

# **THRIVING IN THE EXPRESSION ECONOMY**

@rontite • Canadian Olympic Committee • April 15, 2016













**2005: Death of Pope John Paul II**





**2013: Appointment of Pope Francis**



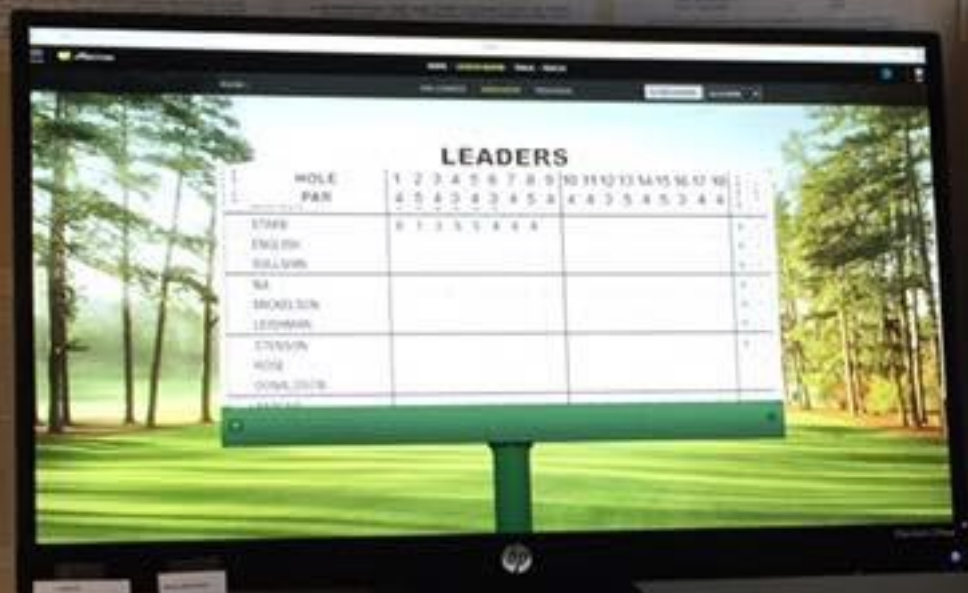












# **THE EXPRESSION ECONOMY**

PEOPLE USED TO VOTE  
WITH THEIR WALLET

**NOW THEY VOTE  
WITH THEIR TIME**

**GENERATE REVENUE**  
**LEADERSHIP**  
**SYSTEM ALIGNMENT**  
**CREATING COMMON TOOLS**



**This  
Door Is  
Alarmed.**

WHAT?  
STARTLED  
IT?



