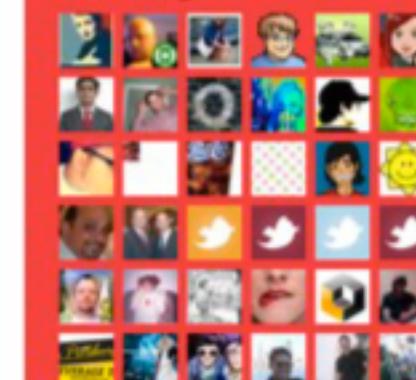
[@pepsi/pepsirefresh](#)[@pepsi/brands](#)

View all

## Actions

[message pepsi](#)  
[block pepsi](#)  
[report for spam](#)

## Following



View all...

RSS feed of pepsi's tweets

# IT'S OFFICIAL!

The results are in! Check out the latest [Funded Ideas](#) that got the most votes.  
Also, you can vote now to support your favorite ideas this month and don't forget to vote every day!

**ALL**

CATEGORIES

VOTE FOR [Current Leaders](#)

\$5,000    \$25,000    \$50,000    \$250,000

- 1  **Support foodbanks and Sustainability School Garden in Kirkland, WA**  
Community Elementary School [Vote for this Idea](#)
- 2  **5 Loaves 4 Kids to provide weekend food to critical needs children**  
5 Loaves 4 Kids [Vote for this Idea](#)
- 3  **Produce an eco-friendly play in NYC with the Greener Theater Project.**  
Maura Farver & Robyn Frank to develop The Greener Theater Project [Vote for this Idea](#)
- 4  **Start a nonprofit online magazine to promote literature, music & art.**  
Jeff Simpson [Vote for this Idea](#)
- 5  **Clothe the N.A.K.E.D. prom date. Nice And Kind Educated Dude**  
Calvin A. Cannon [Vote for this Idea](#)
- 6  **Advance the local food movement through community potlucks**  
BikeLoc [Vote for this Idea](#)
- 7  **Replace our school's greenhouse roof.**  
Andrew Cooke Magnet School [Vote for this Idea](#)
- 8  **Treat heartworm positive dogs in Houston Texas, reducing euthanasia.**  
Janet Huey [Vote for this Idea](#)
- 9  **Fill the shelves in the elementary school with library books.**  
Tom Quiram [Vote for this Idea](#)
- 10  **Hold a medical research clinic for children with Alstrom Syndrome**  
Alstrom Syndrome International (ASI) [Vote for this Idea](#)

[Load More](#)

## CURRENT GRANT CYCLE

Days left to vote 1

Ideas in the running 1079

Finalists announced May 1st

Funding available \$1,300,000

## ABOUT THE PROJECT



## PROJECT NEWS

## Grantee Story: An Impact Tracking App

2010.03.30 Remember that New Year's resolution you made to volunteer? Chris Gaden and Nick Tricino made their own resolutions after attending the Service Nation Summit in September 2009 ...

## Q&amp;A: The Climate Crusading Highest Bidder

2010.03.21 In late 2008, a multi-million dollar Bureau of Land Management land auction—one that was set to turn over hundreds of thousands of acres of public lands in southern Utah to oil ...

## Q&amp;A: Fundraising Gone Viral

2010.03.20 At GiveForward.org, you can set up a fundraising page for any type of project: starting a new non-profit, raising money for a volunteer travel trip, or for a friend or loved one...

## How To: De-Stress Your Work Place in 9 Steps

2010.03.19 You don't need to be a medical student to know that stress wreaks havoc on your body. Stress can cause headaches, stomach pain, inflammatory bowel disease, sleep problems...

## How To: 5 Tips to Create a Winning Refresh Application

2010.03.18 So you want your idea to get noticed, right? We accept up to one thousand new applications every month, so standing out from the crowd takes some thought. Here are a few...

