

Before

Mastering the Art of Storyism

Don't Build Decks. Tell Stories.

Don't Build Decks. Tell Stories.

Client

Edelman PR

Project

Storyism Presentation

Software

MS PowerPoint

Summary

I was asked to put together a presentation from a simple outline. My idea was to use a storybook/fairytale concept to make it fun and interesting. Presented internally by the company president to motivate and explain the storytelling process.

After



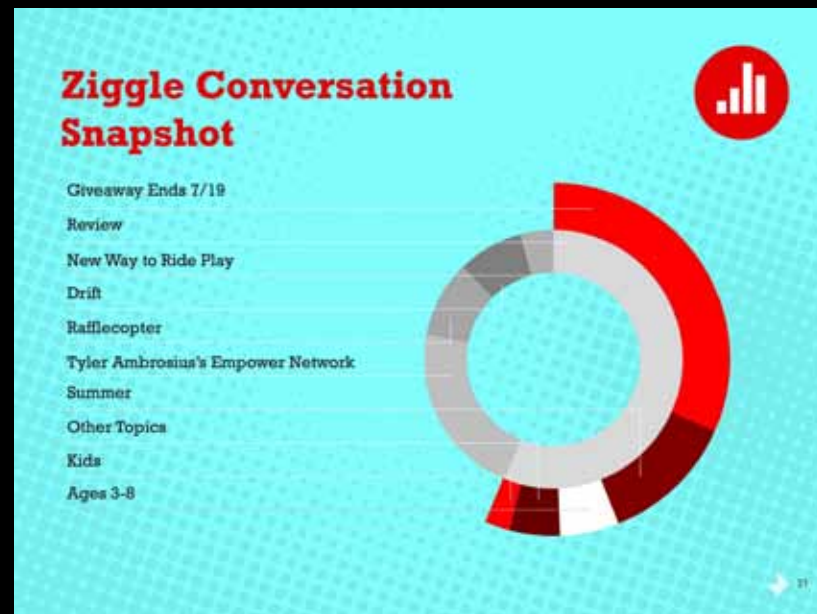


Client
Edelman PR for Radio Flyer

Project
Ziggle Presentation

Software
MS PowerPoint
Adobe Illustrator

Summary
New business pitch to client to promote the message of the product being "essential" rather than "just a toy" and drive sales for a new product.



the
NOW
revolution

NowRevolutionBook.com

#NowRevolutionBook @jaybaer @amercadabra

YOU'RE AT A
budget motel
IN ARIZONA.



hundreds,
MAYBE
thousands

OF PEOPLE
WILL SEE THE REVIEW



coordination.

Real-time business necessitates
that information flow *seamlessly*
throughout organizations.



BUILD A NEW BEDROCK,
A CULTURAL
foundation
that is shared and believed
by all employees.

WE MUST *empower* EMPLOYEES.

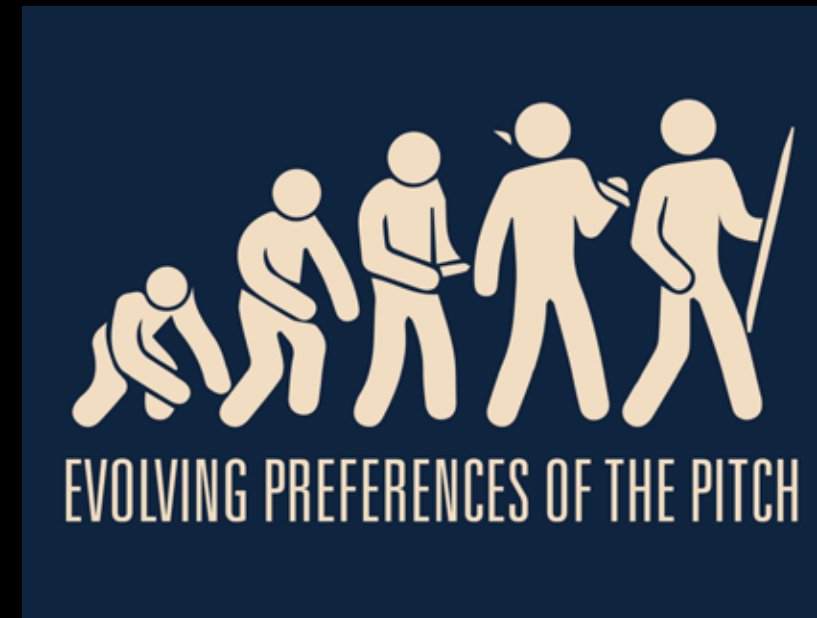


Client
Ethos3

Project
The NOW Revolution
Book Presentation

Software
MS PowerPoint
Adobe Illustrator

Summary
Presentation to promote
book release.



Client
Edelman PR

Project
Media Trends Presentation

Software
MS PowerPoint
Adobe Illustrator

Summary
Motivational and informative
presentation for internal
media staff.



Objective
TO IMPROVE BRAND VALUE AND
DRIVE PROFITABLE BUSINESS GROWTH



Client
Shapiro + Raj



Bristol-Myers Squibb

Client Since 2005
Increased share of second-generation oncology brand by 40% in year one of launch

- Guided Deliberations
- Directed Observation and Exchange
- Emotional Insights
- Sales Simulations
- Competitive Differentiation
- Messaging and Communications Strategy

The image shows a close-up of several red and white capsules.

