



**BUD TEN,
O KOM SE MLUVÍ**



Seth Godin

**“PEOPLE DO NOT BUY
GOODS AND SERVICES.
THEY BUY RELATIONS,
STORIES AND MAGIC.”**

7 THINGS TO GET PASSIONATE ABOUT



1. SPEED

Jídlo na vašem stole do 10 minut

*Vaříme z čerstvých surovin
ve vlastní kuchyni a bleskově rozvážíme*

🕒 Jak to funguje

🍲 Objednat jídlo

\$35,000

Starting price before incentives

Production begins mid 2017

Delivery estimate for new reservations is mid 2018 or later

RESERVE FOR \$1,000

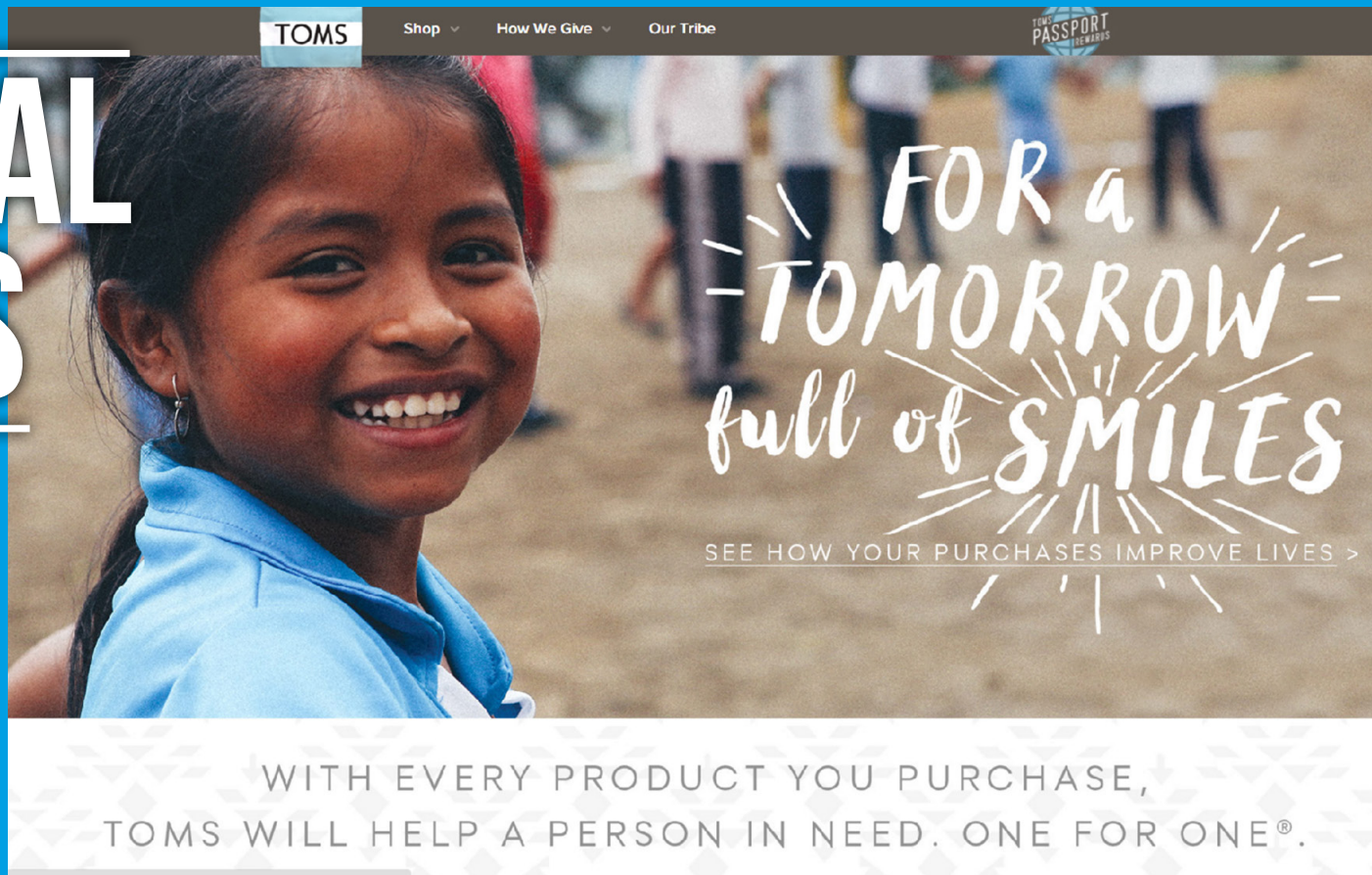
STAY UPDATED



TESLA



2. SOCIAL CAUSES



TOMS

Shop ▾ How We Give ▾ Our Tribe

TOMS PASSPORT TERRIBUS