[SEE ALL NEWS](#)

The screenshot shows the Pepsi Refresh Project website's Arts & Culture section. The top navigation bar includes links for Home, Contact Us, YouTube, Flickr, Facebook, A Survivor's Life, World War II, Most Popular, Official, Google+, The Super Bowl, Netflix, Entertainment Weekly, and Help. The main page features a large blue banner with the text "CELEBRATE THE ARTS IN ALL ITS FORMS." and the words "ARTS & CULTURE" in large white letters, with a Pepsi logo integrated into the letter 'A'. Below the banner, there are sections for "CURRENT LEADERS" with two projects listed: "Open Homespun" by Rebecca McQuigg Rigel and "Upgrade equipment at KLIK Radio" by KLIK Radio. Each project has a thumbnail image, a brief description, and a "Vote For This Idea" button. At the bottom, there are links for "Helped By You" and "Submit Your Idea".

Education Ideas & News - Pepsi Refresh Project

http://www.refresheverything.com/categories/education

Google

Education Ideas & News - Page 8

pepsi refresh project [How It Works](#) [Refresh My](#)

Help reward the world [Facebook](#) [Twitter](#) [YouTube](#)

**ALL** CATEGORIES      

HELP PEOPLE LEARN AND GROW IN ANY WAY.

# EDUCATION



CURRENT LEADERS

\$5K \$25,000 \$10,000 \$250,000

1  Form an all girls club that promotes self-esteem in poverty area.  
JUST US GIRLS CLUB AT CROW ELEMENTARY SCHOOL [Vote For This Idea](#)

2  Help Camp Wildcat take children on a free weekend-long camping trip.  
Camp Wildcat [Vote For This Idea](#)

Liz Dwyer   
Liz Dwyer has over fifteen years of education experience. She's taught in both China and Compton, California, and served as a program director for Teach For America, supervising K-12 teachers in Los Angeles County.

[MORE LIZ Dwyer](#) 

Refreshed  
Over 1.2M ideas received

10 [Want to help?  
How can I refresh my idea?](#)

Make your refreshing idea! 

[Submit Your Idea](#)

Food & Shelter Ideas & News - Pepsi Refresh Project

http://www.refreshpepsi.com/categories/food-and-shelter

Pepsi Refresh Project - Pe

Food & Shelter Ideas & News - Pe

pepsirefreshproject.com

New & Works Refresh Blog

PEPSICO REFRESHES THE WORLD

ALL CATEGORIES

HEALTH ARTS & CULTURE FOOD & SHELTER

THE PLANET NEIGHBORHOOD EDUCATION

PEPSICO REFRESHES THE WORLD

# FOOD & SHELTER

CURRENT LEADERS

PLAN \$25,000 \$50,000 \$250,000

3  **Greatly improve the living conditions for boys in our group home.** *Easter Seal's New Hampshire* Vote For This Idea

6  **Lead a cross country cycling trip and build houses along the way.** *Sharif Morad* Vote For This Idea

ALISON ANOFF is a novelist. Alison Anoff writes the "By Design" column for the New York Times. Formerly the architecture editor of *Condé Nast*, she is the author of the books *Perfect* and *Thriller Travel*.

MORE ALISON

PEPSICO REFRESHES THE WORLD

CURRENT GRANT CYCLE

PEPSICO REFRESHES THE WORLD

Sign In | Join Refresh Everything

10 Voting is now open. Who else Refreshes you?

What's your Refreshing Act?

Submit Your Idea

Health Ideas & News - Pepsi Refresh Project

http://www.refresheverything.com/categories/health

Google

PEPSICO | PEPSICO YouTube | Pepsi Facebook | A Teacher's Life | World of Art | Spotify.com | Diet Coke | Coca-Cola | The SuperFicial | Health | Luchologia | Office | Holy Cards

Health Ideas & News | Pepsi Refresher

pepsi refresh | Contact | How It Works | Refresh Way | Help spread the word! |   

**ALL CATEGORIES**

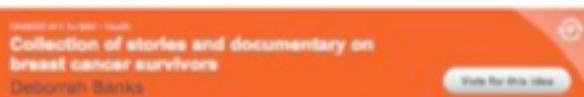
IMPROVE THE HEALTH OF ANYONE, FROM HOSPITALS & CLINICS TO EMPLOYEES.

