

A solid green background with two human hands reaching towards each other from the left and right sides. The hands are positioned as if about to clasp or hold something. The text is centered between the hands.

Getting GooseBumps

Through the power of storytelling

FEEL  1ST  2ND
THINK

Be genuine, Be sincere, Be authentic

YOUR EVP



**“A Brand is not
what **YOU** say its is...
it’s what **THEY** say it is”**

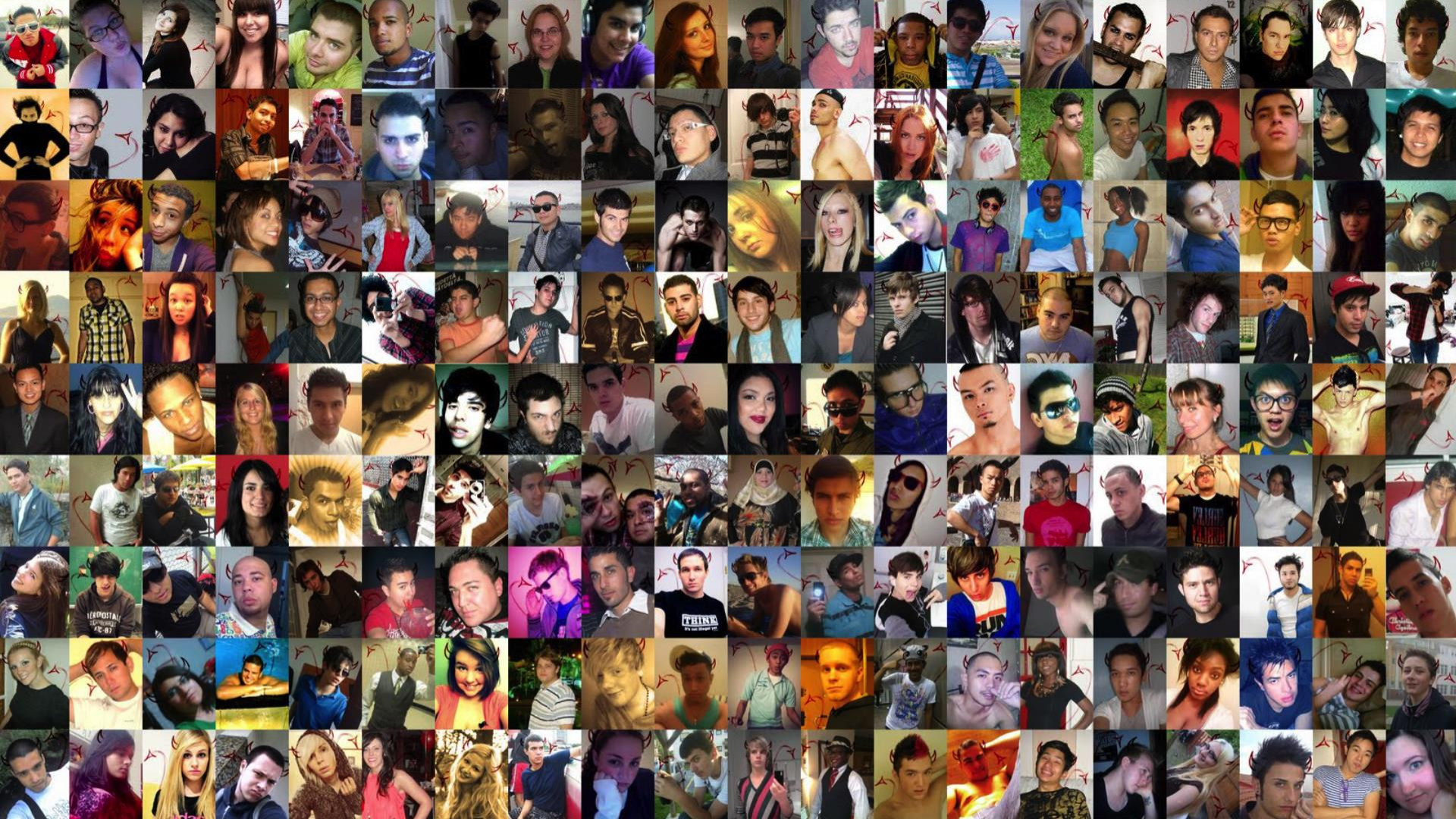
I COULDN'T
GIVE
A S***T

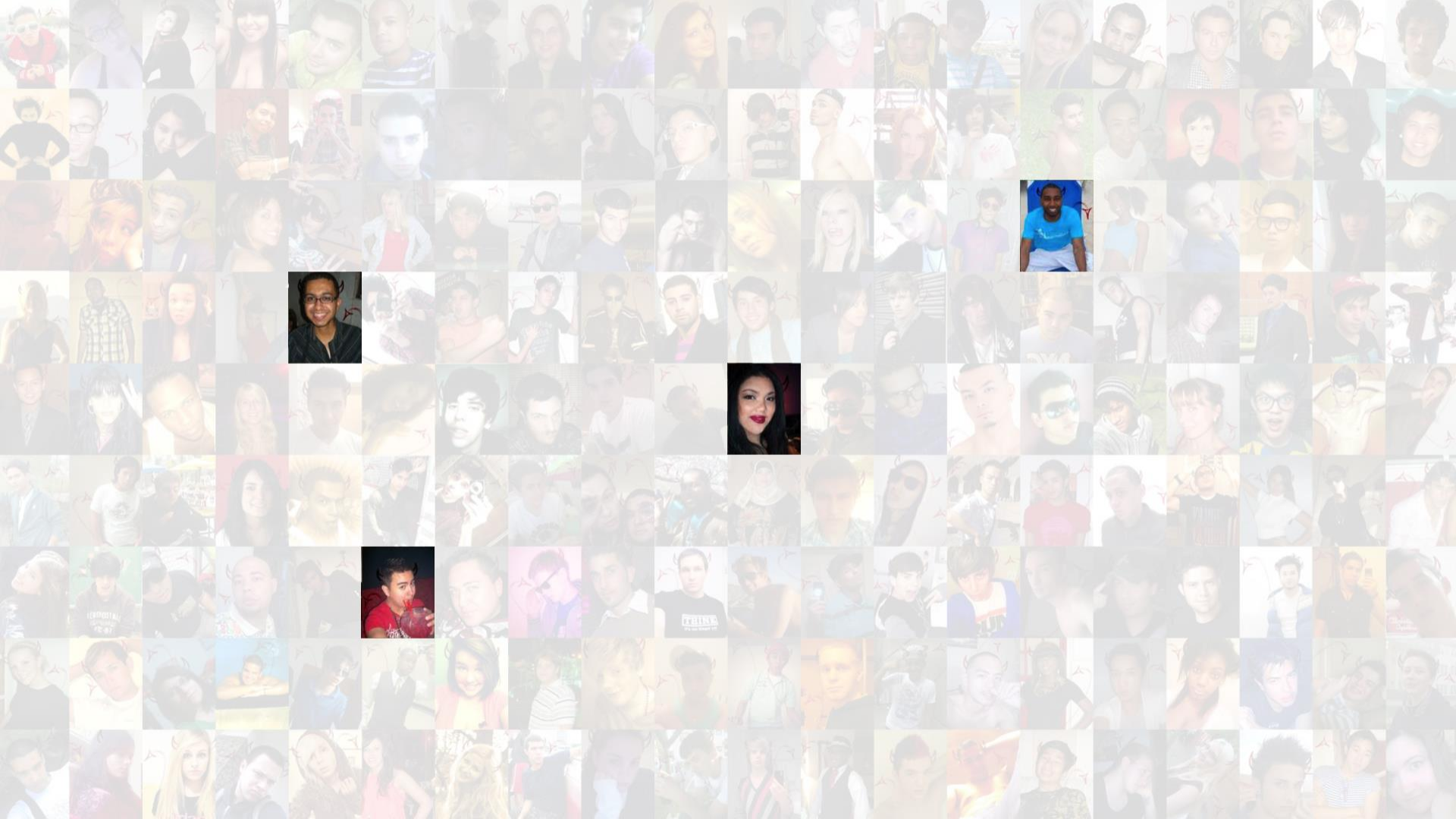




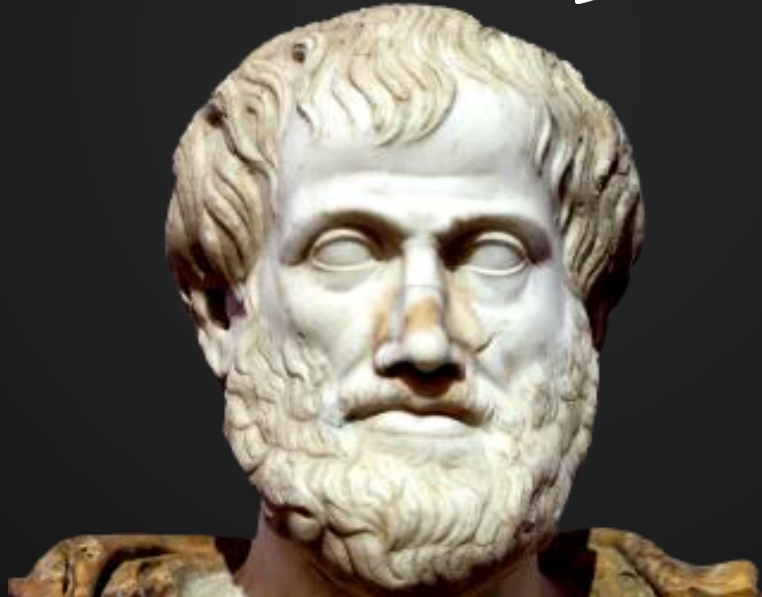
MORE DIGITAL WE BECOME
**THE MORE HUMAN
WE MUST BE**







