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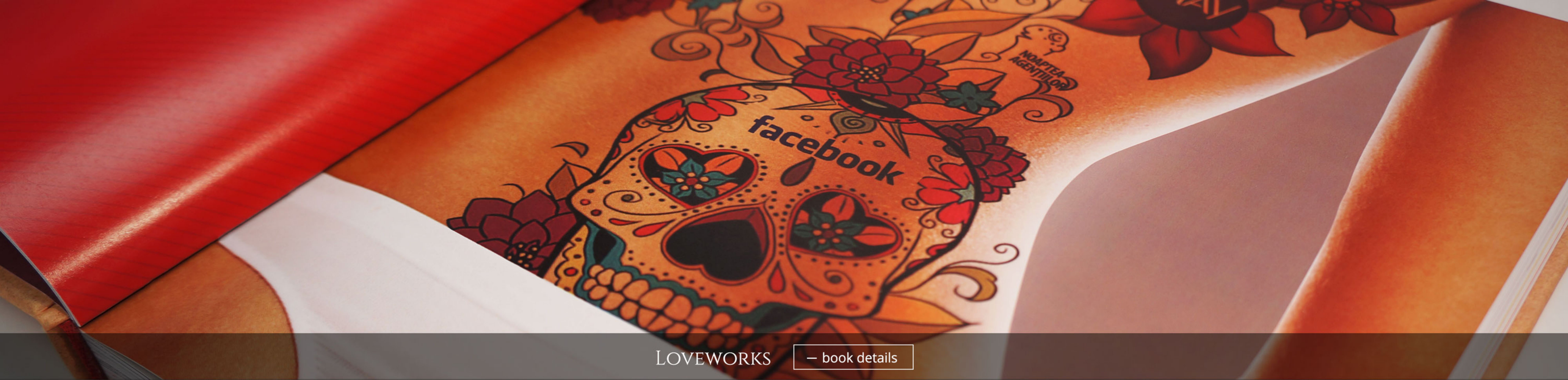
**Cras odio odio** (254kb PDF)

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VIDEO

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LOVEWORKS

— book details

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## LOVEWORKS

How the world's top marketers make emotional connections to win in the marketplace.

*Written by Brian Sheehan, Associate Professor of Advertising at the S.I. Newhouse School of Public Communications, Syracuse University*

*This book will be available from June 19, 2013.*

In 2004 Kevin Roberts wrote ***Lovemarks: the future beyond brands***. It was admired by many as a breakthrough in marketing thinking, but was also controversial because of its surprisingly obvious thesis: that emotional connections are at the heart of sustained relationships between producers, retailers, and consumers.

While many companies were using the language of war in their marketing—target, penetrate, ambush—Roberts was using the language of love—mystery, sensuality, intimacy. He explained in simple theory what people are often loath to admit: we make decisions with our emotions over our







