

**SAME**

**SAME**

**BUT**

**DIFFERENT**

In order of appearance 

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Agency as the story **maker**

Brand as the story **teller**

Consumer: story **listener**

Brand knowledge (the devil is in the detail)

Strategic and conceptual thinking



Ability to create **stories** about/with/for their brands

Brand knowledge (the devil is in the detail)

SAME

Strategic and conceptual thinking

SAME



BUT

Ability to create **stories** about/with/for their brands

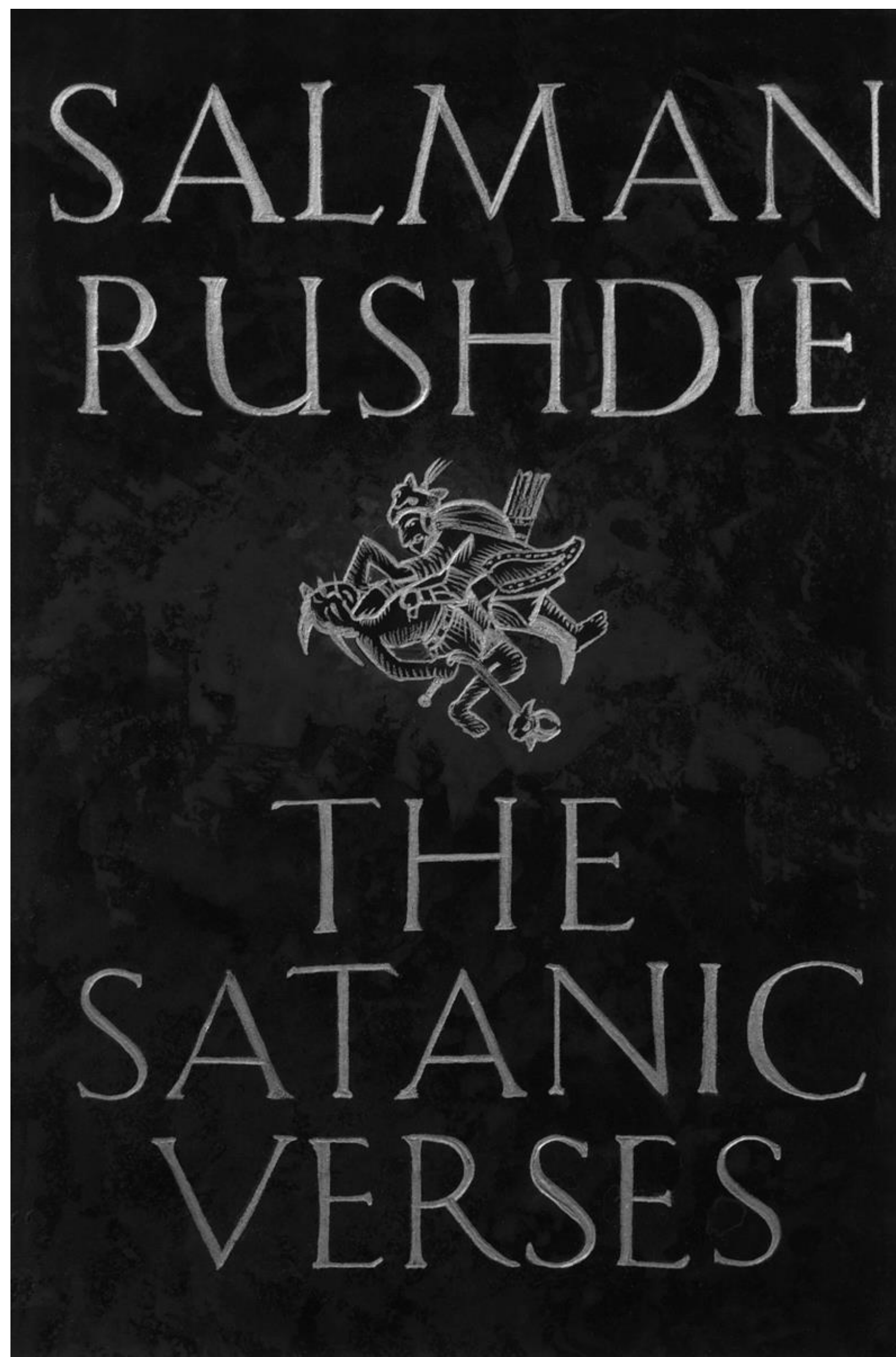
**DIFFERENT**

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Story

noun, plural stories.

