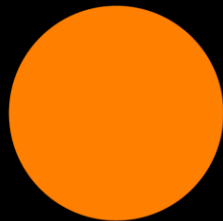


Mesélő márkák

Havasi Zoltán
Márkaépítés 2025



**Emlékeztek
még a
bakelit
lemezekre?**



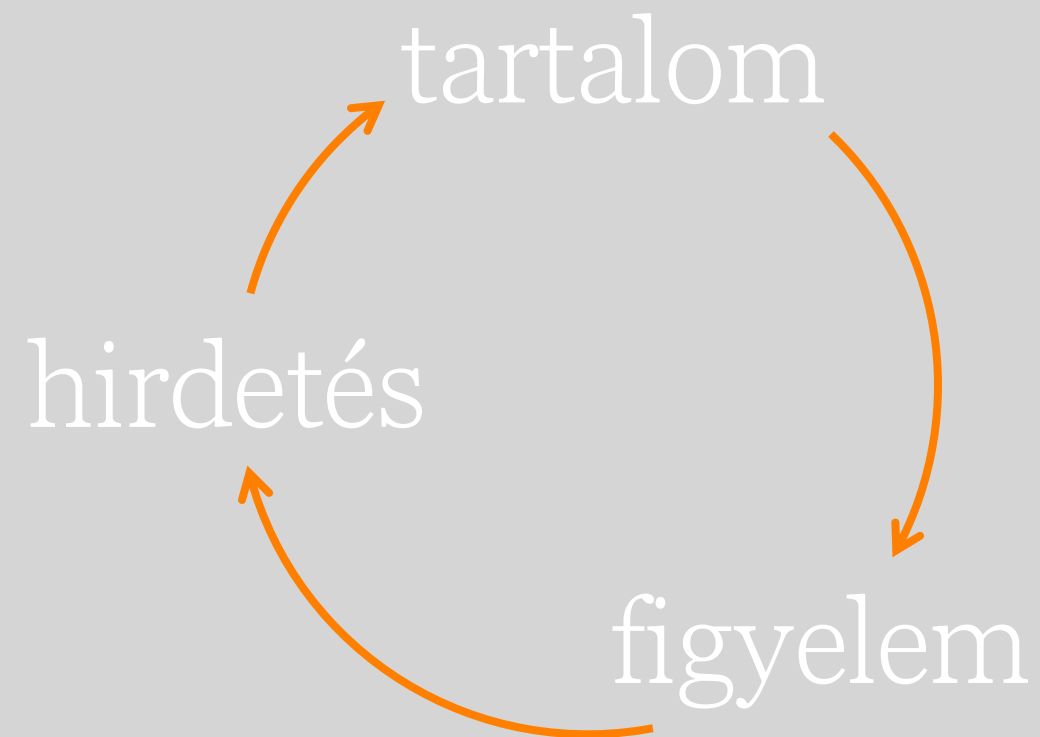
**30
másodperc
figyelem**



Kinek jó ez?



Ördögi kör



A közvetlen alkotó- közönség kapcsolat ereje



|
24x



|
40x

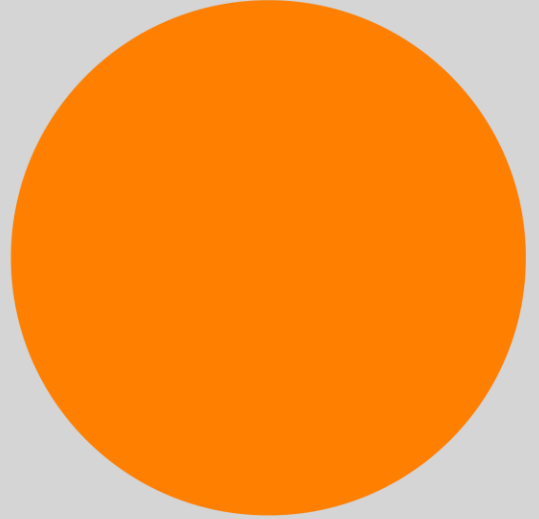
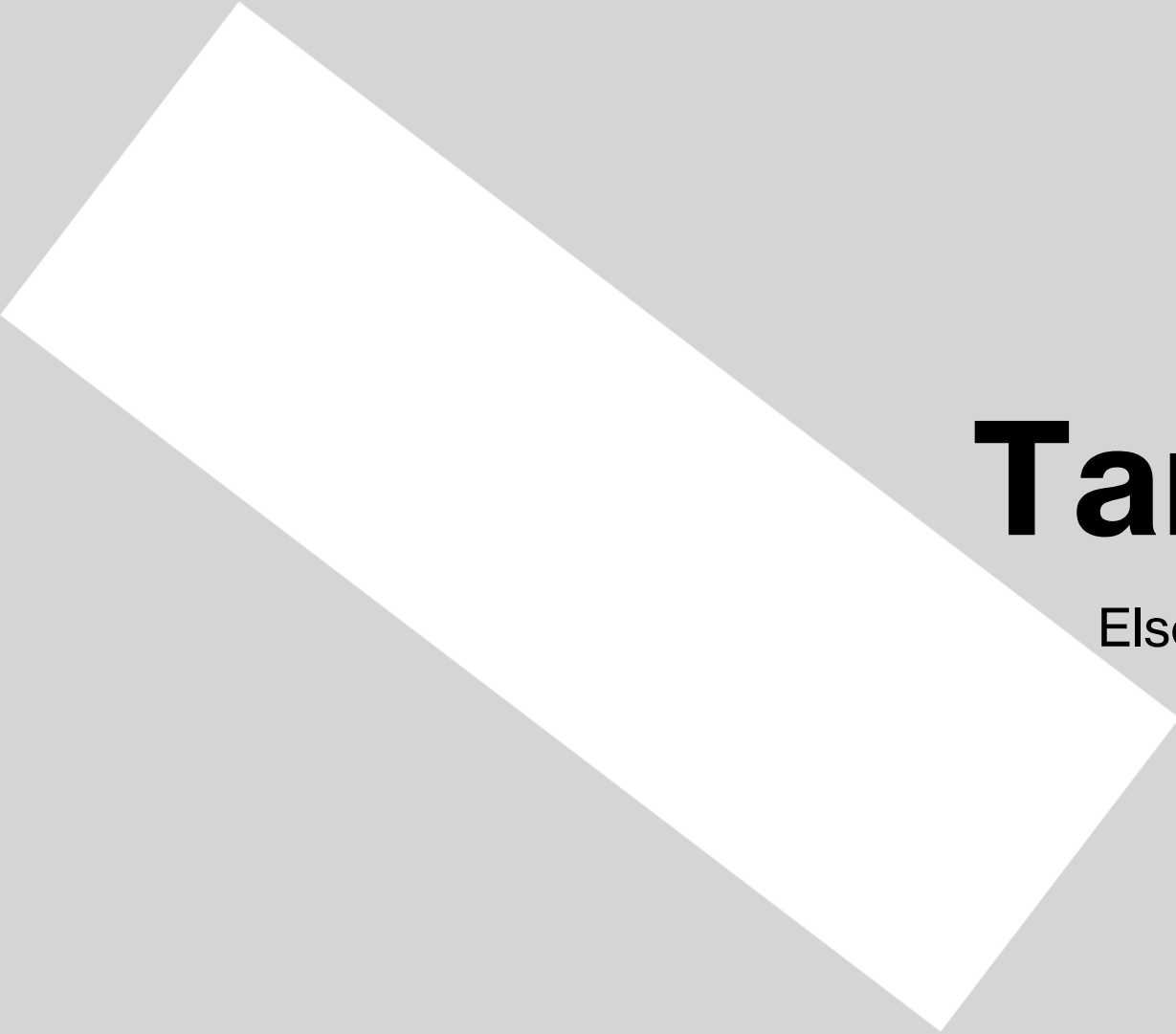


