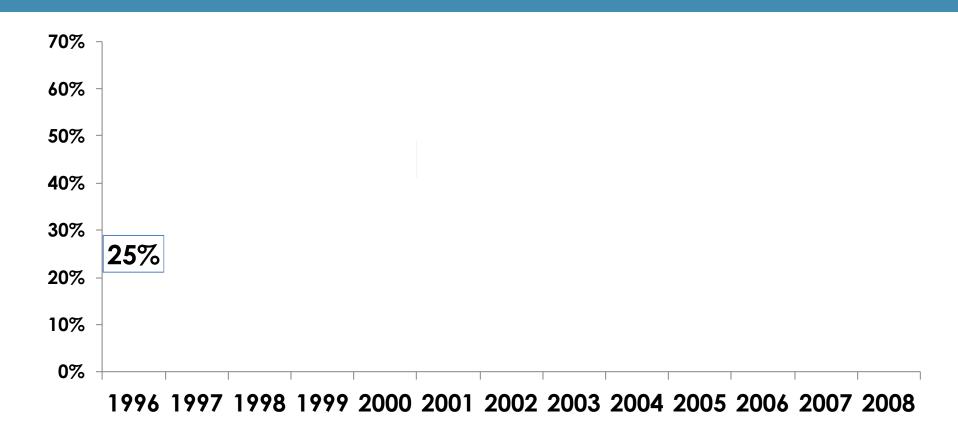


Navigating Disruptive Change Staying relevant for the next 100 years

Presented by: Gerry O'Brion

Click the link below to watch the video on Vimeo: https://vimeo.com/355158663/7d4b6b2d16

Tiger Woods Wins



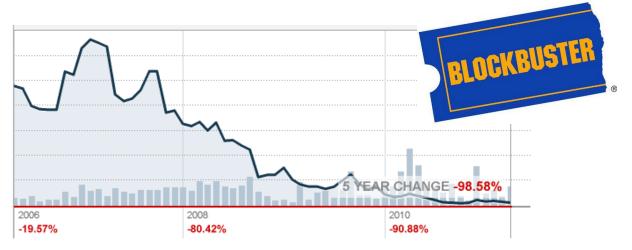
Would your customers still choose you if they had a **choice**?



All else equal, customers will choose the lowest price You must make all else NOT equal

@gerryobrion

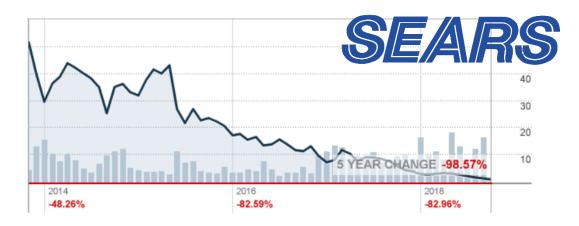


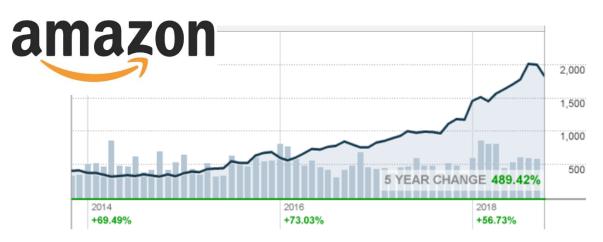




Give your customers more of what they want and less of what they don't.







Your customers don't want a **BETTER** relationship, they want a more **VALUABLE** relationship.



Who owns the energy relationship?

Google nest

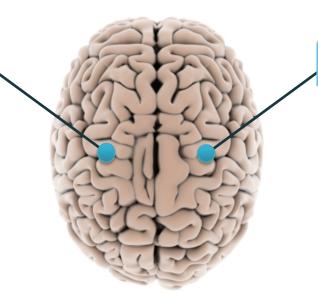
rpm Rapid Power Management



MONDAY



RATIONAL



EMOTIONAL

it resides in THEIR mind

Your brain needs a RATIONAL REASON to make an EMOTIONAL DECISION



What are they seeking?



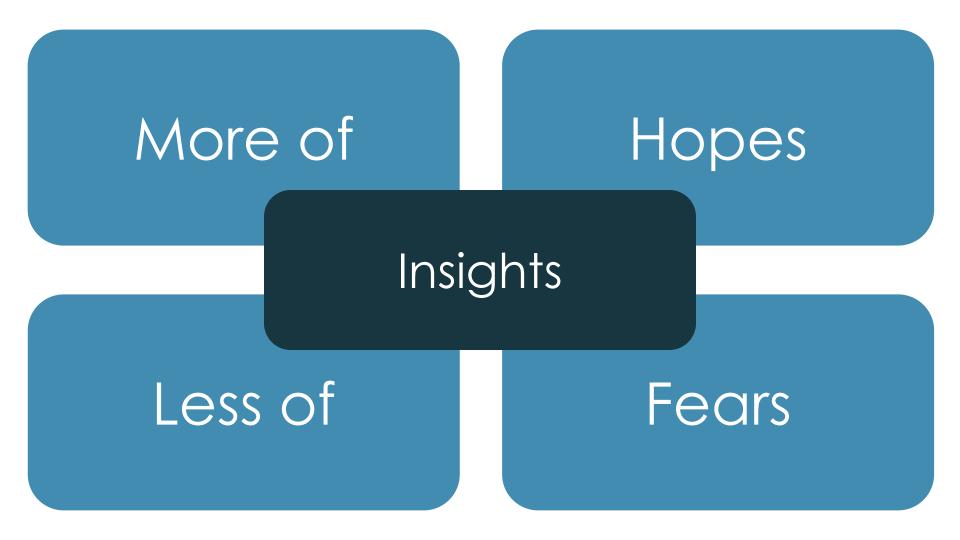
Where is your brand built?

