

The New Economy Playbook

**HOW TO SURVIVE WHEN
THE OLD MARKETING
PARADIGM COLLAPSES**

Chacho Puebla



**“THE OLD WORLD IS
DYING.
THE NEW IS SLOW TO
APPEAR. IN THE DARKNESS,
MONSTERS EMERGE.”**


— Antonio Gramsci (Philosopher)

Prison Notebooks, 1930s

A scene from the animated show 'SpongeBob SquarePants' showing the character in his kitchen. He is standing in the center, looking towards the camera. To his left is a blue porthole window with a red curtain. To his right is a brown sponge-shaped rug hanging on a string. In the foreground, there is a yellow table with a blue teapot and a white tablecloth. A red bag is on the floor next to a blue trash can. The background is a green wall with a blue door.

**THE WORLD
RIGHT NOW**

**EVERYTHING
HAPPENING
AT ONCE**



The world order we knew is ending.

The multilateral system built in 1945 is being dismantled in real time. This is not rhetoric. It is structural.

China became the green giant while nobody was watching.

More than 50% of cars sold in China in 2025 are electric. China builds 74% of all solar and wind capacity in the world. They already won the energy transition.

AI is not the future.

It is now. It is already reshaping labor markets, business models and power. Everything else on this list is being accelerated by it.

Climate is crossing the point of no return.

The science says one thing. Politics says another. The gap between the two is the biggest problem we have.

The K-shaped economy — and the disappearing middle class.

Only the top 20% is sustaining consumption. The middle class that powered the 20th century is shrinking. Nobody in power has an honest answer.

The collapse of trust in institutions.

No trust in governments. No trust in science. No trust in media. No trust in companies. This changes everything for marketing and communication.

Deglobalization or the fragmentation of trade.

The world is no longer one global supply chain. It is blocks. And in the middle, a fight for critical minerals that China already controls.

The Global South found its voice.

Brazil, India, Indonesia, Nigeria. Countries that used to follow the script written in Washington are now writing their own. That is where the growth is.

The mental health crisis as an economic fact.

Loneliness, anxiety and disconnection are affecting productivity, consumption and culture in ways we still cannot measure well. Brands that understand this first will be in a very different position.

The return of the local, the physical and the human.

People are looking for real community, physical spaces, connections that don't go through a screen. Not nostalgia a human need that the digital model cannot satisfy, and that is creating entirely new markets.

WE WILL FOCUS JUST ON 3. OK?

- 1. AI**
- 2. ENVIRONMENT**
- 3. ECONOMY**

**THE ECONOMIC
MODEL
IS NOT WORKING
ANYMORE.**

Just in case: marketing works with money, ok?

A black and white portrait of Ronald Coase, a middle-aged man with glasses, wearing a suit and tie, looking slightly to the left. The background is blurred, showing what appears to be a conference or meeting setting with other people and lights.

