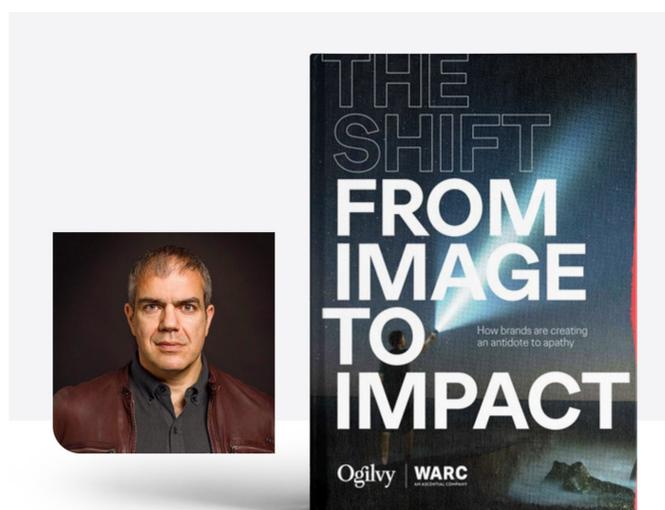


Podcast recorded by Antonis Kocheilas, Global CEO, Ogilvy Advertising  
Recommended by Wim van Melick, Director Growing Talent  
Ogilvy Social.Lab Amsterdam



## The Shift from Image to Impact

### Why brands need to prioritize impact

Brands need to make an *impact* on people's lives, offering solutions for tensions people experience. Brands must not simply mirror trends but act as magnets of personal preference, creating deep attention, resulting in meaningful experiences of people. *Impact* needs to be evident what the Brand does "for me" to earn a bigger role in my life and what it does "for us" as a global community to enhance the well-being of the planet, society, and future generations. People believe that brands need to make the world a better place. Creating impact is the key to profitable growth of Brands in today's world.

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The Global Reading Club also recommends:



## Brands that Do

### Building Behavior Brands

People expect Brands that act, that help, that do. This means that Brands must adopt new approaches.

Consumers are telling marketers to stop making empty promises and start acting in new and different ways.

Shift from saying to doing, creating consumers experiences. Shift from stating beliefs and values to living them consistently through action. Brands must be useful, meaningful, and engaging - or it is moving toward irrelevance.

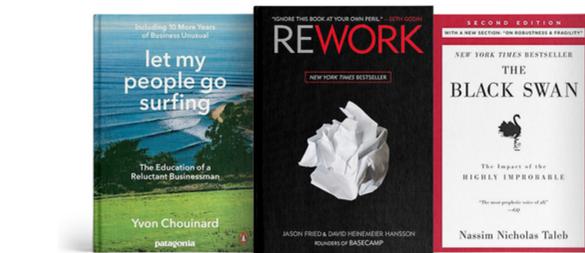
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