



LIFEPHARM®



*“A lot of people in our industry haven’t had very diverse experiences. So they don’t have enough dots to connect and they end up with very linear solutions without a broad perspective of the problem. The broader one’s understanding of the human experience, the better outcome we will have.”*

**- STEVE JOBS**

WHO WILL  
**LIFEPHARM**  
BECOME?

A company with a **clear mission & purpose**, whose **words** and **actions** reflect a set of core values that do **not** change.

LifePharm is *one* campaign away  
from astronomical growth

WHAT IS **BRAND** ?

YOUR  
BRAND  
IS **NOT**  
YOUR  
LOGO



BRAND IS A  
**RELATIONSHIP\***

*Between an organization  
and an audience*

# WHAT WORKED **YESTERDAY**, DOES NOT WORK **TODAY**

WHAT WORKED FOR  ISN'T WORKING FOR 

WHAT WORKED FOR  ISN'T WORKING FOR 

WHAT WORKED FOR  ISN'T WORKING FOR 

WHAT WORKED FOR  ISN'T WORKING FOR 



# COMPANIES ARE VYING FOR **HEARTS & MINDS**



**OLD WAY**

CONVENTIONAL BRANDING\*



**ONE DIRECTION**

Downstream

**LOGO, PALETTE, PROMISE**

Managed By

**BRAND GENIUS**



**NEW WAY**

MODERN BRANDING\*

—  
**INNOVATION**

Through

**EXPERIMENTATION**

Managed By

**VALIDATED LEARNING**

Hypothesis Driven Development

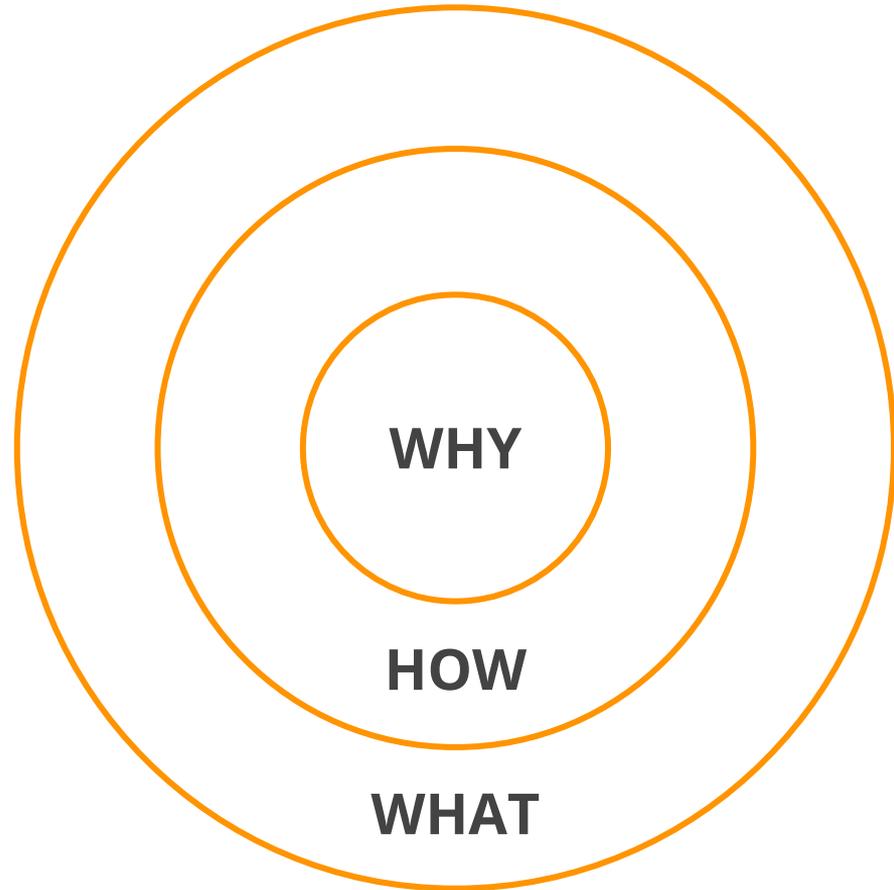
TODAY, GREAT BRAND DEVELOPMENT ISN'T ABOUT  
BROADCAST...IT IS ABOUT THE **DELIVERY OF**

**VALUE**

# THE GOLDEN CIRCLE

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How Passion &  
Loyalty are  
Created



# We Can **Manipulate** or We can **Inspire**



**Loyalty** comes from the ability to **inspire** driven by the **cause** that is represented by the company, brand, product and leaders.