It’s A Forever Changed World Of Communication.
It’s A Forever Changed World Of Communication. Advertising Is Dying.
It’s A Forever Changed World Of Communication.
Advertising Is Dying.
The Consumer Is Opting Out.
The Statistics Are Sobering.

- 65 percent of consumers feel "constantly bombarded with too much advertising."

- 69 percent are "interested in products and services that would help skip or block marketing."

- 54 percent "avoid buying products that overwhelm with advertising and marketing."

Source: Yankelovich Partners, 2005

• In a recent survey, consumers were asked “to what degree would your decision to purchase a product or service be influenced by…”

<table>
<thead>
<tr>
<th>Source: 2005 Intelliseek Consumer Generated Media (CGM) and Engagement Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Score</td>
</tr>
<tr>
<td>Positive word of mouth from someone you knew personally.</td>
</tr>
<tr>
<td>Negative word of mouth from someone you knew personally.</td>
</tr>
<tr>
<td>A negative news story on TV or radio or in a newspaper or magazine</td>
</tr>
<tr>
<td>A TV or radio commercial</td>
</tr>
<tr>
<td>An advertisement in a newspaper or magazine.</td>
</tr>
</tbody>
</table>
“Businesses are now dealing with buyers who are armed with both information and harsh expectations. In this environment, companies that slip up - even if it's simply failing to match customer tastes - can no longer count on their good names to carry them through. And consumers have become far more willing to experiment with products, because the amount of information out there makes taking a chance far less risky.”

James Surowiecki, “The Decline of Brands”
Wired, November 2004
In Fact, We’ve Reached An Inflection Point.
In Fact, We’ve Reached An Inflection Point.

Last Year, People Spent More On Entertainment & Information Without Advertising Than Marketers Spent On Advertising To Reach Them.
“Big advances come from better recipes, not just more cooking.”

Paul Romer
Economist, Stanford University
MINI

CHALLENGE: With a significant track record abroad and an extremely successful family member in the states (BMW), MINI set out to create a new car culture in the U.S. with zero awareness of the brand name.

SOLUTION: Be true to the brand identity, but repackage it for a new market. Create a new culture. Don’t rely on the traditional means of communications, namely, television and print advertising.

RESULTS: Sales goals were accomplished through nontraditional car marketing norms. The new motoring culture is flourishing.
LET'S MOTOR.

MINI COOPER

MWW.COM

Congratulations on a truly outstanding campaign. Everyone deserves credit for it, and a pat on the back. The next time it's the same - I'm happy to applaud. When are you going to launch the "MINI" campaign? It's a great opportunity to reposition the brand. Are you planning on creating a social media campaign, too? Keep us posted! We're looking forward to seeing what you have in store for us.
Inspire New Thinking.

“My challenge to the finalist agencies was to pretend that standard 30 and 60 second TV spots didn’t exist, nor did traditional magazine advertising.”

Kerri Martin
The Mini/BMW USA
Keep A Fresh Perspective.

“One of the first things many clients ask for is ‘somebody who has experience.’ I think that in this business, there’s incredible strength in ignorance. I always worry about losing the objectivity that comes with naïveté.”

Alex Bogusky
Crispin Porter Bogusky
PAUL SMITH
“Paul Smith is about individuality. Paul Smith is about wearing the clothes rather than the clothes wearing you. I think for a lot brands the clothes wear you. Those kind of brands say ‘I am part of a club, or I am wealthy or I am fashionable’. I hope my clothes say, ‘I am me’.”

Paul Smith
Be Passionate.

“It is and always will be our job to be the brand evangelists.”

Steve Sandstrom
Sandstrom Design
This book is not for posers.
“I think what we are really trying to do is create an open feeling so that people can hear the brand. Who is talking and why is it talking to me? Does it have anything worth listening to? Most marketing, on the other hand, is based on a manipulative formula that selfishly asks what do I want to tell these people and what do I want these people to do? That approach degrades the validity of the communication.”

