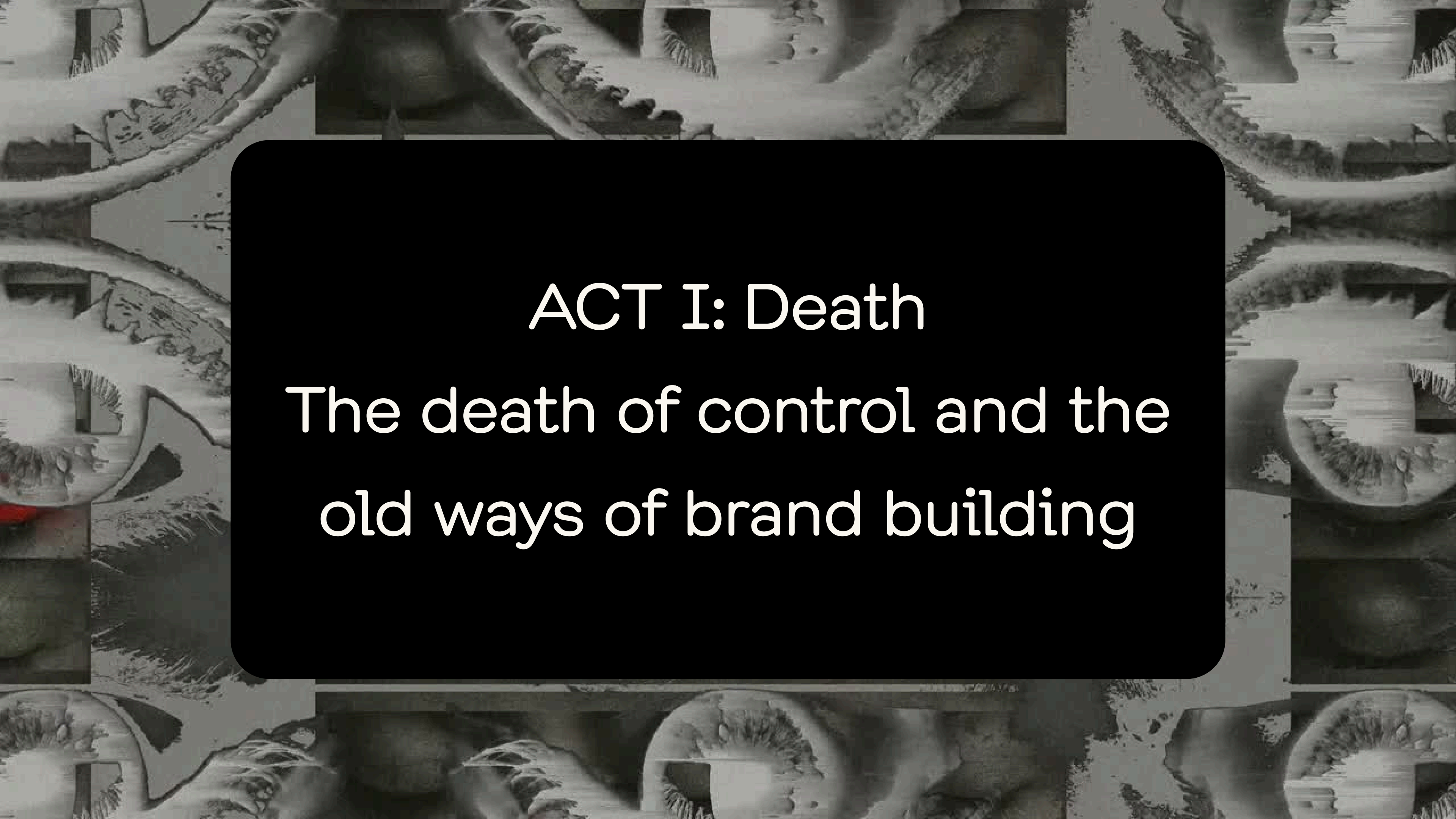


In Loving
MEMORY OF



Marketer Ego





ACT I: Death

The death of control and the
old ways of brand building

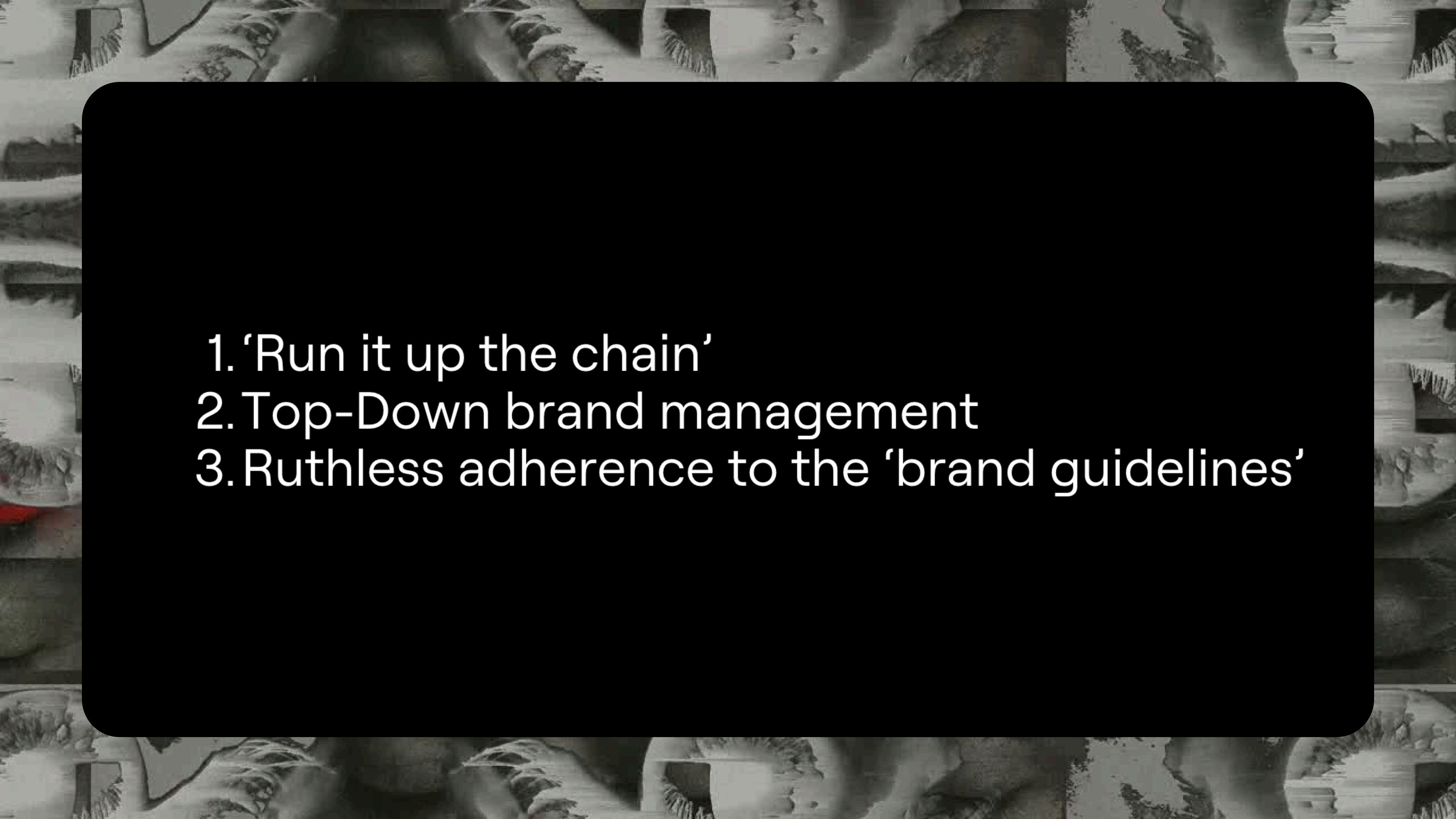
A brand is... the sum total
of associations people
have about a
company, product or
service.

Our old models of brand building relied on ego and control.



1. 'Run it up the chain'

1. 'Run it up the chain'
2. Top-Down brand management


- 
1. 'Run it up the chain'
 2. Top-Down brand management
 3. Ruthless adherence to the 'brand guidelines'

This model worked for monolithic media environments, 'the big ad' driven creative campaigns, with minimal outputs.



Our media landscape is experiencing
hyperfragmentation.



