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The perfect world of total pleasure.



...there's just one catch.

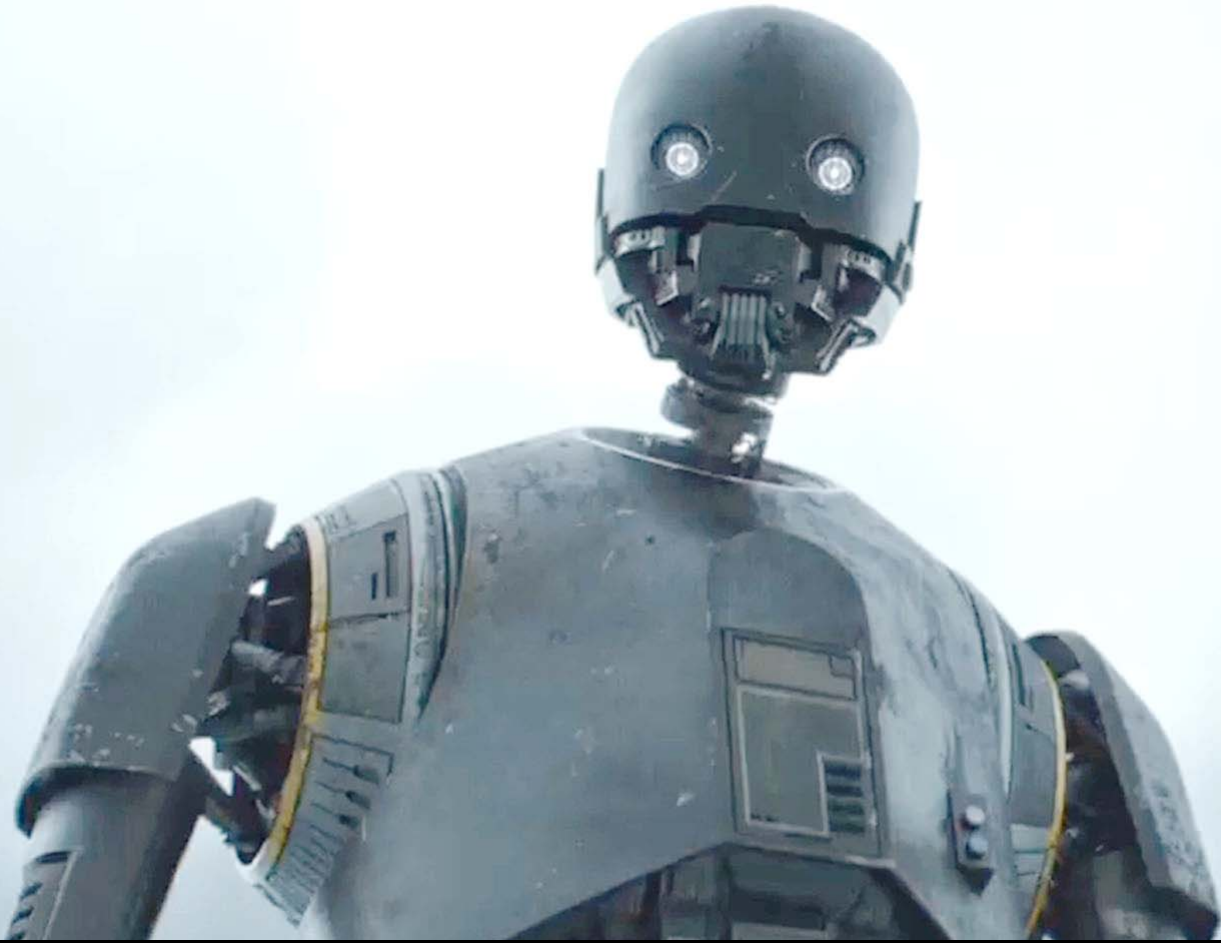
Humans aren't ready to die!

Transhumanism [H+]



...Science Friction

Do you want a Human, or a Humanoid Manager?



A long time ago in a galaxy far,
far away....