ARISTOTLE



Ethos

Credibility - Trust

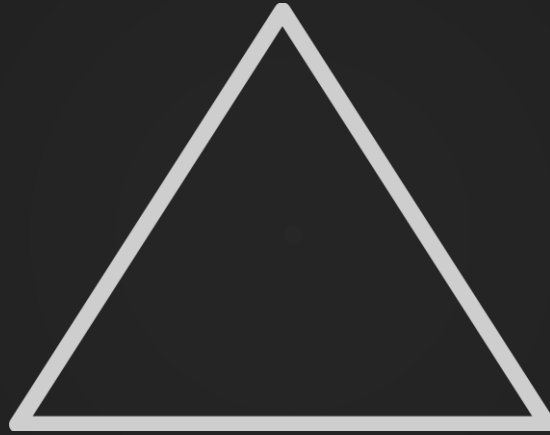


Logos

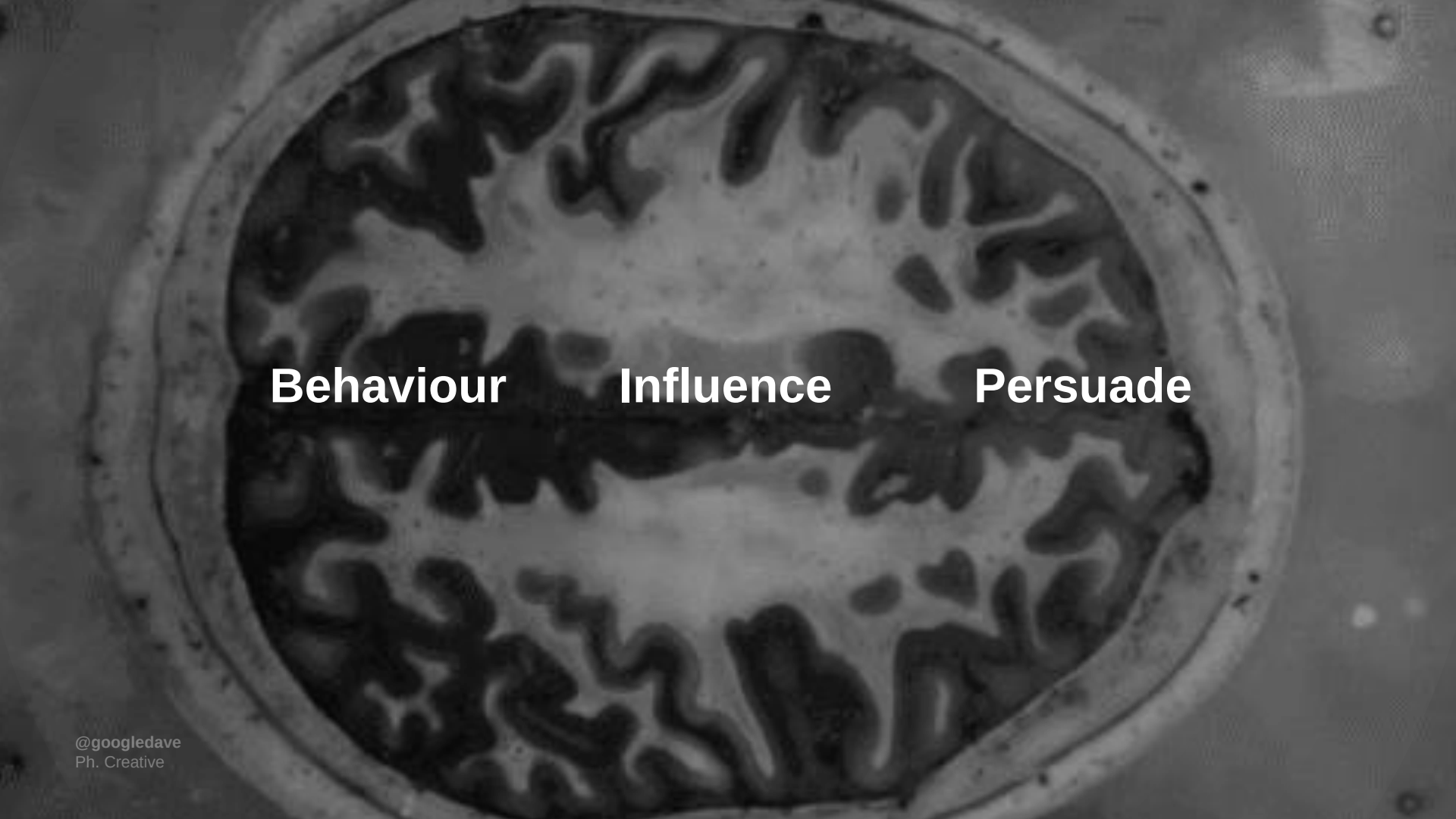
Consistency - Logic

Pathos

Emotions - Imagination



Pathos



Behaviour

Influence

Persuade

A group of six indigenous people, likely from the Mursi or Suri tribes, are posed in a lush, dark forest. They are wearing traditional headgear with feathers and have yellow body paint on their faces and chests. They are standing on mossy rocks in front of a waterfall. The word "HOMOPHILY" is overlaid in large white letters.

HOMOPHILY

HAPPY



SAD



FEAR



ANGER



ANTICIPATION



THE
IMPORTANCE
OF TELLING
A GOOD
(AUTHENTIC)
STORY

HOLLYWOOD

The image shows the iconic Hollywood sign, which consists of the word "HOLLYWOOD" in large, white, block letters. The letters are mounted on a hillside covered with dry, brownish vegetation and some green shrubs. The sky is a clear, deep blue. In the background, on the right side of the hill, there are several white satellite dishes and other communication equipment mounted on a structure. The perspective is from a low angle, looking up at the sign.

