

Start Up

PR&Comm



Think Past Your Product

Get Over Yourself

Why Should
Anyone Care?

Vision & Mission

Think Past Your Product

Get Over Yourself

Do you even
Have a story
to tell?

What Problem
Are You Solving?

Consumer Pain
Points

You Are Not At The Centre
It's the Consumer.

Consumer Insights
Should Lead

Fears, Aspirations,
& Desires

You Are Not At The Centre

It's the Consumer.

Today's Smart
(Ass) Consumer

Stronger Connect

Relevance

PR is Like Exercise

Adv is a diet pill

PR is Like Exercise

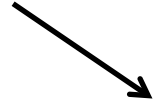
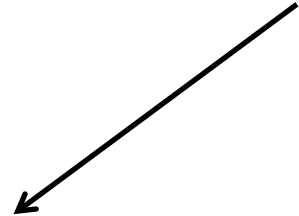
Adv is a diet pill

Long term Impact

Harder, but
More Fruitful

Less Side Effects

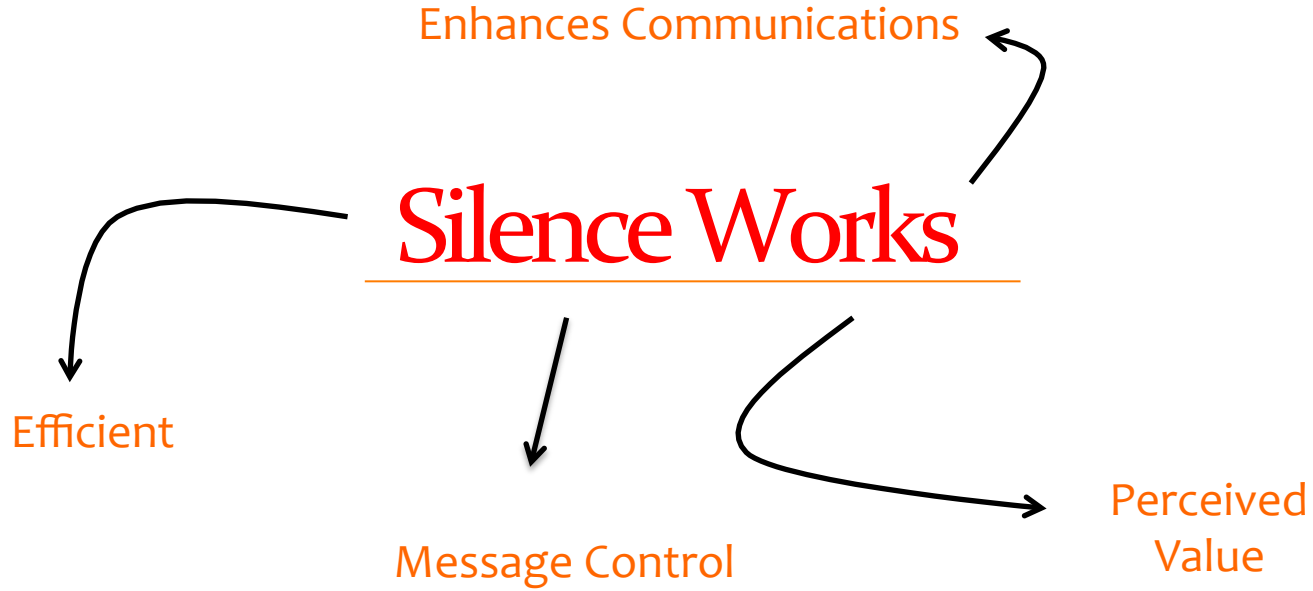
Content Matters.