**“COMPANIES EXIST
BECAUSE DOING BUSINESS
HAS FRICTION. REMOVE THE
FRICTION – AND
COMPANIES MAY
DISAPPEAR.”**

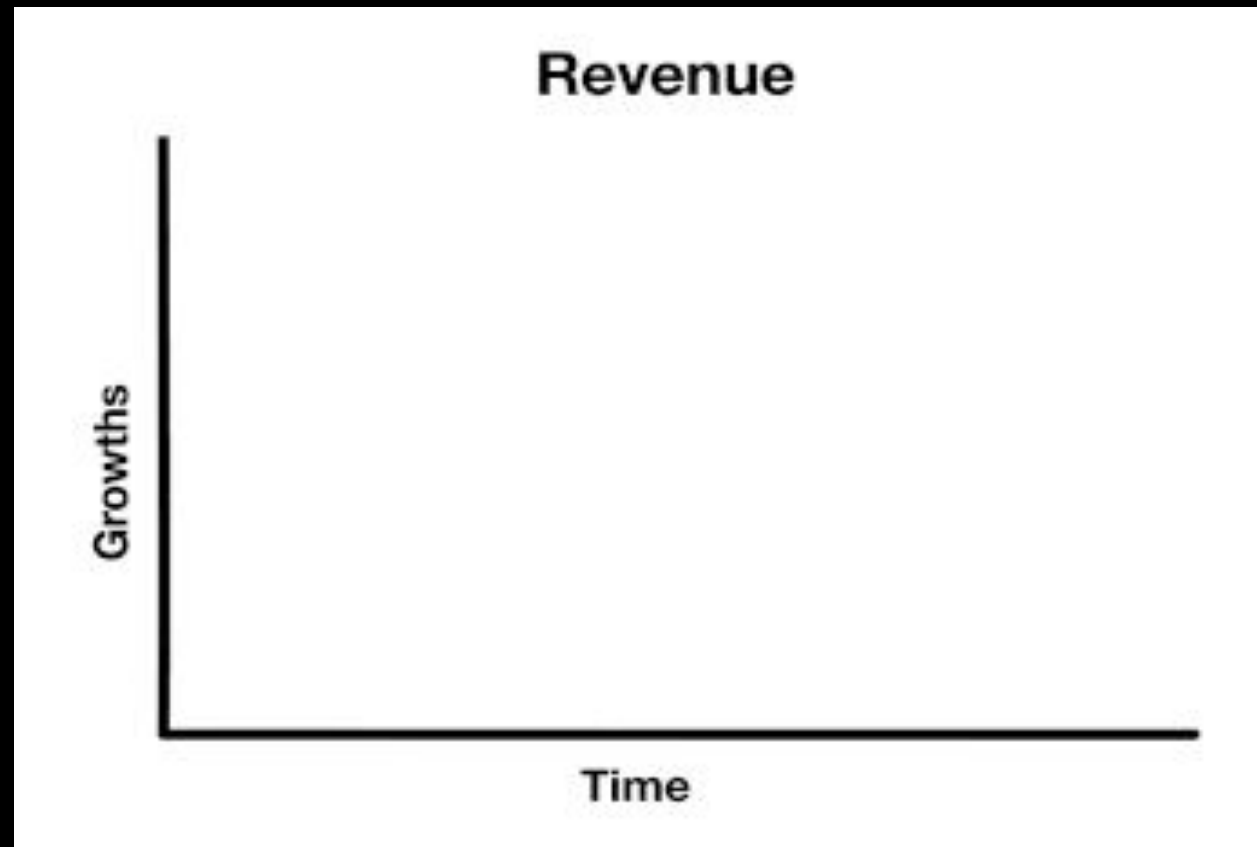
— Ronald Coase, 1937

Nobel Memorial Prize in Economic Sciences in 1991

**AI IS
REMOVING
ALL THAT
FRICTION.**

**MIT & Harvard economists call
this the 'Coasean Singularity'**

**IF EVERYTHING
CAN BE
AUTOMATED...
WHAT HAPPENS
TO US?**



**INFINITE
GROWTH**

What we believe



**FINITE
PLANET**

What is real

Things that don't scale forever

ENERGY

WATER

ATTENTION

TIME

YOU

**CLIMATE IS THE VARIABLE
NOBODY WANTS TO TALK
ABOUT.**

63% OF ORGANIZATIONS SAY NATURE RISK IS NOW AS SERIOUS AS CLIMATE RISK. THE ONES WHO ALREADY KNEW THAT, ARE THE ONES STILL

Council Fire LLC



**NATURA SOURCES
INGREDIENTS FROM
AMAZON COMMUNITIES.
DURING GLOBAL SUPPLY
CHAIN COLLAPSE IN 2020,
THEY DIDN'T NOTICE.**

**DENYING
SUSTAINABILITY
DOESN'T HELP PEOPLE.
IT HELPS PESTS.**

A woman with her mouth wide open in a shout or scream, positioned in the center of the frame. She is wearing a dark top. The background is a blurred cityscape with various skyscrapers under a clear blue sky. The overall image has a slightly desaturated, cinematic feel.

AI AND MARKETING

AI IS NOT THE THREAT.

AI IS THE MIRROR.

