

Always improve
NEVER
STOP



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10



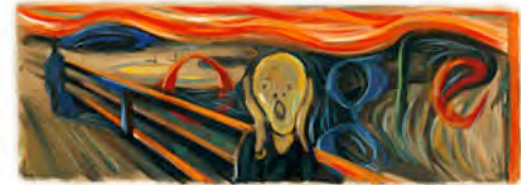
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constant
Update
Never be
satisfied!

BEST MARKETING EVENTS

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Nutrition Facts
Serv. Size 1 Can
Calories
*Percent Daily Values are based on a diet of other people's secrets.
Not a significant source of fiber, sugar, fat, sodium, phosphoric acid, caffeine, or natural flavors.
CARBONATED WITH PHOSPHORIC ACID FOR TASTE. NATURAL FLAVORS. CANNED UNDER PRESSURE IN ATLANTA, GA. BOTTLED BY THE COCA-COLA BOTTLING COMPANY.
CAFFEINE 35mg PER CAN
VERY LOW PHOSPHORIC ACID
©2011 THE COCA-COLA COMPANY



0
CALORIES
PER CAN
7.5 FL OZ
(222 mL)

0
CALORIES
PER CAN
7.5 FL OZ
(222 mL)

7.5 FL OZ
(222 mL)






NIVEA

Creme

FÜR DICH!



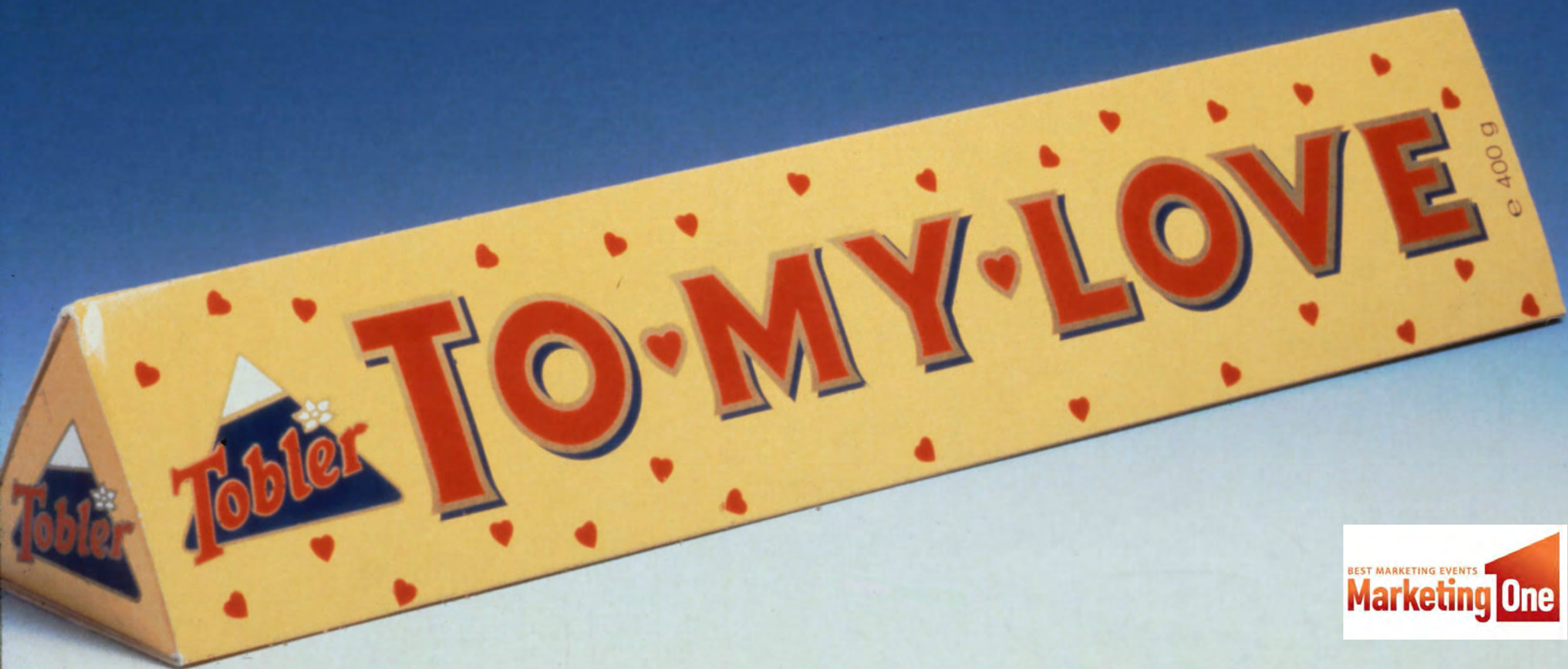


NIVEA
Creme



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TO MY DAD

e 400 g



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Tobler

Tobler

HO! HO! HO!

