

from On-Demand to On-Brand

Dispatches from the future of marketing.

Matthew Knight

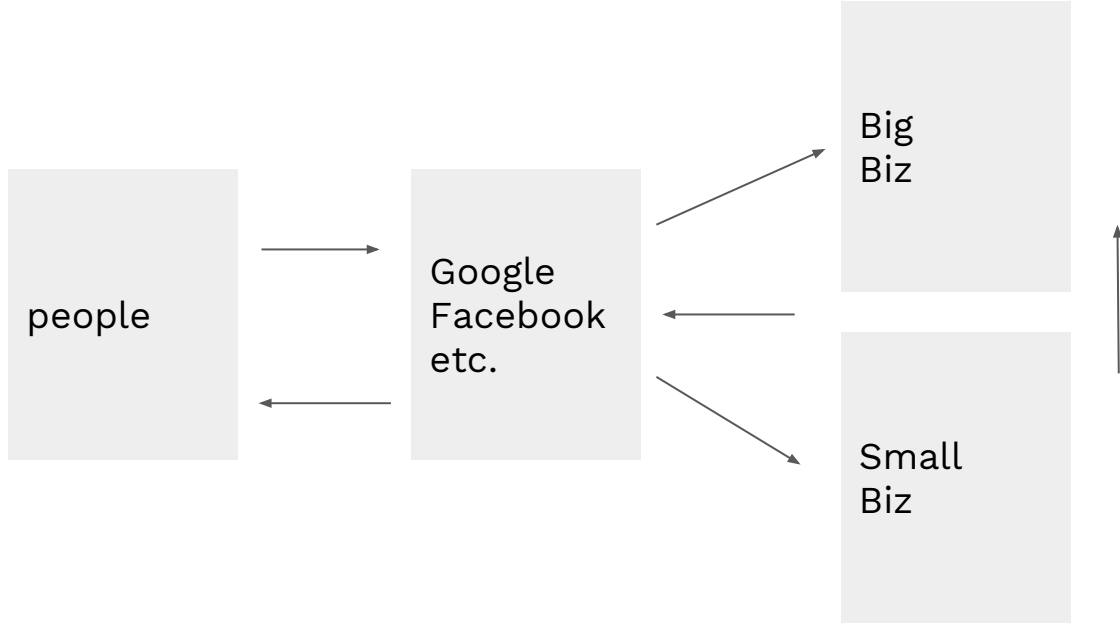
matthew@foxlark.co

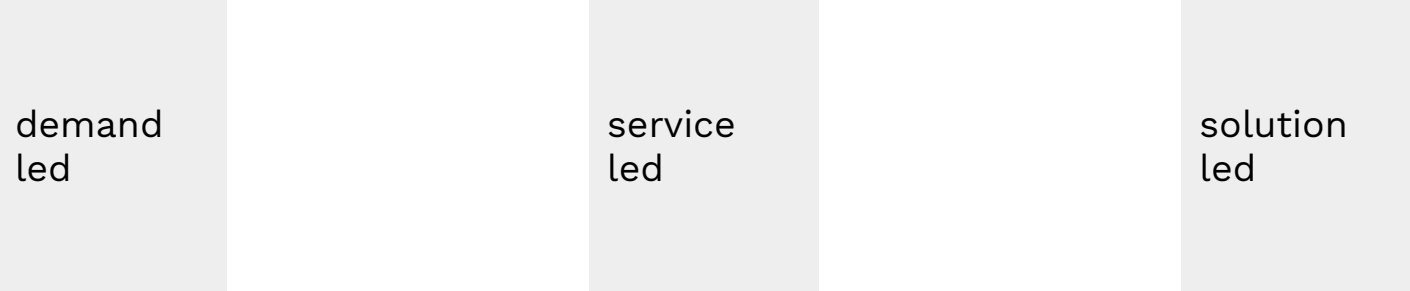
on-demand

culture

the new

arms race

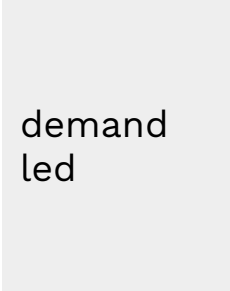




demand
led

service
led

solution
led



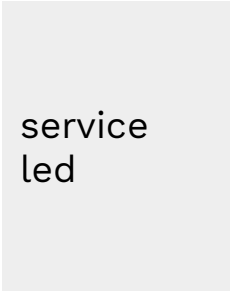
demand
led

instagram stores

12 businesses in 12 months

real-time content creation

automated product



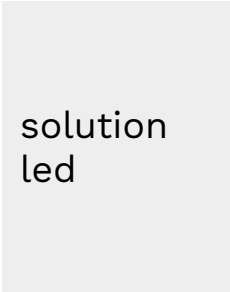
service
led

hellofresh

hearhear

fitbit

worn wear



solution
led

yunojuno

uncommon

we are rosie

client-centric teams

skate to
where the
puck is

skate to
where the
puck is
headed

~~skate to~~
~~where the~~
~~puck is~~
~~headed~~

Passive Interfaces

will lead to...

Responsive Brands

Data Awakening

will lead to...

Lower Quality Data

Fake News

will lead to...

Trust Algorithms

Filter Bubbles

will lead to...

Serendipity Engines

the constant
chase is just
too damn tiring.

zero

data?

from

on-demand

to

on-brand

patagonia

warby parker

be the story
which needs telling

iceland

nike

48% support

36% don't trust

78% expect

1. trust is bust
2. behave
3. horizontal
4. with friends

1. explore more
2. patronise and partner
3. be the story

Thankyou.

Come say hello.

<http://foxlark.co/wmg>