



Do ads  
cause more  
harm than  
good for a  
brand?

# Four Fatal Truths:



1. Most ads never reach the right audience.



2. Even when they do, they're ignored.



3. Even if they're not, they're forgotten.



4. Even if they're remembered, they're annoying.

# Ads fail because...

They hijack  
your attention.



While the suits all  
pretend you don't hate it.



Ads work on  
buyers who  
are already  
reaching for  
their wallet.



For everyone else,  
they tend to be either  
noise or nuisance.

Sell to  
the ready.

Build for  
the rest.

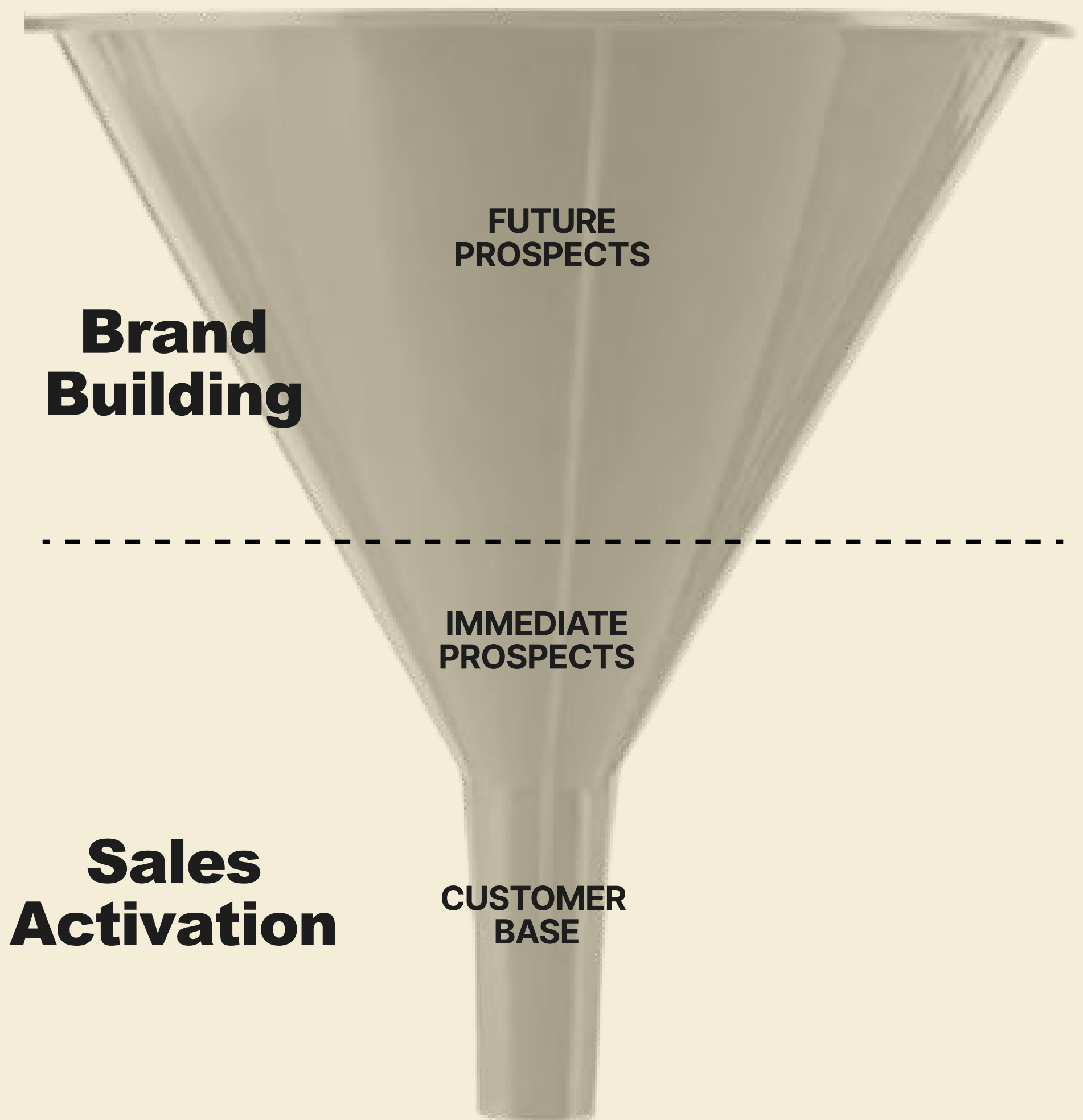
Successful marketing balances sales activation for buyers today with long-term brand building for future buyers.\*

\*The Long and Short of It: Balancing Short and Long-Term Marketing Strategies. Les Binet & Peter Field

# Win their hearts before you win their wallets—

So when it's time to buy, *you're  
the only choice*, not just the  
cheapest one.

