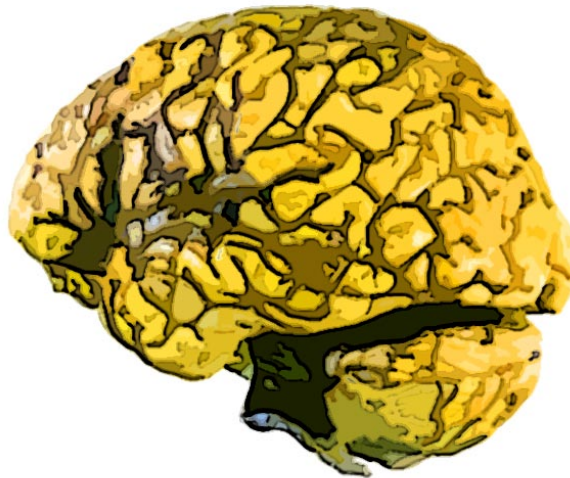


Neuro-marketing

What's next, a can opener?



Is it time to
stop hunting consumers
and start involving them?

What is **ONE**?

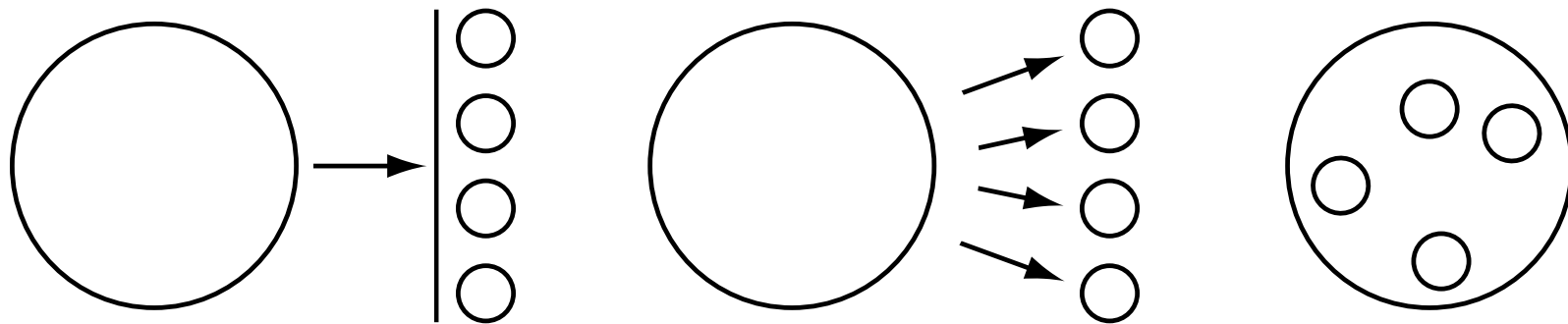
"It's a consumer revolution – a demanding but liberating shift. The rise of this powerful consumer boss marks one of the most important milestones in the history of branding."

A.G. Lafley

CEO

The Procter & Gamble Company

(Advertising Age75TH)



Could the media work as a brand mirror?



People love people
–but who loves
your brand?

What's in the gap?



10 tips for becoming more creative

1. Hire people who have different talents than you.
2. Install a random control in the elevator so that everyone ends up on the wrong floor. Get a head start by pressing the wrong button today.
3. Exchange Filofaxes with each other.
4. Bring your children to work.
5. Invite your customers to participate in projects at an early stage.
6. Invite someone from the street to attend your next meeting.
7. Mix people in meetings: for example sales people and marketing people.
8. Change the setting of the meeting. Why not hold your next meeting at a kindergarten?
9. Create imbalance. Stand on one leg during a meeting and seek imbalance. Seek imbalance in the marketplace.
10. Use simple language. A good idea thrives on simplicity.
11. Always go the extra mile and do a little more than what's on the list.

Send this list to at least 12 people, copy it, post it in the elevator. Use it on your homepage, in your magazine or newsletter. The only condition is that you site the source: www.DetectiveMarketing.com

Your 10 tips for becoming more creative

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Your 5 most creative customers

1. Reason:

2. Reason:

3. Reason:

4. Reason:

5. Reason:

5 most creative customers - you don't have!

1.

Reason:

2.

Reason:

3.

Reason:

4.

Reason:

5.

Reason:

Profit vs. Creativity

How does creativity build your bottom-line?

What is most important when creating profit with creativity for x company?

1.

2.

3.

4.

5.

6.

etc..

Why customer focus?

Loyalty – customer for life?

Profit

Quality



10 things that hinder creativity

1.

2.

3.

4.

5.

6.

7.

8.

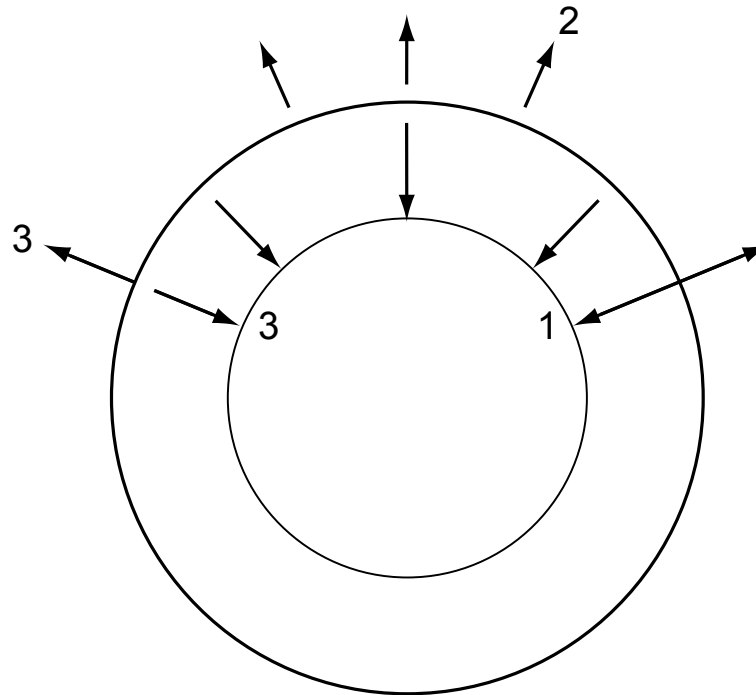
9.

10.

Who is the sender and who is the receiver

What is the fastest media in the world today?

What message will build: Storytelling/Buzz?



Why
ONE goes beyond make-up
?



10 creative ideas to build x company bottom-line!

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

“Behaviour speaks much louder than words”

Dr. Peter Drucker



WEBSITE

www.detectivemarketing.com

BLOG

<http://blog.detectivemarketing.com>