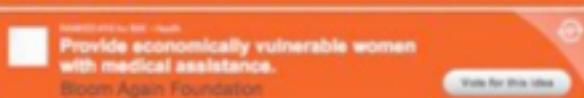
# HEALTH



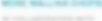
CURRENT LEADERS

\$1.8M \$2.0M \$2.2M \$2.5M

11   
Collection of stories and documentary on breast cancer survivors  
Deborah Banks 

16   
Provide economically vulnerable women with medical assistance.  
Bloom Again Foundation 

Martha Chappas is the founder of [Infectious](#), a website focused on personal, social, and global wellness, which uses social media to inspire people to improve their own lives and their communities.

[MORE INFLUENTIAL IDEAS](#) 

10   
Helping to support local food banks  
Pepsi Refresh | [View Related Entries](#) 

What's your refreshing idea?  

A screenshot of the Pepsi Refresh Project website. The top navigation bar includes links for 'Categories', 'New York City', 'Refresh Blog', 'Help wanted for work', and social media icons. Below this, there are six category icons: 'ALL CATEGORIES' (red), 'HEALTH' (blue), 'ARTS & CULTURE' (green), 'FOOD & BEVERAGE' (yellow), 'THE PLANET' (purple), and 'INNOVATION' (orange). A large green banner across the page reads 'HELP IMPROVE THE ENVIRONMENT ON A LOCAL OR MASSIVE SCALE' above the word 'THE PLANET'. To the right of the banner is a portrait of Ben Jorvy. Below the banner, two ideas are listed: 'Start a recycling program in my office building.' by Steven Martin and 'Create a "Charity Garden" / community garden for the inner-city.' by Pedal Patch Community. Each idea has a 'Vote for this idea' button. At the bottom, there's a 'CURRENT GRANT CYCLE' section with a 'Pepsi Refresh Project' logo and a 'Submit Your Idea' button.



# The New Normal

Learn it. Love it. Live it.

# Advertising & Marketing Today

- More participatory
- More social and shared
- More fragmented
- More transparent
- More playful
- 'Always on'
- Location is increasingly important

# Then And Now

# Our Methods

## Pre-digital

Interruption	→	Participation
Image manipulation	→	Value creation
Saying things at people	→	Doing things for people
Intangible value	→	Tangible value
Change perception	→	Change behavior

## Post-digital

# Our Intentions

## Pre-digital

audience	→	community
message	→	experience
target	→	engage
media plan	→	interest plan
penetrate	→	collaborate