CUSTOMERS

A long time ago in a galaxy far,
far away....

A hero's Journey

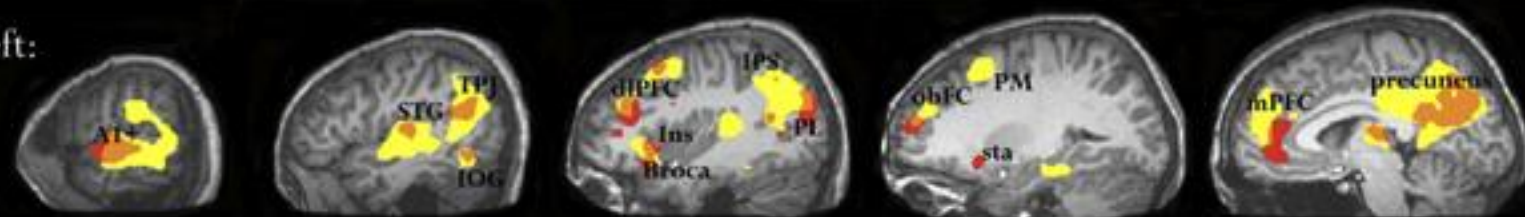


left:



$r=0.4$
 $r=0.2$
0.05 FDR
corrected

left:



lis-lis
overlap
sp-lis
0.05 FDR
corrected

“BULLSHIT”





40M Views on YouTube
10,000 RT's on Twitter
INCREDIBLE ENGAGEMENT SCORES

@googledave
Ph. Creative









Driver for a day



TELL
TALES
ABOUT YOUR
PEOPLE

WHAT'S YOUR COMPANY LEGENDS

@googledave
Ph. Creative



**REAL HEROES
ARE ONLY
HUMANS**



MAGIC
CAN HAPPEN



A dramatic, low-key photograph of the London skyline under a heavy, grey, overcast sky. The city's skyscrapers are silhouetted against the light, with some windows reflecting the ambient light. The Shard is the most prominent building in the center, with its distinctive spire reaching towards the top of the frame. To its left, the Gherkin's curved, diamond-patterned facade is visible. Other buildings of varying heights and architectural styles fill the rest of the skyline. The overall mood is industrial and urban.

