



FOUNDATION BEFORE FAME

WHY GREAT BRANDS ARE BUILT, NOT JUST MARKETED



MIKE ANDERSON

Vice President Client Services



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



MIRAGE

SOCIAL MEDIA METRICS - OR - CUSTOMER SATISFACTION

JUICERO

- 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?





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!

- B

@bobbyboy1797 1 day ago

Absolute Cinema 🎬

👍

💬

Reply
- @epicbeans 12 days ago

mgggh i want to breathe in that iDust

👍

💬

Reply
- @JetHawk 3 weeks ago

iPad kids worst nightmare

👍 2

💬

Reply
- @CloudCat-1226 3 weeks ago

Who's here in 2025?

👍 1

💬

Reply
- D

@daxtenbowen6547 3 weeks ago

Can it blend a tender heart?

👍

💬

Reply
- @renaato31 3 weeks ago

BRO, IT NEVER GETS OLD.

👍

💬

Reply



FORCE^{USA}





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



thank you.

**INDUSTRY
INSIDER**
summit