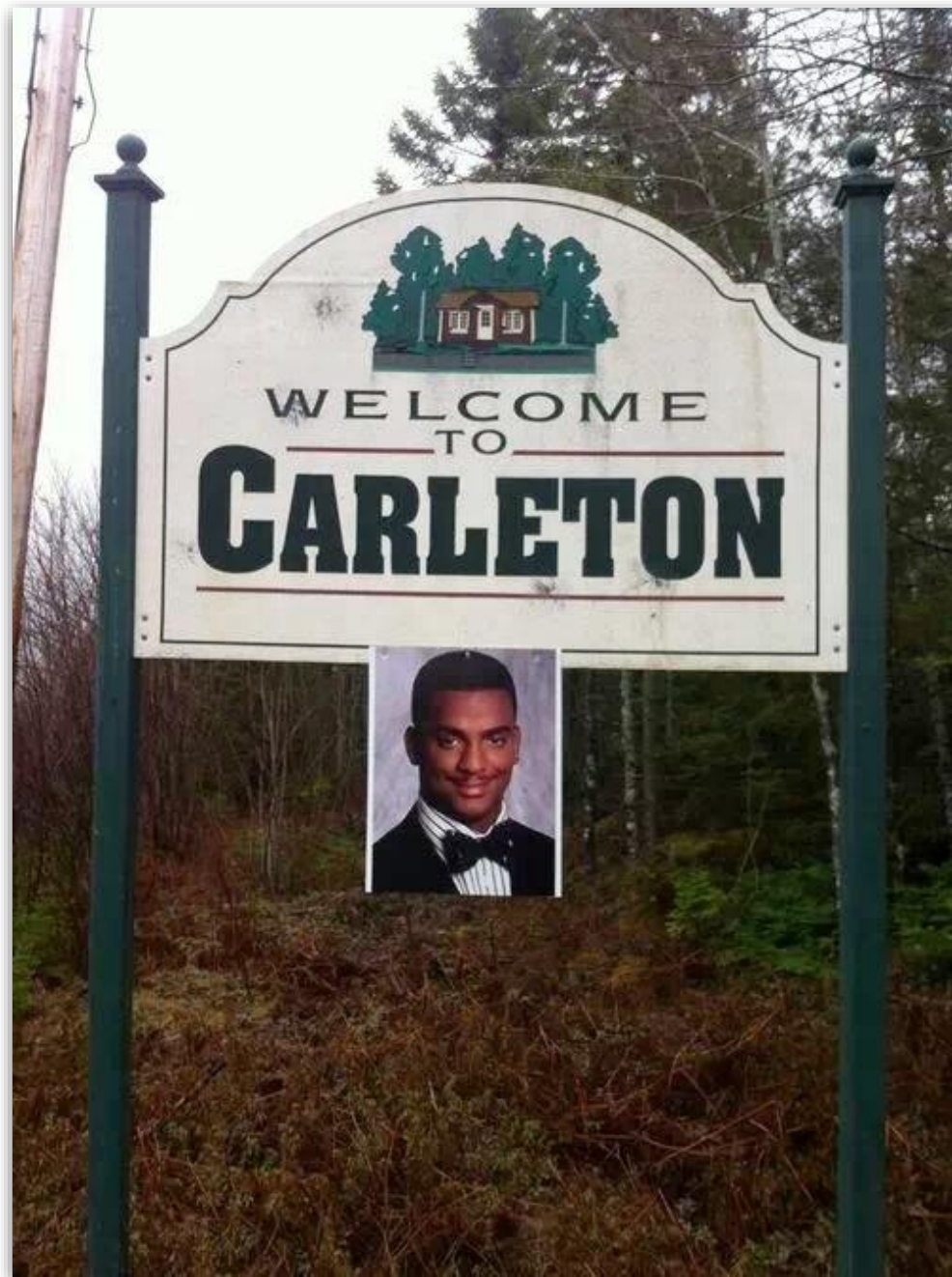
This year thousands of men  
will die from stubbornness.

NO WE WON'T

Learn the preventive medical tests you need. [ahrq.gov](http://ahrq.gov)

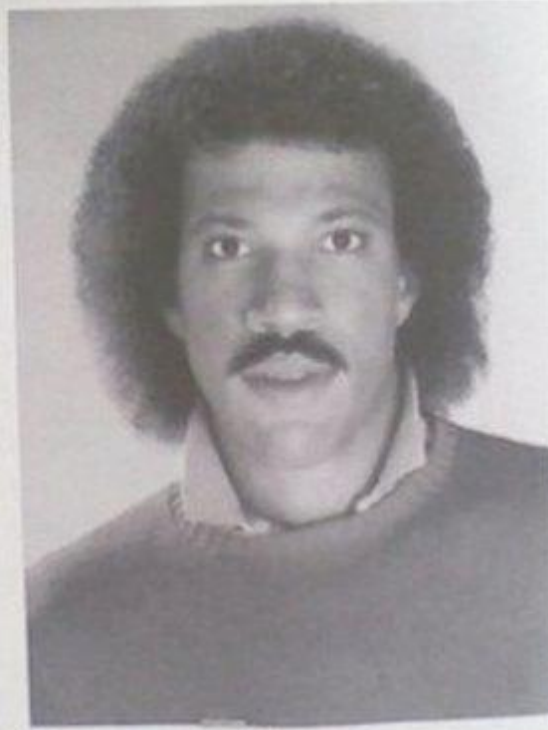


LAMAR 15201





# Hello?



Is it me you're looking for?