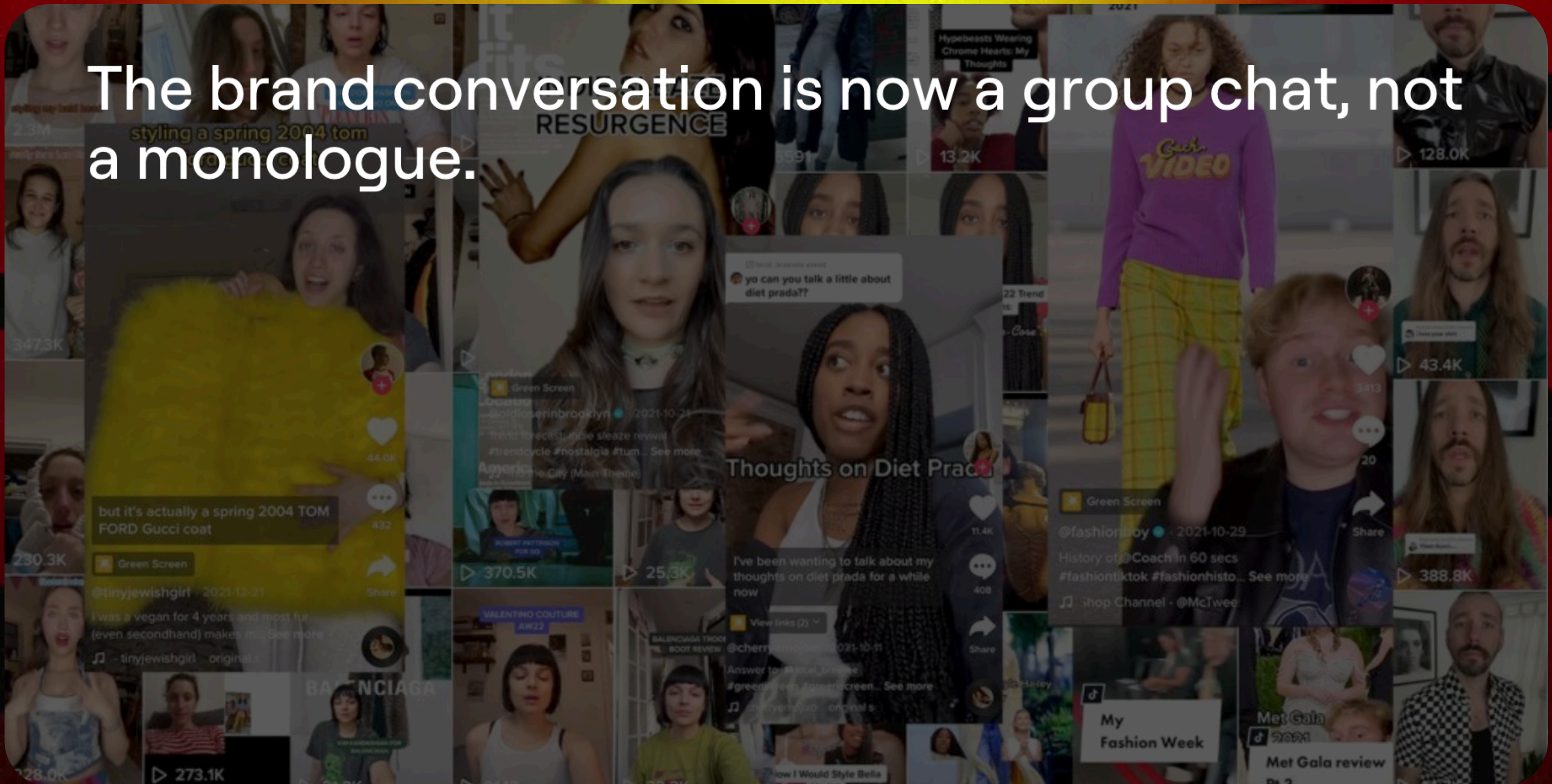


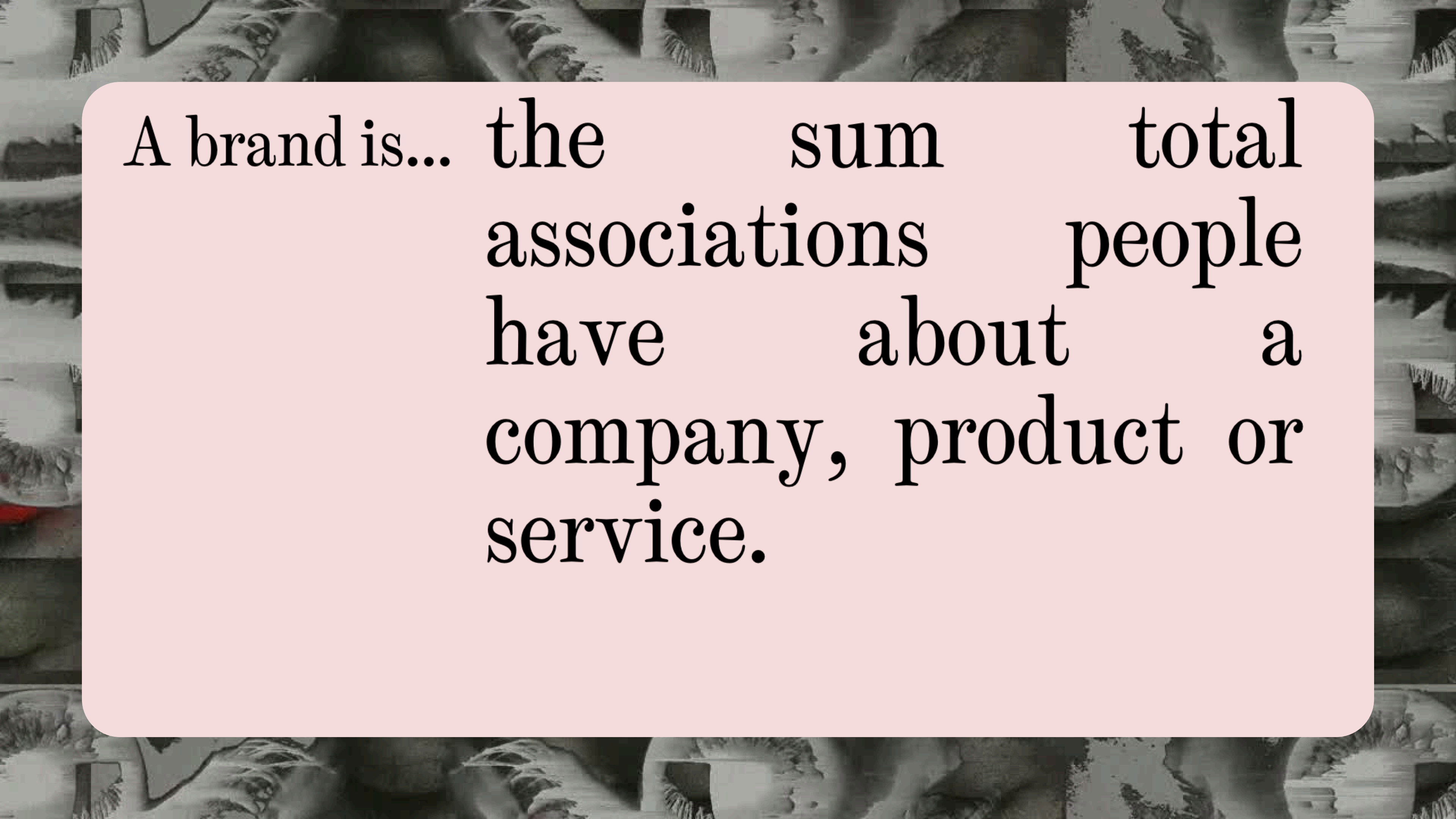
Our brand messages are increasingly mediated through third parties.

The volume of output now far exceeds the what traditional approval processes can handle.



The brand conversation is now a group chat, not a monologue.





A brand is... the sum total
associations people
have about a
company, product or
service.

A brand is... the sum total
associations people
it has a
product or

When you don't control the
message, the medium, or the way
it will be received, you don't
control your brand.



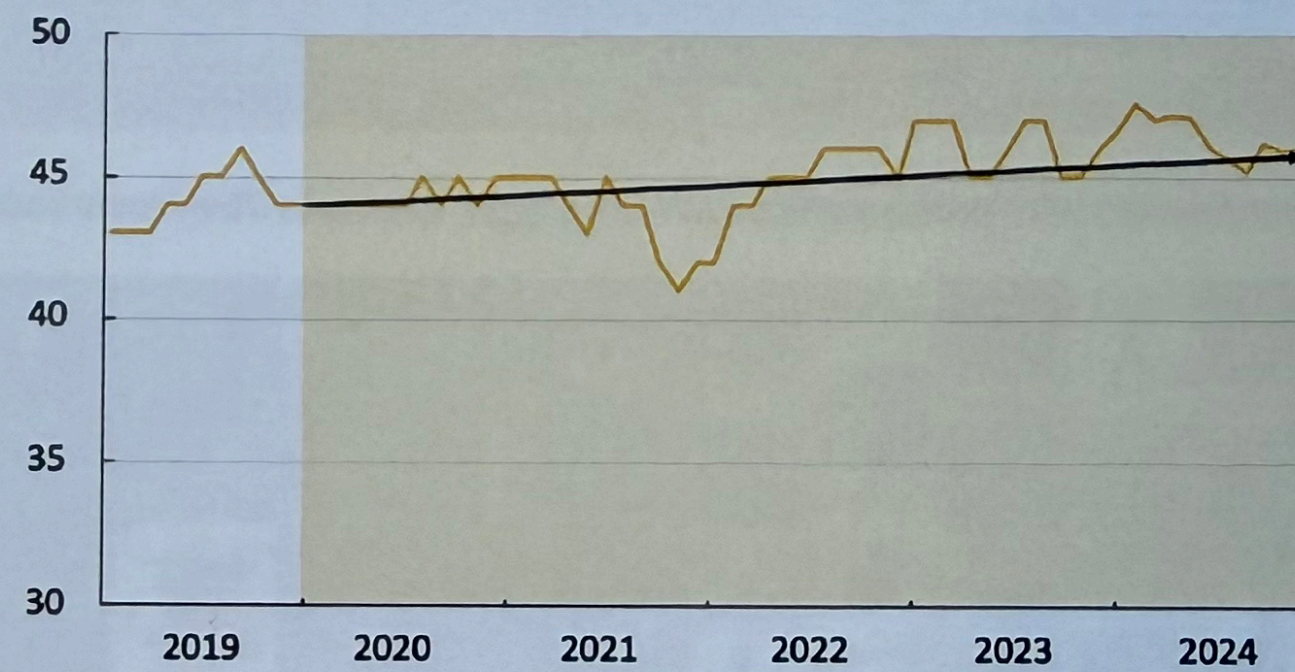
We have to learn to let go.

What are some new rules for this era?