MERRY CHRISTMAS

9 400 g

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Share a *Coca-Cola*® with

Lars

Share your story on:
[facebook.com/coca-cola](https://www.facebook.com/coca-cola)

Share a *Coca-Cola*® with

Valentin

Share your story on:
[facebook.com/coca-cola](https://www.facebook.com/coca-cola)



**« To improve is to
change... to be
perfect is to change
often »**

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Winston Churchill



IT'S NOT FOR GIRLS!

Per bar
Calories
367
18%
of an adult's GDA*

Nestle®

YORKIE®

IT'S NOT FOR GIRLS!



**DO NOT
FEED THE
BIRDS.**



IT'S NOT FOR GIRLS 

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**YOU GOT THE VOTE
BE HAPPY WITH THAT.**



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technical
update
is constant

IT'S SILVER, FREEZE IT

IT'S BLUE, DRINK IT



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IT'S SILVER, FREEZE IT

IT'S BLUE, DRINK IT™



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2011



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**WISH!
SURPRISES**

**OR YOU
WILL NOT
BE SEEN!**



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Tyrrells[®]
Hand Cooked English Crisps

LIGHTLY SEA SALTED

DELICIOUS AT THE SEASIDE

40g e



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NIKE
AIR

AIR MAX



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12



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Do it **BIG**
OR stay in bed!





ORIGINAL
Czech spa
WAFERS
HAZELNUT



KOLONÁDA
MARIÁNSKÉ LÁZNĚ 1856



13



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use all
communication
tools

Use all communication tools!

- **Graphics, layout**
- **Material**
- **Shape / form**
- **Illustration**
(photo / drawing / window)
- **Sensitive inks**
- **Copy / words / text**
- **Touch**
- **Symbolism**





CAMEMBERT



LE RUSTIQUE

Jean Verrier
Fromager



FABRIQUÉ EN NORMANDIE



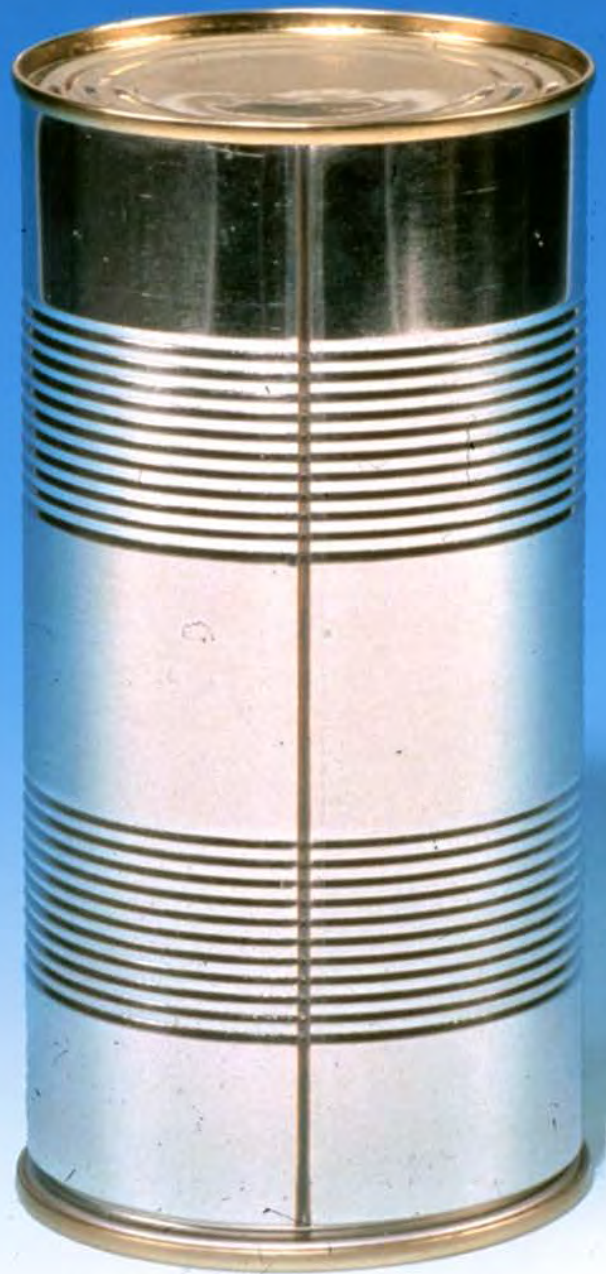


coop

Baguette
300g







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14



generous!



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Under-
promise;
Over-
deliver!



TOM PETERS



If you offer
more than what
the consumer
expects ...
She will always
come back!