AI can do this very well:

GENERATE CONTENT

OPTIMIZE CAMPAIGNS

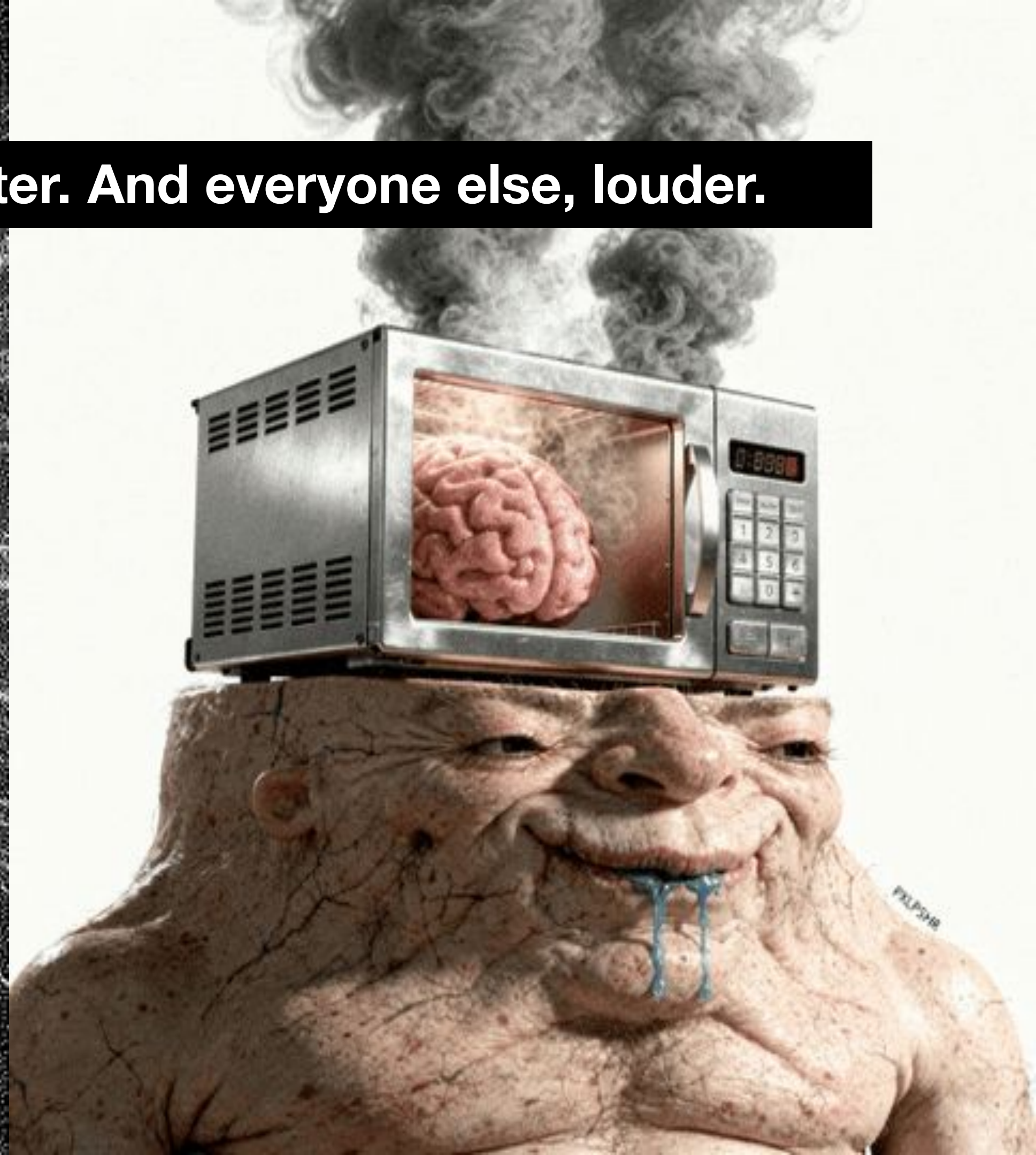
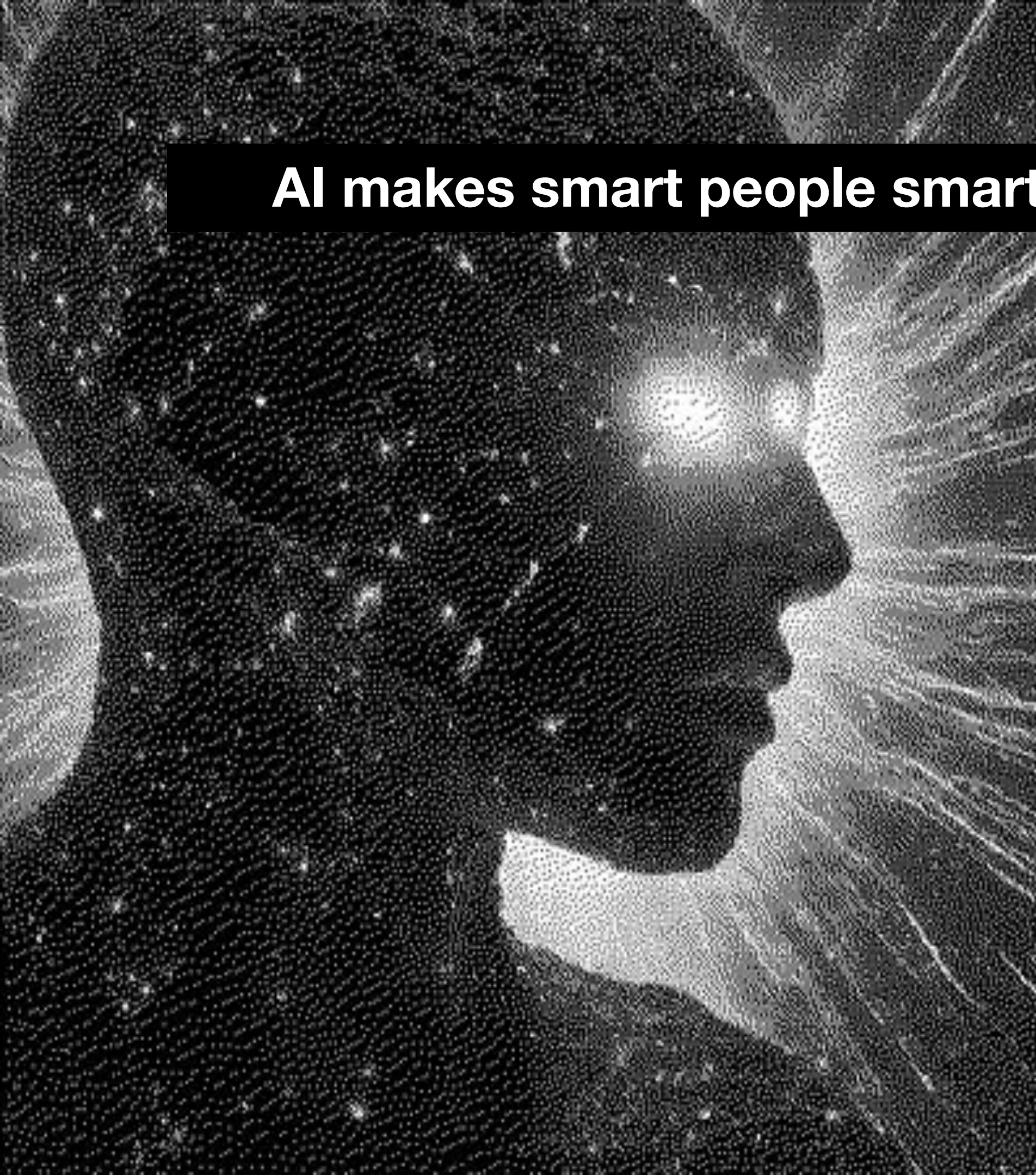
SCALE MESSAGES