**Long Term**



**Short Term**



Brand building works  
best as entertainment.

Produce or sponsor original media  
designed for genuine enjoyment.



It works because  
it's a fair trade.

# Picking the Right Format:

## 1. Unbranded:

Influence without friction.

## 2. Presented By:

Co-op your credibility.

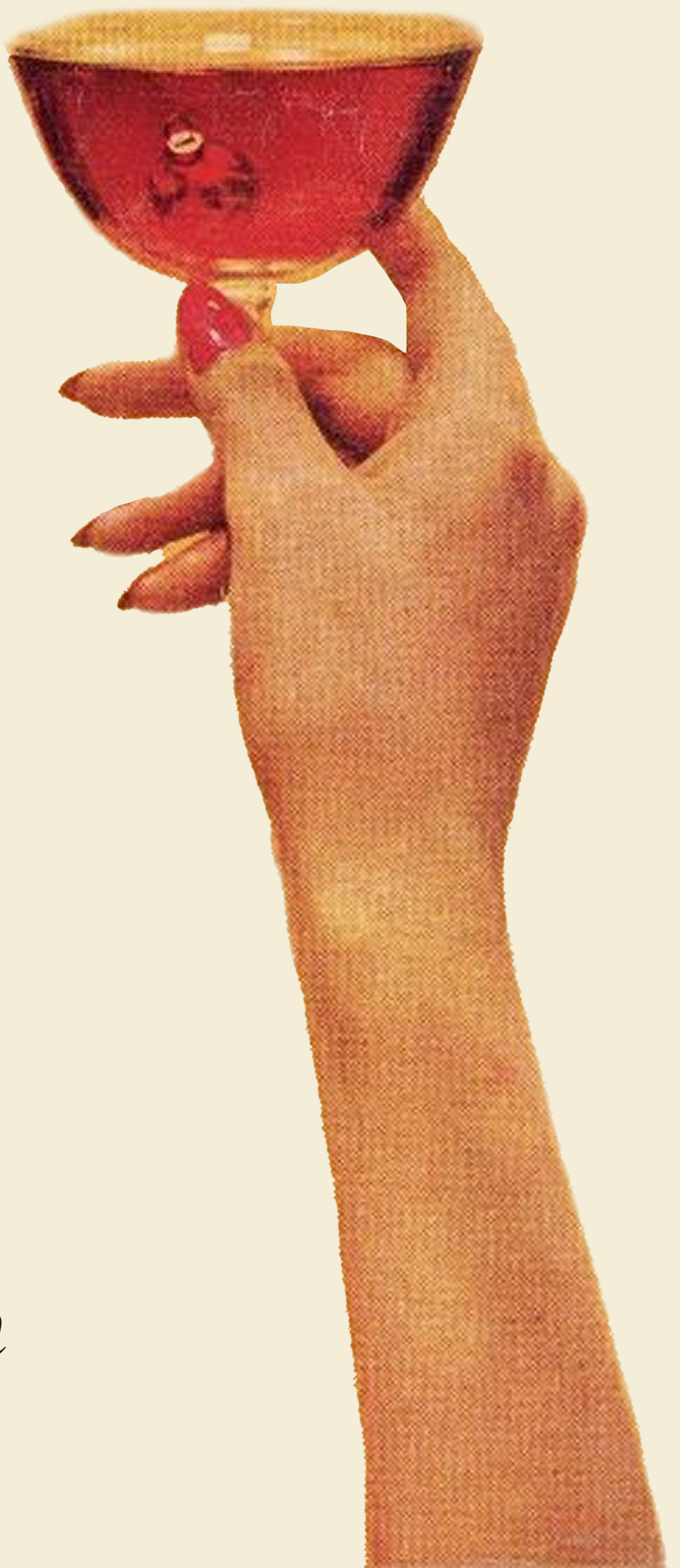
## 3. Brand Story:

Own the story but make  
it real.



# Unbranded:

Produce media that  
shapes beliefs and  
behaviors without selling.



Best for:  
*Demand  
Generation*

“Unbranded” Example:

# Ancestry.com

## Our DNA Journey

Ancestry partnered with BBC Studios to make a cultural phenomenon, organically driving demand for genealogy services.



# Presented By:

Align your  
brand with  
killer content.

Then get out  
of the way.