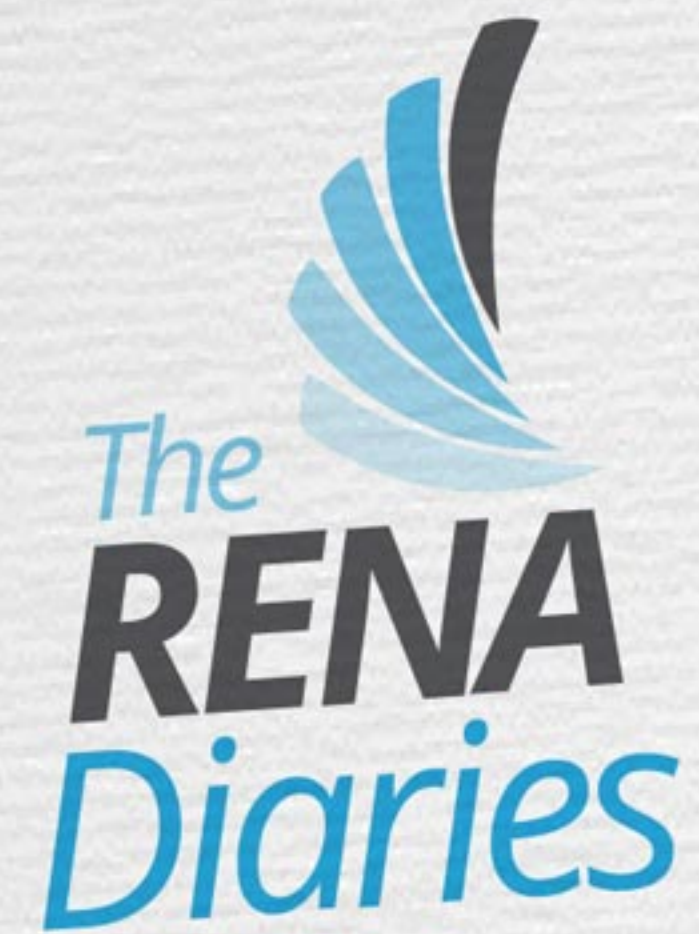








# The Rena Website Logo Concepts



Option 6.0



Option 7.0



Option 8.0



Option 6.1



Option 7.1



Option 8.1



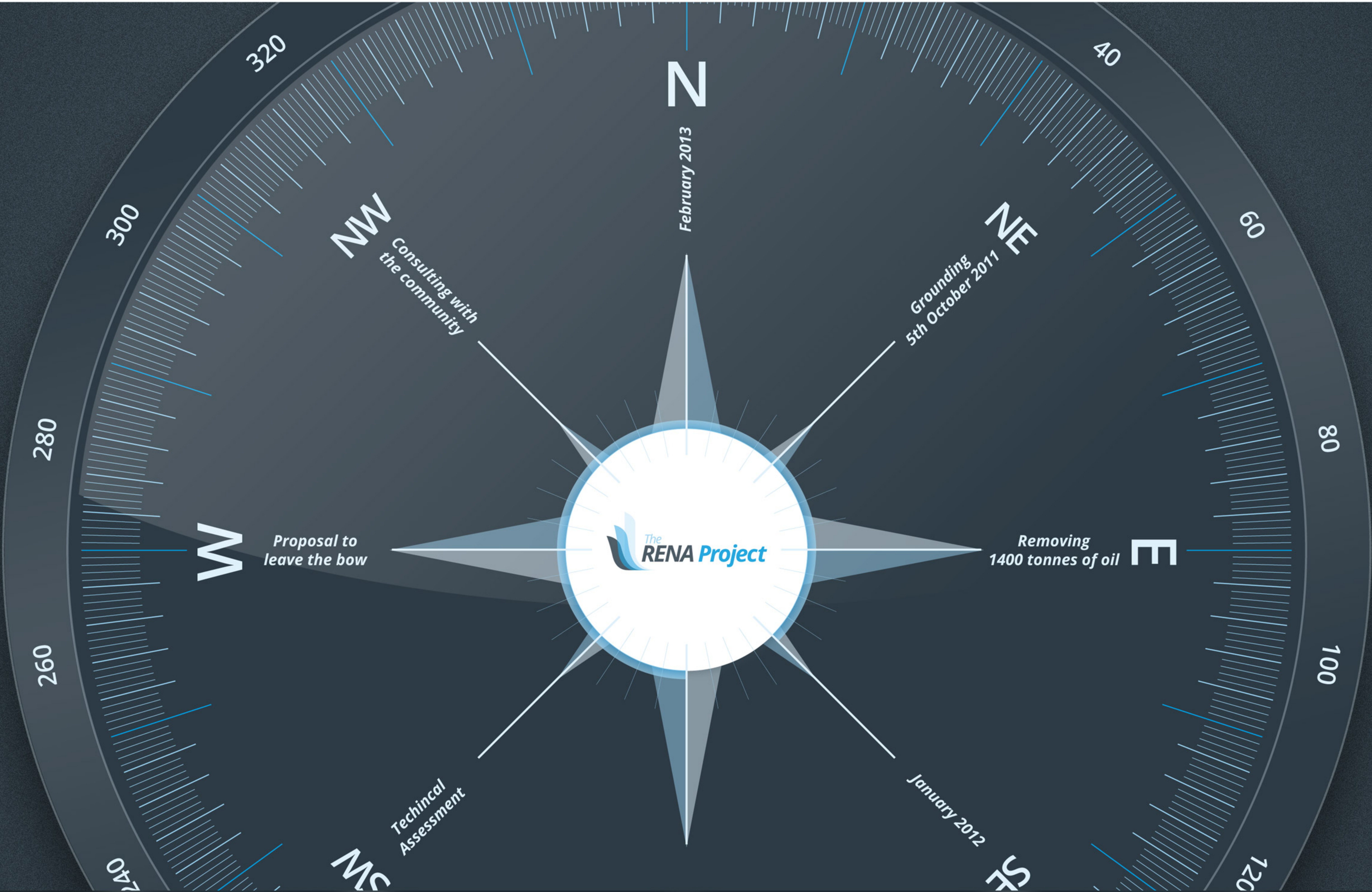






Please take the time to fill in the feedback forms provided at open days or on our website

[www.renaproject.co.nz](http://www.renaproject.co.nz)







## ***Rena Open Day***

The owner and insurer of the Rana are running an Open Day to seek feedback from the Maketu community on the initial assessments for dealing with the wreck.

When: ***Monday, 13th May***  
Where: ***Whakaue Marae***  
From: ***6pm-7:30pm***

If you have any questions about the information day,  
please call the project team on 0800 547 362 or email: [renaproject@beca.com](mailto:renaproject@beca.com).