I can see it in  
your eyes

I can see it in  
your smile

You're all I've  
ever wanted

(and) my arms  
are open wide

'Cause you know  
just what to say

And you know  
just what to do

And I want to  
tell you so much

I love you

'Cause I wonder  
where you are

And I wonder  
what you do

Are you somewhere  
feeling lonely

Or is someone  
loving you?

Tell me how to  
win your heart

For I haven't got  
a clue

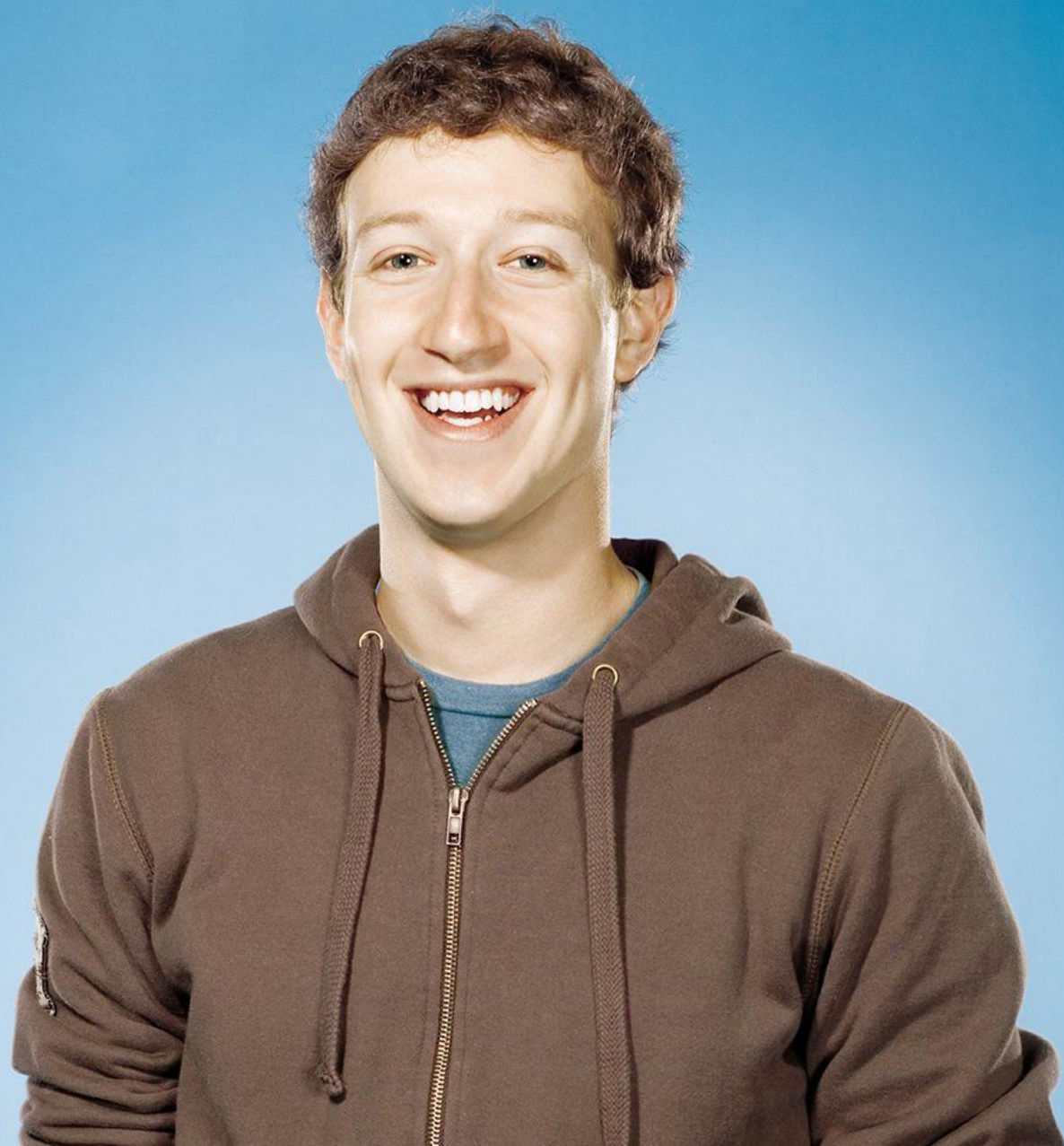
But let me start  
by saying

I love you

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**2015**

**TOP 10  
GLOBAL  
BRANDS  
2015**

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3. Microsoft
4. IBM
5. VISA
6. AT&T
7. Verizon
8. Coca Cola
9. McDonald's
10. Marlboro