BLADE RUNNER™

THE DIRECTOR'S CUT

THE ORIGINAL CUT OF THE FUTURISTIC ADVENTURE



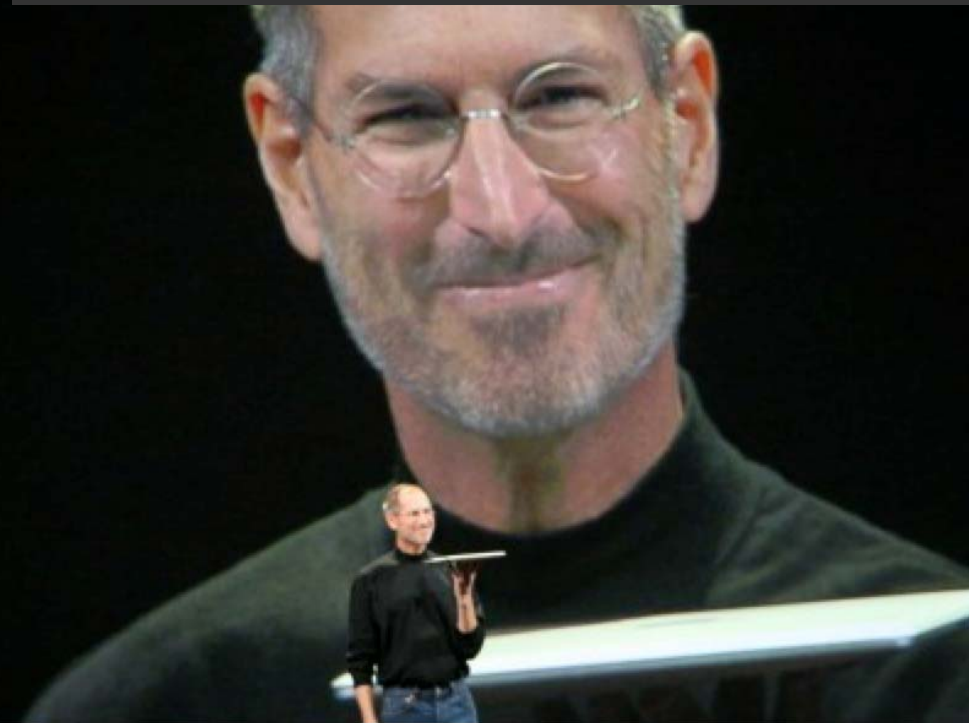
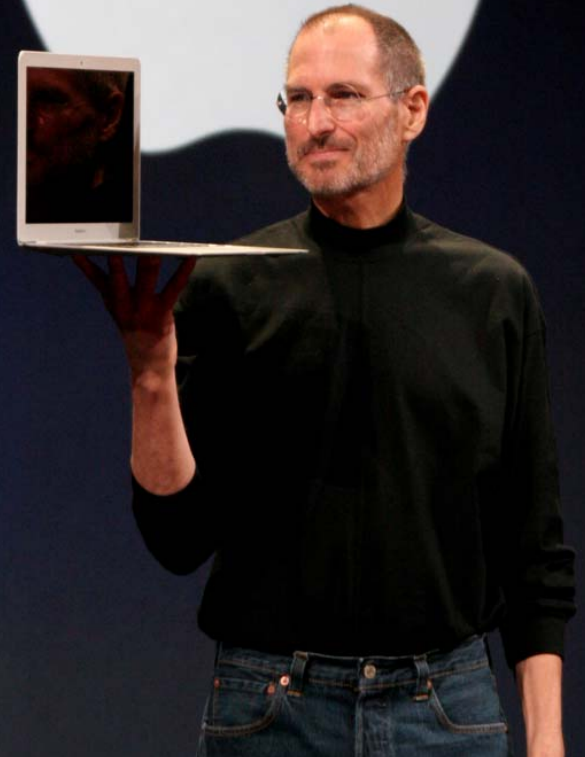
Humans
with / versus / or
Robots

ABCDs still turn \$10 into \$100



Advertising, Branding,
Communications & Digital

Branded Humans, Humanized Brands, Human Brands



Larger than life professionals

The Convergence of Corporate and Consumer Brand Theory and Practise





Reality just got
Really Real

The 'selfie' is the new business card

Human images, intimacy, emotion, and friendship move people



David Cameron poses for a selfie while campaigning in Alnwick, Northumberland.