a narrative, either true or fictitious, in prose or verse, designed to interest, amuse, or instruct the hearer or reader; tale.



Once upon a time ....





**"Look what I built  
with LEGO!"**

And look at that look on her face. That's pride smiling!

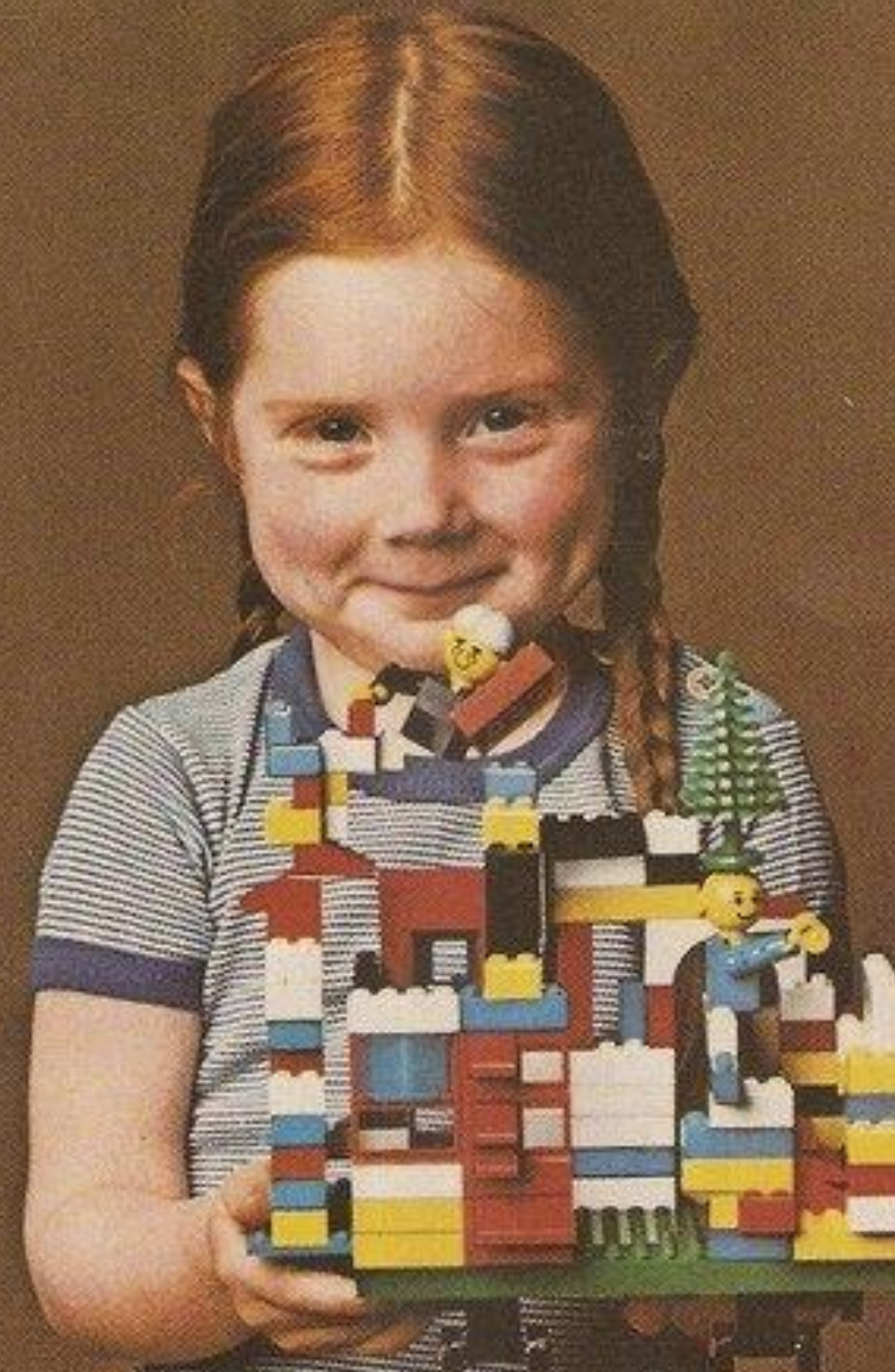
The feeling of accomplishment children get from building with LEGO® Brand Building Sets is something no child should miss. And something no parent should miss sharing.

