

THE WIZARD OF ADS PROCESS

CUSTOMER TYPE

TRANSACTIONAL

RELATIONAL

Assets to leverage



Unique offer
(Non-transactional)



Origin
Story



Character
Development



TOOLS



Character
Diamonds



We Believe
Statements



Brandable
Chunks



Message

Media
selection
matrix

- > Price
- > Reach
- > Frequency

EXECUTION

DEATH
BY A THOUSAND
CUTS



THE BUSINESS
GROWTH GUYS



BUYING TRIGGER



DECIDED

**We want them to pick us
before the trigger**

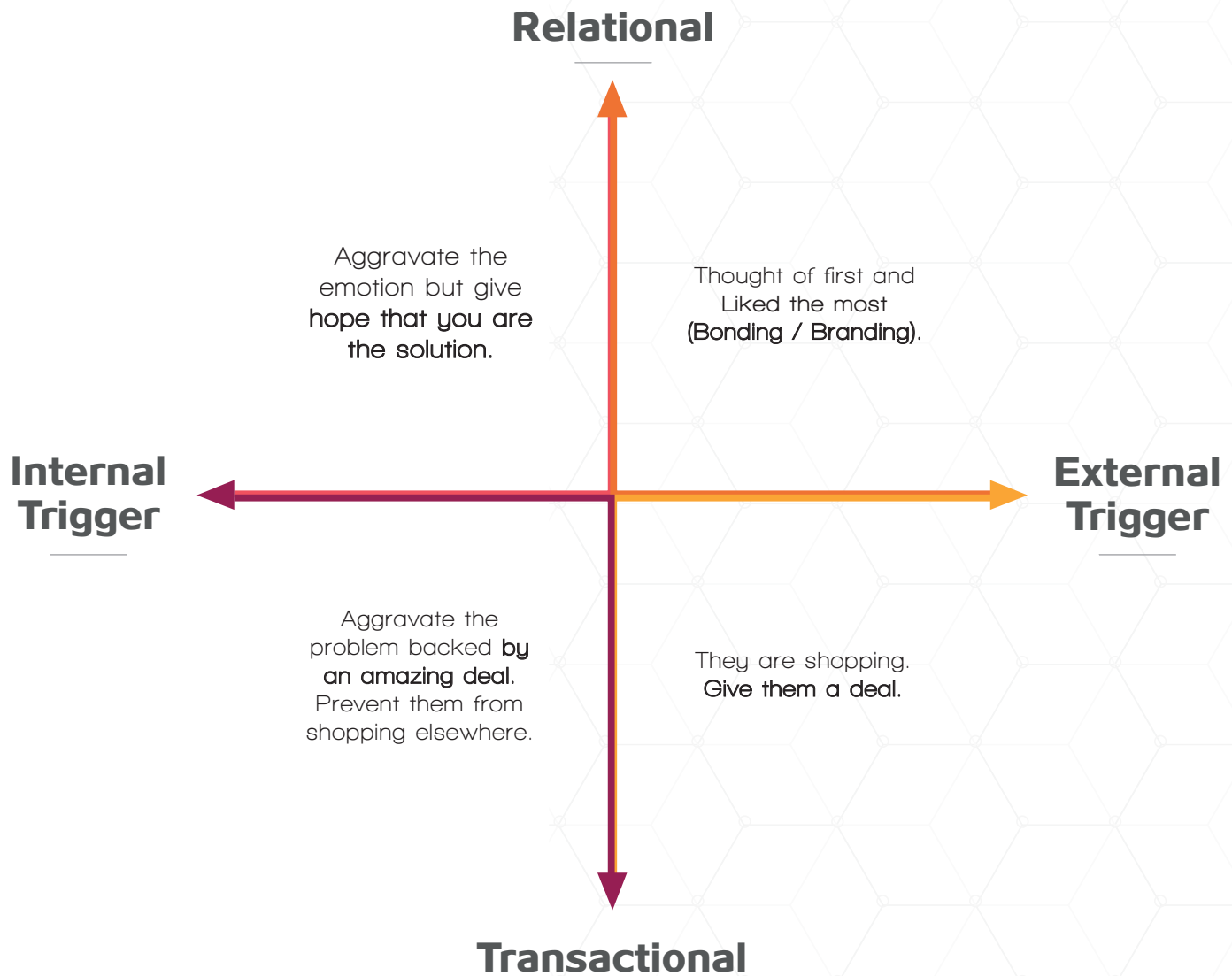


UNDECIDED

**OTHERS
FIGHT HERE**



**THE BUSINESS
GROWTH GUYS**



THE BUSINESS
GROWTH GUYS