

Brands ghosting

Why people are disappearing and how to win them back.



Alessandro Sabini

CCO Something To Talk About

Leo Burnett

Global Creative Director for Fiat Chrysler Automotive

Ogilvy

Executive Creative Director Italy

McCANN
WORLDGROUP

Chief Creative Officer, Global Creative Director for Nespresso

something
to talk about:

Founder

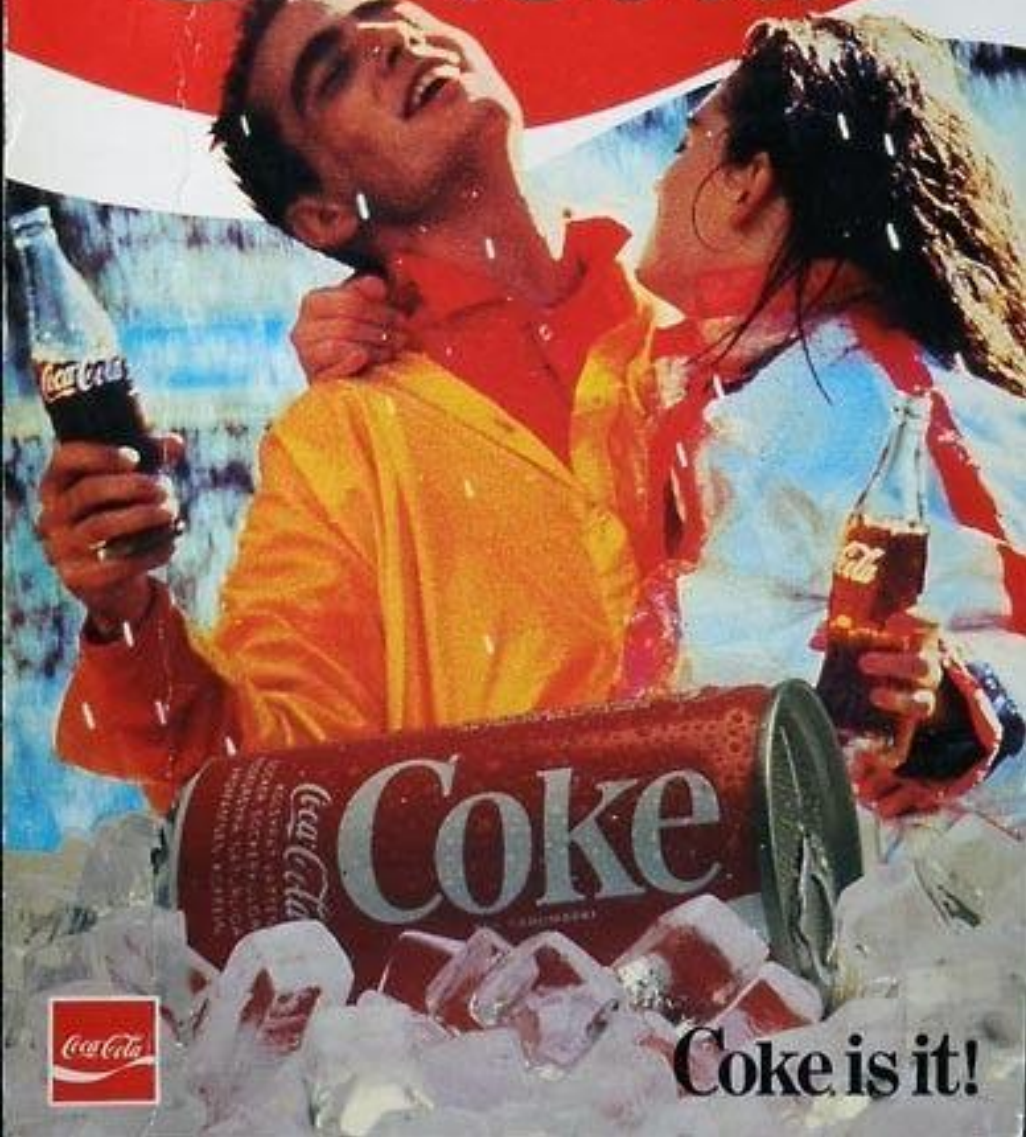
Coca-Cola

Gelukkig Nieuwjaar, schat.

You Can't Beat the Feeling!