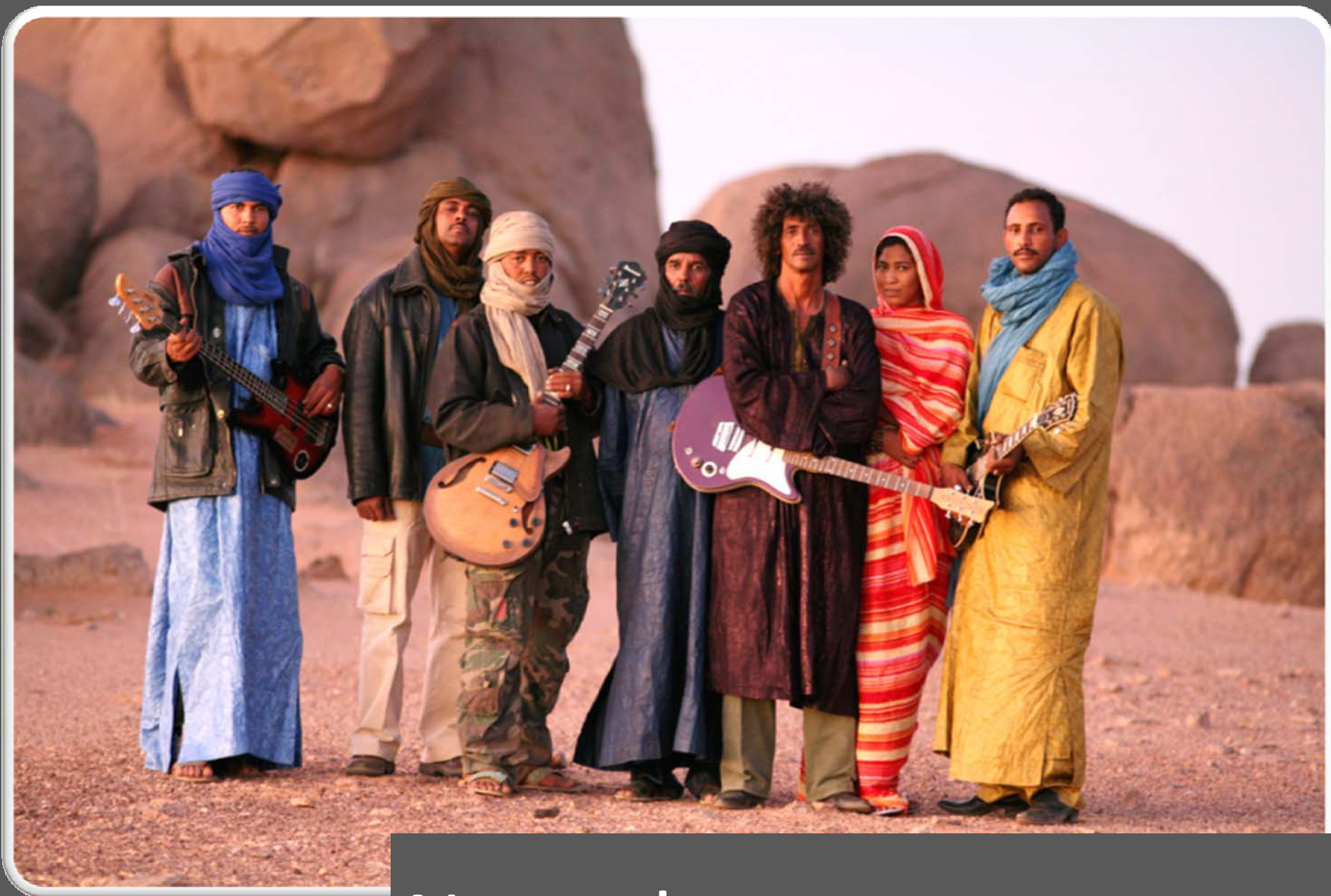


where the Conservatives hope to take Berwick-upon-Tweed from the Lib Dems

professional who is now

Tatton is to Manchester
what Surrey is to

(£625,000
that Mr Os
to exempt t
inheritance



Nomad : impermanent living

Wabi-sabi : perfect imperfection



Derived from the Buddhist three marks of existence (三法印 *sanbōin*) specifically:

Impermanence (無常 *mujō*)

Suffering (苦 *ku*)