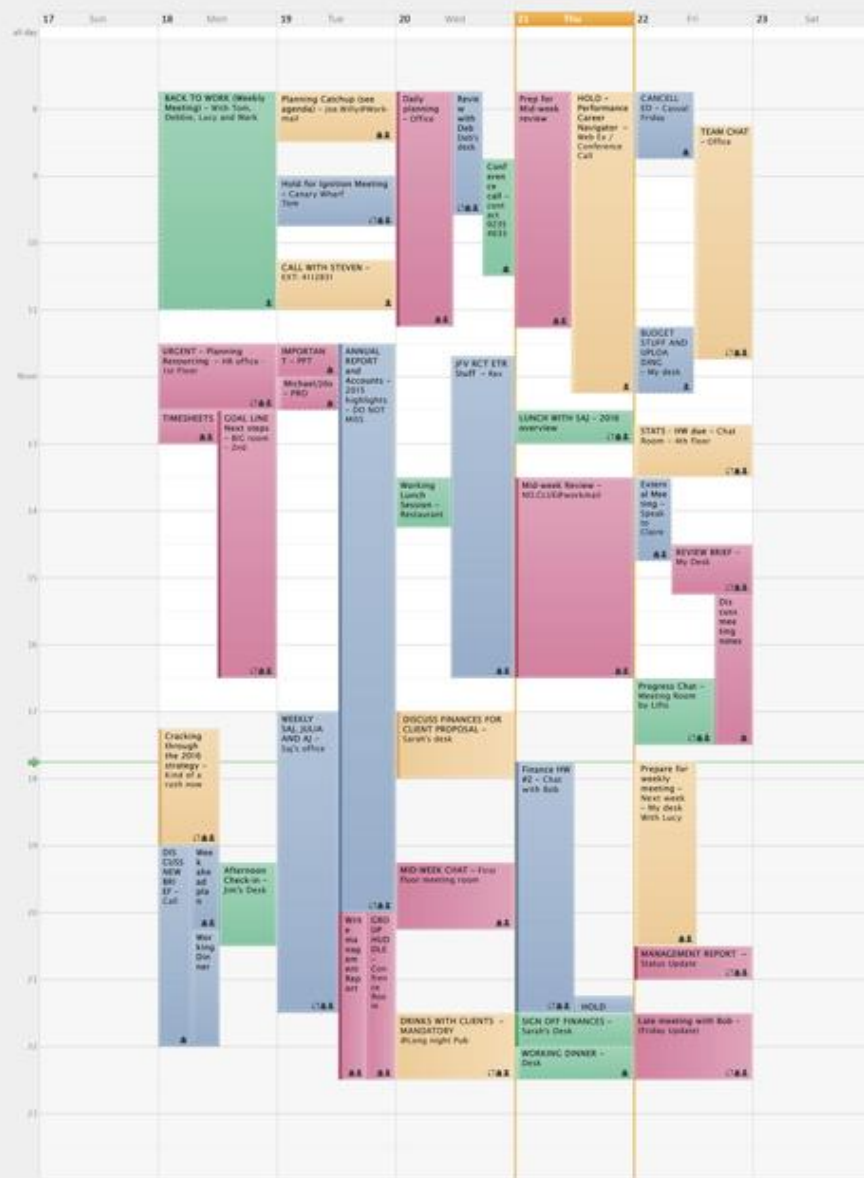


**SUCK  
IT UP**

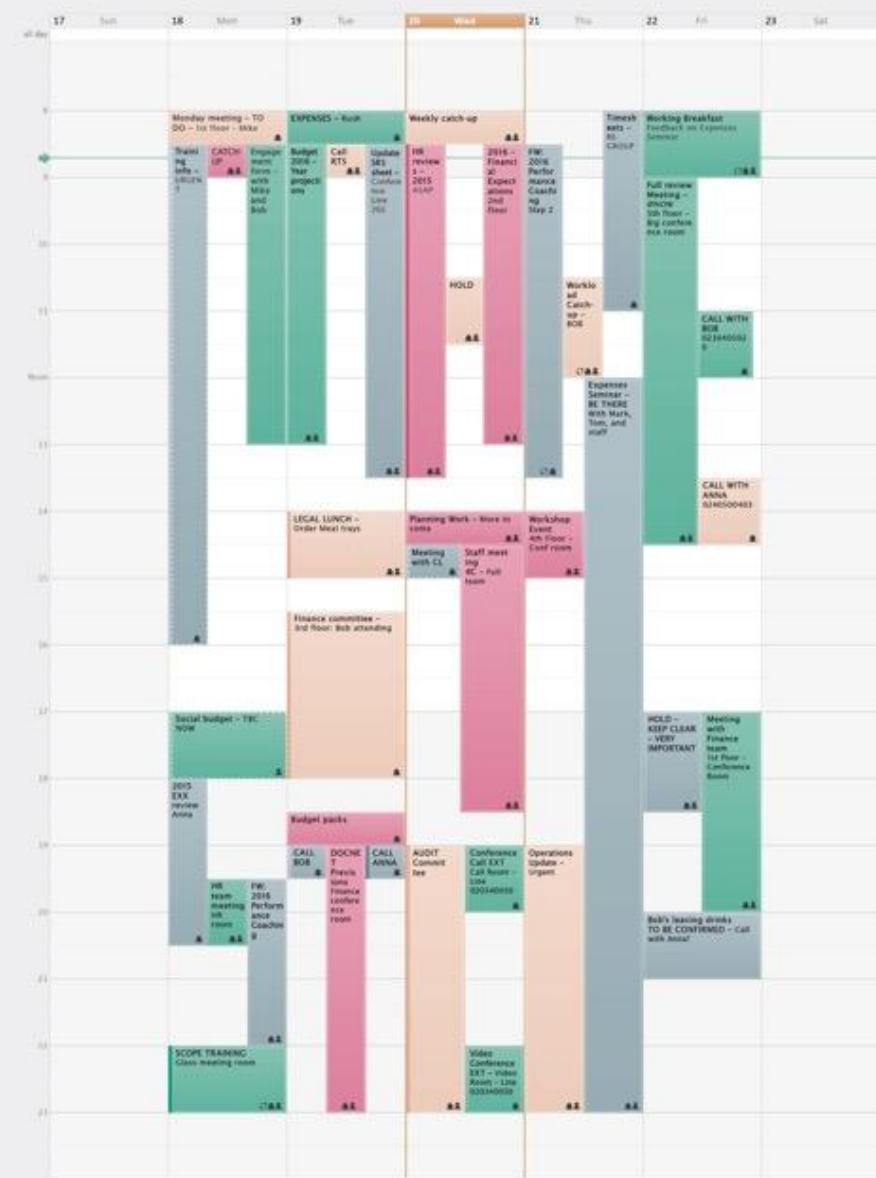




# **MAKE A SIMPLICITY ROADMAP**



## TIME TO GET AWAY



## TIME TO GET AWAY

**IDENTIFY YOUR TIME  
SUCKING MAGGOTS**

**BE A REBEL  
WITH A CAUSE**





**Red Bull®**



**ALL WE SELL  
IS THE GREATEST FEELING ON EARTH**









**I DON'T CARE  
ABOUT YOUR VALUES**

**“...TO OFFER ATTRACTIVE, SAFE AND ENVIRONMENTALLY SOUND VEHICLES WHICH CAN COMPETE IN AN INCREASINGLY TOUGH MARKET AND SET WORLD STANDARDS IN THEIR RESPECTIVE CLASS.”**



**“...TO OFFER ATTRACTIVE, SAFE AND ENVIRONMENTALLY SOUND VEHICLES WHICH CAN COMPETE IN AN INCREASINGLY TOUGH MARKET AND SET WORLD STANDARDS IN THEIR RESPECTIVE CLASS.”**