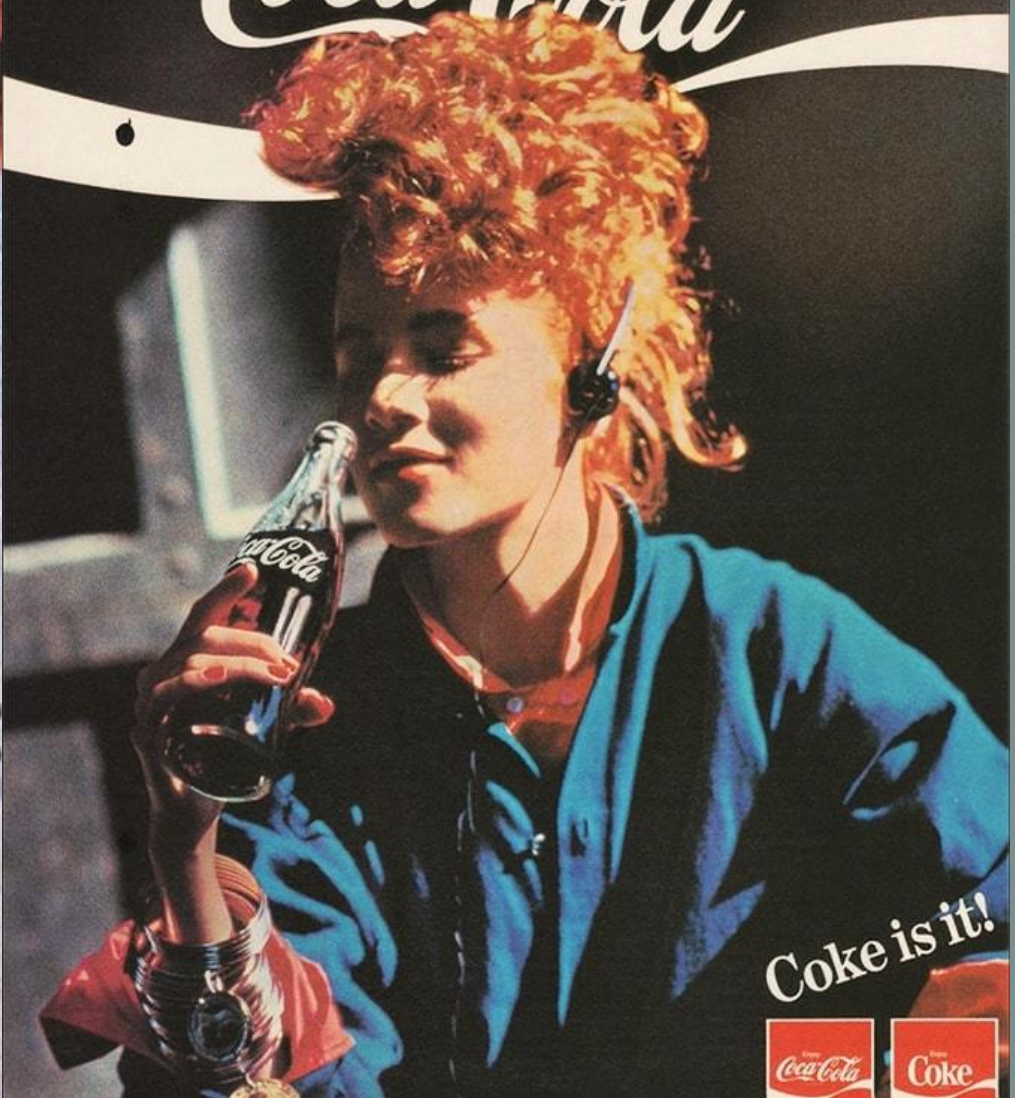


Coca-Cola



Coke is it!