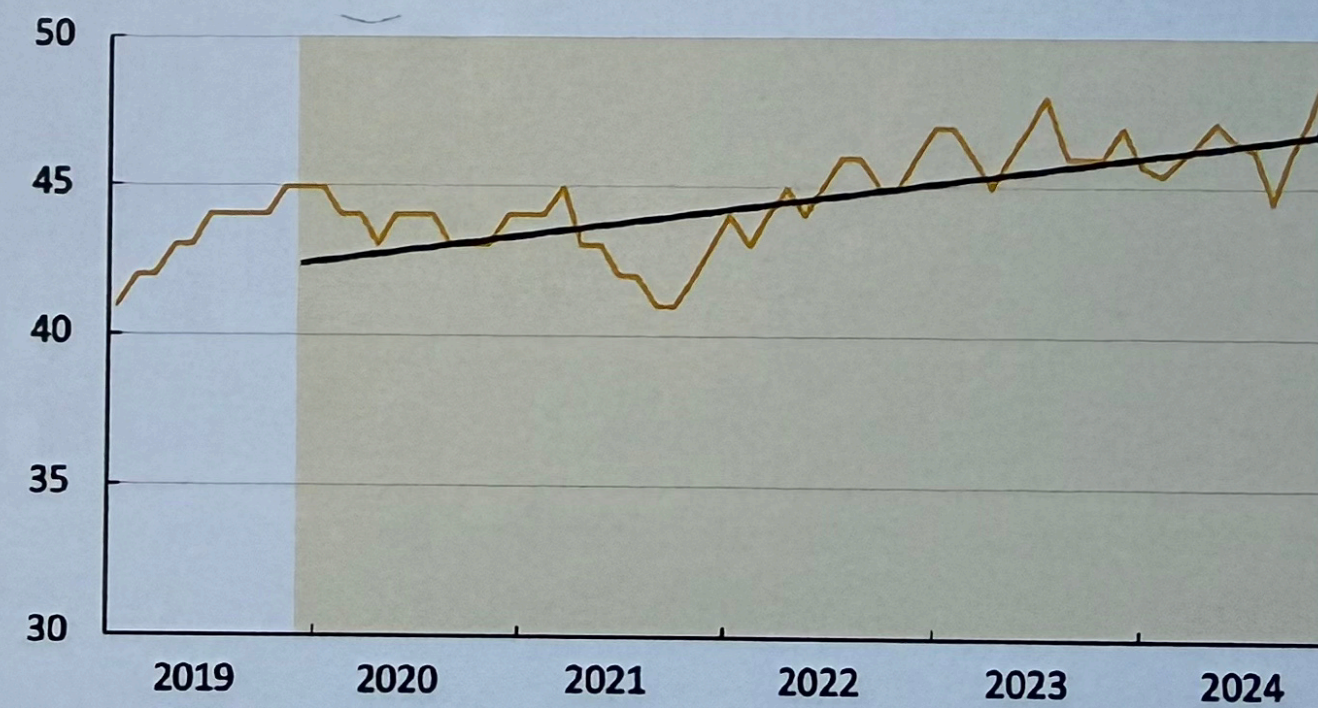


1. Make your brand ideas polysemantic

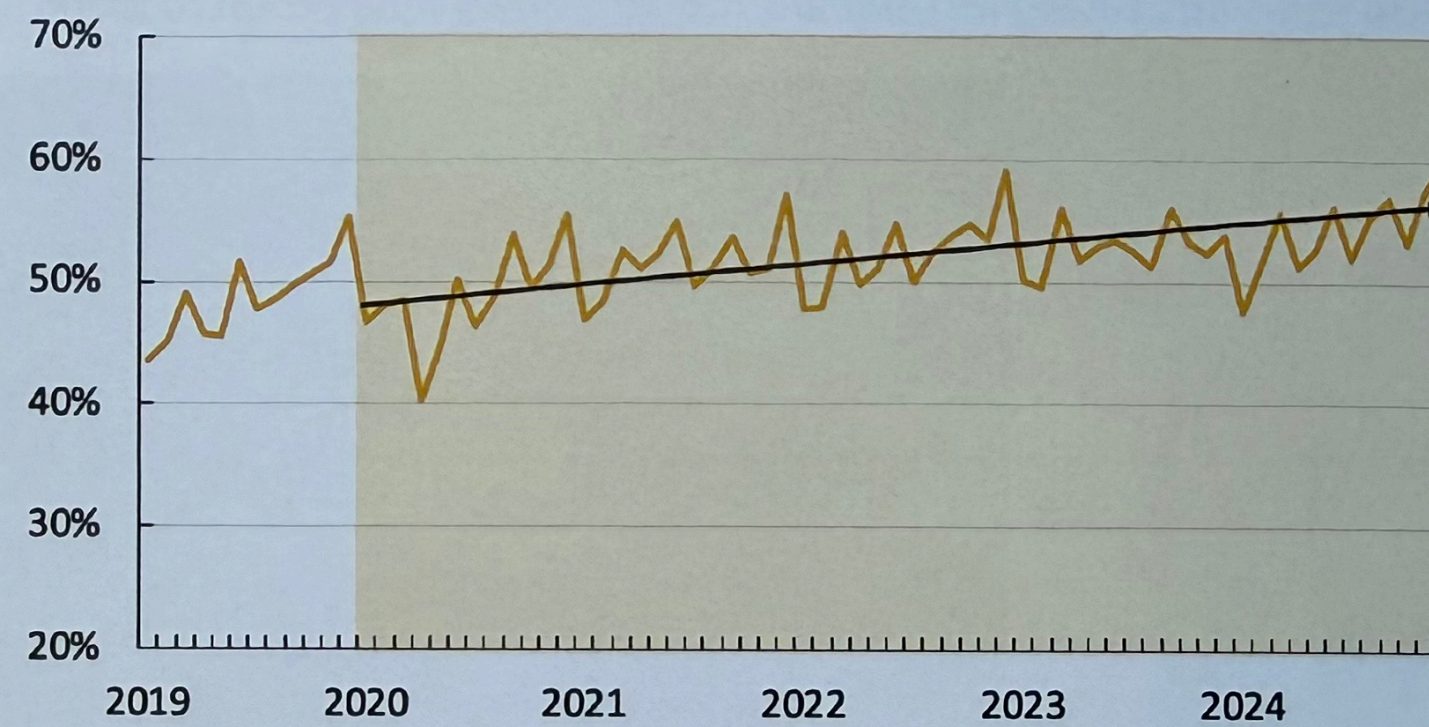




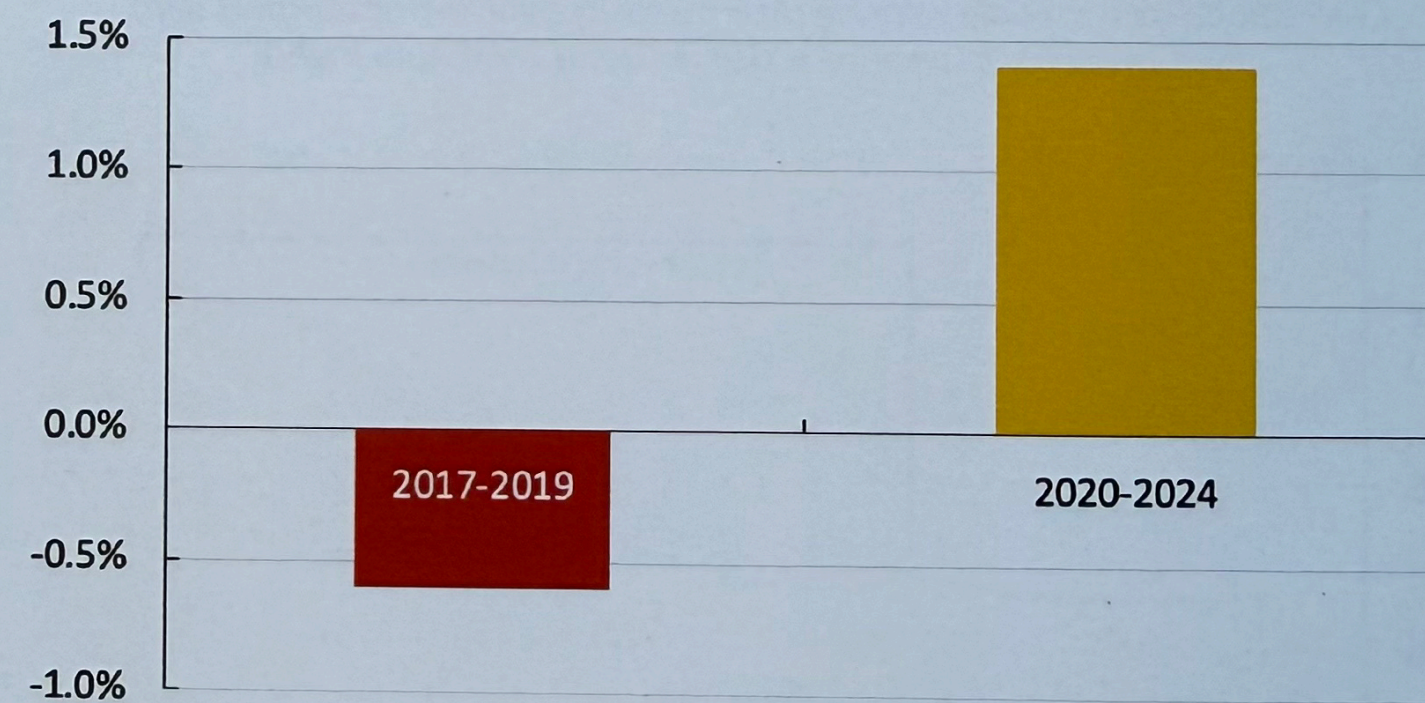
Is a brand I trust. Source: McDonald's Hot Tracker, 2024



Is a brand for someone like me. Source: McDonald's Hot Tracker, 2024



McDonald's Monthly Penetration – 18–24 y/os. Source: Circana, 2024



McDonald's Share of QSR Traffic point change – 18–24 y/os. Source: The NPD/Foodservice, CREST, 2024

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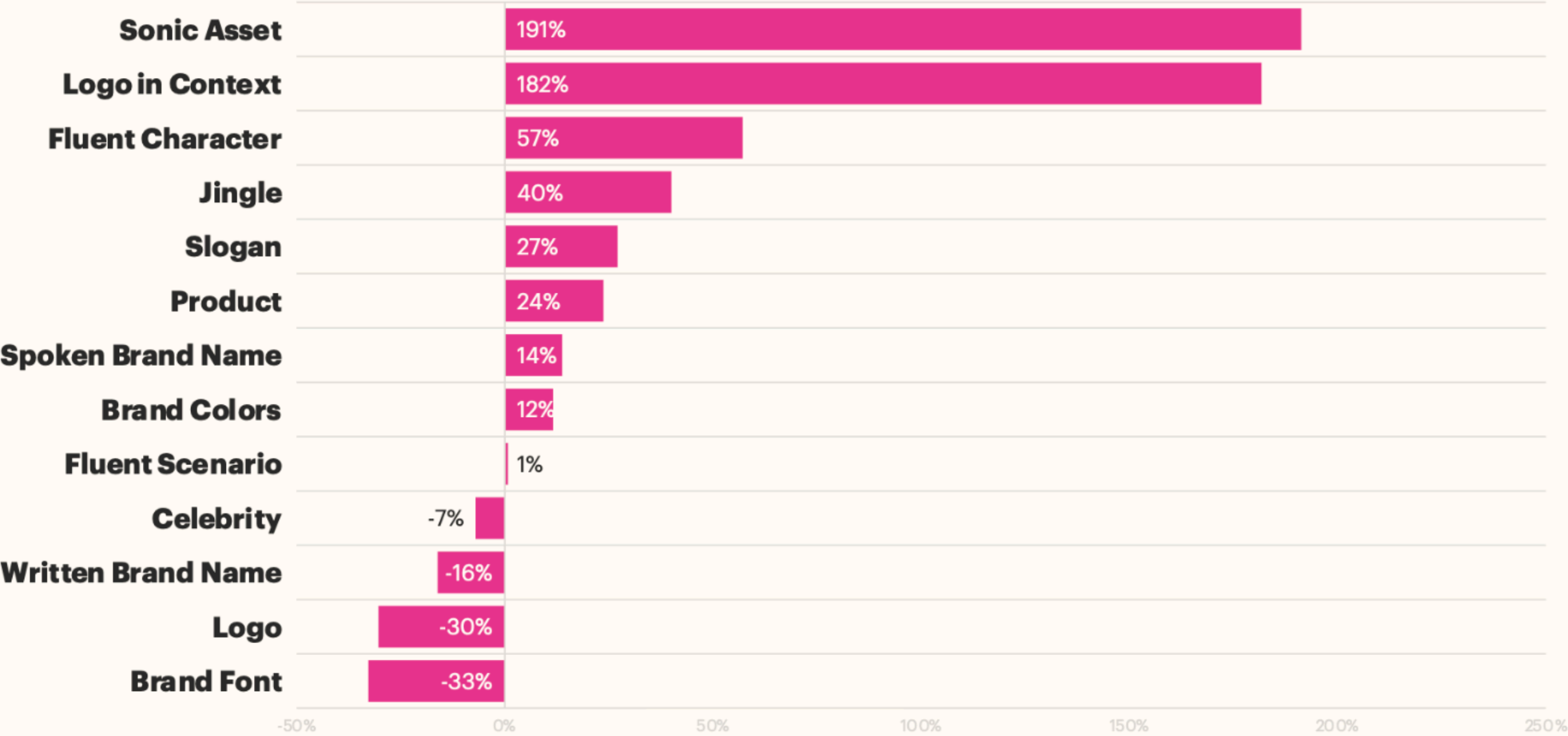
tell

