

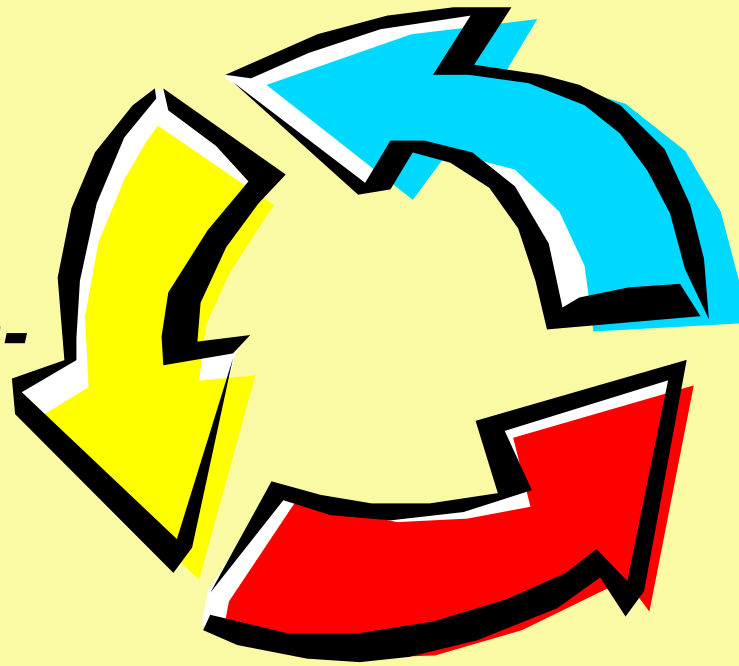
“People always buy things for two reasons: a good reason....

...and the *real* reason.”



**Have a great
brand strategy**

**Have great *on-*
brand ideas**



**Tell the world
about them**

**Execute them
impeccably**

*The way to gain a good reputation
is to endeavour to be what you
desire to appear.*

Socrates