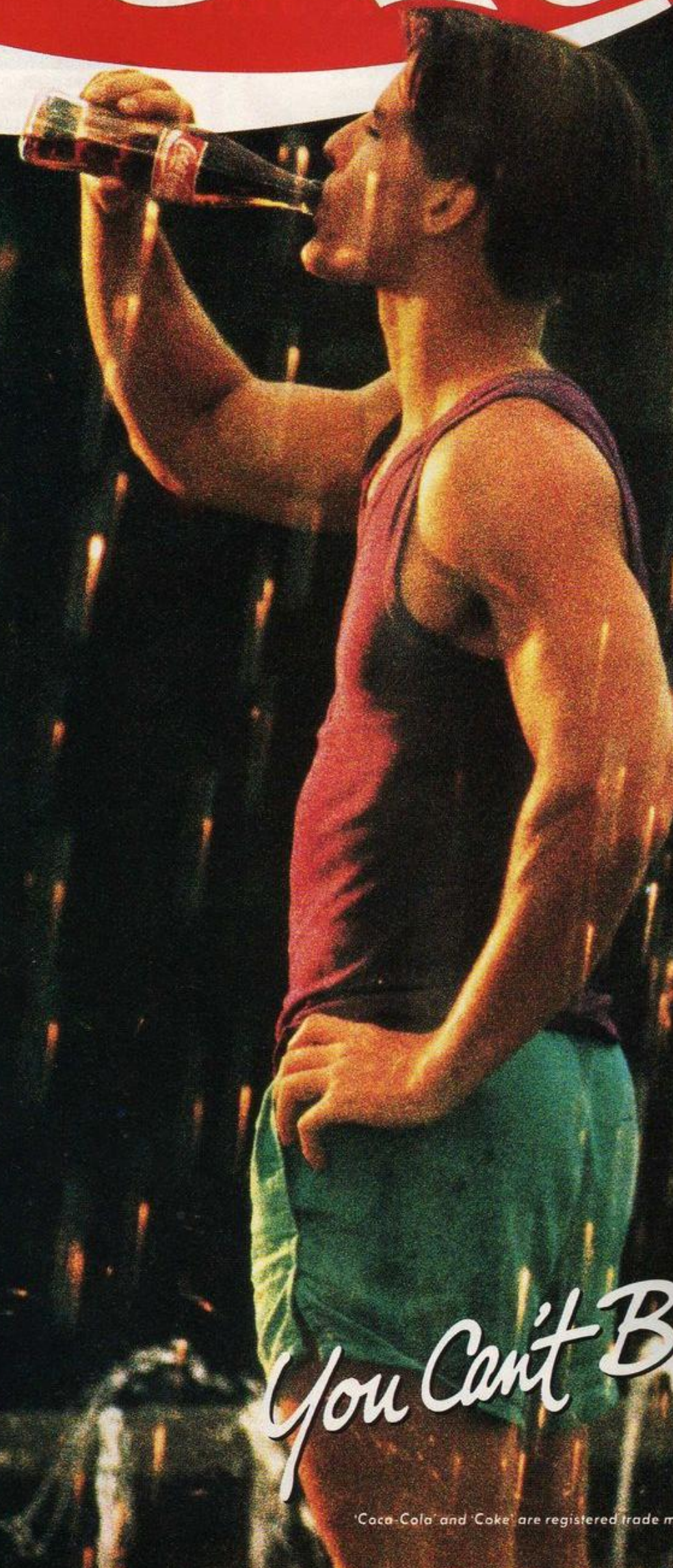
Coca-Cola



Coke is it!



Coca-Cola



You Can't Beat the Feeling!



*Coca-Cola and 'Coke' are registered trade marks which identify the same product of The Coca-Cola Company.





Hey ;)

It was good seeing you the other night, let's meet up again soon

So how's it going?

Have any plans this wknd?

I thought we could grab coffee some time at Main Street Bistro

Hello?



MARKETING DATA & ANALYTICS

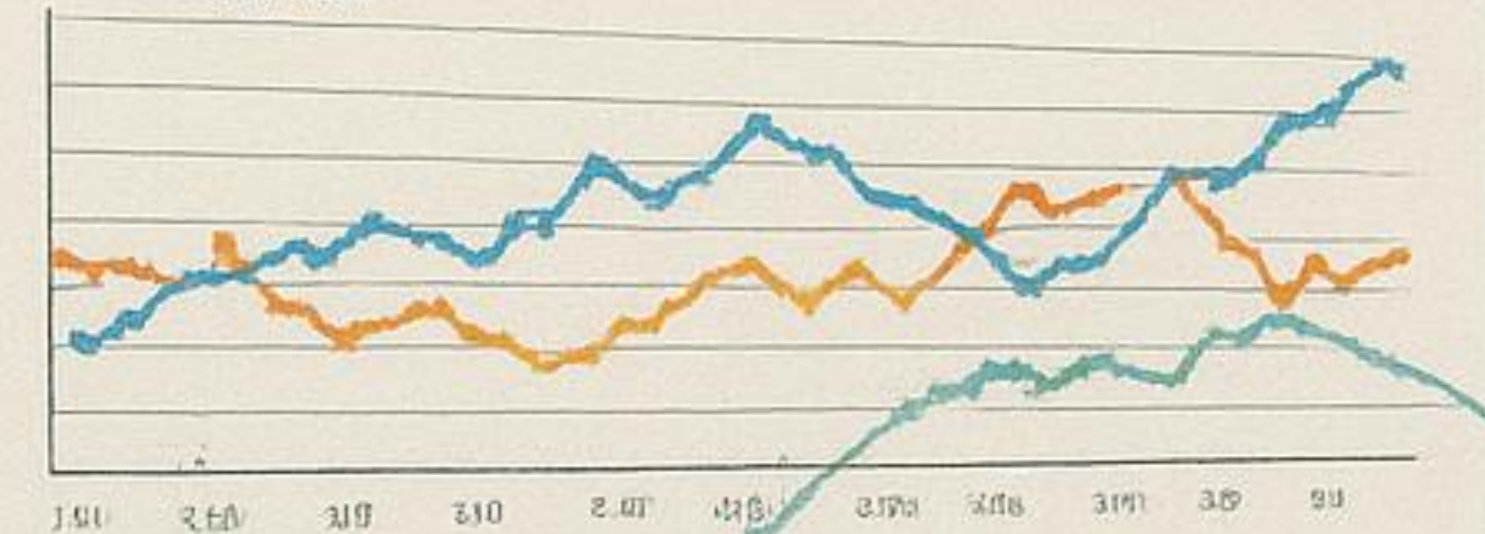


n Perlonance

5.105	000
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on Growth

Convetsion Rule



Refit on Invest







Persona

n.f. /per'sona/

person (individual **human being**)

Lei è una persona simpatica – You are a nice person

(pl. persone)

Ci sono tante persone – There are many **people**

People left the chat





**EL CAFE MAS BIZARRO
DE BUENOS AIRES**

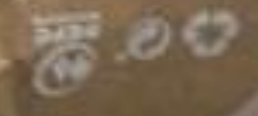
BORING





100% RECYCLED PAPER

ZARA



Dhg messenger bags









W#+\$0%!

THANK YOU