**casa camper  
berlin**

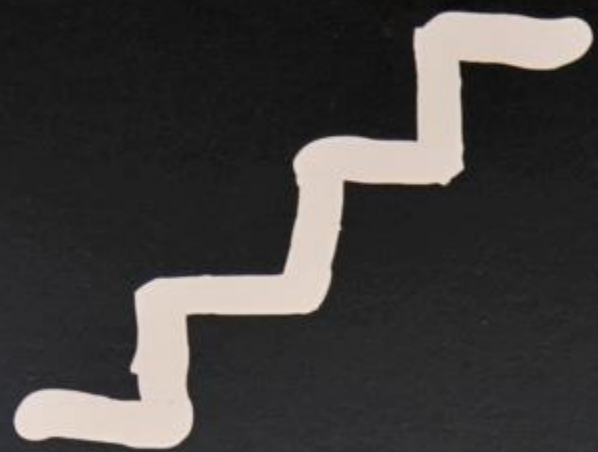
**casa camper  
berlin**

**CAMPER**



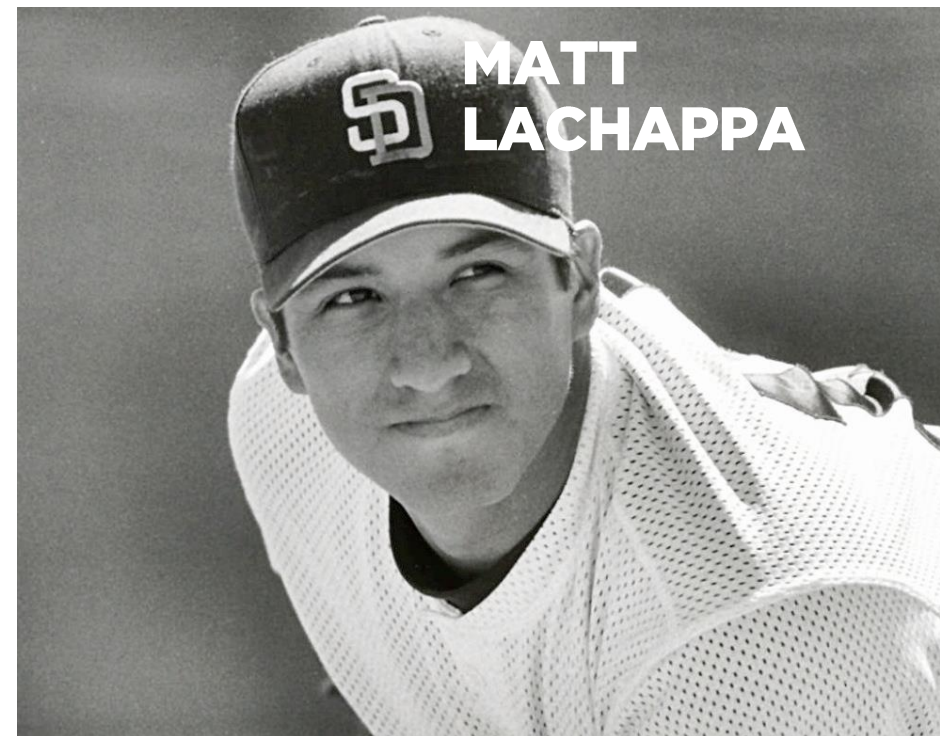






WALK down,  
it's healthien.





**KNOW YOUR  
AUDIENCE**



NETFLIX

Who's watching?



