

A man in a dark suit is walking away from the camera on a floor with diagonal stripes. The stripes are dark and light, creating a strong perspective effect. The man is carrying a bag and is positioned on the left side of the frame.

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IS NOTHING
TO ASPIRE TO.

First or **Forgotten**: Why Brands Need Guts (**Again!**)

A bold call for brands to stop waiting, start leading, and dare to stand out.

Nobody laughs at what they've heard before

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What if you tried being first, **just once**?

The value of being first, the cost of coming second, and how brands can reclaim their **courage**.

Because marketing doesn't need more fear.
Marketing needs **leaders**.

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Fear disguised as **strategy**

The Current Problem



When did we start being afraid of **going first**?

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At what point did being second become a struggle?

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“This might get us in trouble...”

“Another brand already said this...”

“What will legal think?”

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Being cautious **isn't wrong.**

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Because being second isn't just a position.
Sometimes, it's **an attitude.**

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They wait for someone else to make **the mistake**.
They wait for someone else to take **the risk**.
They wait for someone else to **be brave**.

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They're **not** waiting.

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Brands are full of metrics, but **empty**
of meaning.

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What happens when you dare to go first?



Being first **is scary.**

Because when you're first, there's no **data to**

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The first one doesn't **have guarantees.**
But they have something no one else does: **o**

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When you're first, you start **the conversation**.

When you're first, the rules haven't **caught up** yet.

When you're first, you get to make the difference.

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Believe in something.
Even if it means sacrificing everything.

 Just do it.



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CREAT
IVITY



They didn't do what was proven **to work**.
They did what felt right for **their brand**.

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Yes.

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Great ideas aren't born to be liked **right away**

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Average can't be **the goal.**

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Brave brands can **still exist.**
But someone has **to go first.**

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Second place can still **win big**

What if you're not first?



You won't always be **the first.**

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Because it's not just about who got **there first** —
It's about who came with **something to say**.

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They weren't first.
But they owned the narrative.

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Sometimes, you're not the first to make a joke
that night.

But when you get on stage with your own voice,
with a real story, with your truth...

You can still steal **the show.**

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Your brand doesn't have to be first.
It has to be **unforgettable.**



That it's not always about **being first**...
It's about knowing why you're **showing up**.

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Because if you're going to **be second...**
at least don't make it look like you **needed pe**

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The ones with **personality**.

The ones that make people a little **uncomfortable**.

The ones that don't sound like **everyone else**.

The ones that have more than **followers**.

The ones with **guts**.

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What if you tried being first, **just once**?

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And if you're not going to be first...

Don't make it obvious.

Make it obvious that you're here to say **some**

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Thank **you!**

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