Best for:  
*Brand Affinity  
& Recall*

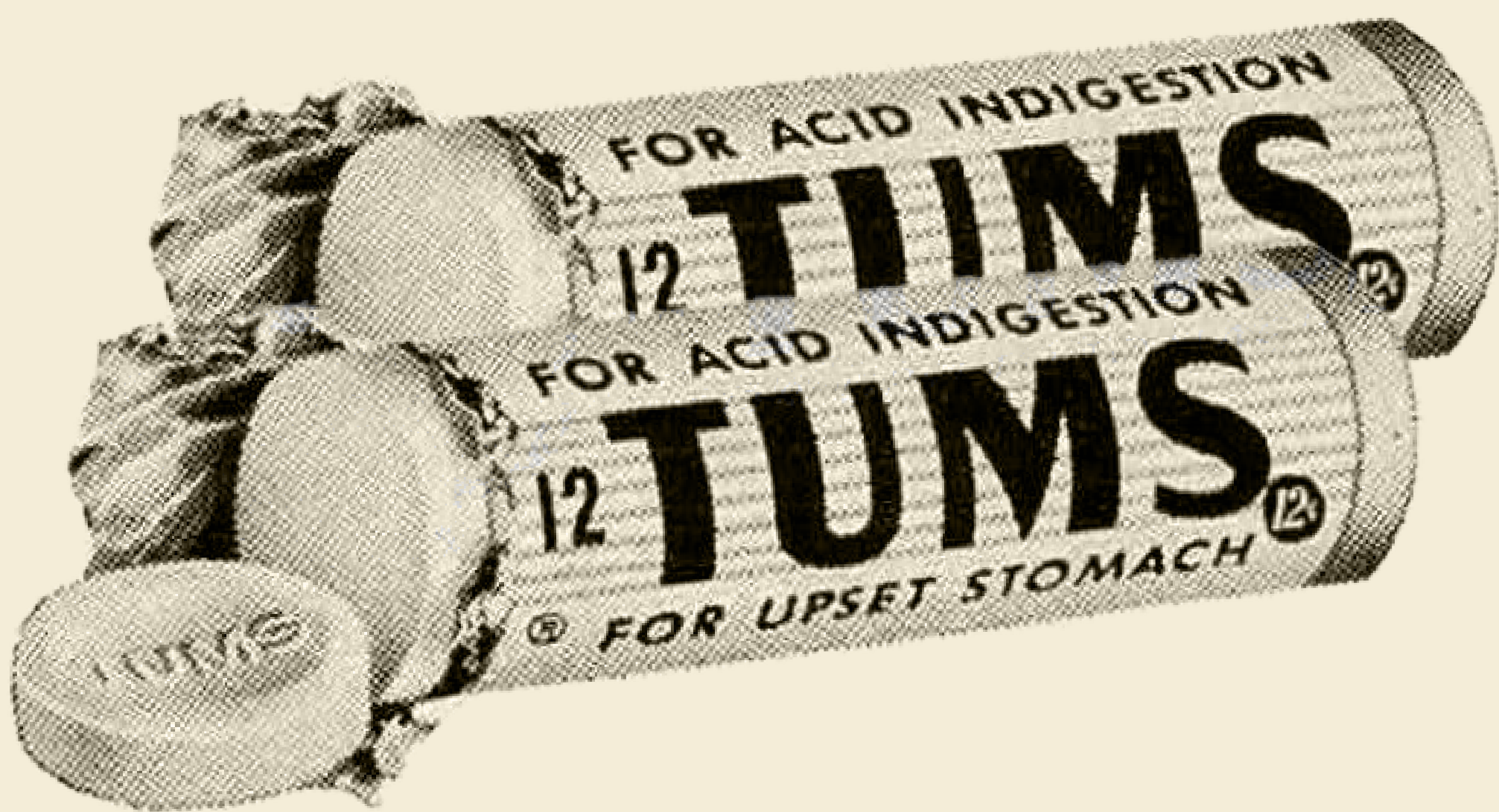


“Presented By” Example:

# Hot Ones Season 9

Presented by Tums

A show designed to destroy stomachs,  
sponsored by the brand that saves  
them—seamless, undeniable synergy.





# Brand Story:

Your brand is a character  
in a story that people  
would enjoy anyways.



## Best for: *Brand Awareness*

“Brand Story” Example:

# Dramamine

## The Last Barf Bag



It entertains first, knowing  
that when the story lands,  
brand association will  
naturally follow.



# The Choice:

Invest in stories that capture attention.

VS

Burning money on ads that just get tuned out.