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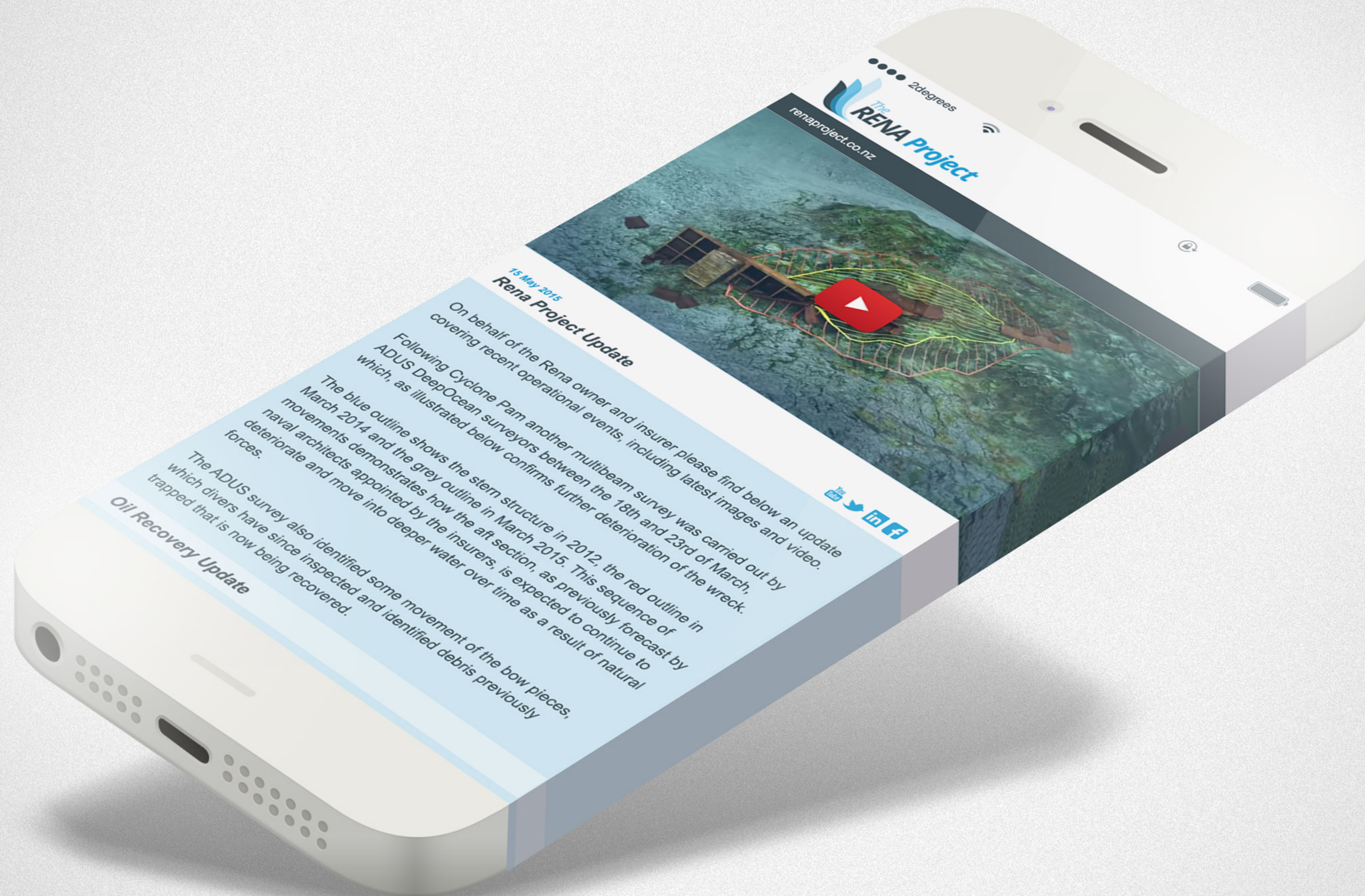
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*tell*









