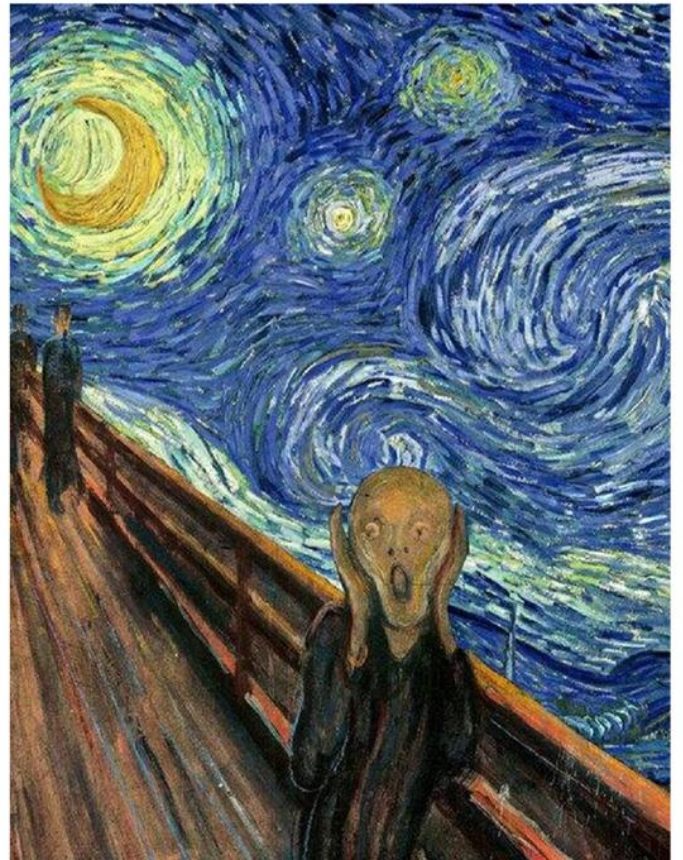


МОЛЧИТЕ ГРОМЧЕ, ЧТОБЫ ВАС УСЛЫШАЛИ!

ИЛИ КАК СДЕЛАТЬ КАЖДОЕ
СЛОВО В КОММУНИКАЦИИ
ЗОЛОТОМ?





зачем
брендам
нужен
манифест?

**Манифест — это
ценностное
заявление: что
важно, во что
верим, против чего
выступаем.**

Dove Real Beauty

Film: "Evolution"

Year: 2004

Abre Los Ojos // Deepmeaning Brandbuilding

**Чтобы объединять
людей.
Он создаёт
ощущение «мы» —
превращает бренд в
сообщество.**

**SMART
LISTENS TO
THE HEAD.
STUPID
LISTENS TO
THE HEART.**

Shop online at Diesel.com



Shop online at diesel.com



**STUPID IS
SPREADING.**

BE STUPID DIESEL
FOR SUCCESSFUL LIVING

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail firms turn red to black and starts to make real money. But Black Friday, and the bubble of consumption it reflects, puts the economy of natural systems that support all life forms in the red. We're now using the resources of one and a half planets on our one and only planet.

Because Patagonia wants to be in business for a good long time — and it's a good one — available to our kids, we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all at a sudden. This is what we face unless we slow down, then reverse the damage. We're saving short on fresh water, habitat, fisheries, wetlands — all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astonishing. Consider the H² jacket shown, one of our best sellers. To make it required 130 liters of

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU can't have what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to buy what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator

REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace



water, enough to meet the daily needs three glasses a day of 45 people. Its journey from its origin as 60% recycled polyester to our final warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket will be used, on its way to Reno, two-thirds its weight in waste.

And this is a 50% recycled polyester jacket, knit and sewn to a high standard. It is exceptionally durable, so you won't have to replace it as often, and when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Use the Common Threads Initiative pledge, and join us in the 9th "R" to reimagine a world where we take only what nature can replace.

patagonia
patagonia.com



USE THE PLEDGE

You will pay your Patagonia product as usual and after the Common Threads Initiative pledge, we will take your product to patagonia.com for an additional charge.

**Чтобы выделяться в
мире шума и
фальши
Манифест заявляет
что-то реальное, с
характером,
вызывает уважение.**

**The
Guardian**



**Манифест не про
конверсии завтра,
он про брендовую
устойчивость на
годы вперёд.**





0+



**Манифест — это душа
бренда.**

**Он дает смысл, голос
и точку опоры.**

**Его не делают «ради
пафоса». Его делают,
если у тебя есть, что
сказать миру.**

Альфа Бизнес

1. Первыми запустили онлайн-открытие расчетного счета для бизнеса.
2. Первыми запустили цифровую корпоративную карту
3. Треть всех ИП открывается в Альфе
4. Более 35% всех терминалов для оплаты в Минске – Альфа Кассы