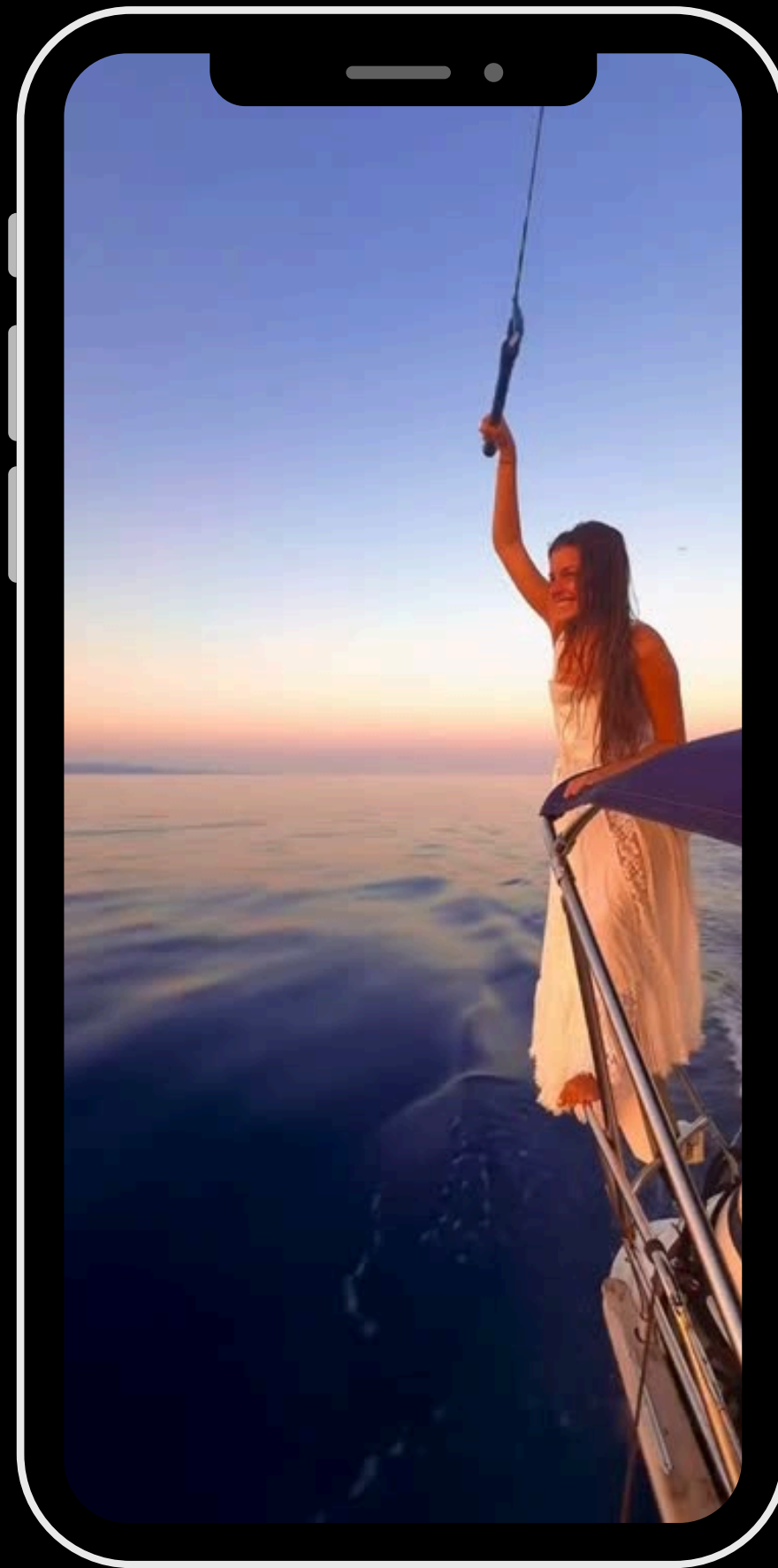
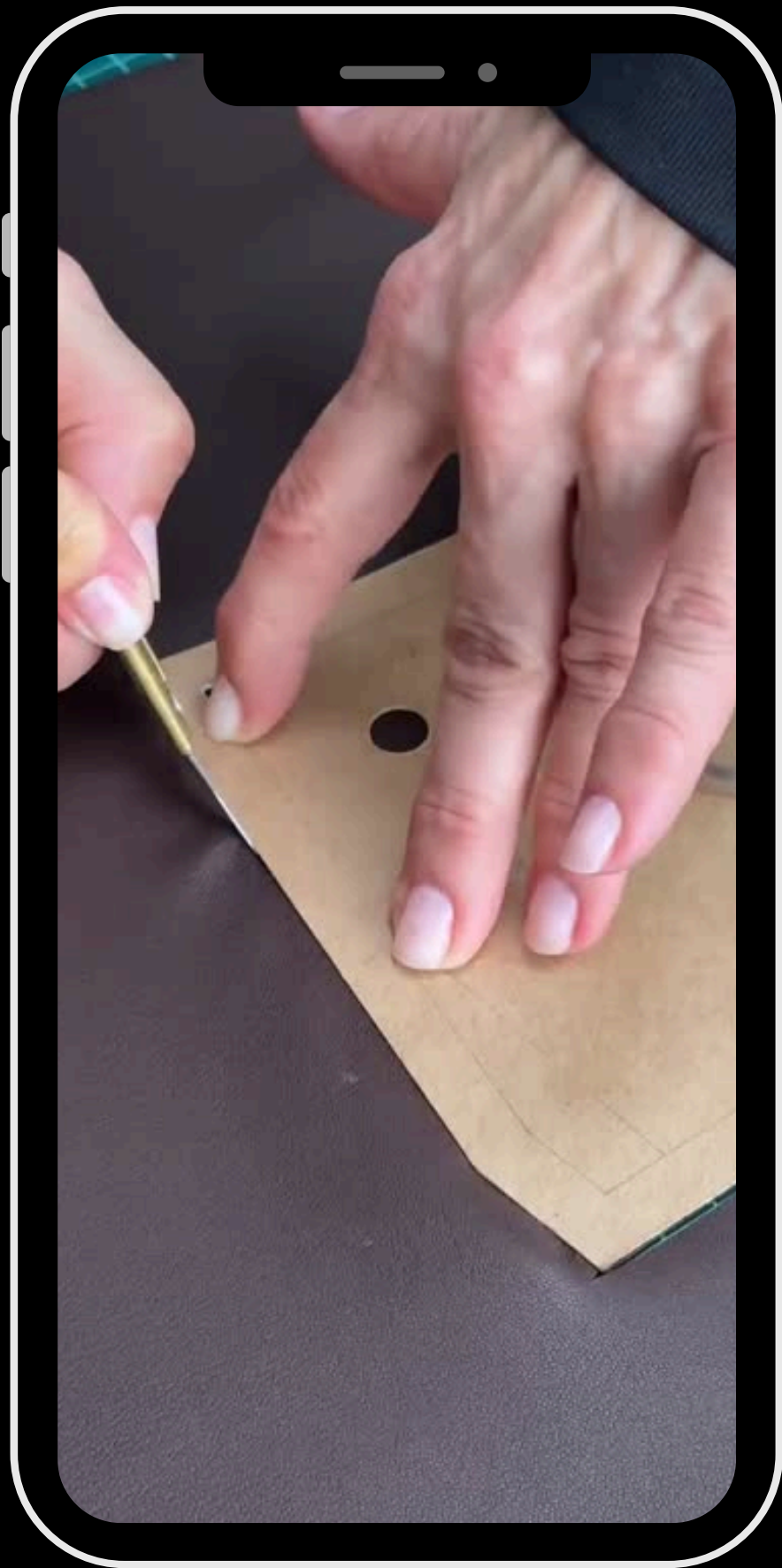
2. Invest in distinctive brand assets that can be deployed in any context