Dan Weiden
Weiden & Kennedy
Lessons Learned From Writing Brand Apart.

- Repetition does not break through the clutter. It escalates it.

- Excellence and consistency in creativity is the answer.

- The client is a partner, not the enemy. They own the brand and you depend on them for success.

- Mutual respect was core to every great brand story and case history.

- Everything communicates. It’s not about doing too much but doing everything well.
Trust

“You get good work by letting it happen. You can quote me on that.”

Lee Ann Daly
ESPN
Today’s Strongest Communicators Also Recognize The Growing Importance Of Design.
“Consumers, who are choking on choice, look at design as the new differentiator. In a sea of look-alike products and services, design creates the "Wow!" factor. Managers, facing fierce global competition, look to design for the kind of innovation that generates organic growth, new revenues, and wider profit margins.”

Business Week
August 2005
Apple Has A Consistently Designed Visual Language.
So Does Target

Get Involved ♦

Ready. Sit. Read!

Turn the Page ♦

See how Target makes a difference.

See yourself here.

channel RED

TV ads, videos and more—playing on air and at Target.

Launch it now ♦
Consumers Are Literally Now Able To Design Their Own Lives. And Some Companies Are Facilitating It.
We Call This Phenomena “The Democratization Of Design.”
Close Collaboration With Our Clients Is Key To Success.

At Duffy & Partners, We Bring Every Client In At The Onset By Designing Visual Collage Boards.
It’s About Exploring The Possibilities For What A Brand Could Be. Starbucks Doubleshot.
Consumers Told Us DoubleShot Was About A Pick Me Up.
And It Extends To A Brand Language That Envelops Everything The Brand Does.
This Past Fall A Renovation For A Child Of The Sixties Was Launched: Fresca.
The Brand Language Celebrates The Sparking Citrus Intrinsics. And Sophisticated Extrinsics.
Surrounded By A Comprehensive Approach To Create Marketplace Reappraisal.
Which Would You Rather Be Seen Holding In Your Hand?

previous

new
Let Me Show You An Deeper Example Of A Better Recipe. So Off To The Bahamas.
The Bahamas has lost its edge over competing destinations. We have allowed the tourism product to lose its appeal, its glow, its uniqueness.

Honorable Obie Wilchcombe, M.P.
Presentation to the Honorable House - The Bahamian Congress
The Bahamian Experience Had Fallen Out Of Step With The Expectations Of Today’s Tourists.

- Visitor satisfaction scores were declining and service reputation was poor.
- The nation’s youth were leaving -- with no interest in working in tourism.
- Infrastructure was deteriorating -- if it existed at all.
- Travel agents were telling people to actually avoid The Bahamas.
- People were confused about the Bahamian experience itself.
  - “I guess I’ve been to the Bahamas” - Non-Bahamas Visitor
We Told The Client They Needed To Improve The Product.

Our Job Was To Create Branded Desire For The Bahamas.
Like Many Brands, The Bahamas Found Itself In A Sea Of Competitive Sameness.
Every Destination Looks Great. But Why Select One Over Another?
More Than A Logo Or An Ad Campaign, This Was About Creating A Brand Language.
The Primary Identity is the Distillation Of Our Collective Visual Vocabulary Of The Bahamian Experience.
Research Demonstrated A Brand Identity Can Be A Powerful Communication Tool.

Percent of Consumers Exposed To The Identity Who Agreed With The Following Statements:
(Data points in parentheses indicates change in image vs. old identity associations.)

