



Brand Marketing *Today*

(this will likely be outdated tomorrow)




**Brands needs to stand for someone,
not some *thing*.**

If you stand for anything at all.

Wild
Behavior,[™] I know.



COMMUNITY

A group of people from the TV show 'Community' are shown from the chest up, looking over a large blue banner that spans across the middle of the image. The banner has the word 'Matters' written in a large, white, sans-serif font. The background behind the people is a solid yellow color.

Matters

*Not that community

DTC now =

Direct to Community

Since the start of the pandemic, people have longed for community, and it's thriving today—online and in person. We all long for connection.

In a world where seemingly everyone lives in the extremes – and social media is no longer social – consumers are seeking others with shared interests ... or just more engagement. Hello, [Nospace](#), and the 500,000-person waitlist.

The secret to getting in? Find organic ways to provide value.



r/FoodPorn
Food and Drink
7.3M members



Instant Pot



Pollen



NOSPACE

Looking ahead to 2025, it's estimated that Discord will have 656 million users, marking a 27.62% increase.



**Build an
elastic
brand ...**


**or get to
stretching.**



Collaborations are the key to new customer segments.

Borrowed equity can bring in new customers. Look no further than the Golden Arches (x Crocs, x Krispy Kreme, x McDonald's ...). Relevance is queen.



A person wearing a dark jacket is shown from the chest down, pouring a pinkish-red liquid from a can into a cup. They are also holding a smartphone in their other hand. The background is blurred, suggesting an outdoor setting.

You better know how to work with (and for) Creators ...

A recent Toyota campaign leveraged two influencers for Asian American Day Ones. The work resulted in 96% positive sentiment with the 9.2 million who consumed the content.



**... and real
customers.**

Yeti is one of the best brands leaning into the credibility of actual customers – and their subcultures – and turning community into loyalty.



Authentic connections are critical.

UGC will never go out of style. A powerful piece of customer [content](#) can arguably have a greater impact than any ad.

Real  real.

STIHL®





**Always
remember:
Everyone loves a
story**





LIV GOLF

The downfall of professional golf started with the fracture of the PGA TOUR. All the “villains” are playing on LIV, while all the good guys are still on the PGA TOUR. It’s gotten kind of monotonous if you ask me. There’s a reason why younger golf fans are glued to YouTube.



Behavior™
Wild Behavior™
Wild Behavior™
Wild Behavior™
Wild

~~Institutions~~
Influence

BRAND DEVIANTS.
UNDISCIPLINED.
DISORDERLY.

~~Formulas~~
Feelings

WB™
WildBehavior.com

Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W

Behavior™
Wild Behavior™
Wild Behavior™
Wild Behavior™
Wild

~~Commercial~~
Creative

BRAND DEVIANTS.
UNDISCIPLINED.
DISORDERLY.

~~Corporate~~
Culture

WB™
WildBehavior.com

Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W
Wild Wild W

Take a walk on the wild side.



behavewildwith.me