Ron



Christy



Add Profile

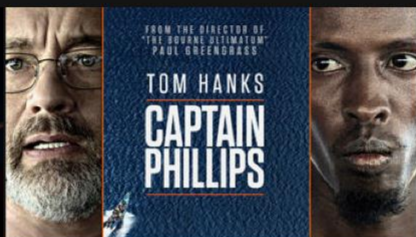
## Netflix Originals



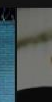
## Trending Now



## Recently Added



## Popular on Netflix

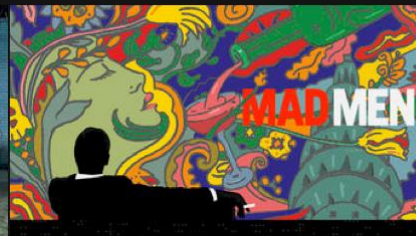




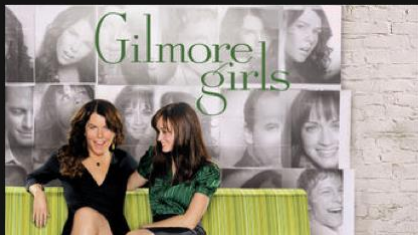
## Popular on Netflix



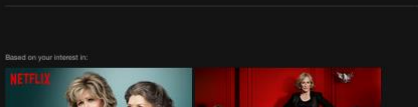
## Trending Now



## Top Picks for Christy



## Binge-worthy TV Shows Featuring a Strong Female Lead



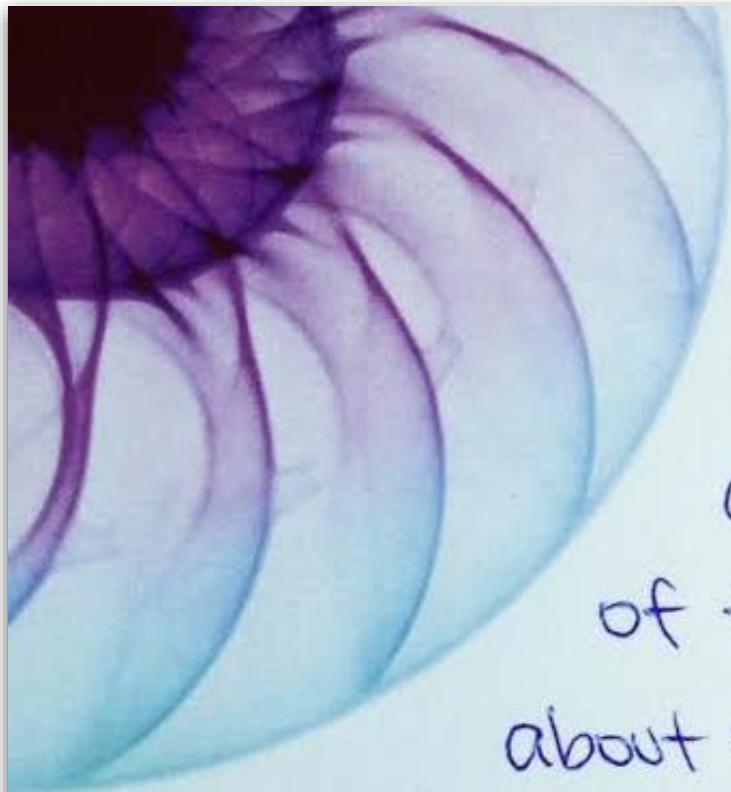




DEAR @RONTITE,

THANK YOU FOR BEING A LOYAL  
GUEST (AND FOLLOWER!) WE  
HOPE YOU ENJOY THE REST  
OF YOUR STAY AND A LITTLE  
TREAT FROM US.  
(TWEET)

SINCERELY,  
@THEWESTINGHOUSE



Dear Ron,

Welcome Back! It's a pleasure to have you stay with us again, and we are truly grateful for all of the kind words you say about us during your speaking engagements. To show our appreciation please enjoy these snacks (we hear they're your favourite) as well as a couple of personal touches in your Suite.

**THE WESTIN**  
GRAND  
VANCOUVER

Stay well, @TheWestinGrand











**BE A  
ROCK STAR**











## VINYL SALES



Source: Nielsen



# Adult Coloring Books

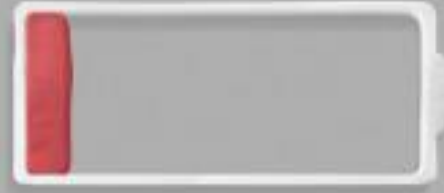
A Coloring Book for Adults Featuring Mandalas and  
Henna Inspired Flowers, Animals, and Paisley Patterns

Agency: TWO.AM, South Africa



**NO LOADING TIME**

Agency: TWO.AM, South Africa



**NO CHARGER NEEDED**



Agency: TWO.AM, South Africa



**NO UPDATES NECESSARY**



**YOUR STORIES ARE MORE  
IMPORTANT THAN YOUR DATA**





**HONESTY +  
TRANSPARENCY**

---