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



PRADA

Ethan Hawke
New York, November 2014





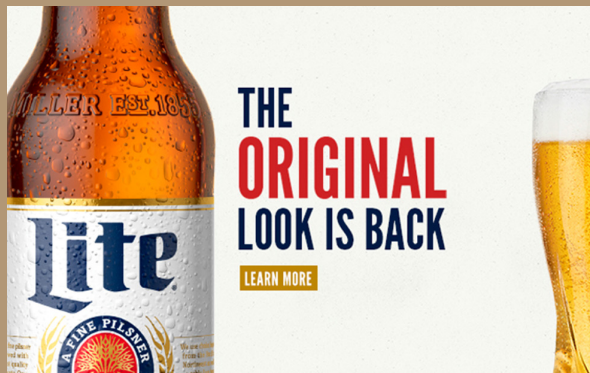
4. TIME AND EXPERIENCES AS LUXURY



5. NEW HEALTH & NEW FOOD



6. RETRO



MINISTERSTVO KULTÚRY A VÝCHOVY
TAVODU HUSBANOV

**MODERNÝ MUŽ
VIE, ČÍM SA DNES
PRIPIJA!**



6 TYŽDŇOV VARENÝ LEŽIAK
- SPECIÁLNE KVASNICE
- DVOJITÉ RNUJOVANIE
- NA DOMÁCU POKOUDU I REKREÁCIU

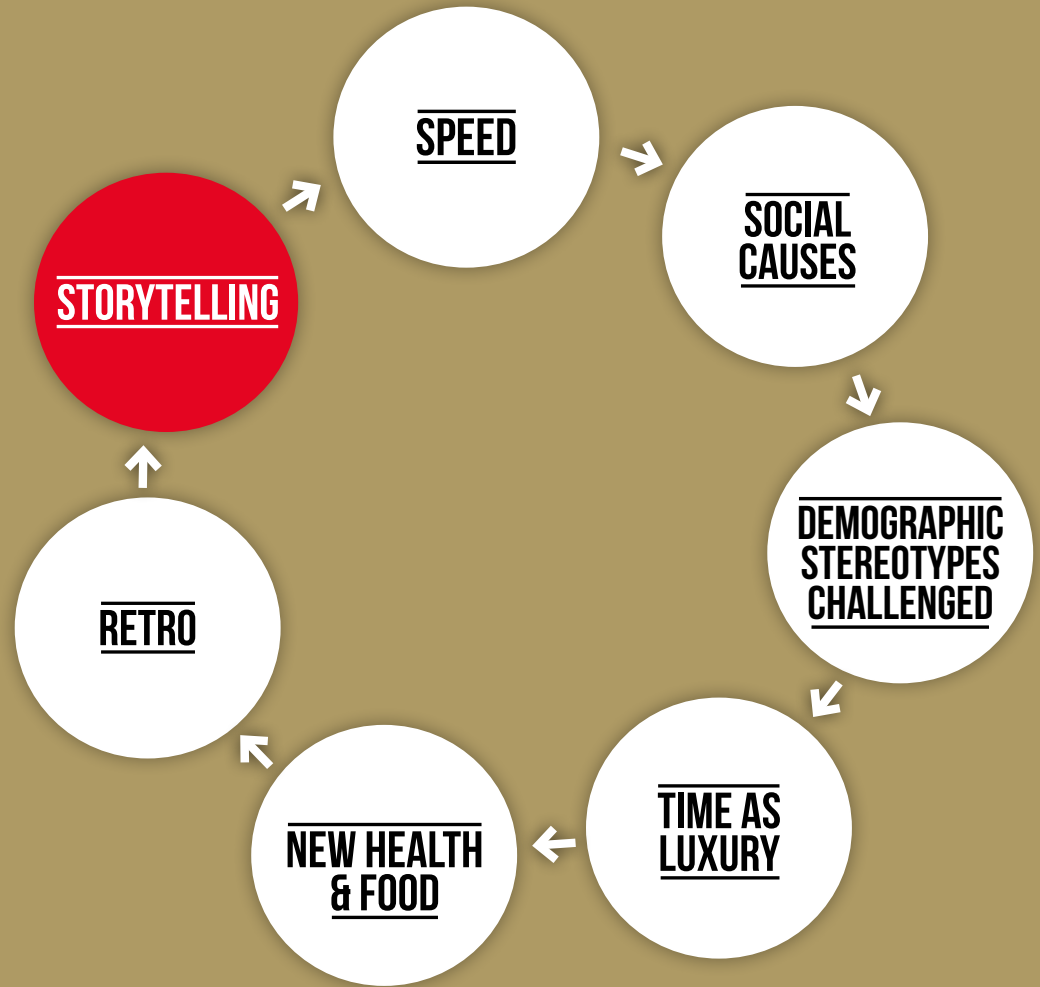
ZLATÝ BAŽANT '73 - PIVO AKO ZA STARÝCH ČIAS
VÝNIMOČNÝ LEŽIAK INŠPIROVANÝ NAJSTARŠIM ZACHOVANÝM VARN
PIVA ZLATÝ BAŽANT ZO 16. 4. 1973
NA ZDRAVIE, SLOVENSKO!