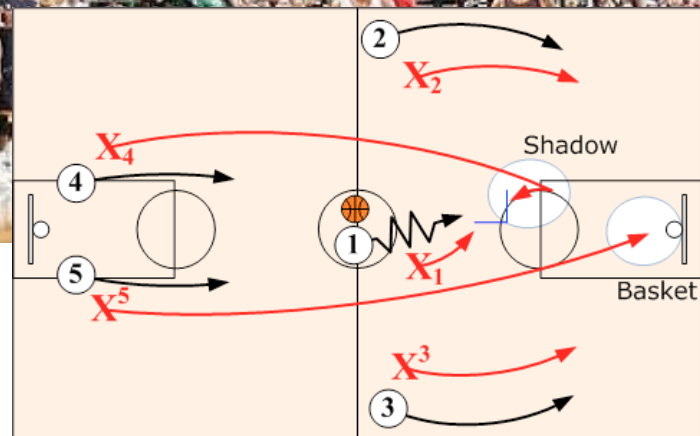
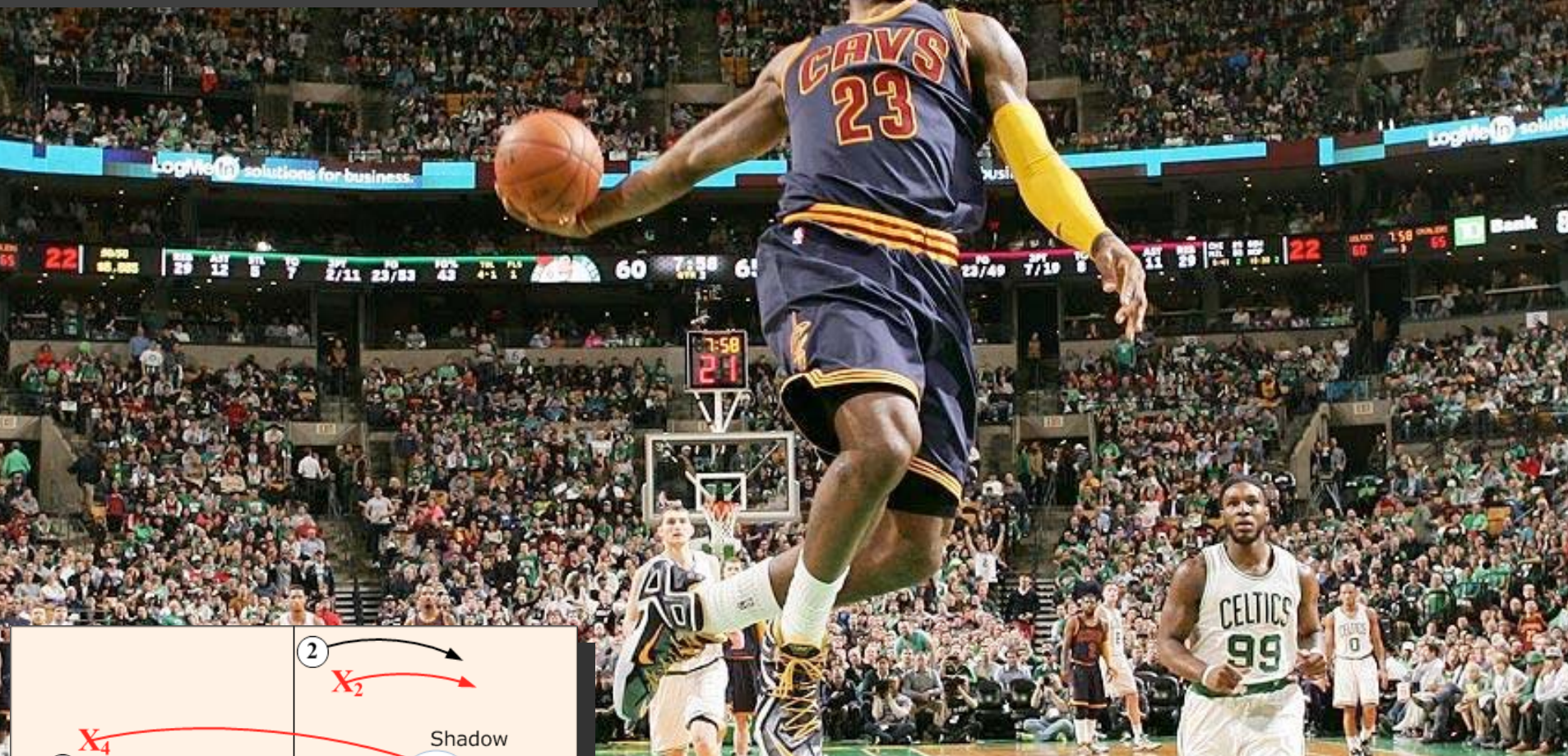
Emptiness or absence of self-nature (空 *kū*)

The Art in Science & The Science in Art



...and avoiding the Galapagos trap

A diet of : Big & Thick Data



But Marketers: Forget Archery
it's all about Basketball

31 million, or 1 in 10 US internet users will go online exclusively through a mobile device only

(eMarketer, 2nd March 2016)

75% admit to doing so while in the bathroom:
63% received a call and 41% initiated a call

(Michelle Castillo, CBS News 2nd February 2012)



Convergence towards
the mobile of everything(s)

Top 10 cities by number of tweets

1. Jakarta, Indonesia
2. Tokyo, Japan
3. London, UK
4. São Paulo, Brazil
5. New York, USA
6. Bandung, Indonesia
7. Paris, France
8. Los Angeles, USA
9. Chicago, USA
10. Riyadh, Saudi Arabia

(Semiocast 2012)



Instantly forgettable
Indelible content

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on our terms



LEGO
@LEGO_Group



Follow

@StopFundingHate We have finished the agreement with The Daily Mail and are not planning any future promotional activity with the newspaper



The Daily Rupert
@TheMurdochTimes

British billionaires tabloid Daily Mail loses massive advertising contract with toy giant LEGO after consumer boycott campaign.