A DISCIPLINED AND RIGOROUS PROCESS TO GET TO INSIGHTS AND IDEAS

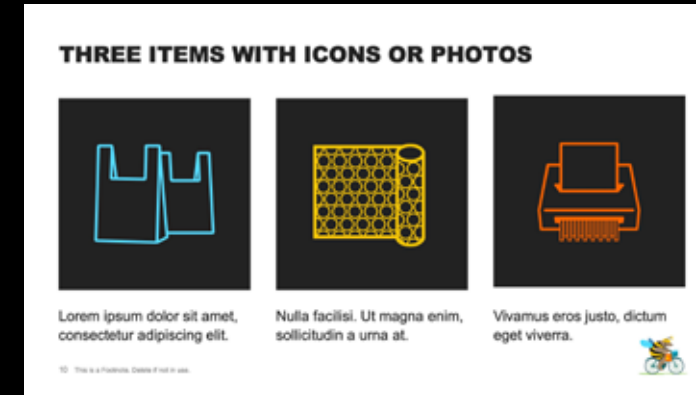
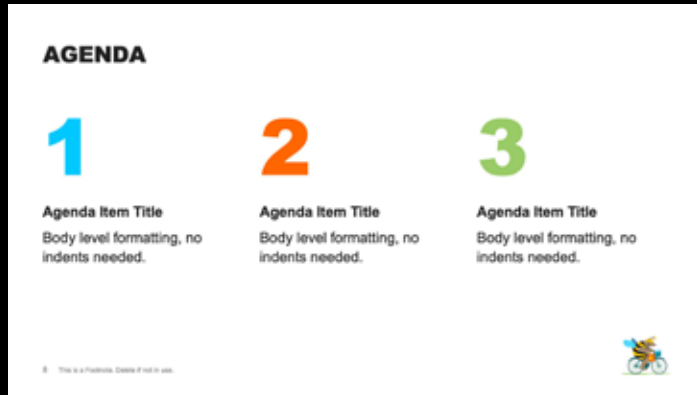
What is the problem?	What do we know so far?	What approach should we take?	What did we learn? How actionable?	What can we learn that is distinct & different?	What can we do to drive growth?	What did we learn through the process?
UNDERSTAND	ASSESS	DESIGN	ABSORB	IMAGINE	INSPIRE	LEARN
Client briefs, workshops, KPI interviews, etc.	Existing research, data, secondary & syndicated, etc.	Research and analytic tools and techniques	Observations, facts, ideas and decisions	Brand Resonance™	Inspired ideas	Optimization plan

Project
Capabilities Template

Software
MS PowerPoint

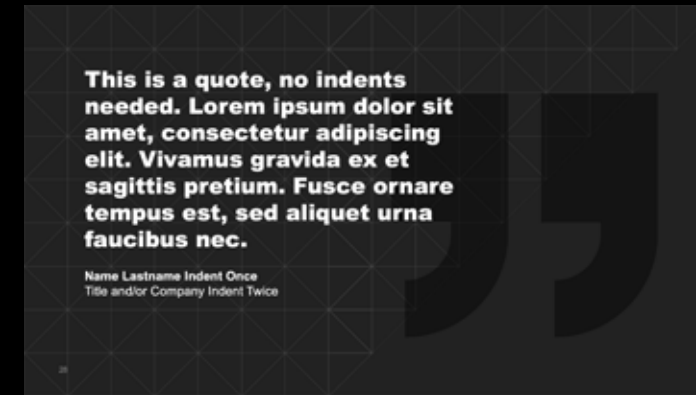
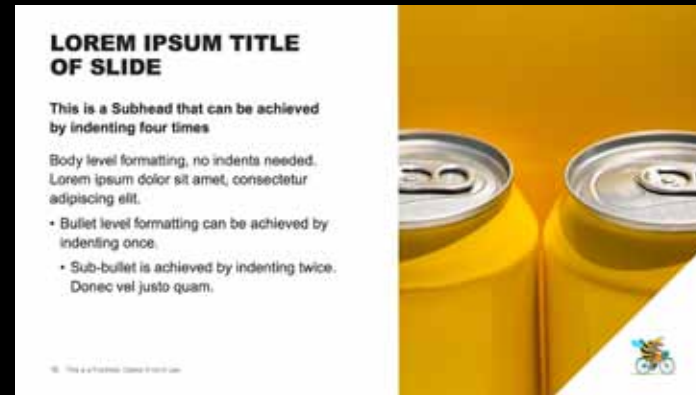


Summary
A general presentation template to be used by staff to promote the business and new products.



LOREM IPSUM TITLE OF SLIDE

Category	Title	Title	Title	Title
Category Name	000	000	000	000
Category Name	000	000	000	000
Category Name	000	000	000	000
Category Name	000	000	000	000
Category Name	000	000	000	000
Category Name	000	000	000	000
Category Name	000	000	000	000
Total	000	000	000	000



Client
Sustainable Crested Butte

Project
Presentation Template

Software
MS PowerPoint
Adobe Illustrator

Summary
A general presentation template to be used by staff to promote the organization and recycling events.

PRESENTATION TITLE HERE

INSERT A SUBTITLE HERE LOREM IPSUM



AGENDA

01

LOREM IPSUM DOLORES

02

DOLORES CONSECTUER DISCIPLING

03

LOREM IPSUM DOLORES



DIVIDER TITLE HERE

INSERT A SUBTITLE HERE LOREM IPSUM



SLIDE TITLE HERE LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing elit. Quisque eu sem tortor. Phasellus vulputate tortor sed lobortis vehicula. Morbi id massa lobortis neque varius rhoncus. Nunc pretium ante quis justo sagittis accumsan.

- Phasellus maximus, leo in semper suscipit, est risus consectetur dolor, nec venenatis quam nibh in libero.
- Mauris vulputate dolor vulputate nulla ullamcorper, a porta nibh tristique.

Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec vitae varius ante. Maecenas mollis felis sit amet velit vestibulum, at egestas ante sagittis.



Client

RRS for Glass Recycling Coalition

Project

Presentation Template

Software

MS PowerPoint

Summary

A general presentation template to be used by staff to promote the organization and events.