## Post-digital

**Marketing and advertising has to change from saying things at people, to doing things with and for people.**

Gareth Kay, Goodby Silverstein & Partners



**This change in culture requires  
a change in business.**

**Marketing is more complex.  
Solutions are less direct.**

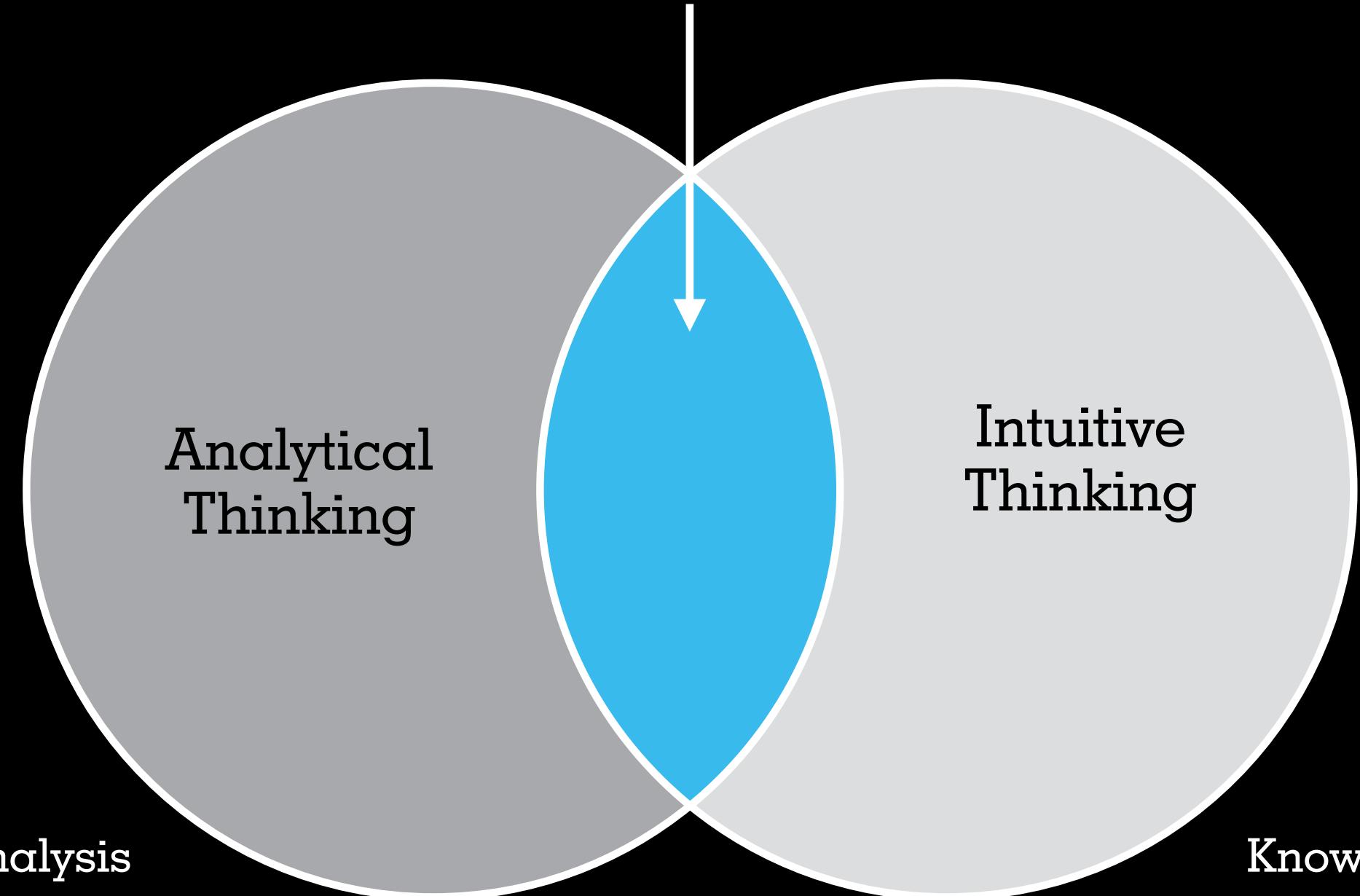
**Solving these problems will  
require a different approach  
and non-linear thinking.**

# Design Thinking.

# **Analytical Thinking** + **Intuitive Thinking**

**(combining the best aspects of both)**

# Design Thinking



Proof through analysis  
Goal = reliability

Knowing without reasoning  
Goal = validity

# **Analytical Thinking.**

- Uses existing knowledge to make business decisions.
- Deductive reasoning.
- A future based on the past.