**REFRESHINGLY
RETRO**

HURRY, THE PAST WON'T LAST.



7 THINGS TO GET PASSIONATE ABOUT



7. STORYTELLING



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

— *Steve Jobs* —

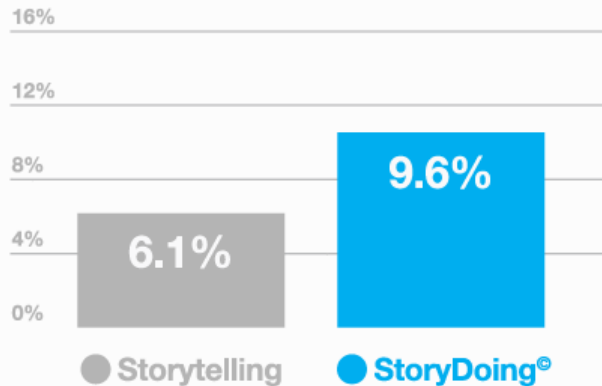
STORIES OUTSIDE THE SYSTEM

STORY DOING COMPANIES GROW REVENUES FASTER...



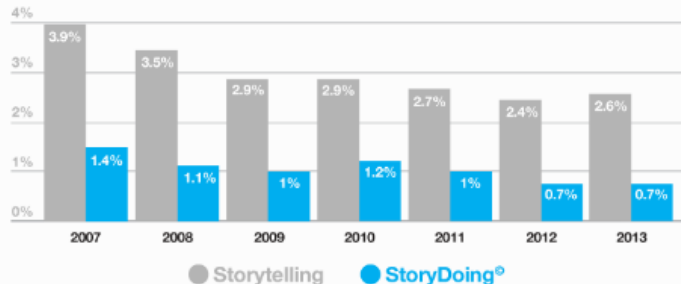
...FROM A LOWER RATE OF INVESTMENT IN PAID MEDIA

Annualized revenue growth rate (2007 - 2013)



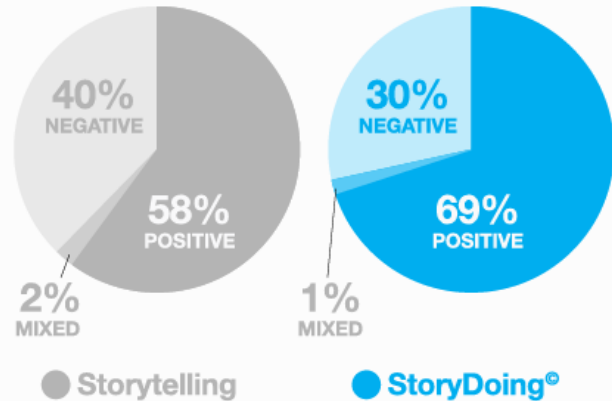
© 2014 co:collective llc

Media spend as % of annual revenue (2007-2013)



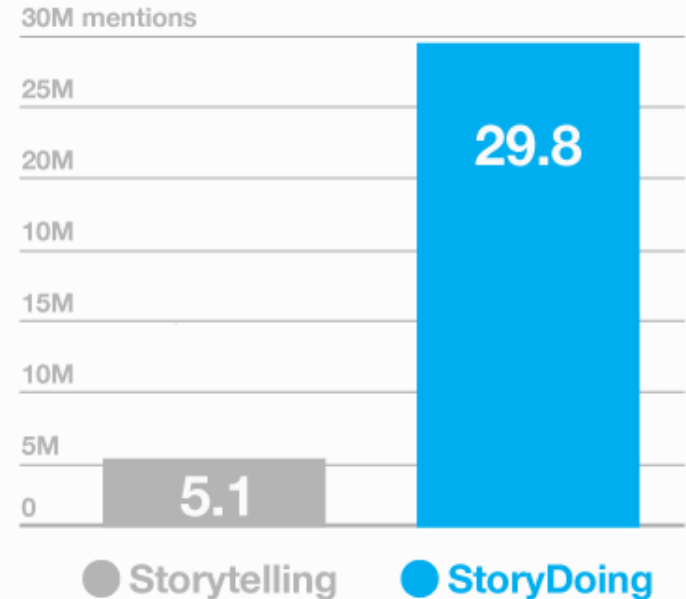
THEY HAVE MORE POSITIVE SOCIAL MEDIA PRESENCE...