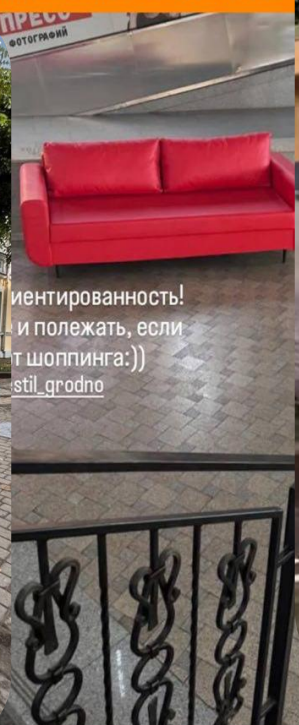
**ГРАН-
ПРИ** В САМОЕ
СЕРДЦЕ

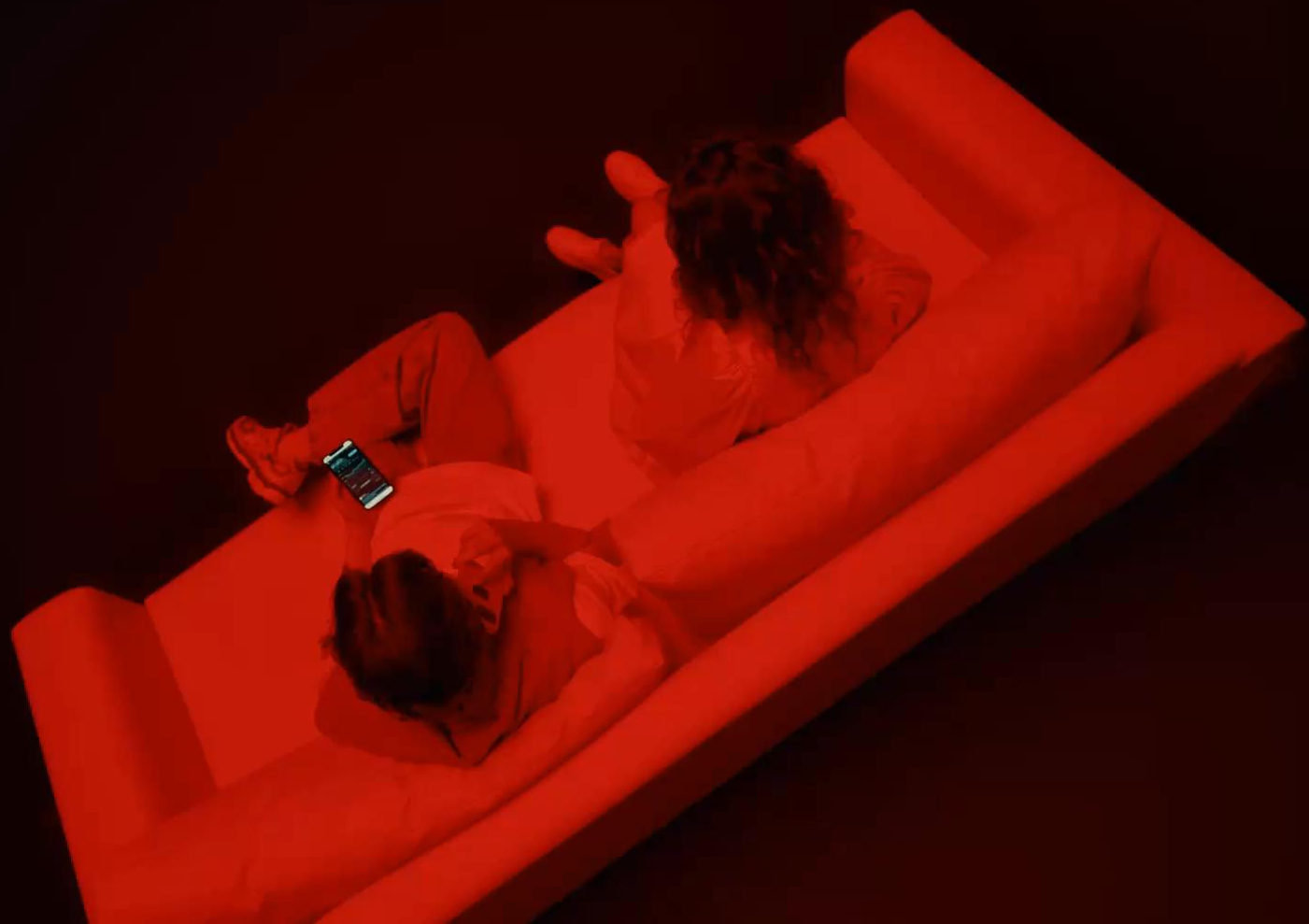
 Цифровой
банк

 Топ-
менеджер

 Мобильное
приложение для
юридических
лиц

Красные диваны?





A DJ is shown from the chest up, wearing a grey short-sleeved button-down shirt, black headphones, and black sunglasses. He has tattoos on both forearms and is adjusting knobs on a black Pioneer DJ mixer. The background is a soft-focus sunset over a city skyline. The image is framed by a solid red border on the left and right sides.

ALFA SUNSET — ЭТО...

The Game

Those who
don't know

Those who
know



"The biggest site on
The Game."
- Canadian Press

"Explaining the mysteries of
The Game to the world."
- The Metro

"Also, The Game."
- TIME Magazine

"The world's most formidable
resource for The Game."
- Kerrang! Radio

"Dedicated to informing the
masses about The Game."
- Wikinews

"Can we play again tomorrow?"
- Kiwi FM



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... An incurable mind virus unleashed by scientists in the 1970s ...
... An unprecedented social experiment involving every human mind ...
... An infamous psychological challenge that broke game theory ...
Are you sure you want to know more?

What is The Game?





TikTok

@ user123481236

СПАСИБО



Виталий ЗАХАРОВ

Креативный директор Альфа Банк