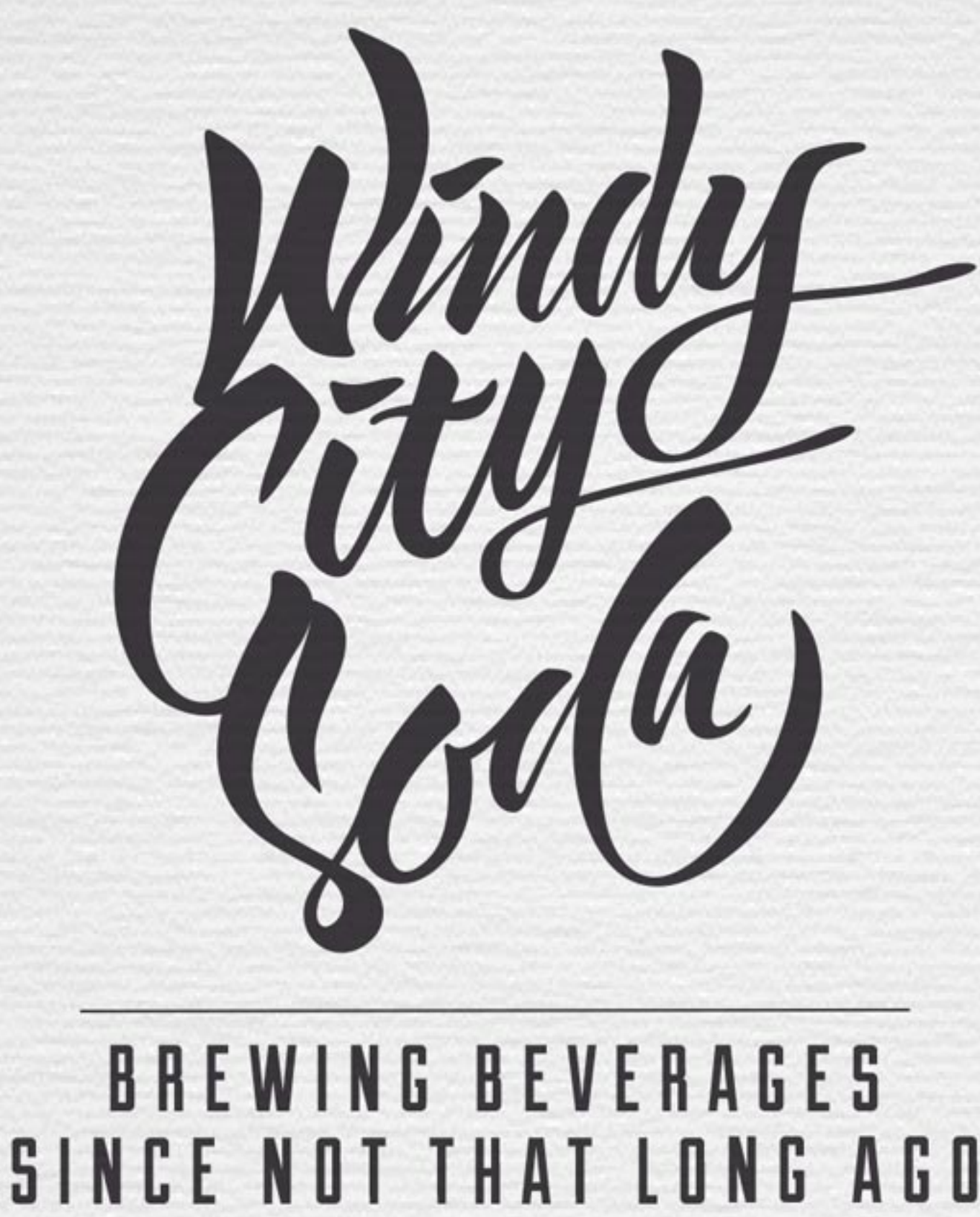
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Logo design, brand collateral & editorial photoshoot