CLEVER LITTLE BAG

WELL IT'S SMARTER THAN AN OLD FASHIONED SHOEBOX BECAUSE IT USES 65% LESS PAPER. EVEN BETTER, IT MEANS YOU DON'T NEED AN EXTRA CARRIER BAG AND YOU CAN USE IT OVER AND OVER AGAIN. CLEVER MUH? FOLLOW THE PUMA ECO-TABLE. REUSE THIS BAG.
www.puma.com/cleverlittlebag



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VERNISSAGE

CHARDONNAY
VIOGNIER

VIN DE PAYS D'OC

PRODUCT OF FRANCE



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15



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Information
is PASSIVE
communication
ACTIVE

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**TOM IS
DEAD!**



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**TOM IS DEAD,
TOYOTA FOR
SALE!**



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BRAUKUNST AUF HÖCHSTER STUFE

ESSEN SIE BEI
MIR
SONST
VERHUNGERN
WIR BEIDE

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The cat is sitting
on the carpet!

The cat is sitting
on the dog's carpet



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I am without a job
and has no housing
and I have 6
children... no social
security... I have nothing!
Please give me some money
so I can eat.

I'm missing just
10 EUROS
to go back to
Algeria.



16



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do it
BIG...

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!!! or stay
in bed!



Milka



Thank
you

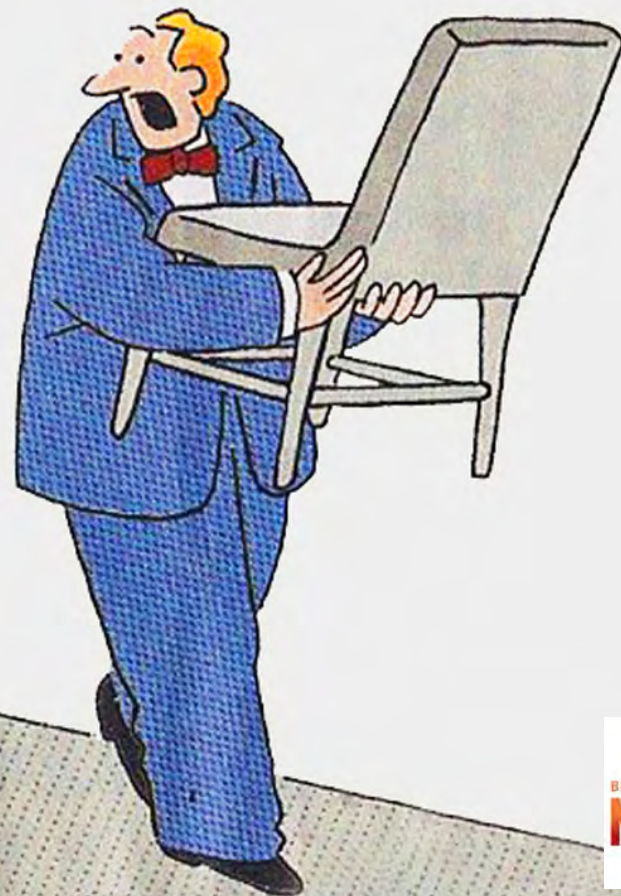
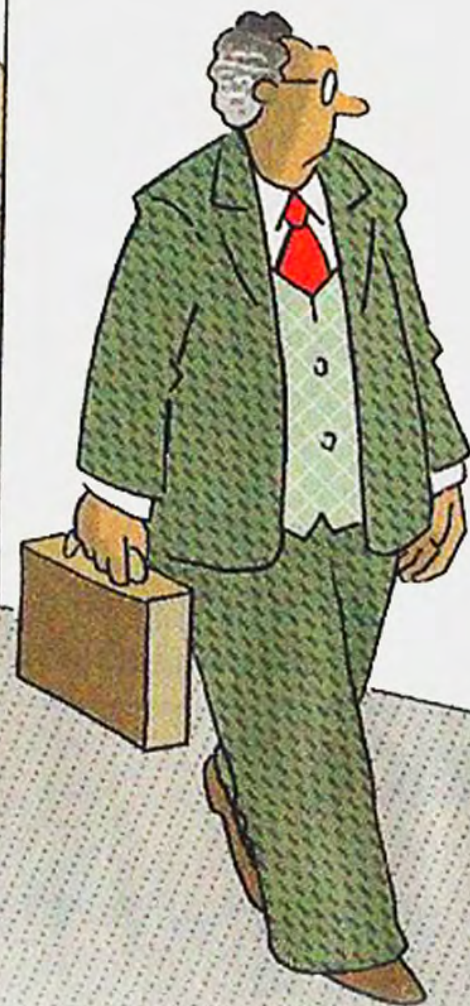


À LA DESSERT
AU CHOCOLAT

Pralinés



“What did you take away from the meeting?”



MARKETERS
PLEASE
USE
ANY
ADVICE



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