LEGO bricks and pieces are beautifully crafted. They snap together to build anything a child can imagine. Snap apart to start all over again.

LEGO is a toy they never tire of, a toy that stimulates creativity and imagination for years.

What more could you ask of a toy?

**LEGO Building Sets**  
(See LEGO sets for all ages at your local store.)



**What it is  
is beautiful.**

Have you ever seen anything like it? Not just what she's made, but how proud it's made her. It's a look you'll see whenever children build something all by themselves. No matter what they've created.

**Younger children build for fun.** LEGO® Universal Building Sets for children ages 3 to 7 have colorful bricks, wheels, and friendly LEGO people for lots and lots of fun.

**Older children build for realism.** LEGO Universal Building Sets for children 7-12 have more detailed pieces, like gears, rotors, and treaded tires for more realistic

**Universal Building Sets**



3-7 years old

**LEGO**

7-12 years old



stimulates creativity

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are beautifully crafted

for all ages

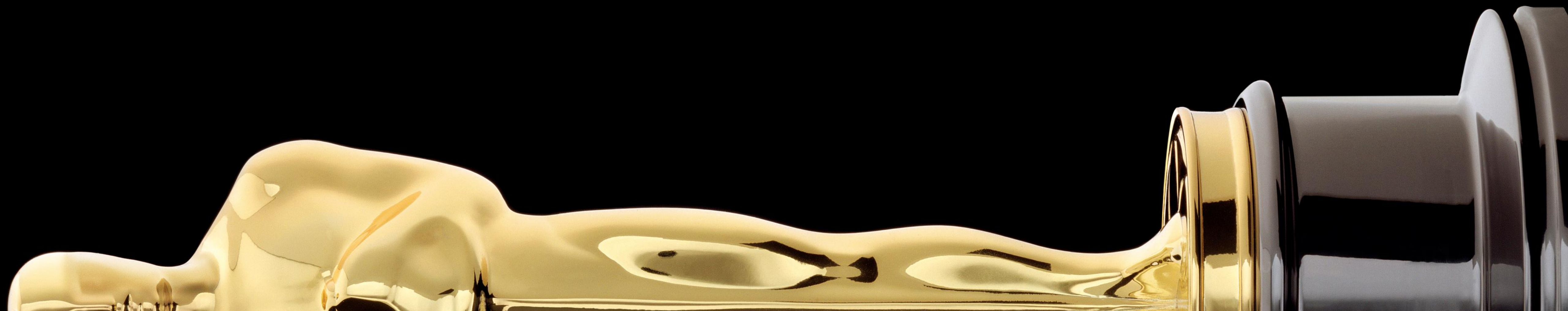
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Instead of talking directly about the brands...



an academy award nominee

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an academy award nominee  
ninety minute advertisement

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“Longer formats as a means of better engaging with their audiences, who have developed a far greater appetite for online video content.”