Does ET Even Care?
Have Realistic Expectations

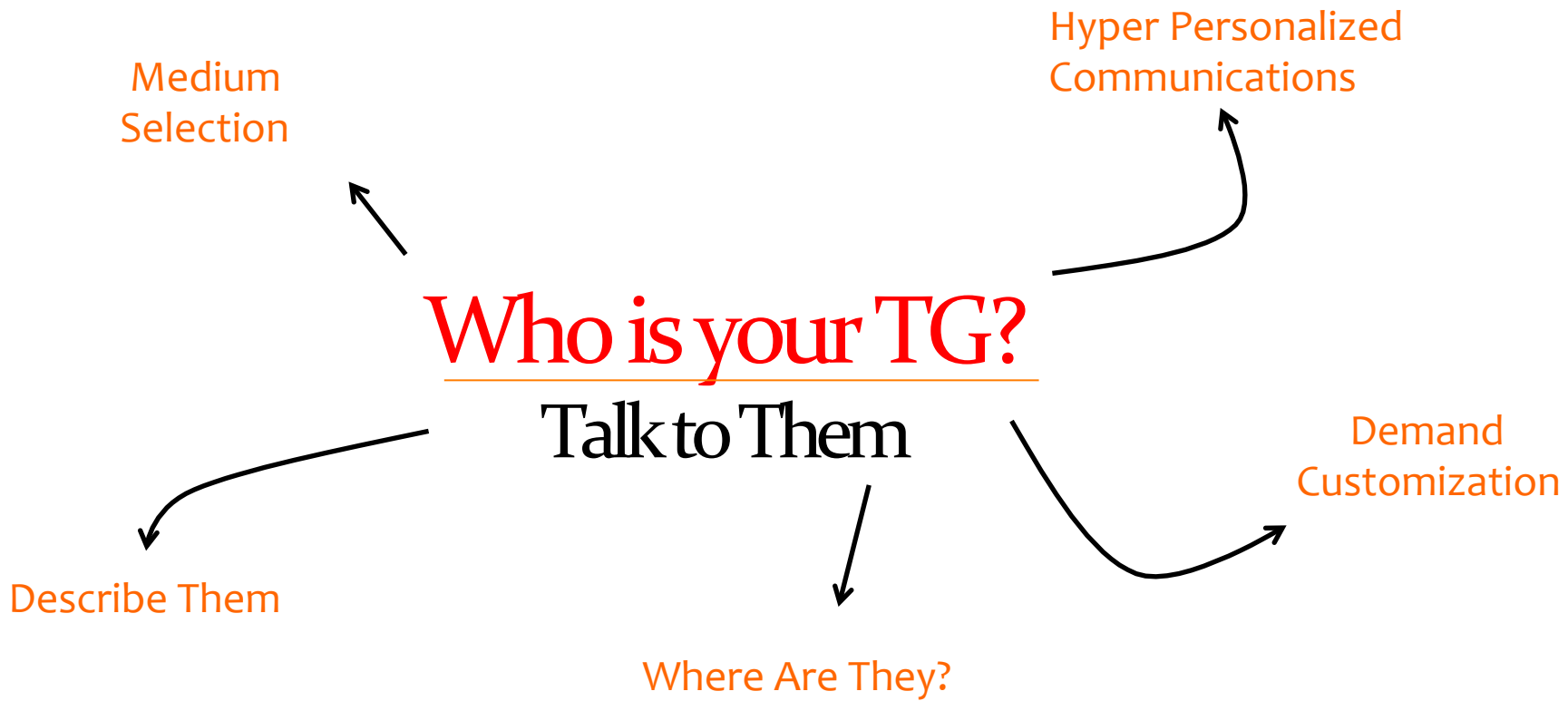
Media Type	Conversion	Reach	Impact
Start Up Media	5	2	2
Bloggers/Social Celebs	4	2	3
Trade Media	5	3	3.5
Financial Media	3	4	4
Int Tech Blogs	2	4	4
Mainstream Media	2	5	4

Silence Works



Who is your TG?

Talk to Them



Who is your TG?

Talk to Them

Describe Them

Medium Selection

Hyper Personalized Communications

Demand Customization

Where Are They?

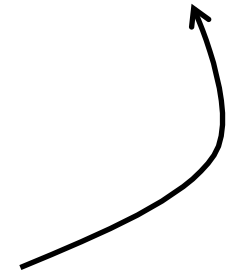
Don't Control Media
Control The Message

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Control The Message

Media Agendas



Third-Party View

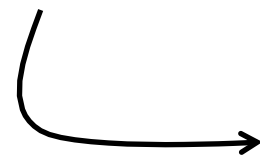


Experience ←

Message & Budget Optimization



Trends, Angles



Don't Forget

You are a brand and a medium



TIPS