

# BULLSHIT

**THE ERA OF**

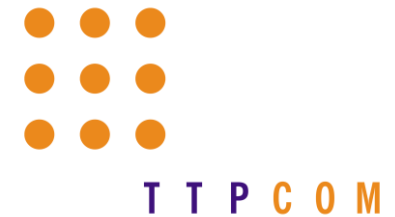
**AUTHENTICITY**



NO VENDENDO NADA

I do not sell anything

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**“I think that spending your life trying to dupe innocent people out of hard-won earnings to buy useless, low-quality, misrepresented items and services is an excellent use of your energy.”**

Jerry Seinfeld (2014)





**“He may say controversial things, but at least he tells you what he thinks. I certainly disagree with anyone that has behaved in a racist or sexist way. However, I feel like I know where I stand with Trump. He says what he thinks, right or wrong, and I know what I’m dealing with.”**

Rachael, 34, Indiana, small business owner



Based on research from GetApp and Northwestern University's Spiegel Research Center  
<https://techcrunch.com/2016/01/03/you-dont-want-a-5-star-review/>



**“The rules of communication have irrevocably changed, and we’re seeing consumers reward brands that understand how to engage with them openly and honestly.”**

Donna Imperato, CEO, Cohn & Wolfe (2016)

# Three key drivers of authenticity:

#1 – **Reliable**: Consumers rate brands as authentic when they “deliver on promises” and are of “high quality”

#2 - **Respectful**: These brands “treat customers well” and “protect customer data and privacy”

#3 - **Real**: Brands that rate high on this driver “communicate honestly” and “act with integrity.”

# McKinsey B2B survey (2013)

The 5 brand attributes B2B marketers perceive being most important

1. Promotes and practices sustainability in its products or services
2. Role-models corporate social responsibility in its work
3. Has global reach
4. Shapes the direction of the market
5. Is a driver of innovation

The 'ACTUAL' 5 most important brand perceptions for B2B buyers

1. Cares about honest, open dialogue with its customers and society
2. Acts responsibly across its supply chain
3. Has a high level of specialist expertise
4. Fits in well with my values and beliefs
5. Is a leader in its field

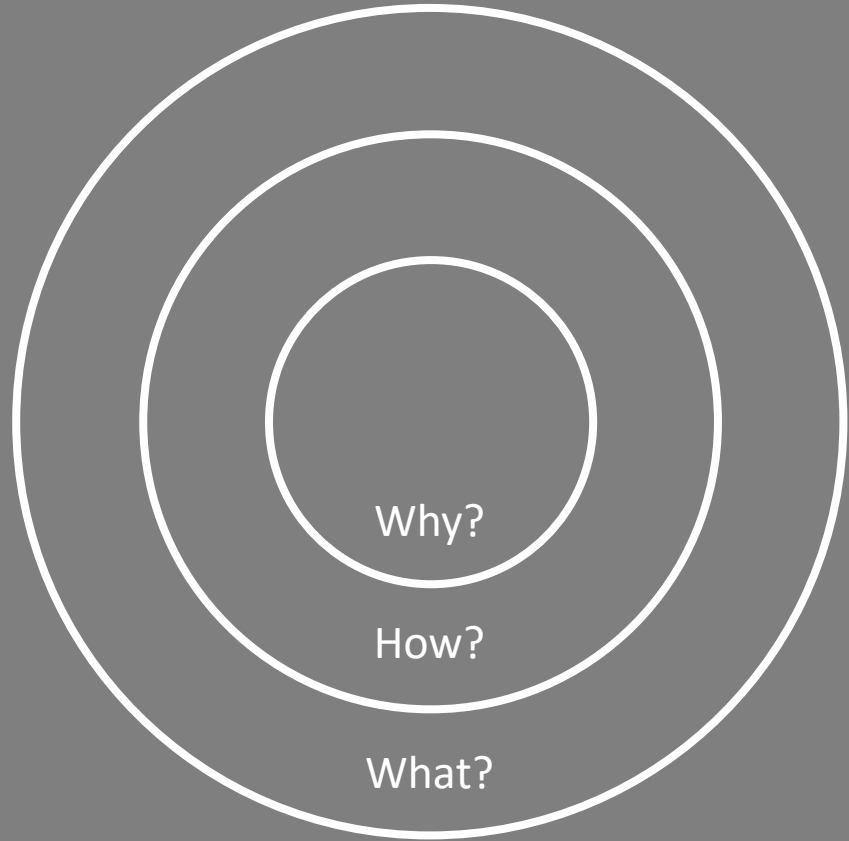
## **Seize the opportunity:**

**“Our analysis showed a surprising similarity among the brand themes that leading B2B companies emphasized, suggesting a tendency to follow the herd rather than create strongly differentiated brand messages.”**

McKinsey (2013)

# **Two useful approaches to brand messaging**

## What is our role in the world?



**Why do we exist?**

**How do we do that?**

**What do we sell?**

# **Building a brand story**

**The global context**

**Our role in this context**

**What makes us unique**

**Here comes the conclusion slide...**



## **The new rules for a new era:**

**#1 – less propaganda, more personality from the top down**

**#2 – open, honest dialogue at all times**

**#3 – find out what you stand for and celebrate that uniqueness**

**#4 – protect customer data and privacy.**

**That's it.**

**(I told you there was no sales pitch)**