**TRUST**

# TRUST IN BRANDS

**2014: 62%**

**2015: 47%**











**Craig Scherer**  
@craig\_chef



@TELUS not very impressed with  
the lack of customer service



want to.

☐ This is a gift

I'm going to be offering other things through this site.  
Would you like to hear about them?

- ☐ Yes, I'd like to receive further emails about Louis C.K. things.
- ☒ No, leave me alone forever, you fat idiot.

By purchasing, you agree to our [Terms & Conditions](#).

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PAY WITH AMAZON

PAY WITH DWOLLA

PAY WITH BITCOIN





**BE  
HONEST  
WITH  
YOURSELF,  
TOO**





**ADD VALUE**

**SHUT UP**

**AND SOLVE MY**

**PROBLEM**















The wakeup call  
we've all been  
waiting for.



# 11:01

Monday, September 22



**(540) 384-0959** 1m ago

Early flight arrival? Who knew? We did. We adjusted your pick up time to 22:59 so you're not waiting.

Need to call us? 877-227-7260....

slide to reply

> slide to unlock



U B E R



**SHOW  
SOME  
SKIN**





**PUSH IT  
PUSH IT REAL GOOD**

*Vintage Store*





**WESTJET**







## Tweet



**alex bloomfield** @alex\_bloomfield 1d

@tdsb it's rlly chilly outside r u shore I  
have to go 2 skool tmrw





## Tweet



**alex bloomfield** @alex\_bloomfield 1d

@tdsb it's rllly chilly outside r u shore I  
have to go 2 skool tmrw



**Toronto DSB**  
@tdsb

@alex\_bloomfield Hello again  
Alex, your spelling indicates that  
you should go to school  
tomorrow. #schooliscool

1/22/2014, 9:24 PM





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# THANKS

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**TRICIA SMITH**  
PRESIDENT, COC