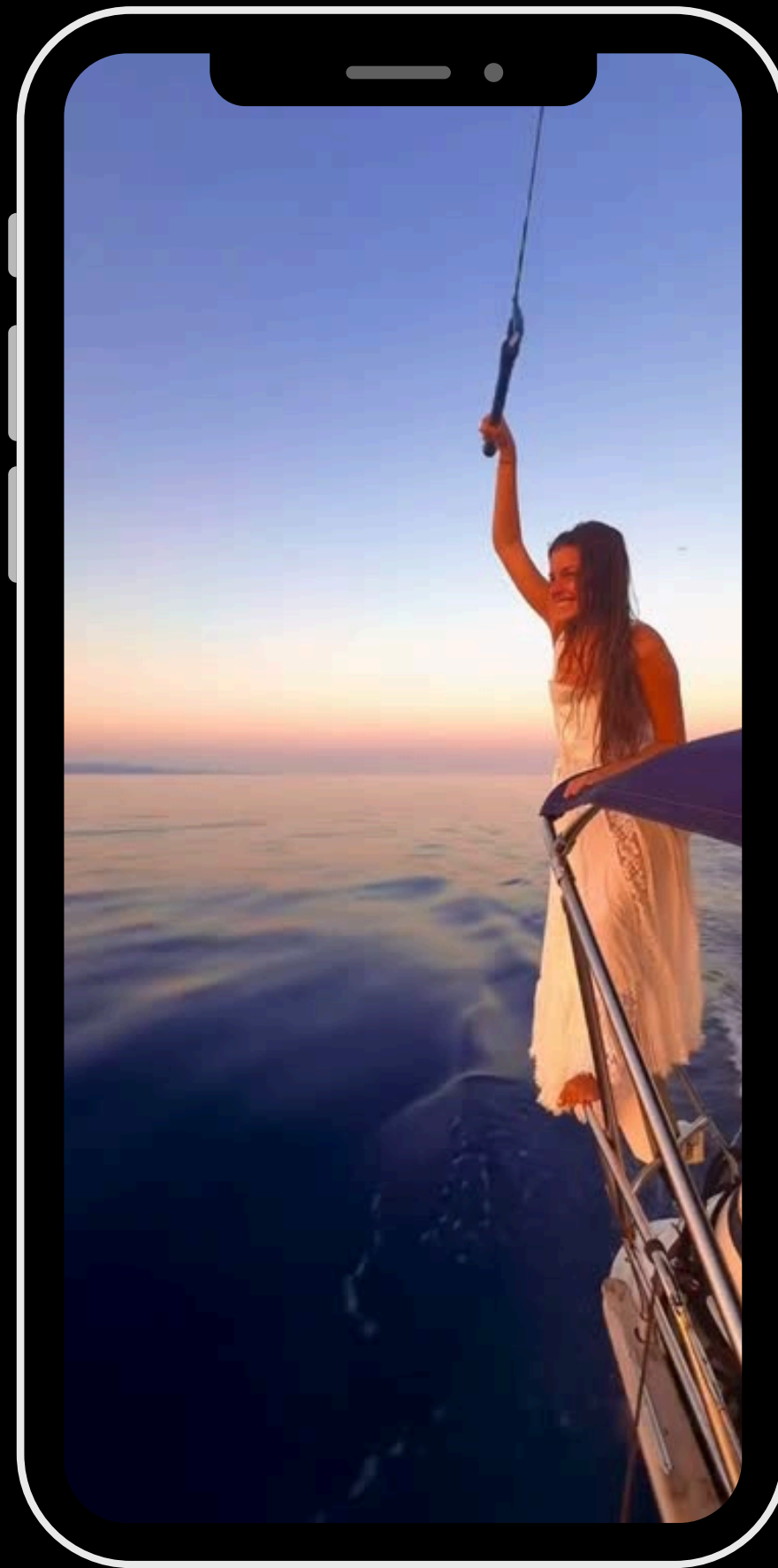
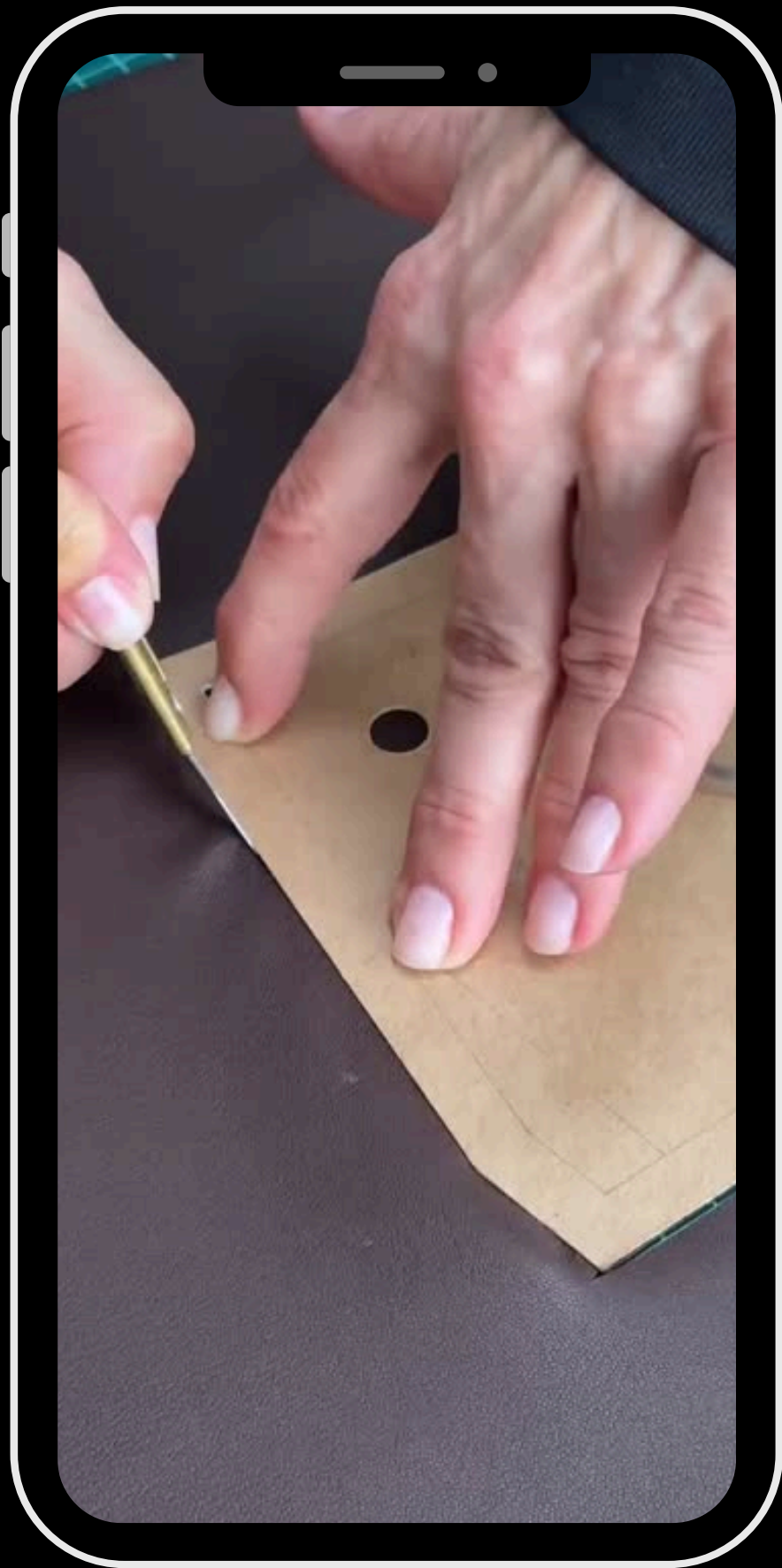
CHANGE IN BRAND AWARENESS LIFT

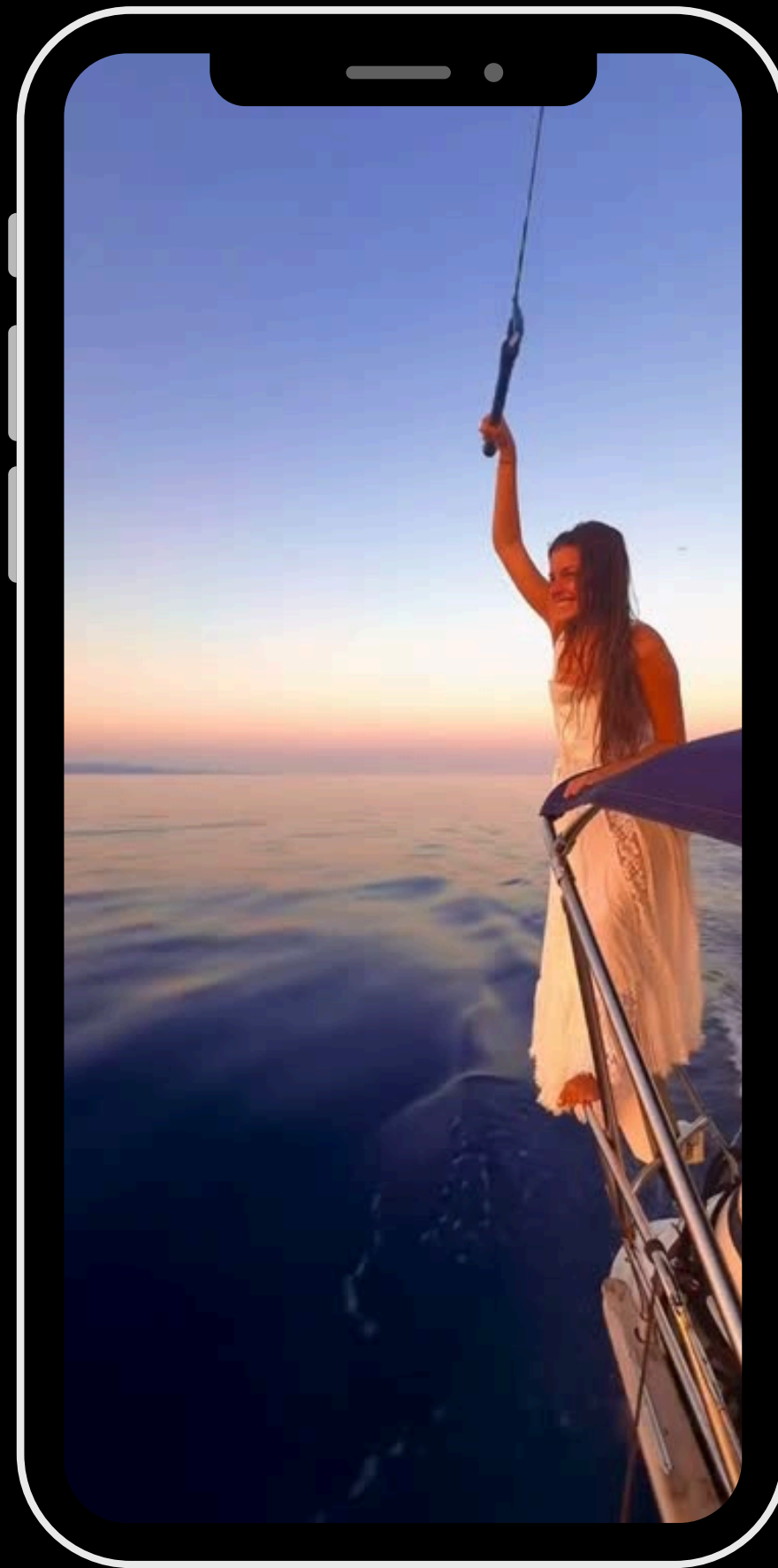
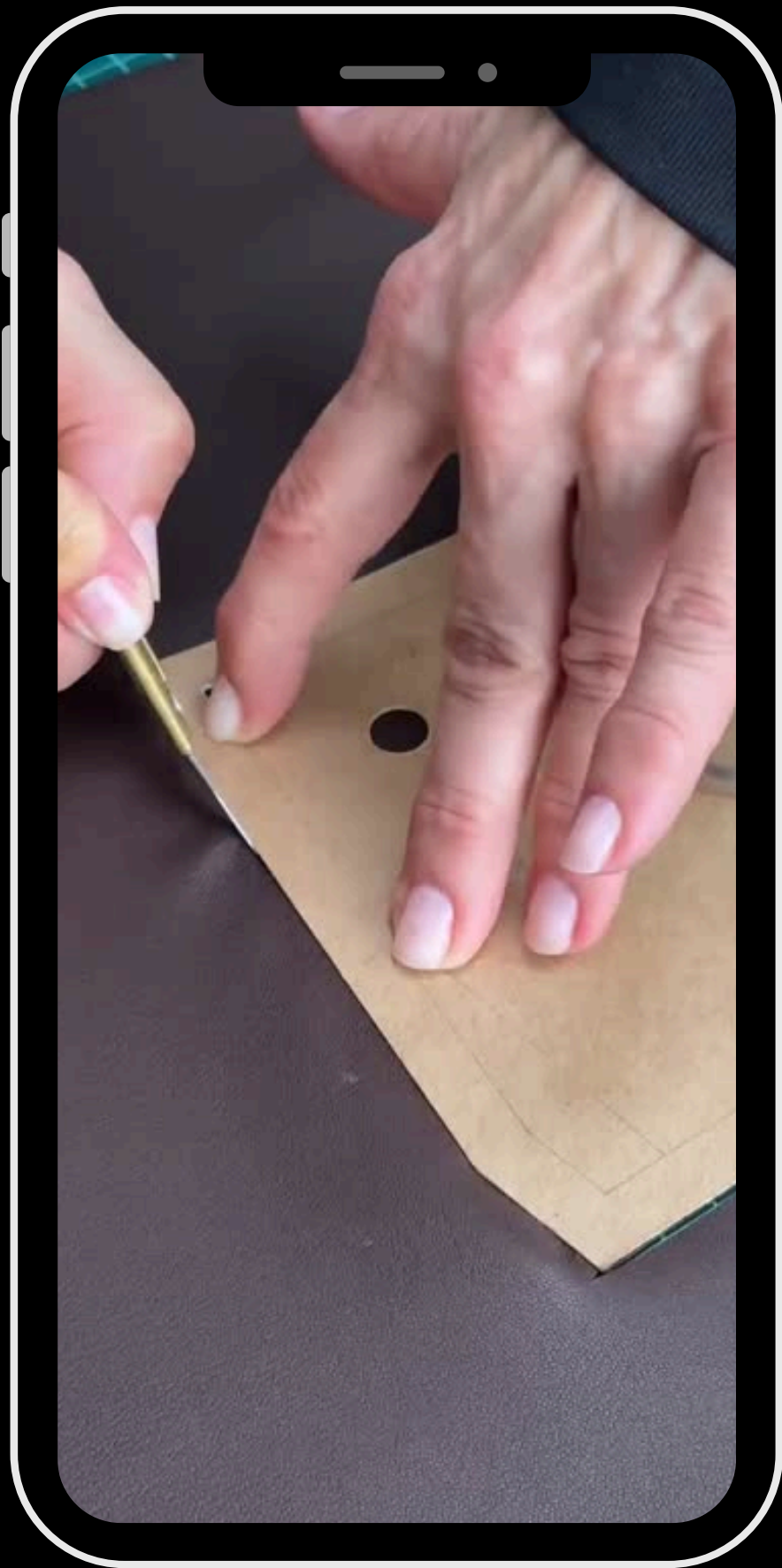
if brand asset present in first 2sec