Chris Fowles - MWP

a well known story

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18

17





19

77

20

17

different results

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BMW USA

Videók

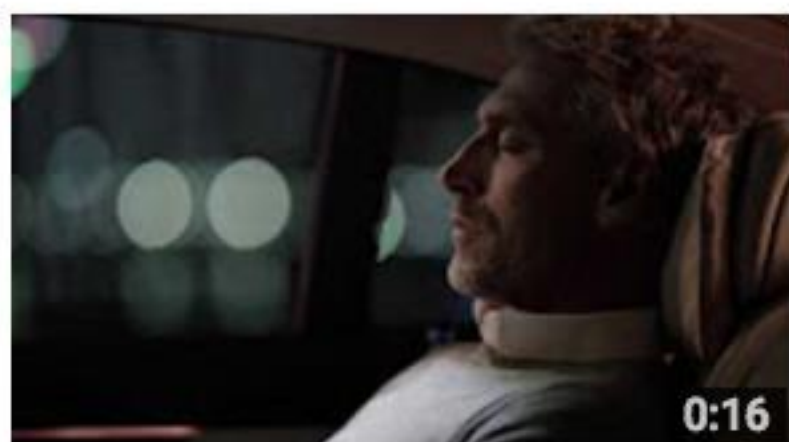
Lejátszási listák

Csatornák

Névjegy



**BMW 7 Series - Touch Command**  
1 446 megtekintés • 3 hónapja



**BMW 7 Series - Executive Lounge**  
2 597 megtekintés • 3 hónapja



**BMW 7 Series - Carbon Core**  
2 823 megtekintés • 3 hónapja



**BMW Accident Research**  
4 628 megtekintés • 3 hónapja



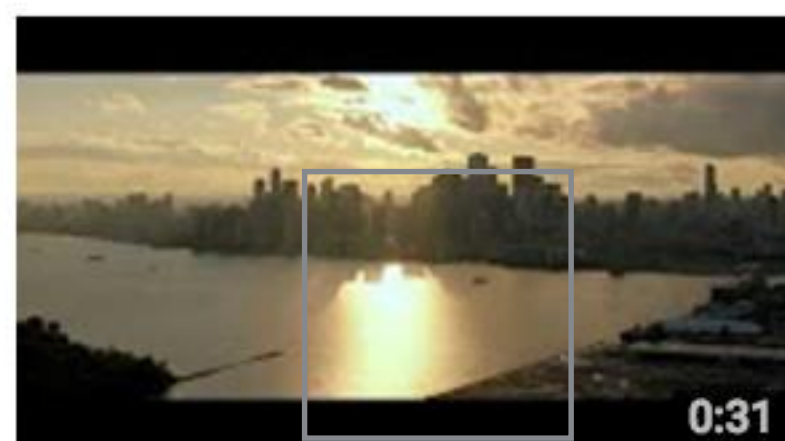
**BMW Films Behind the Scenes 2**  
40 008 megtekintés • 3 hónapja