LEGO @LEGO_Group

@StopFundingHate We have finished the agreement with The Daily Mail and are not planning any future promotional activity with the newspaper

12/11/2016 8:53 PM



Anonymous is not an option
Brands must take a stand



Suge Night Shyamalan

@B_Effin_G

Follow

"Aye...tell Jesse to get a 6-pack of Pepsi and bring it to Selma.
I'll explain later..."

8:52 PM - 4 Apr 2017



Ziwe ✓

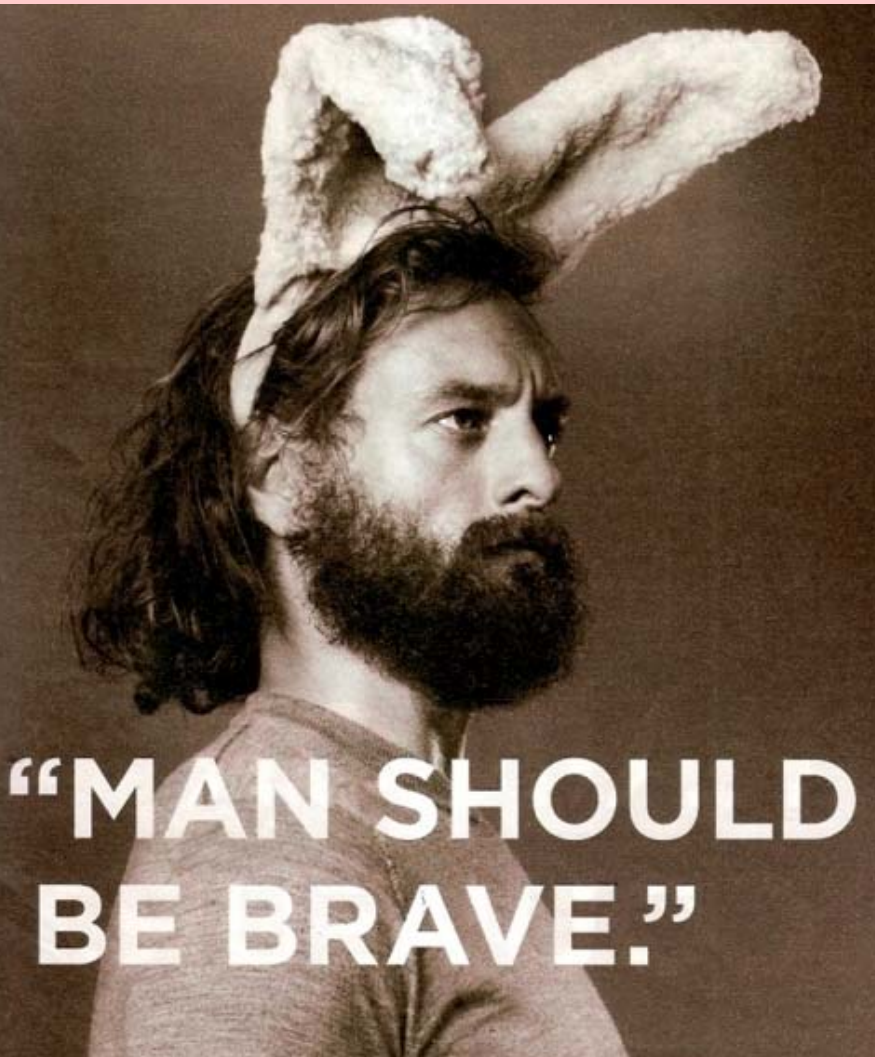
@ziwe

Follow

and to think, all rodney king needed to avoid
that beating was a pepsi



Get Tribal, Clinical, Lyrical and Feminine



Serve Communities and Disrupt Behavioural Norms

Authenticity is The buzzword
...but what does it mean?



...it's a Gestalt of: Inspiration.
Amplification. Resonance. Style.

**Social Media means sharing
80% about others and 20% about
you**

Create a Style Guide

Find ways to tell Human Stories

Teach rather than Preach

Seduce with Sophistication

Breathe life into dead content

**Embed your Brand where you can
be Dynamic, work in Realtime**