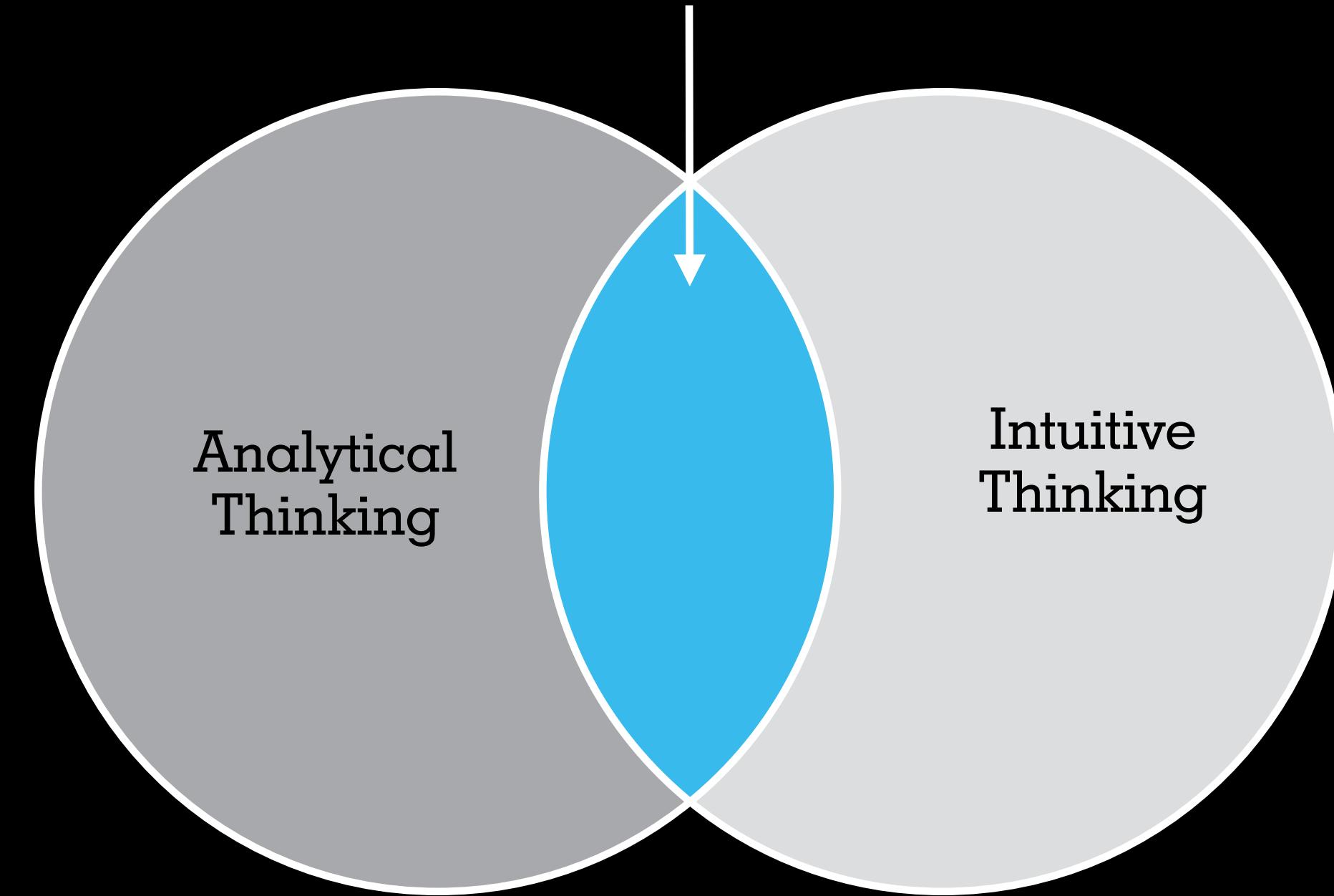
**Focused on reliability.**

# Intuitive Thinking.

- Uses experience and gut to know without knowing.
- Logical reasoning is not required.
- A limitless future.

Focused on validity.

# The Balance Point is Abductive Reasoning (Design Thinking)



**It is not possible to prove any new thought, concept or idea in advance, all new ideas can be validated only through the unfolding of future events.**

Charles Sanders Pierce



The Father of  
abductive reasoning.

**"Design thinking is a discipline that uses the designer's sensibility and process to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.**



Tim Brown  
IDEO

**A person or organization instilled with that discipline seeks a fruitful balance between reliability and validity, between art and science, between intuition and analytics, and between exploration and exploitation. The design-thinking organization applies the designer's most crucial tool to the problems of business. That tool is *abductive reasoning*."**

Tim Brown  
IDEO



**What does design  
thinking look like?**

## **Inspiration**

The problem or opportunity that motivates the search for solutions.

## **Ideation**

The process of generating, developing, and testing ideas.

