

**RELATIONSHIPS
ARE GOOD!**



Jakub Křenek



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what's native to you?**







Think about this:

When you meet someone new:

1. How do you introduce yourself?
2. What interests you about the person?



ADVERTISING
→
CONVERSATION



NEW GOLD

- Brand personality
- Brand values
- Brand attitudes
- Brand reliability

→ Stop talking about what you do, tell me **who you are**.

→ Stop talking about your product, tell me **what you believe in**.

→ Stop talking about offers, tell me **what you think about things**.

→ Don't make me buy from you, **make me trust you** first.



**Also, online is not a separate
single-standing channel.**



„THERE‘S NOTHING TO TELL!“

Change yourself

- Don't forget it's not only about changing your communication.

Tell the nothing

- There is always a story, even if it's simple. The simple ones can be powerfull.



Nečekaně jednoduché

Zdravé životní pojištění online



Vaříme pivo

Litovel, nejúspěšnější
pivovar roku 2018.



HOW TO BUILD RELATIONSHIPS?



EMOTIONS



IMPACT



ENGAGEMENT



BRAVERY





A photograph of a school hallway. In the foreground, a black desk and chair are positioned in the center. The hallway is long and brightly lit, with a double door at the far end. The walls are light-colored, and there are some posters or notices on the left wall. The floor is polished and reflects the light.

**Every day, thousands of kids miss school
because they lack one thing:
clean clothes.**



Let's sum things up:



1. SHARE WHO YOU ARE.

2. CHANGE YOURSELF OR DON'T.



3. CREATE EMOTIONS & SEEK IMPACT.



**Thank you for
your attention!**