BAE SYSTEMS

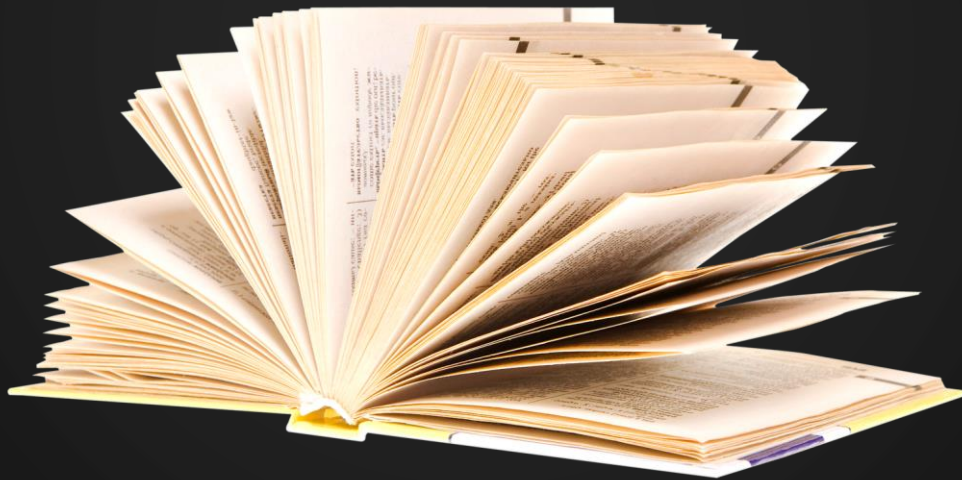
EVP | Talent Attraction | Content

Key themes

**THE DIFFERENCE WE MAKE
THE CHALLENGE
WHAT IT'S REALLY LIKE
EXPERTISE**



EVP



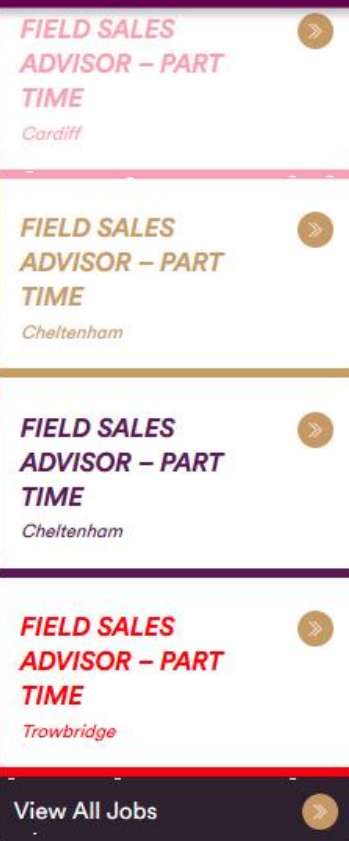
EVP + PVP = **PEOPLE CONNECTIONS**





If they strike a chord, then we want

Job Menu





**EMPATHY
CURIOSITY
SURPRISE
INSIGHT
ACTION.**

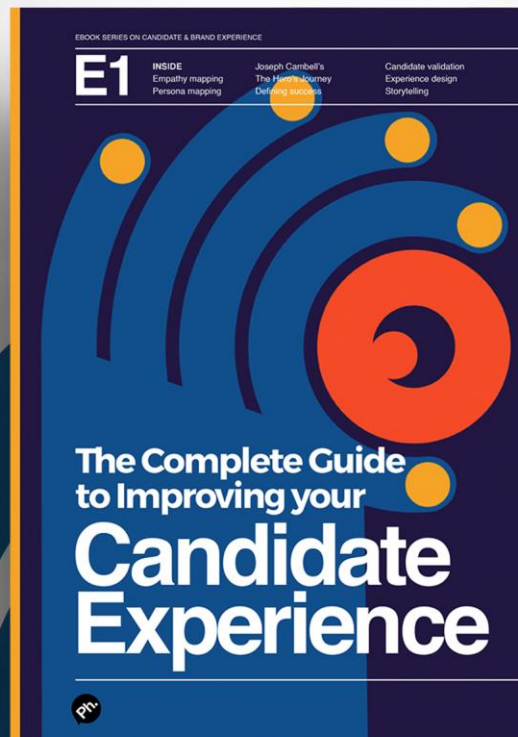


A bright yellow background with two human hands reaching towards each other from the left and right sides. The hands are positioned as if about to clasp or hold something. In the center, the words 'LISTEN', 'PERSONALISE', 'TRUST', and 'BE HUMAN' are stacked vertically in a bold, black, sans-serif font.

**LISTEN
PERSONALISE
TRUST
BE HUMAN**

“PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID,
**BUT PEOPLE WILL NEVER
FORGET HOW YOU MADE
THEM FEEL.”**





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