## **Implementation**

The path that leads from the project room to the market

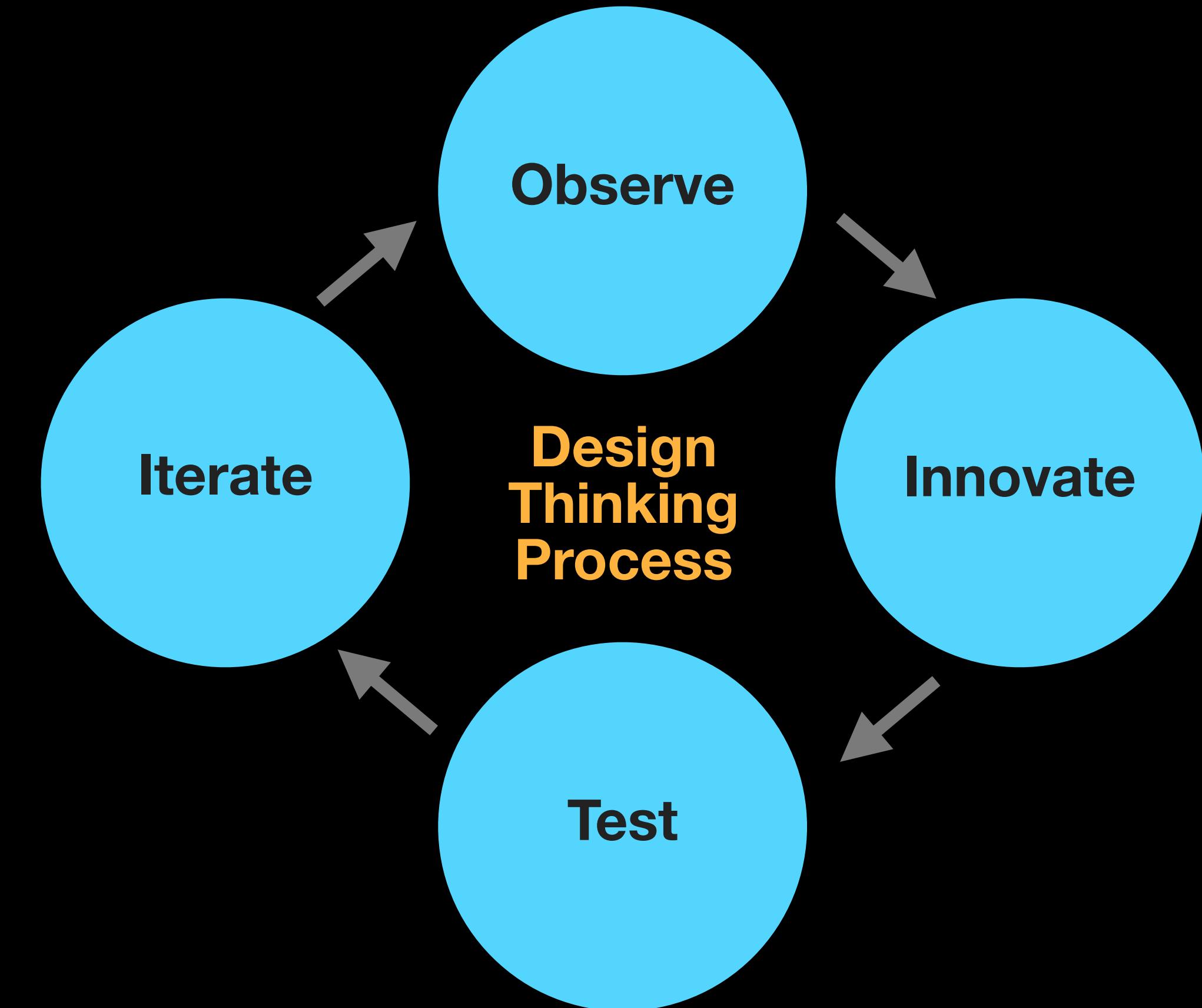
Observe

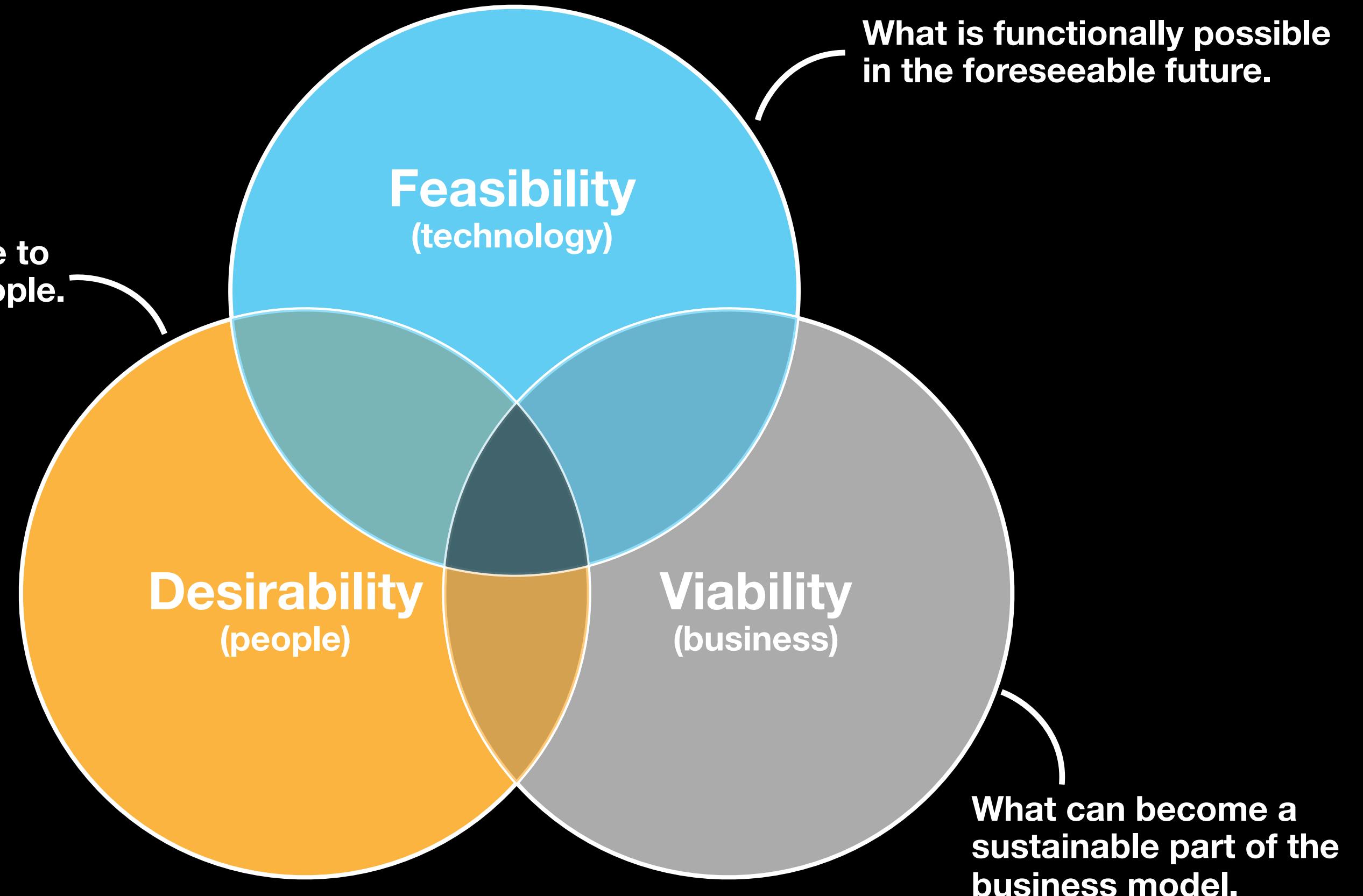
Iterate

Design  
Thinking  
Process

Innovate

Test





**Who can be a  
design thinker?**

**Sales  
Manager**

**Marketing  
Director**

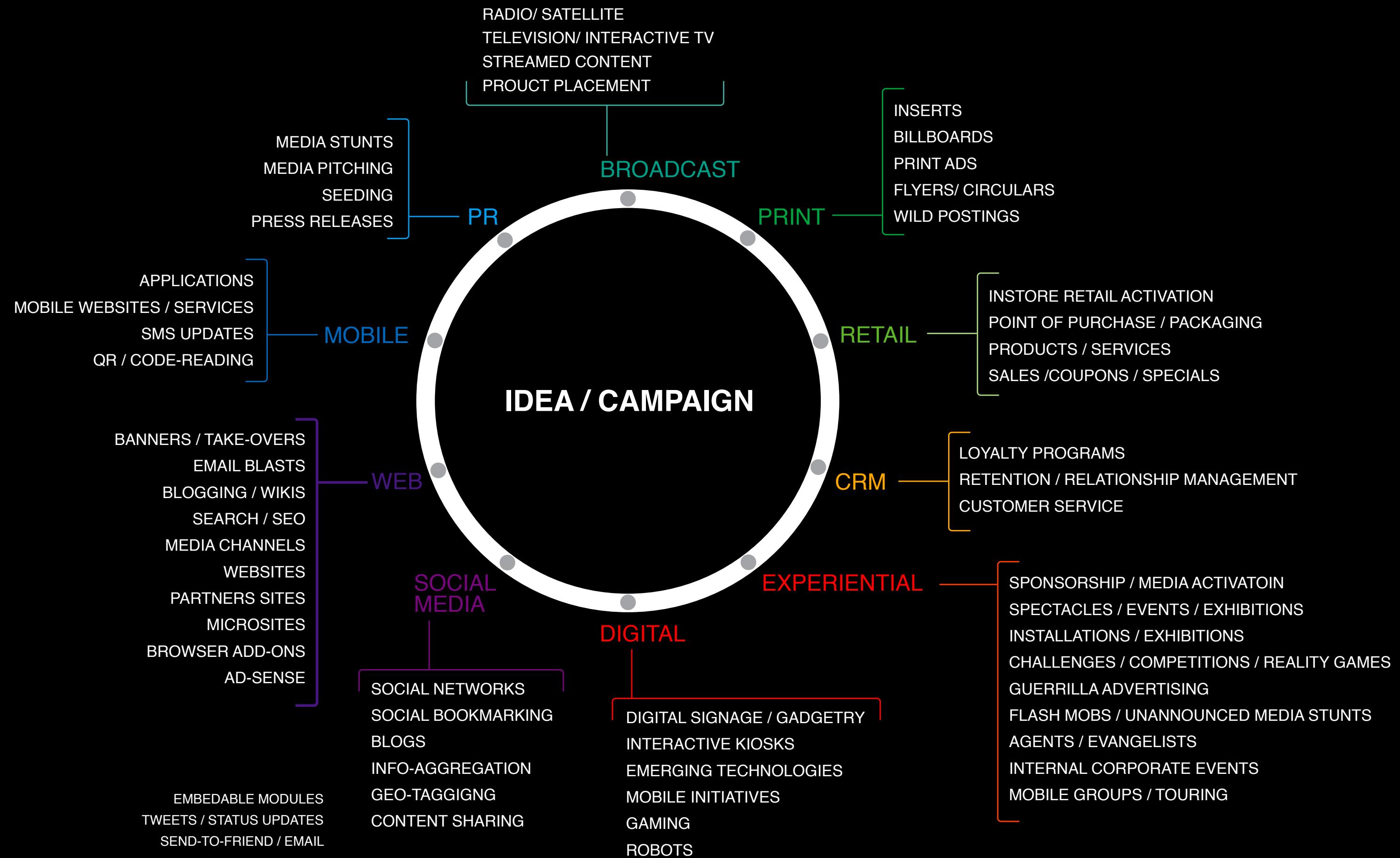
**YOU**

**Finance  
Officer**

**Graphic  
Designer**

**Production  
Manager**

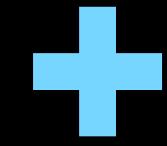
**Why is design thinking  
relevant to me?**



**No product or service is an island these days, making it challenging to own the end-to-end experience.**

**Marketing is an ecosystem of interdependent components**

**What's the value?**



**Every \$100 a design alert business spends on design increases revenue by \$225.**

The Value of Design Factfinder, Design Council

**+ 89% of rapidly growing companies use design in their business. More than half focus on external communications.**

The Value of Design Factfinder, Design Council

- **40% of revenue-stagnant companies don't use any type of design.**

The Value of Design Factfinder, Design Council

**“...there's an interesting battle coming. Some small firm might combine the best of the analytical from the business world and the best intuitive thinking from the design world and become gigantic. It wouldn't be the first time that a little company in a garage saw things differently.”**

# Thanks.

Jeff Mason

[jeff@herodesignstudio.com](mailto:jeff@herodesignstudio.com)

[@herostudio](https://twitter.com/herostudio)