CLARITY

3 Questions

1 2 3







Becoming a listening organization.



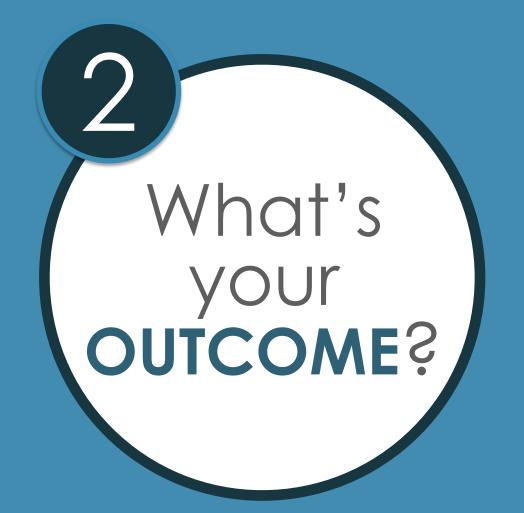




ANGELLEMATERIALS.COM

Insights power your future.





to Big Brands ≤ KNOW







https://vimeo.com/355158723/4e66a3409c

Click the link below to watch the video on Vimeo:

Your brain needs a RATIONAL REASON to make an EMOTIONAL DECISION



It's about THEM



† Big Brands ≥ KNOW

The Power of

BECAUSE

"Excuse me,
I have 5 pages,
may I use the
Xerox machine?"





"May I use the Xerox machine because I'm in a rush?"

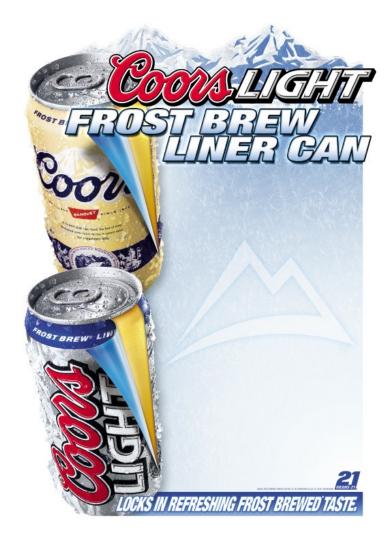
"May I use the Xerox machine because I need to make copies?"





VS.





Believable

Repeatable

About YOU

How we made

\$250 MILLION

All Light Beer is the Same







Click the link below to watch the video on Vimeo: https://vimeo.com/355158610/e044291a0e

Light Beer Insights

Corona

OOD TASTE **VALUE** RELAXATION LOW CARBS/CALORIES SOCIALIZATION REFRESHMENT COLD BEER FUNNY ADS



Light Beer Insights

VALUE Corona REFRESHMENT COLD BEER

Insights



2

Outcome



3

Because



Cold Innovation



FROST BREW LINER CAN





COOLER BOX



SUPER COLD DRAFT



COLD ACTIVATED BOTTLE

COLD ACTIVATED CAN

Click the link below to watch the video on Vimeo: https://vimeo.com/355158640/41e4027d49

Coors Light Tops Bud as No. 2 Beer

By WILLIAM SPAIN

demoted to queen y now just a jack.

volume in the U.S. last year, ac- some time. cording to Beer Marketer's In- "It is a simple matter of

2011 with sales of 18.23 million ing on Budweiser." barrels, a 0.8% gain. Budweiser Coors Light, even with its

Coors Light is made and marketed by MillerCoors, a joint venture of SABMiller and Molson Coors. Budweiser is owned by Anheuser-Busch InBev. the No. 1 beer in the country, few bright spots. barrels.

But the trade magazine noted that it is the first time in almost The entire mass-produced beer

sold about 50 million barrels. double-digit percentages.

On the plus side, Bud was drinkers.

down 10% in 2009 and 7% in 2010, he noted "so their rate of King of Beers, decline has actual

Tom Pirko, president of in-Coors Light knocked Bud- dustry consultancy Bevmark said weiser off its perch to become that he had been anticipating the second best-selling beer by the switch at the top for quite

brand aging," he said, "We are The new No. 2 brew ended beginning to see gray hair grow-

slipped 4.6% to 17.7 million bar- anemic growth rate, is among the industry's few bright spots.

Coors Light, even with its anemic growth rate. which also sells Bud Light, still is among the industry's

20 years that Anheuser-Busch business has been under presdid not control the top two sure for years as more tipplers turn to imports and craft prod-At its apex in 1988, Budweiser ucts, which continue to grow by

"Bud has been declining for a Wine and spirits also have long time," said Benj Steinman, been taking market share in the editor of Beer Marketer's In- beverage alcohol arena, with sights. "This was kind of a natu- hard liquor especially growing in ral progression." popularity among younger



Coors Light ended 2011 with calor of 18.23 million barrels.

Beer Sales

2008 – 2013



The time to build your brand is

NOW

THEY BUY YOUR

BECAUSE

Text

BECAUSE to 444999

Free presentation PDF

gerry@WhatBigBrandsKnow.com

Linked in

Gerry OBrion



Participate in conference discussions on Twitter: #ECAC2019