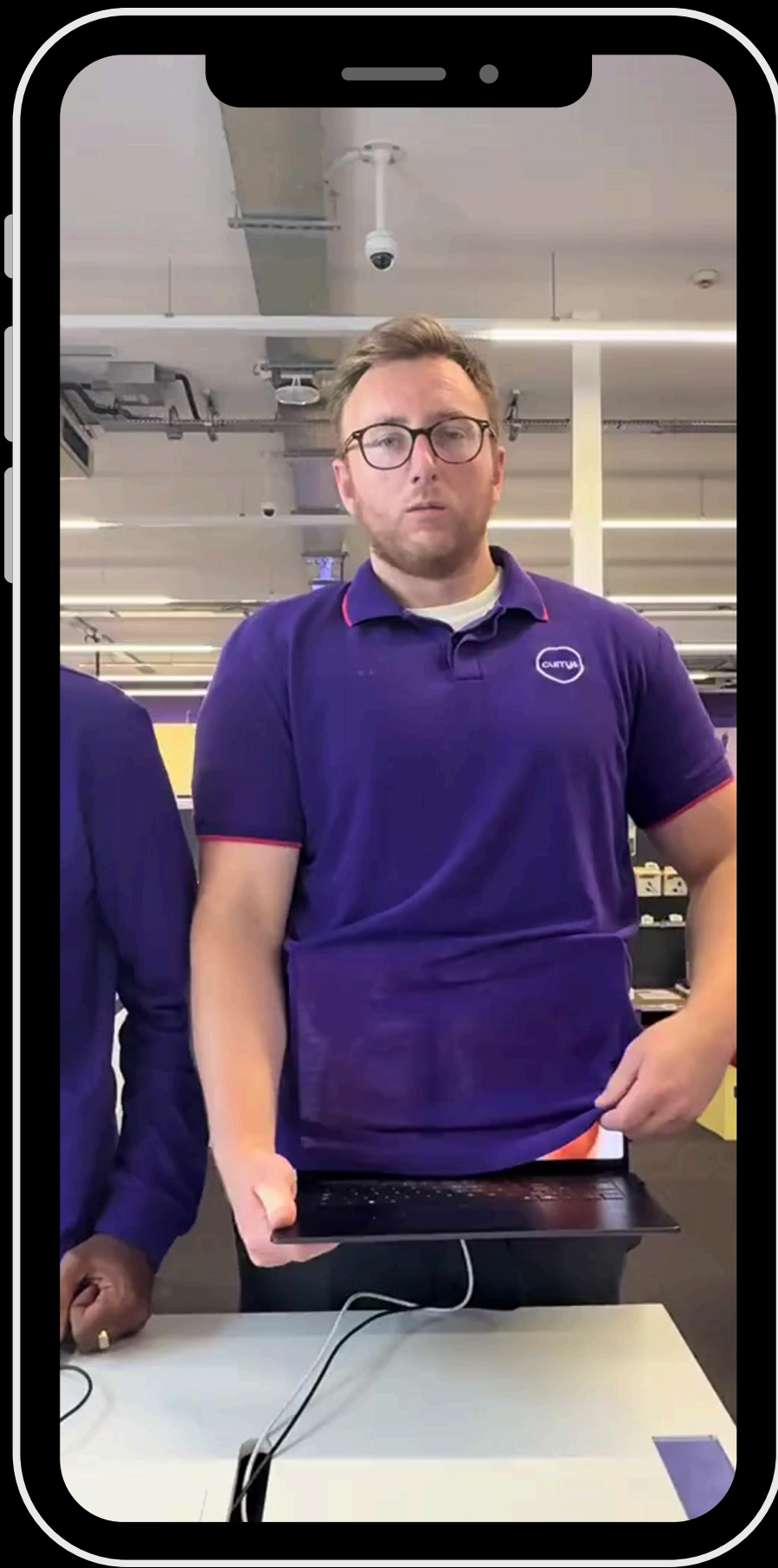
System1







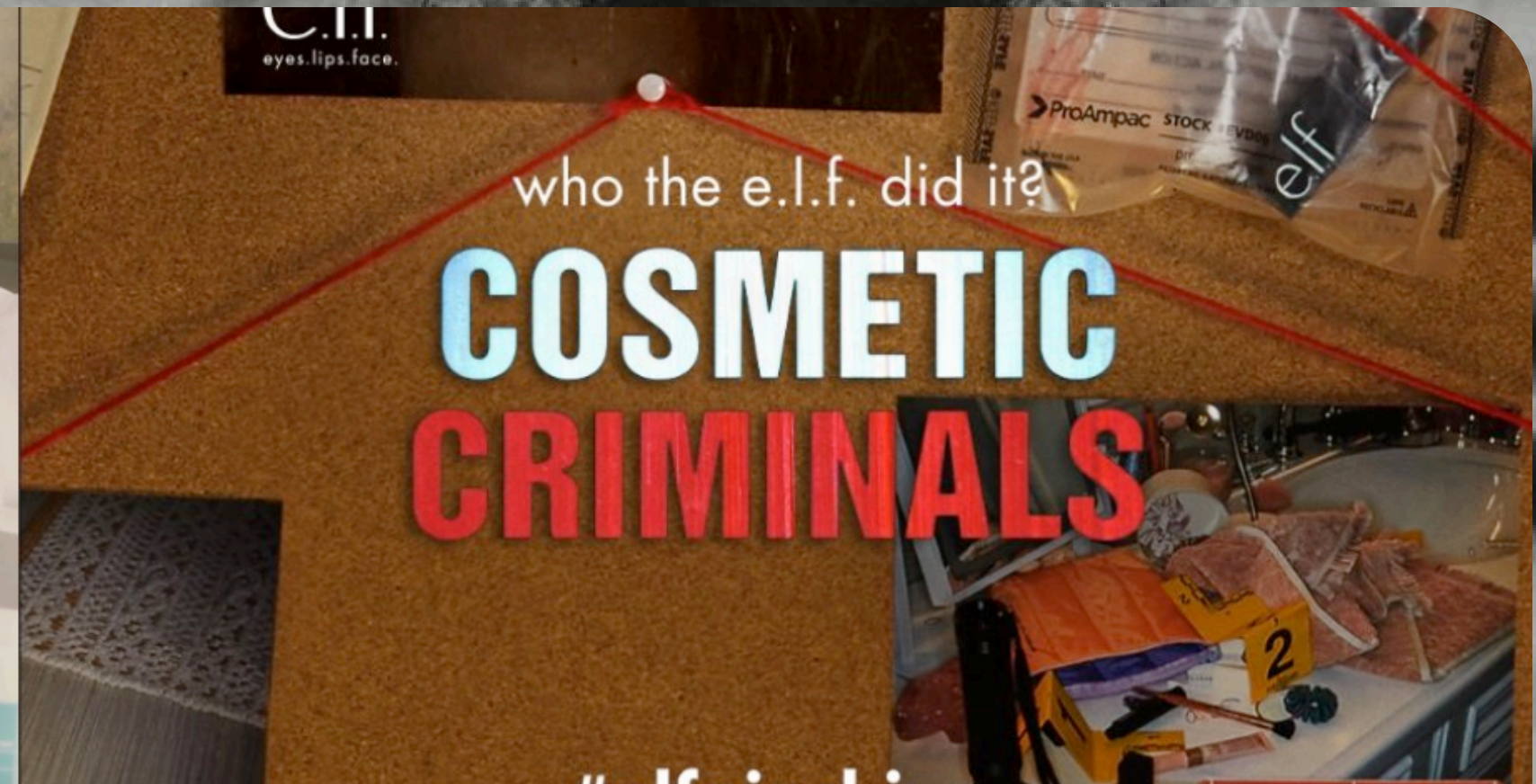








3. Structure for creative velocity



L'Oréal

90%

e.l.f

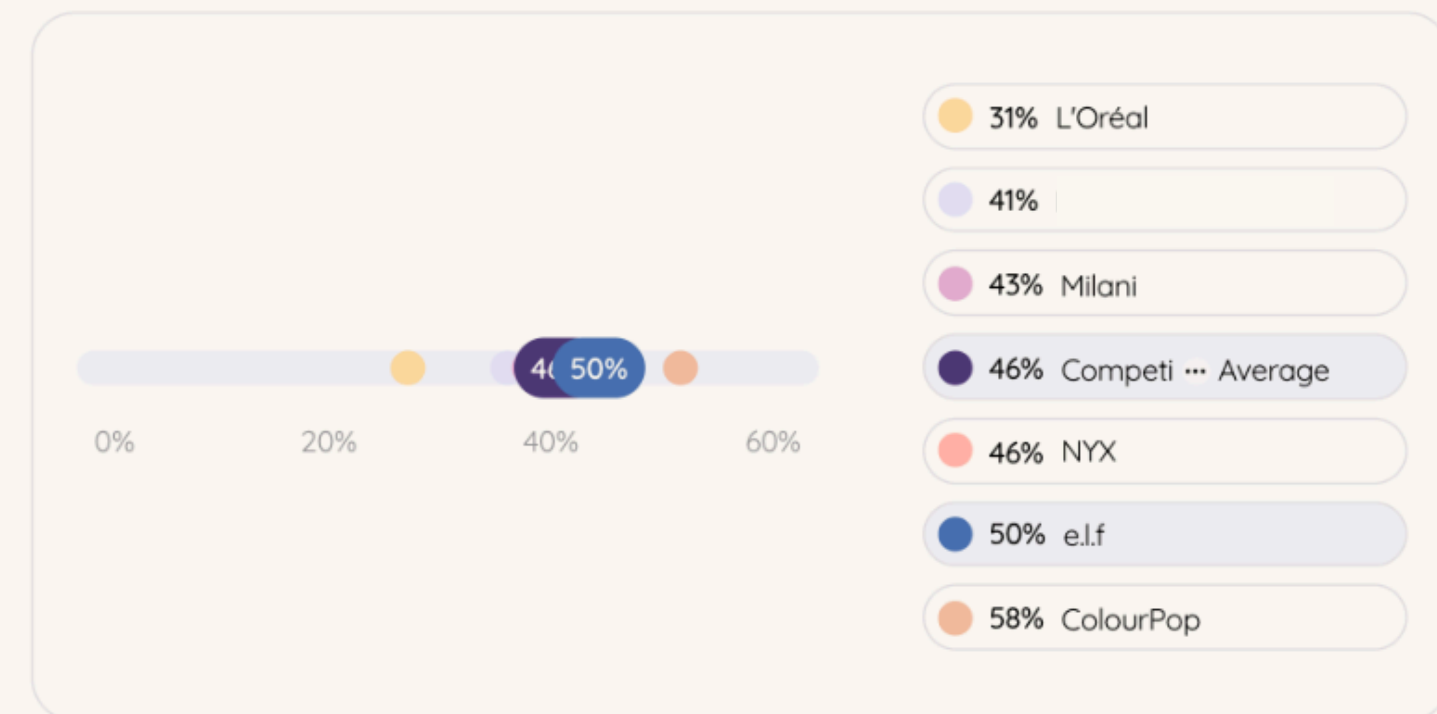
82%

Competitor Average

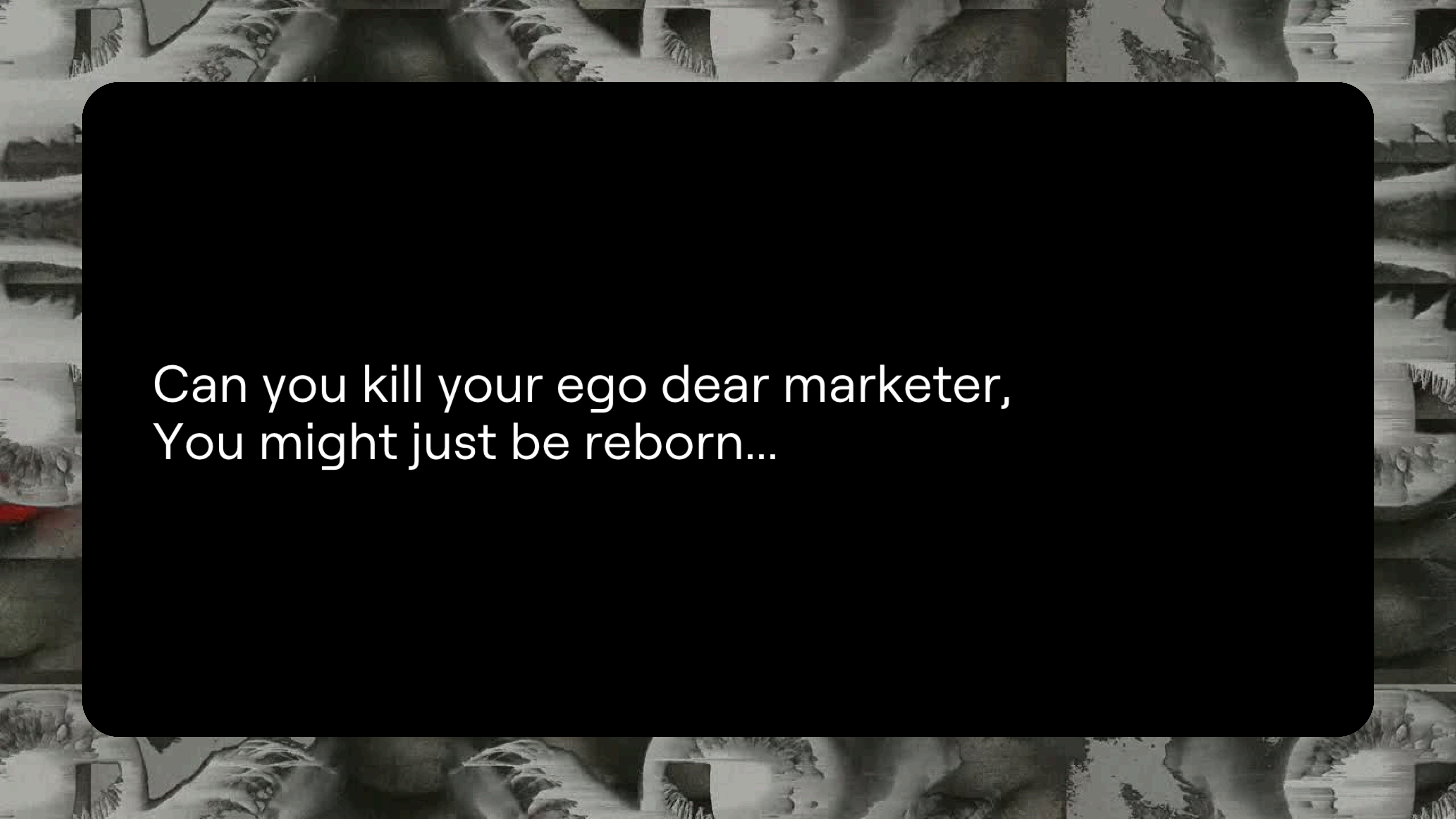
58%

THOSE WHO ARE AWARE OF THE BRAND WHEN AIDED BELIEVE IT...

Is an on-trend brand



Feb 2025 — Apr 2025 | All demographics | Makeup & Cosmetics | United States



Can you kill your ego dear marketer,
You might just be reborn...



ACT II: Rebirth

From death comes growth



Lauren Cain
Head of Brand

**the
breakout
hack.®**
previously known as tbh.



Cassandra Do Carmo
Brand Director

lyka



Gen Z boss and a mini

***the
breakout
hack.[®]***

previously known as tbh.



POV you find out why
your friend eats their
dog's food 🤔

did you just lick dog food
off your spoon?