<table>
<thead>
<tr>
<th>Statement</th>
<th>North America</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bahamas are a chain of islands.</td>
<td>64% (+15)</td>
<td>60% (+7)</td>
</tr>
<tr>
<td>The Bahamas offer many different experiences.</td>
<td>38% (+16)</td>
<td>48% (+15)</td>
</tr>
<tr>
<td>The Bahamas are a friendly destination.</td>
<td>37% (+9)</td>
<td>46% (+3)</td>
</tr>
<tr>
<td>The Bahamas are young.</td>
<td>33% (+19)</td>
<td>42% (+25)</td>
</tr>
<tr>
<td>The Bahamas are full of vitality.</td>
<td>42% (+20)</td>
<td>47% (+20)</td>
</tr>
<tr>
<td>The Bahamas are different than my everyday experience.</td>
<td>42% (+14)</td>
<td>42% (+5)</td>
</tr>
</tbody>
</table>

The same held true with Bahamians who were interviewed as well.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Bahamians</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bahamas are a chain of islands.</td>
<td>44% (+22)</td>
<td></td>
</tr>
<tr>
<td>The Bahamas offer many different experiences.</td>
<td>31% (+19)</td>
<td></td>
</tr>
<tr>
<td>The Bahamas are a friendly destination.</td>
<td>28% (+13)</td>
<td></td>
</tr>
<tr>
<td>The Bahamas are young.</td>
<td>40% (+25)</td>
<td></td>
</tr>
<tr>
<td>The Bahamas are full of vitality.</td>
<td>37% (+23)</td>
<td></td>
</tr>
<tr>
<td>The Bahamas are different than my everyday experience.</td>
<td>38% (+27)</td>
<td></td>
</tr>
</tbody>
</table>

Source: Insight Express, July 2003.
We Created A “Brand Book” Presentation To Introduce The New Identity To The Bahamians Themselves.

Because Creating Brand Ambassadors Is The Critical First Step To A Successful Brand Experience.
You are witnessing a rebirth.
You are standing, hands outstretched, eager for the world to take notice. And you are not alone.
You are The Bahamas. 
We are The Bahamas. 
Together, we are about to change 
the way the world sees us. 
Together, we are about to change 
the way the world sees.
They come here for many reasons.

To pause.
To play.
To lose themselves. To find themselves.
To retreat.
To advance.
To escape.
To be captivated.
To soak up some sun. 
To soak up some culture.
To see the sights.
To see for the first time.
To relax.
To concentrate.
To break away.
To reconnect.
To reduce stress.
To grow happier.
To let go.
To get a grip.
To give themselves a break.
To give themselves a challenge.
To slow down.
To be stimulated.
To meet new people.
To meet new species.
To be alone.
Together.
We welcome people who seek new experiences.

People who seek new customs.

People who seek new land, and new territory within themselves.
No place else has the immense, assorted collection of everything we admiringly call ours.

That's why there's always a new perspective here. This is our promise.
It is our truth.
Our life.
Our country.

It is ours.
Ours to share.
To Create An Experience, The Brand Language Was Applied To Everything The Bahamas Does.
Island Hopping.
Day 2: Eleuthera.

Meet Amber Morton.
Amber works on Wall Street.
She is a city girl
through and through.
Today, Amber said “giddy-up” 36 times.
And liked it.

Our 700 islands could
change you forever.
bahamas.com
After the Sunset

Starring: The Sunset
Also appearing: Pierce Brosnan, Salma Hayek, Woody Harrelson, Don Cheadle, Naomie Harris

We would like to thank:
New Line Cinema,
Director Brett Ratner, and
Producer Beau Flynn
for filming
After the Sunset
in the sunset of
The Islands Of The Bahamas.

Visit your vision of bahamasfilm.com.
INSTANT ESCAPE NO. 2
How to Fly-Fish with a Scarf and a Cell Phone

MATERIALS NEEDED:
(a) Scarf
(b) Cell phone
(c) Water
(d) Energy drink
(e) A lake

1. Attach your cell phone to the scarf with the tape.
2. Place another piece of tape on the end of the cell phone.
3. Wrap the whole thing around your scarf until it's tight.
4. If you feel a tug, reel in your catch (don't forget to catch it, and make sure it's not too long).
5. Remember to cast and reel in.