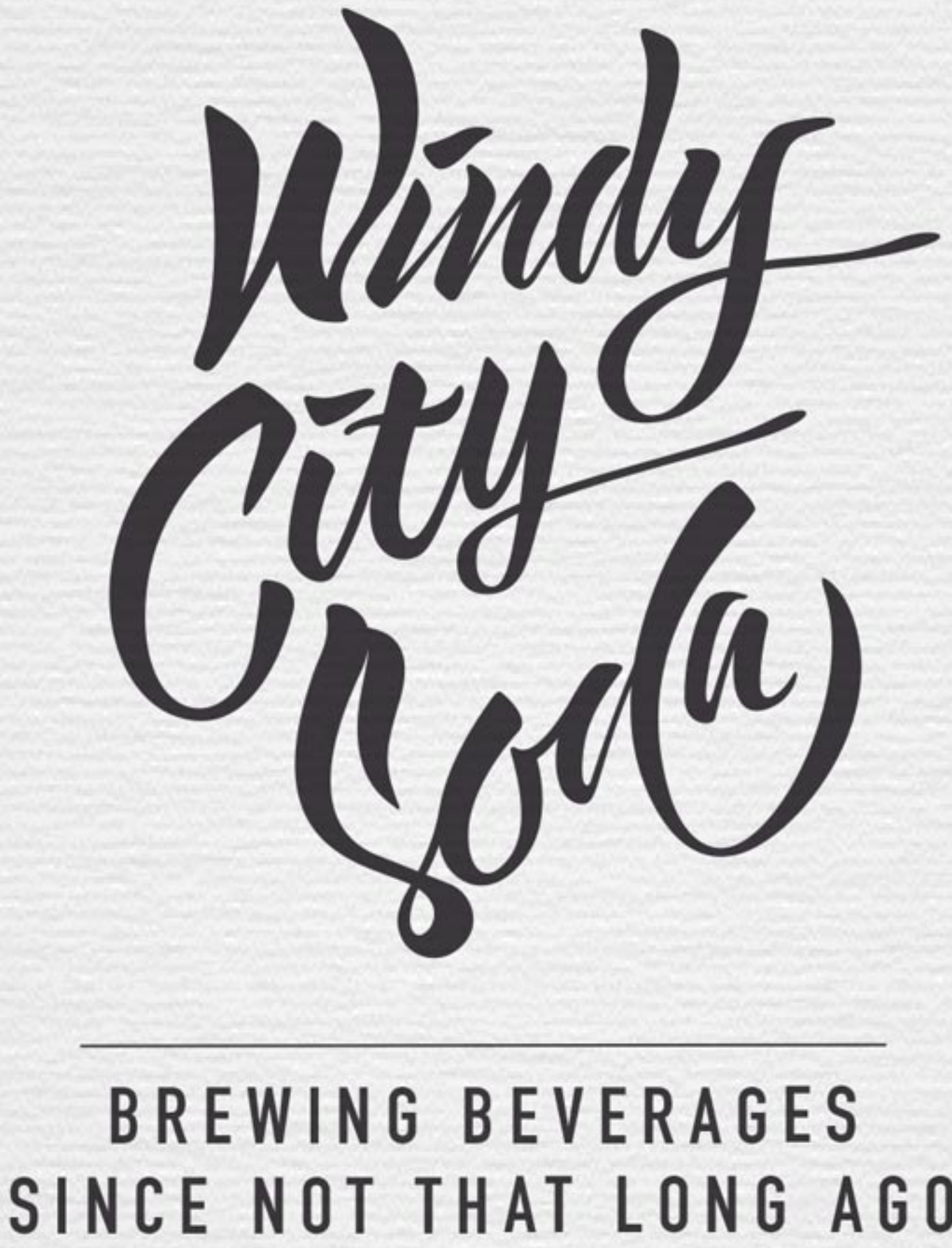
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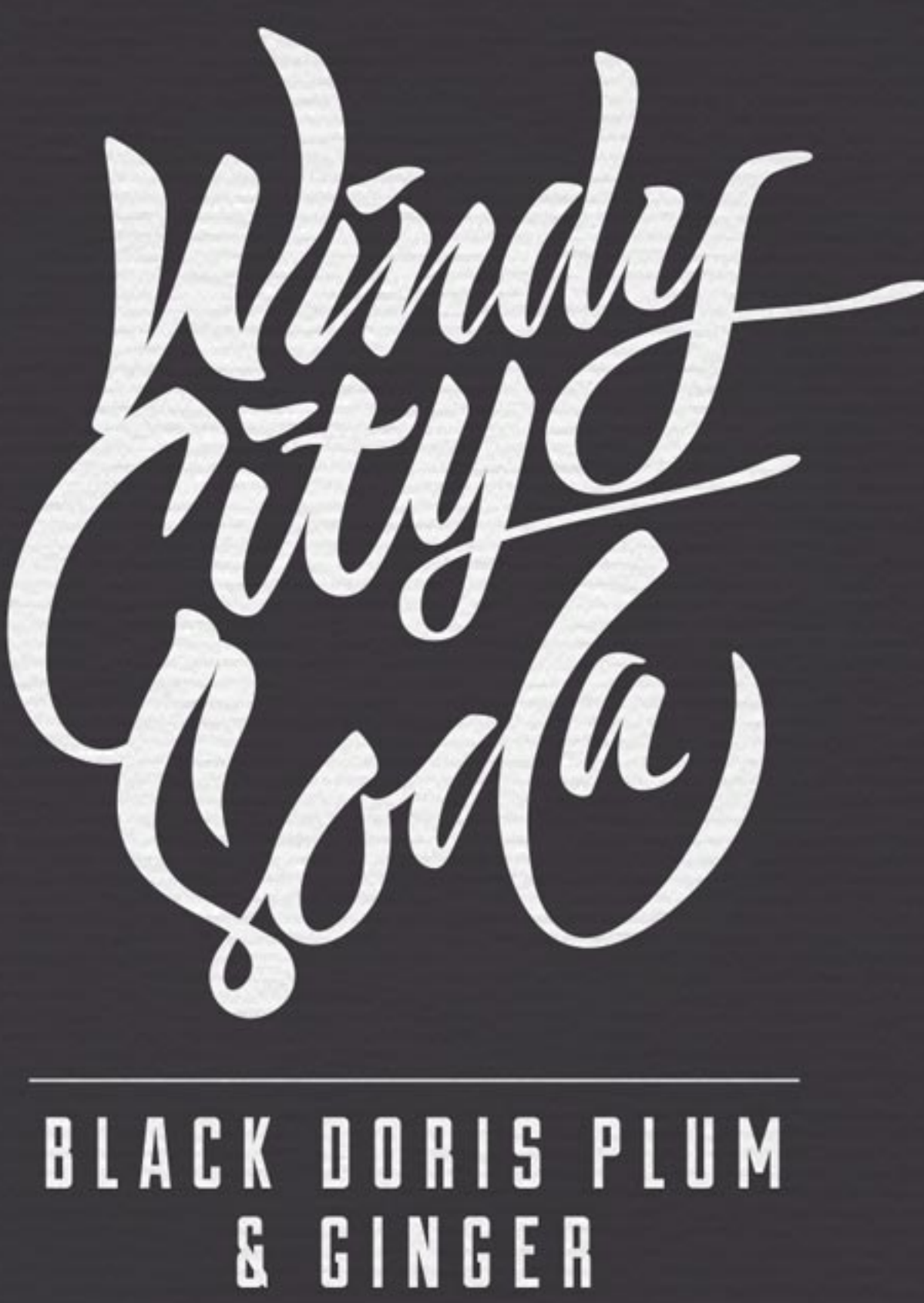
Version 1.0 Positive