**BMW Films Behind the Scenes 1**  
38 783 megtekintés • 3 hónapja



**BMW Films: The Escape**  
5 276 404 megtekintés • 3 hónapja



**BMW Films: The Escape Trailer 2**  
438 155 megtekintés • 3 hónapja



**BMW iPerformance - Quick Overview**  
4 559 megtekintés • 4 hónapja



**BMW Films: The Escape Trailer**  
169 750 megtekintés • 4 hónapja



**Sneak Peek BMW Films: The Escape**  
201 336 megtekintés • 4 hónapja



**BMW i3 Charge**  
3 279 megtekintés • 4 hónapja



**BMW Connected. Your personal mobility companion.**  
10 943 megtekintés • 5 hónapja



**BMW Celebrates 100 Years with the M6 GTLM**  
5 614 megtekintés • 5 hónapja



**Wait or Drive**  
902 371 megtekintés • 6 hónapja

ok, but he is Clive Owen

PAID POST

BrandStudio

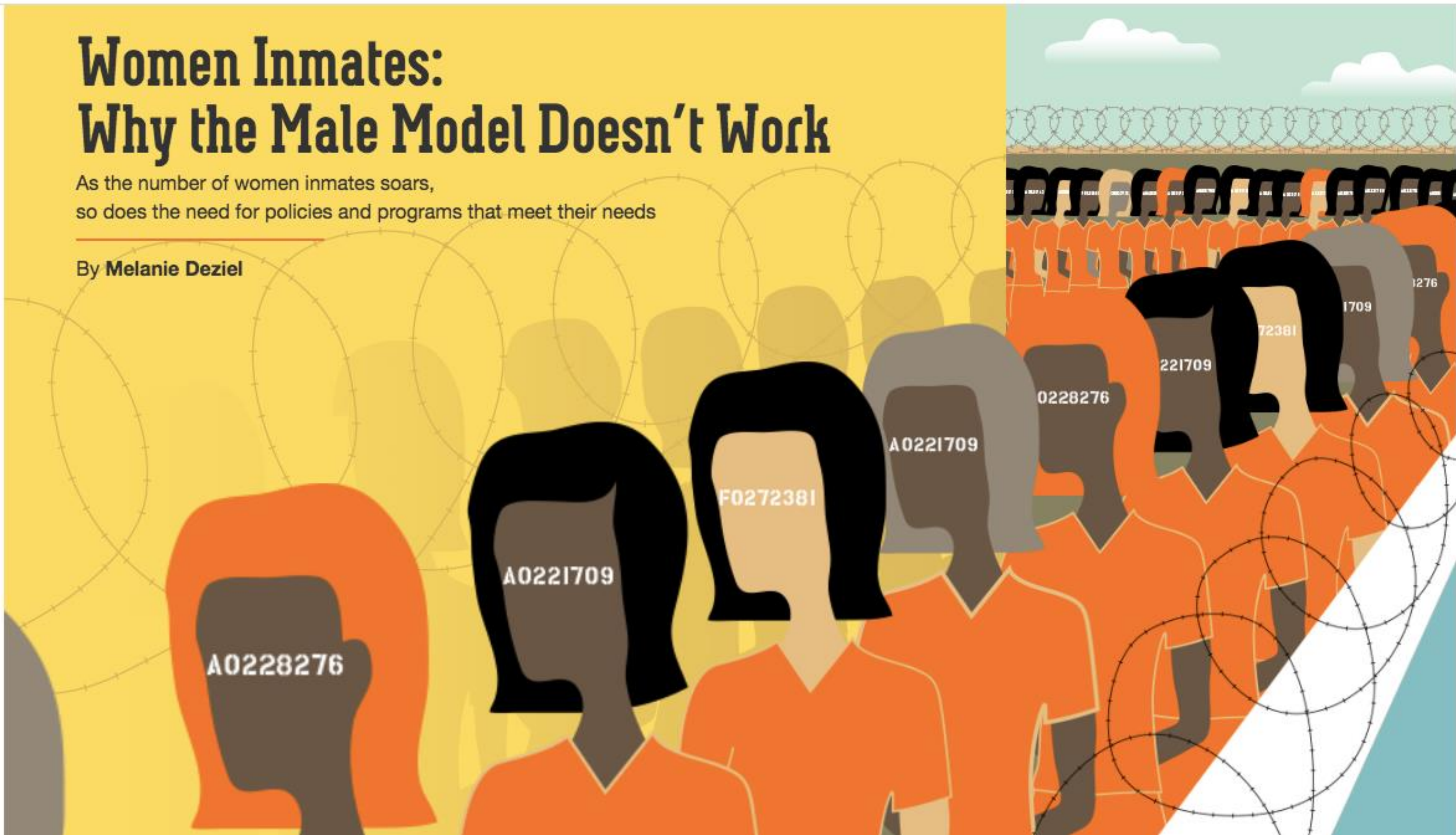
NETFLIX | ORANGE & BLACK



# Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars, so does the need for policies and programs that meet their needs

By **Melanie Deziel**





*always*

1025  
WF / 51 / 1978



1631-1650  
WF / 51: / 1978



EXIT



Dove





makeandtell

[republicgroup.hu](http://republicgroup.hu)