Sentiment of social media mentions (2008-2012)



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Volume of social media mentions 2013



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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



CREATE STORIES...

**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**



July 2010

55%



...AND MORE STORIES



EMPLOYEES LIVE IT





GET CONSUMERS TO FEEL PART OF THE MOVEMENT

Scottish brewer to offer 10,000 shares at £230 each in 'Equity for Punks' deal

BUY INTO BREWDOG...

By Hamish Champ
hamish@thepublican.com

BREWDOG, THE maverick brewery responsible for producing the UK's strongest beer, is to invite the public to invest in the company via the internet.

BrewDog, founded in Aberdeen two years ago by James Watt and business partner Martin Dickie, will offer 10,000 shares in the group at £230 each. The offer represents 10 per cent of the company's value.

Investors will be limited to \$9,000-worth of shares per application and shares will rank equally for dividends alongside existing shareholders. The stock won't be traded on the stock exchange, instead there will be 'matched bargains' available for

between ourselves and the people who drink our beers".

The funds raised will be invested in a new brewing facility in Aberdeen, which the company describes as the "world's first carbon-neutral eco-brewery".

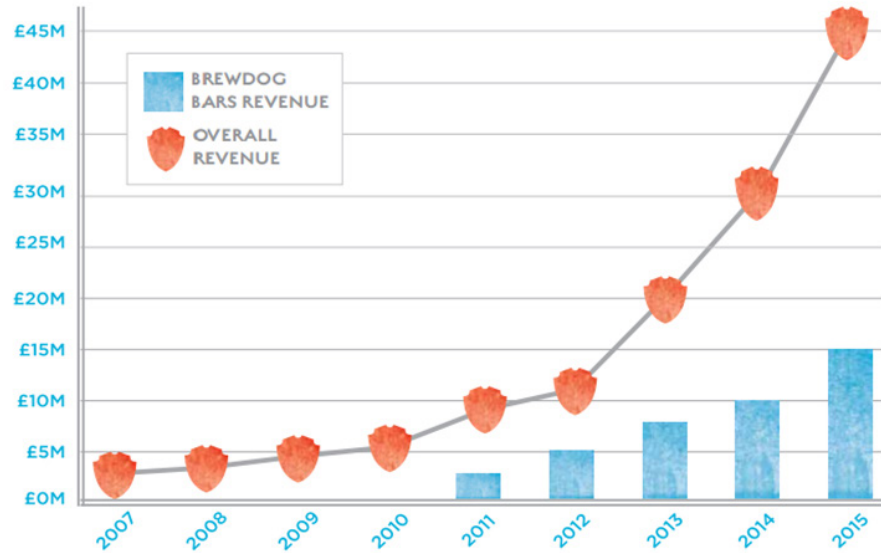
BrewDog hit the headlines earlier this year with its 18.2 per cent ABV bottled beer called Tokyo. In the wake of the Tokyo furore, it produced a 1.1 per cent ale called Nancy Star.

In addition to offering the shares online, BrewDog has also seen two US investors take minority stakes in the business.

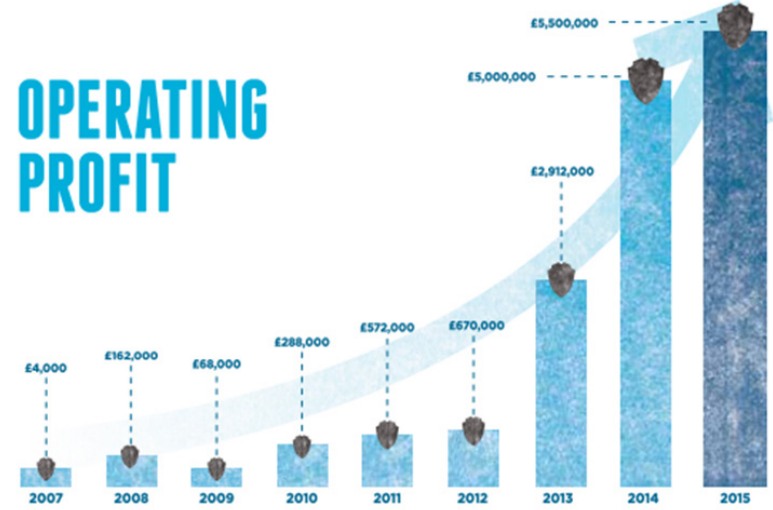
Kelvin Greggor and Tony Foglio, both drinks industry veterans, have also joined the brewer's management team with a view to growing sales



IT IS WORKING!



OPERATING PROFIT



UK SUPERMARKET SALES