Version 1.1 Positive



Version 1.2 Negative



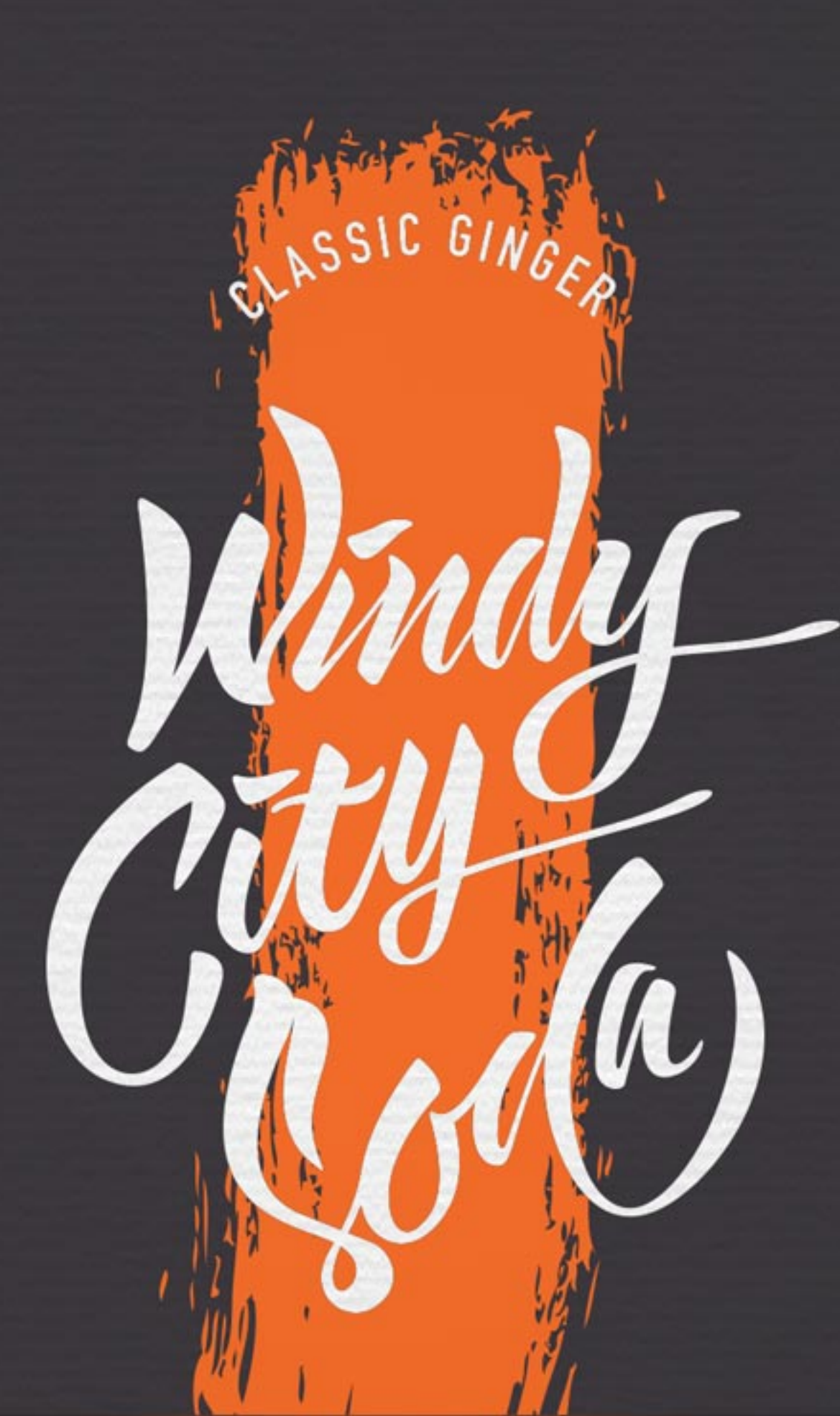
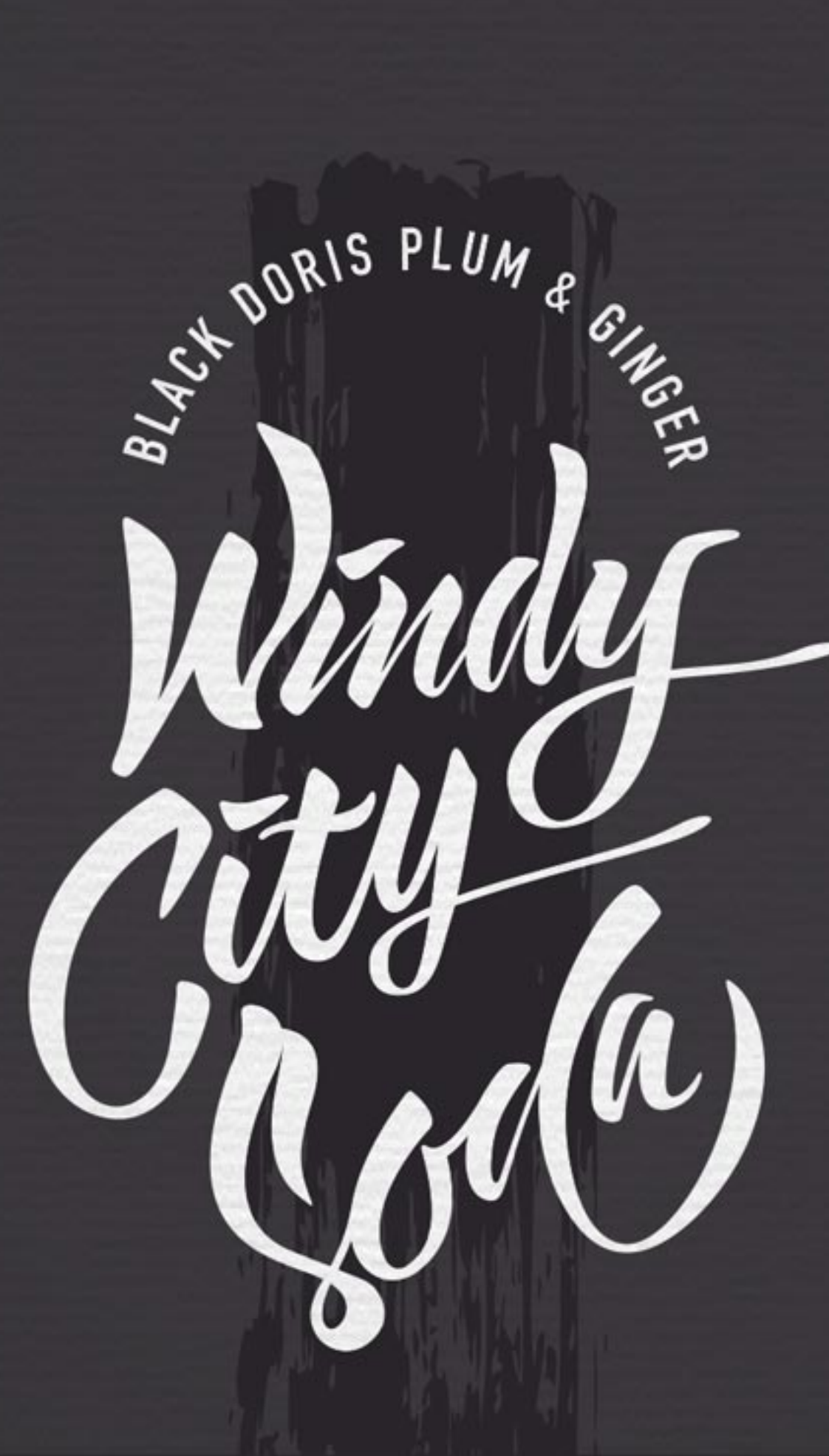
Version 1.3 Negative







Three Flavour Labels

















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[www.thefitout.co.nz](http://www.thefitout.co.nz)