lyka



Lauren Cain
Head of Brand

***the
breakout
hack.***
previously known as tbh.

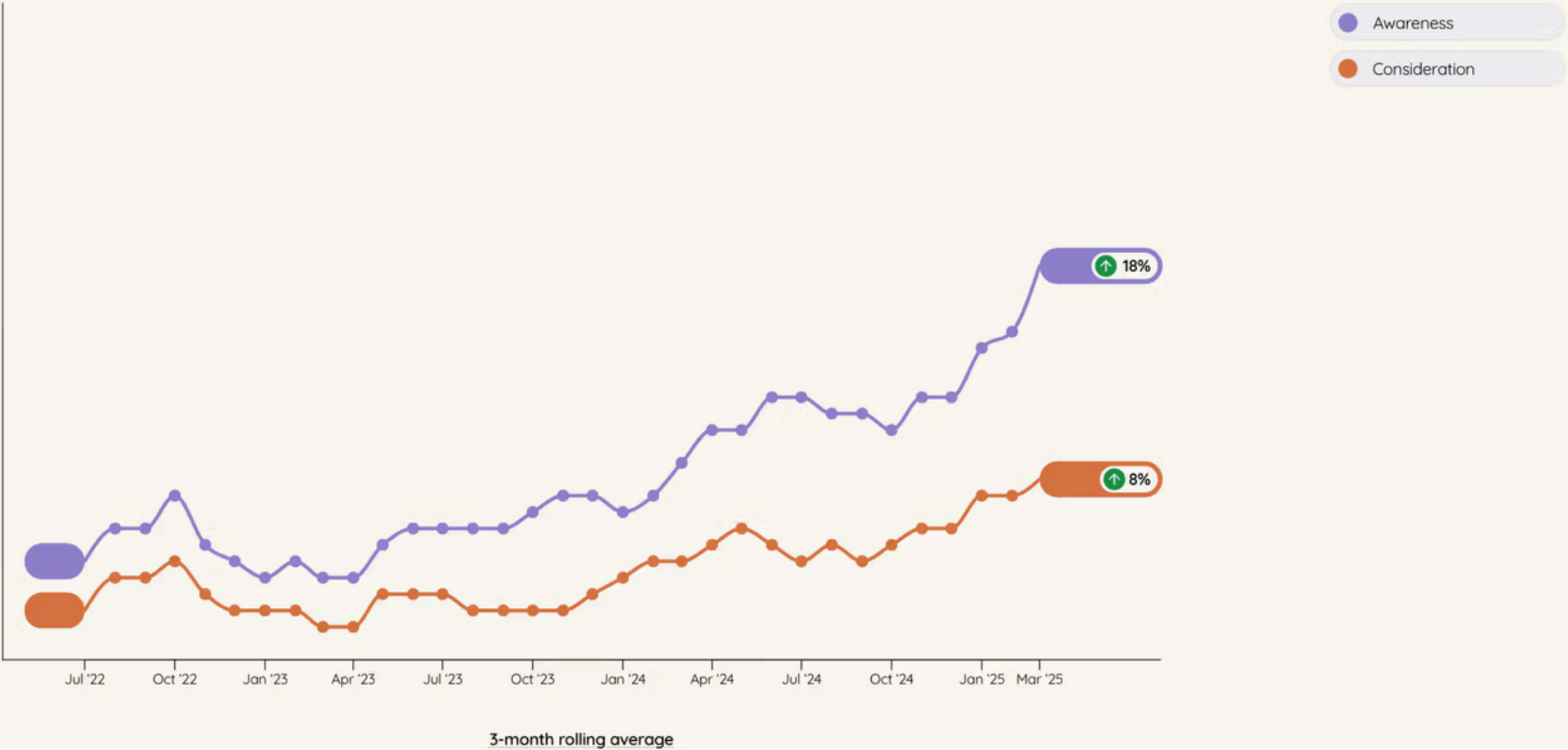


Cassandra Do Carmo
Brand Director

lyka

Lyka: Funnel over time

Filtered by: Jul 2022 — Mar 2025 | All demographics | Dog Food | Australia



lyka



ACT III: Awakening

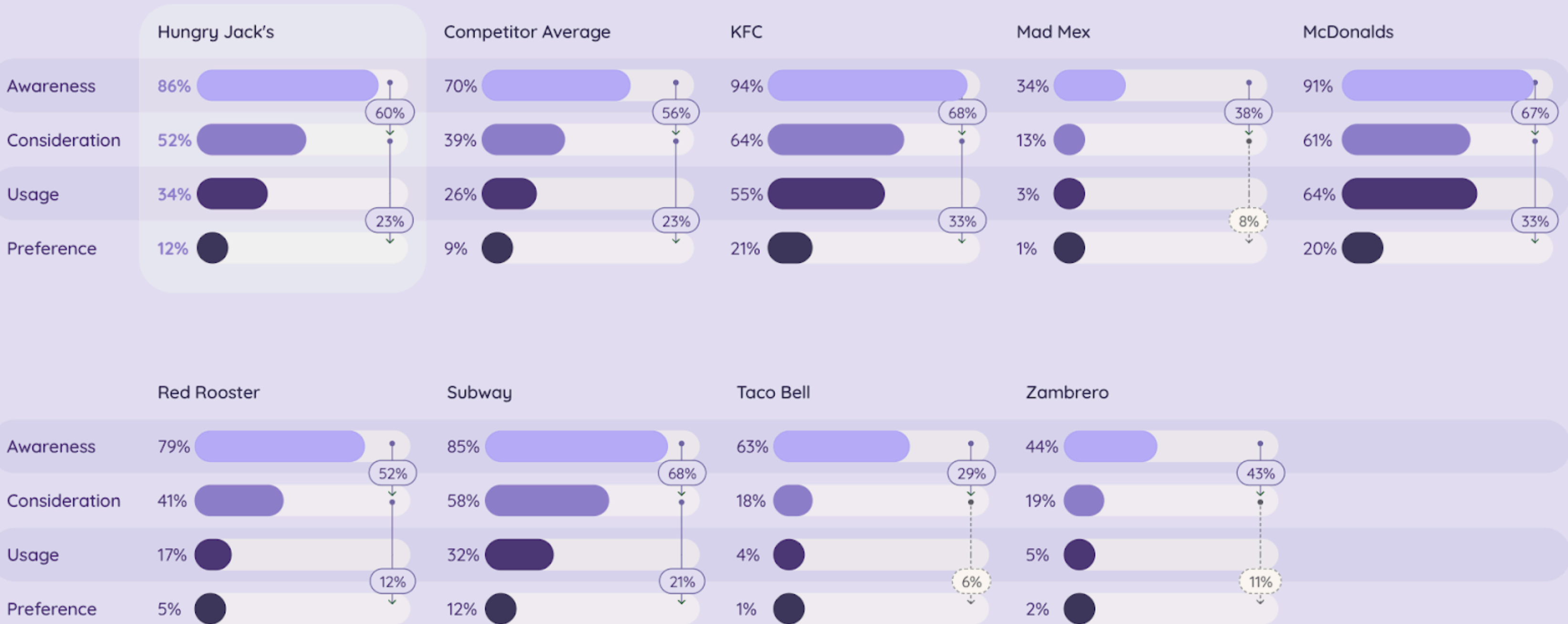
Brands reborn



MYER

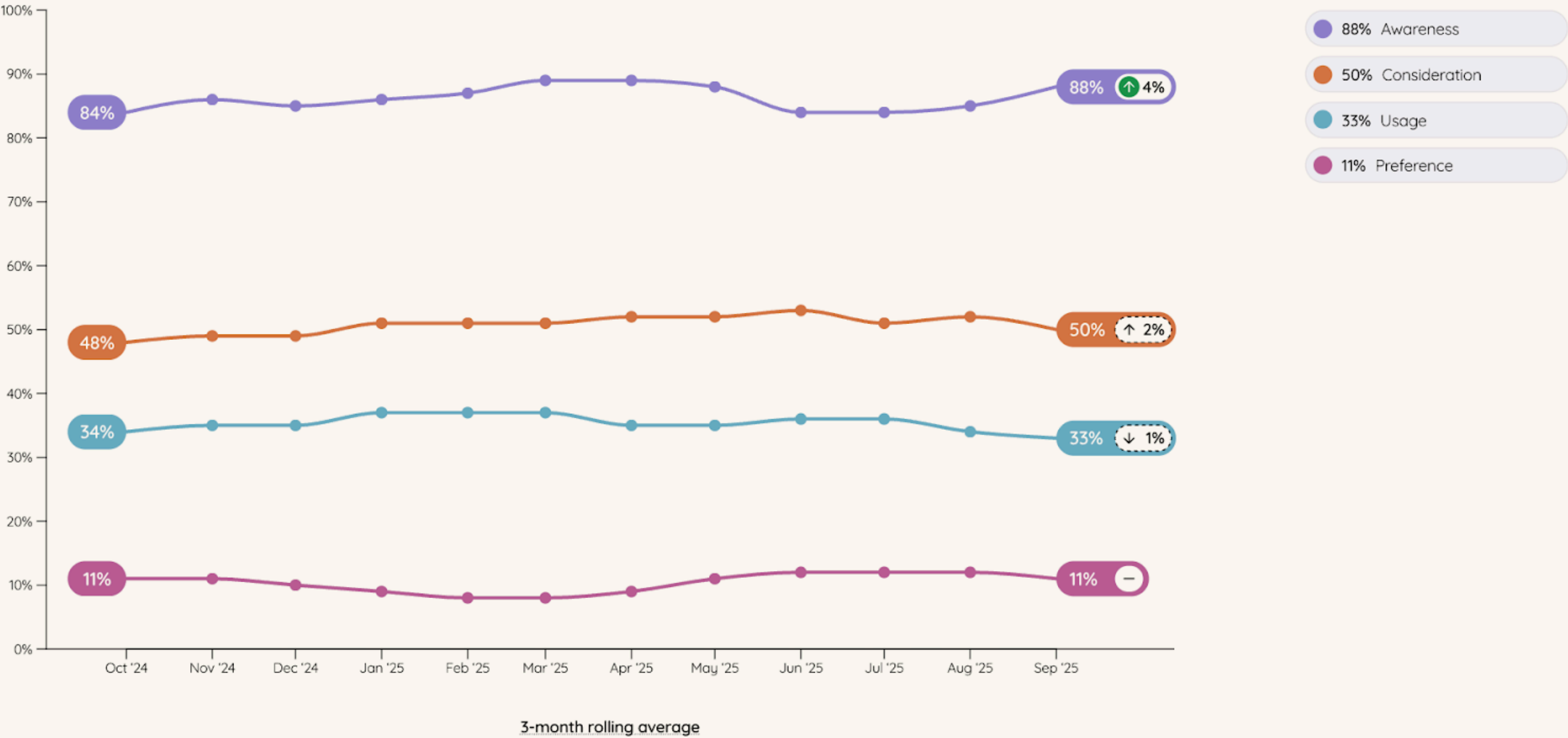
Hungry Jack's vs Competitor Brands

Filtered by: Apr 2025 — Sep 2025 | All demographics | Fast Food | Australia



