



**RELATIONSHIPS  
ARE GOOD!**

Jakub Křenek



Amazon Gift Cards  
There's still time to send the perfect present. \*Email or print now

McDonald's **ONE PRICE FITS ALL**

There's Still Time  
to send the perfect present

**SHOP GIFTS  
UNDER \$50**



**SHOP NOW**

**HOLIDAY BLOWOUT AUCTIONS**

<b>\$59.81</b> Nikon D5100 <b>UP TO 92% OFF</b>	<b>\$42.16</b> Canon T4i <b>UP TO 96% OFF</b>
<b>\$34.17</b> The New 32GB iPad <b>UP TO 94% OFF</b>	<b>\$87.13</b> MacBook Pro <b>UP TO 93% OFF</b>

AS LITTLE AS \$0.61 COULD GET YOU AN IPAD, CAMERA, MOVIE & MORE!

**WRECK-IT RALPH**

**10 GOLDEN GLOBE® NOMINEE BEST ANIMATED FEATURE**

**FOR YOUR CONSIDERATION BEST ANIMATED FEATURE**

www.waltdisneystudios.com

Save up to **75% off** at restaurants in your city

Nokia Lumia 920.  
Only from AT&T.  
**\$99.99**

Get Your **FREE Credit Score**

**\$50 Off Instantly**  
Learn more

**HOLIDAY INTERNET SALE**  
NOV 22 - DEC 31  
**exede internet**  
SAVE 25% ON HIGH-SPEED INTERNET

**Free at 7:30am**  
paysmix iHeartRADIO

**iPod nano**  
Completely renovated.  
Just \$149.

**Are you comfortable in your retirement?**  
If you have a \$500,000 portfolio, download the guide for retirees written by Forbes columnist and money manager Ken Fisher's firm. It's called "The 15-Minute Retirement Plan." Even if you have something else in place right now, it still makes sense to request your guide!

**NOT YOUR AVERAGE CHOCOLATE™**  
**Shop Now**

**MATTRESS FIRM**  
Save Money. Sleep Happy.

**FORRESTER**

Get the Report

**box**

**50% off**

**Forerunner® 410**

Average Amazon.com Customer Review  
★★★★☆ (166) 12/13/12

**NINJA FREE MUG**



**BUY HERE**  
the ONION

**premium roasts coffee**

**RICE \$1 SIZE**

*Products, services, features, USPs,  
prices, sales, special offers, loyalty  
programs, crossselling, upselling, ...*



**Build it right the first time, in  
where everyone?**

---



*“Things change!”*













# 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**

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

— **Brand values**

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

— **Brand attitudes**

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

— **Brand reliability**

—> 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.



*But don't lie.*

# HOW TO BUILD RELATIONSHIPS?



EMOTIONS



IMPACT



ENGAGEMENT




BRAVERY







A photograph of a long, empty school hallway. In the center of the frame, a small, dark-colored school desk with a white top and a black chair are positioned. The floor is highly reflective, showing the desk and the hallway's perspective. At the end of the hallway, there are double doors leading outside. The walls are a light, neutral color, and the overall atmosphere is quiet and somewhat somber.

**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.

---

## A stylized graphic featuring a white mountain peak silhouette against a dark blue background. Below the peak, a white winding road leads towards the horizon. The overall design is clean and modern, typical of a corporate logo or branding element.



# 4. ENGAGE PEOPLE & BE BRAVE.

---





**Thank you for  
your attention!**