Buď ten,
O kom se mluví'}
People do not buy goods and services. They buy relations, stories and magic.

— Seth Godin
7 Things to Get Passionate About

- Speed
- Social Causes
- Demographic Stereotypes Challenged
- Time as Luxury
- New Health & Food
- Retro
- Storytelling
1. SPEED

Jídlo na vašem stole do 10 minut
Vaříme z čerstvých surovin ve vlastní kuchyni a bleskově rozvážíme

$35,000
Starting price before incentives
Production begins mid 2017
Delivery estimate for new reservations is mid 2018 or later

RESERVE FOR $1,000
2. SOCIAL CAUSES

FOR A TOMORROW FULL OF SMILES

SEE HOW YOUR PURCHASES IMPROVE LIVES

WITH EVERY PRODUCT YOU PURCHASE, TOMS WILL HELP A PERSON IN NEED. ONE FOR ONE®.
3. CHALLENGING DEMOGRAPHIC STEREOTYPES
4. Time and experiences as luxury
5. NEW HEALTH & NEW FOOD
6. RETRO

- Lite
  - THE ORIGINAL LOOK IS BACK
  - LEARN MORE

- Refreshingly Retro
  - HURRY, THE PAST WON'T LAST.
7 Things to Get Passionate About

- Speed
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StorYtelliNg
7. STORYTELLING

The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.

— Steve Jobs —
STORIES OUTSIDE THE SYSTEM
STORY DOING COMPANIES GROW REVENUES FASTER...

FROM A LOWER RATE OF INVESTMENT IN PAID MEDIA
THEY HAVE MORE POSITIVE SOCIAL MEDIA PRESENCE...

Sentiment of social media mentions (2008-2012):
- 40% NEGATIVE
- 58% MIXED
- 2% POSITIVE
- 1% POSITIVE

Volume of social media mentions 2013:
- 30M mentions
- 25M
- 20M
- 15M
- 10M
- 5M
- 0

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The Craft Beer Revolution.

Big Promise — A Movement

Beer for Punks
www.brewdog.com
PRODUCT BACKS IT UP

BREWDOG AND THE WORLD BEER AWARDS
WE BAGGED A QUADRUPLE WHAMMY OF AWARDS!
BRING IT TO PEOPLE
BrewDog’s 55% alcohol “End of History” beer smashes the record for the strongest and most expensive beer in history... and the weirdest beer bottle too.
Get consumers to feel part of the movement.
IT IS WORKING!

OPERATING PROFIT

UK SUPERMARKET SALES

Value % Chg YA
Average £/L