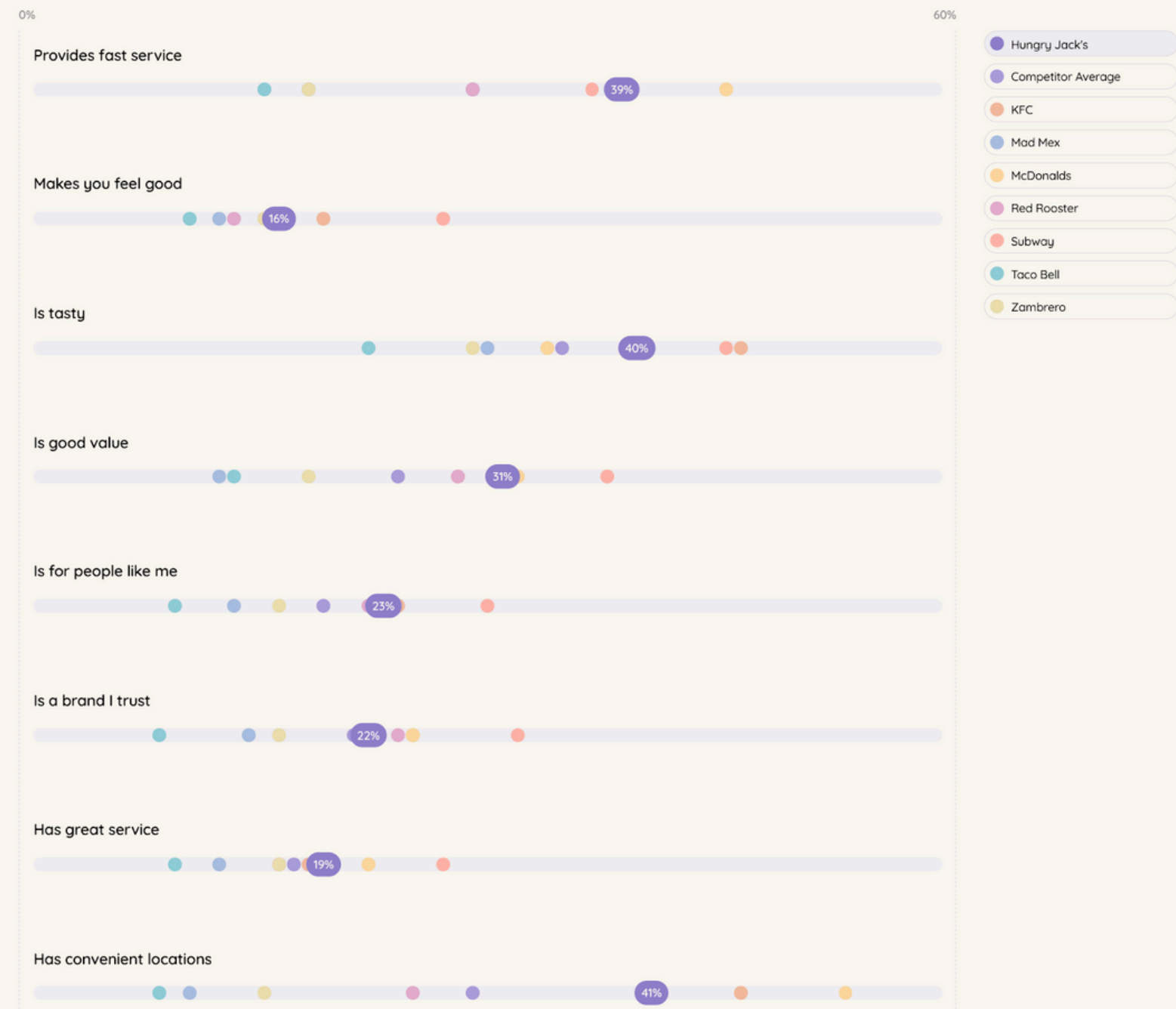
Hungry Jack's: Funnel over time

Filtered by: Oct 2024 — Sep 2025 | All demographics | Fast Food | Australia

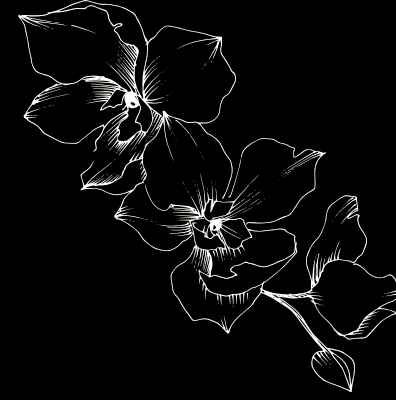


Those who are aware of the brand when prompted believe it...

Filtered by: Apr 2025 — Sep 2025 | All demographics | Fast Food | Australia



- 1. What Ego is this brand clinging to?**
- 2. What rebirth strategy could unlock it's next chapter?**



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Marketer Ego

