

#### FOUNDATION BEFORE FAME

WHY GREAT BRANDS ARE BUILT, NOT JUST MARKETED







#### MIKE ANDERSON

Vice President Client Services

### FORCES



### MARK SWABY CEO

In today's digital age, it's easy to be seduced by the allure of going viral. But without a solid foundation, that fame can be fleeting.





### SOCIAL MEDIA METRICS - OR CUSTOMER SATISFACTION



#### JUICICO

- Wifi-enabled juicer
- Raised \$120M in capital
- The "Keurig of Juice"
- Backed by Oprah &
   Gwyneth Paltrow
- A darling of Silicon Valley







# Bloomberg published an investigation revealing the pouches could be squeezed by hand just as effectively. Oops!









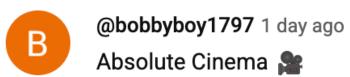
Will It Blend? - iPad

Blendtec's Will It Blend? 19M views • 15 years ago Will It Blend? - iPhone

Blendtec's Will It Blend? 13M views • 17 years ago

Authentic content that aged very well, garnered millions of views, and still has people commenting today.

Ka-ching!



Beply Reply

@epicbeans 12 days ago
mgggh i want to breathe in that iDust

🖒 尔 Reply

@JetHawk 3 weeks ago
iPad kids worst nightmare

2 V Reply

@CloudCat-1226 3 weeks ago Who's here in 2025?

@daxtenbowen6547 3 weeks ago
Can it blend a tender heart?

🖒 尔 Reply

@renaato31 3 weeks ago
BRO, IT NEVER GETS OLD.





## REMEMBER, VIRALITY IS A MOMENT; A STRONG FOUNDATION IS A LEGACY.

thank you.

### INDUSTRY INSIDER Summit