# Talent Management Cycle



## 3. Recruit Aggressively

- The best talent picks you!
- What are you offering?
- ‘People – Purpose – Place’
- Talent wants to work with talent
- Recruit people who want to push the boundaries





# Creating A Performance Culture



## #4: Get Comfortable with Changes

(See this as core to your competitive advantage)





# 5 FINALISTS

Location Neutral

Circular: Museo (700)  
Center: Museo (700)



Circular: Museo (700)  
Center: Museo (700)



Circular: Oswald (Book)  
Center: PT Sans Narrow (Bold)



Circular: Oswald (Book)  
Center: Oswald (Book)



Circular: Oswald (Book)  
Center: Oswald (Book)



POSITIVE

NEGATIVE







ELLARY'S  
GREENS

OSWALD  
TYPEFACE

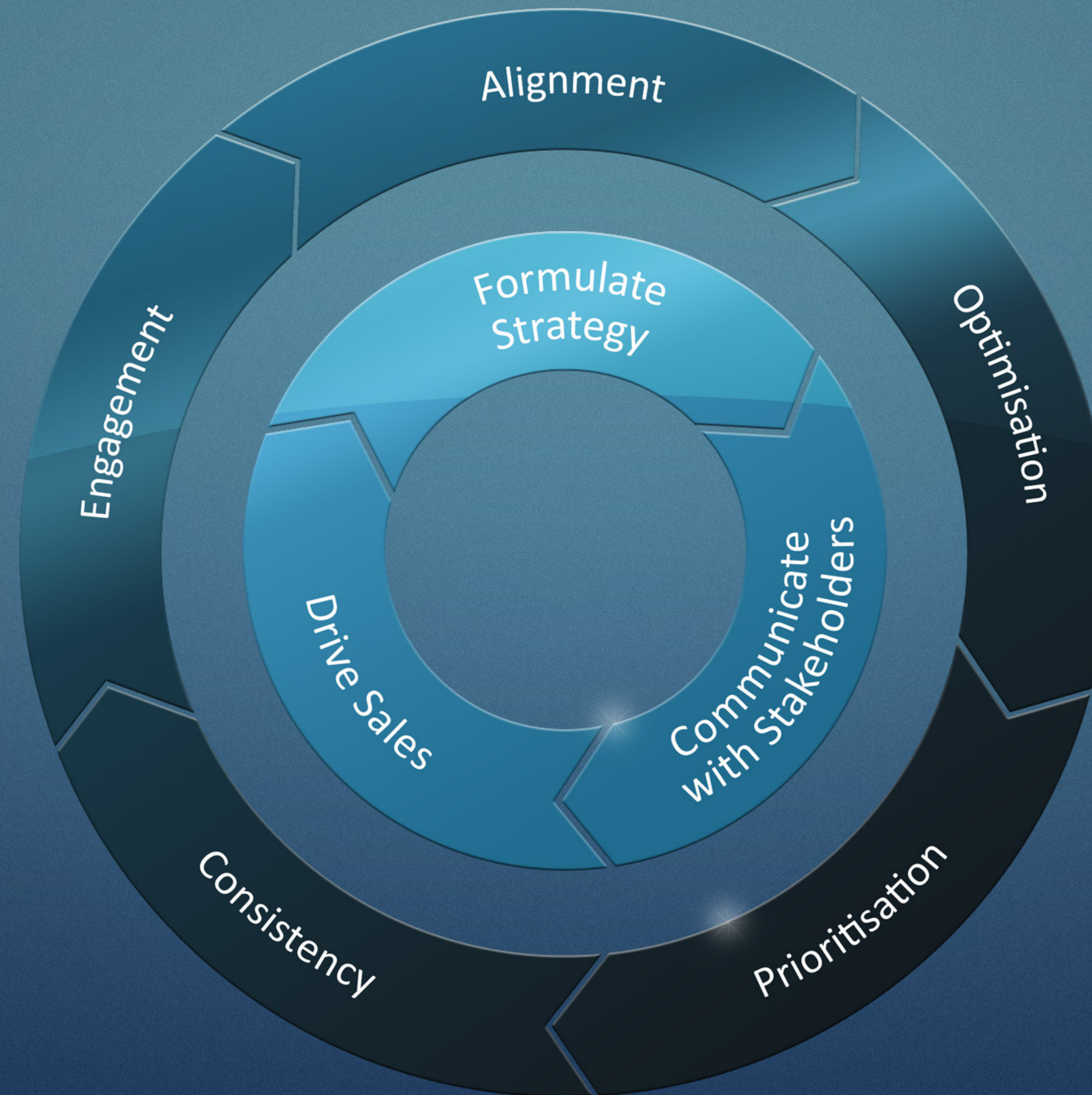


ELLARY'S  
GREENS

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# SMCA - An Integrated Service





# Campaign Operations BAU Process