INSTANT ESCAPE NO. 4
How to Subway Snorkel

MATERIALS NEEDED:
(a) Crowded subway

1. Enter a crowded subway platform (or your local gym).
2. Float from cart to cart, experiencing all the beauty and diversity of New York's underground animals.
3. Thankful thanks to Brooklyn risottos.
4. Be respectful of their habitat.
Islands in billboard are closer than they appear.
Just a conch’s throw away.

1.800.bahamas
Coral reefs, Blue holes, Walls, Caves, Shipwrecks, Sharks, Dolphins, Stingrays. The variety of islands in The Bahamas present a variety of diving experiences. Beginners and experts are welcome. Lessons and guides can be found throughout the islands.
Nassau, capital city of the Bahamas, resides on New Providence Island, neighbor to Paradise Island. This island pair maintains a distinct blend of international glamour and tropical ease, giving travelers freedom to do everything or nothing at all.
The Brand Language Allows Every Facet Of The Experience To Be Uniquely Bahamian.
Directional Signage—Specific Street Names.

- Blake Road
  - Nassau/Paradise Island
  - The Exumas
  - Mayaguana
  - Bimini
  - Grand Bahama Island
- Blake Road
  - Cat Island
  - Abacos
  - San Salvador
  - Long Island
  - Andros
- Blake Road
  - Aclins Crooked Island
  - Berry Islands
  - Eleuthera/ Harbour Island
  - Inagua
Directional Signage.

At roundabouts

En route

At destination
Roundabouts And Settlements—
Finding Unique Ways To Reinforce Brand Language.

- Tourism has rebounded to surpass pre-9/11 volume.
  - Total visits up 9%
  - Cruise visits up 20%

- Both intent to visit and intention to visit again are up.

- Average spend per visit has increased.

- The effort has been embraced throughout the government and national infrastructure - the national airline, airports, customs, visitor facilities, and more.
“When we looked at the solution we said ‘that’s exactly what should have been done! It was obvious.’ But nobody had done the obvious before.”

Vincent Vanderpool-Wallace
Director General, Ministry of Tourism
The Islands of the Bahamas
One Common Theme Dominated Every Case Study. And We Heard It From Everyone We Interviewed.

Respect.
Without Respect, You Will Never Achieve A Powerful Brand Experience And A Passionate Consumer.
“At the core of everything, I believe it was the respect and trust that we had for each other and our respective skills and talents that made this whole thing as powerful as it is.”

Steve Sandstrom
Sandstrom Design
We’re All Responsible For Better Recipes.
It Starts With Self-Confidence.

“Creativity involves not only a passionate interest but self-confidence, too. A person needs a healthy self-respect to pursue novel ideas, and to make mistakes, despite criticism from others…

Breaking generally accepted rules, or even stretching them, takes confidence.”

Margaret Boden

*The Creative Mind*
But The Impact Can Be Far Reaching.

“The great dilemma of our time is that having generated such incredible creative potential, we lack the broader social and economic system to fully harness it and put it to use. No one is going to do this for us. It’s up to us—all of us—to complete the transformation to a society that taps and rewards our full creative potential.”

The Rise Of The Creative Class
Richard Florida
The Need For Better Recipes Is Acute.
The Need For Better Recipes Is Acute.

Creative People Can Make A Difference.
The Need For Better Recipes Is Acute.

Creative People Can Make A Difference.

How Will You Create Your Brand Apart?
Thank You.
The Strongest Brands Are Leveraging Design To Enhance The Brand Experience And Business Results.

• The biggest trend in popular media is about lifestyle design (home, fashion, food, craft, car etc.).

• Target, publicly building its brand around design since 1999, has seen sales increase from $25 billion to over $45 billion and earnings per share has more than doubled.

• 56% of consumers purchased Kellogg’s Smart Start “because it stood out on the shelf.” (Kellogg's Tracking Study)
“Creativity draws crucially on our ordinary abilities. Noticing, remembering, seeing, speaking, hearing, understanding language, and recognizing analogies; all these talents of Everyman are important.”

Margaret Boden

_The Creative Mind_