PREDICT BEHAVIOR

**BUT, AI CANNOT HAVE
A POINT OF VIEW.**

**A POINT OF VIEW IS NOT AN
OPINION. IT IS A POSITION
BUILT FROM EXPERIENCE,
MISTAKES, AND A UNIQUE WAY
OF SEEING THE WORLD.**

AI makes smart people smarter. And everyone else, louder.



**ARE YOU
REPLACEABLE?**

CEO

**IF YOU DON'T HAVE
A POINT OF VIEW:**

**YOU ARE
REPLACEABLE.**

CMO

**IF YOU BELIEVE
MORE OF THE SAME
WILL SAVE YOU:**

**YOU ARE
REPLACEABLE.**

CREATIVE

IF YOUR ONLY
CREATIVE LIFE
IS DOING BRIEFS:

YOU ARE
REPLACEABLE.

UNILES
S

**YOU START
BUILDING
A CLEAR POINT OF
VIEW AND CRAFT IT.**

HOW?

COLLECT WHAT YOU HATE

**What makes you angry in your industry is where
your real point of view lives.**

**MAKE
DECISIONS
NOBODY ASKED
YOU TO MAKE.**

Propose the idea that wasn't in the scope. Say no to the safe client. Learn from your mistakes.

**SAY IT UNTIL IT
COSTS YOU
SOMETHING.**

**If it costs you nothing, it's not a point of view.
It's a positioning statement.**

THE NEW ECONOMY



THE DYSTOPIAN FUTURE?

Survival Condo Project

**THAT IS FOR
PEOPLE ALREADY
IN POWER.**

PREPARING FOR THE END

SUPER-RICH BUILDING DOOMSDAY BUNKERS

CNN

6:43 AM PT

SMERCONISH

**FOR THE REST OF US,
A NEW ECONOMY
IS GROWING.**



**IT'S THE ONE THAT'S
GROWING
MEANWHILE THE OLD
ONE IS DYING**

Shut up. I'm rich.

THE NEW ECONOMY LOOKS LIKE THIS:

FROM TRANSACTIONS TO RELATIONSHIPS.

You don't sell a product. You build a system people stay in.

FROM GLOBAL TO REGIONAL.

Short chains are more resilient, cheaper, and easier to trust.

THE FINITE PLANET IS A COMPETITIVE ADVANTAGE.

Scarcity has a price. Those who design for it win.

TRUST COLLAPSE = MARKET GAP.

When institutions fail, clear positions fill the void.

THE OPPORTUNITY IS HERE.

BRANDS

Take a clear position on circular / local / trust.
That differentiation will be very expensive to buy in 3 years.

AGENCIES

The ideas exist. The narrative that reaches mass audiences doesn't.
Whoever communicates these transitions has almost no competition.

CREATIVES

Execution is automated. Judgment is not.
Knowing what to say, to whom, and why — that is the next decade.

SMES

90% of the economy. Most agile to adapt.
Most ignored by those selling new economy solutions. That is the gap.

**THE ONES WHO
UNDERSTAND THIS
ARE ALREADY MOVING.**

**The question is not whether the new economy is real.
The question is which side you are on when it arrives.**



Pablo. A graphic designer. Not a real estate developer. Not a hotel chain. Just someone who saw that people need affordable, shared, human spaces.

He called me and said ***“I don't know who I'm going to sell to my product because AI is going to leave everyone jobless.”***

Not true. New customers. AI will not eliminate everything

JOBS DISAPPEAR
TRUE

MARKETS MOVE
ALSO TRUE

WALK THE TALK.
WHAT WE DO AT
FELICIDAD

**OUR CLIENTS DO
NOT BUY HOURS.
THEY BUY OUR
POINT OF VIEW.**

Felicidad

A CONSULTANCY. AN AGENCY. AN ATELIER.

DESIGN · COMMUNICATION · ESG · BUSINESS

NO HOURLY BILLING. NO EASY LABEL.

A VERY CLEAR POSITION ON EVERYTHING WE DO.

**OWN PRODUCTS: BREWERY. BLOCKCHAIN CLOTHING.
E-COMMERCE. DESIGN. PUBLISHER.**

BALEARIA

EL PAÍS

Google



Mahou
★★★★★

SIEMENS
energy



VITERRA THE AGRICULTURE NETWORK



Xcalibur
SMART MAPPING

IBEROSTAR
HOTELS & RESORTS



ECOVIDRIO



natura

Google
for Education

ECOLISE
EUROPEAN NETWORK
FOR COMMUNITY-LED
INITIATIVES ON CLIMATE
CHANGE AND SUSTAINABILITY

BAPU

Hune *|*

CLOSCA™

SAMBITO

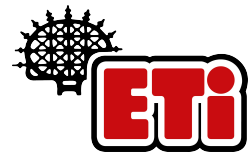
armonía
cosmética natural

MOON DESK



SHERPA ADVISORY

OLETNAT



CLIMATE
TRADE

sAtt
ARQUITECTURA TRIPLE BALANCE

ecômetro

Last Mile
Climate

SAGAN

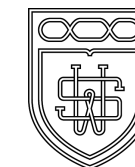


ROUND HILL
CAPITAL

NAWL



genia
global energy



siw

RECOIL

Schneider
Electric

3SARS
TURNING WINE INTO LIFE

GoNaturePositive!

THE
HEAT

THE
FIX

Califi-K
GESTIÓN SOSTENIBLE DE PROVEDORES

**THIS IS NOT A FAD.
HUMANS NEED PEOPLE
WHO WANT TO BUILD
SOMETHING.**

**TODAY IS A
GOOD TIME
TO START**

THANKS!
GRACIAS!

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