Miért rossz ez minden- kinek?



**A márkák-
nak el kell
kezdeniük
mesélni**





Taníts!

Első sztori

Munkából játék



Különb- ségből közösség



**A technol-
ógia eszköz.
Az innováció
empátia.**





Lepj meg!

Második sztori

Mi a valódi luxus?



(nem) csak egy mondat

THREE STEPS OF SERVICE

- 1
n and sincere greeting.
e the guest name, if
nd when possible.
- 2
Anticipation and
ance with guest needs.
- 3
farewell. Give them
good-bye and use their
, if and when possible.

*"We Are
Ladies and
Gentlemen
Serving
Ladies and
Gentlemen"*

THE EMPLOYEE PROMISE

*At The Ritz-Carlton, our
Ladies and Gentlemen are the
most important resource in our
service commitment to our guests.*

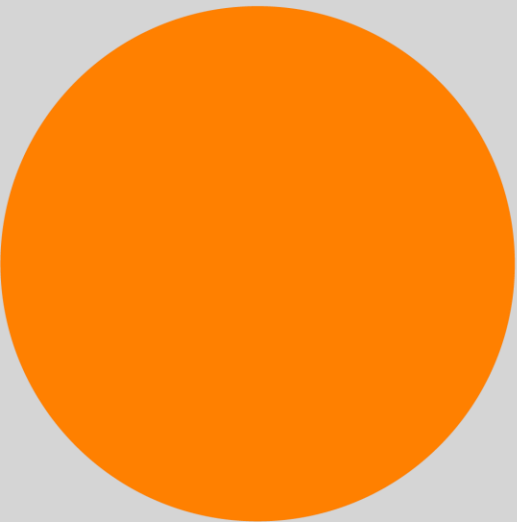
*By applying the principles of
trust, honesty, respect, integrity
and commitment, we nurture
and maximize talent to the
benefit of each individual
and the company.*

*The Ritz-Carlton fosters a work
environment where diversity is
valued, quality of life is enhanced,
individual aspirations are fulfilled,
and The Ritz-Carlton mystique
is strengthened.*

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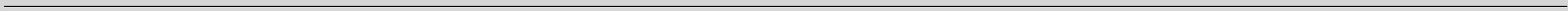
Magukat író történetek





Légy önmagad!

Harmadik sztori



A legfenn- tarthatóbb az, ami már a gardróbban lóg

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life firmly 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 leave a world inhabitable for 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 of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, 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 R2[®] Jacket shown, one of our best sellers. To make it required 136 liters of

COMMON THREADS INITIATIVE

REDUCE

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

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix 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 Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to Reno, two-thirds its weight in waste.

And this is a 60% 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. Take the Common Threads Initiative pledge, and join us in the 18th "R," to reimagine a world where we take only what nature can replace.

patagonia
patagonia.com



TAKE THE PLEDGE

*If you sell your used Patagonia product on eBay[®] and take the Common Threads Initiative pledge, we will not let your product on patagonia.com for no additional charge.

Dupla élettartam, fele terhelés



Ruha- eladásból jövőépítés



A mesélő márkák

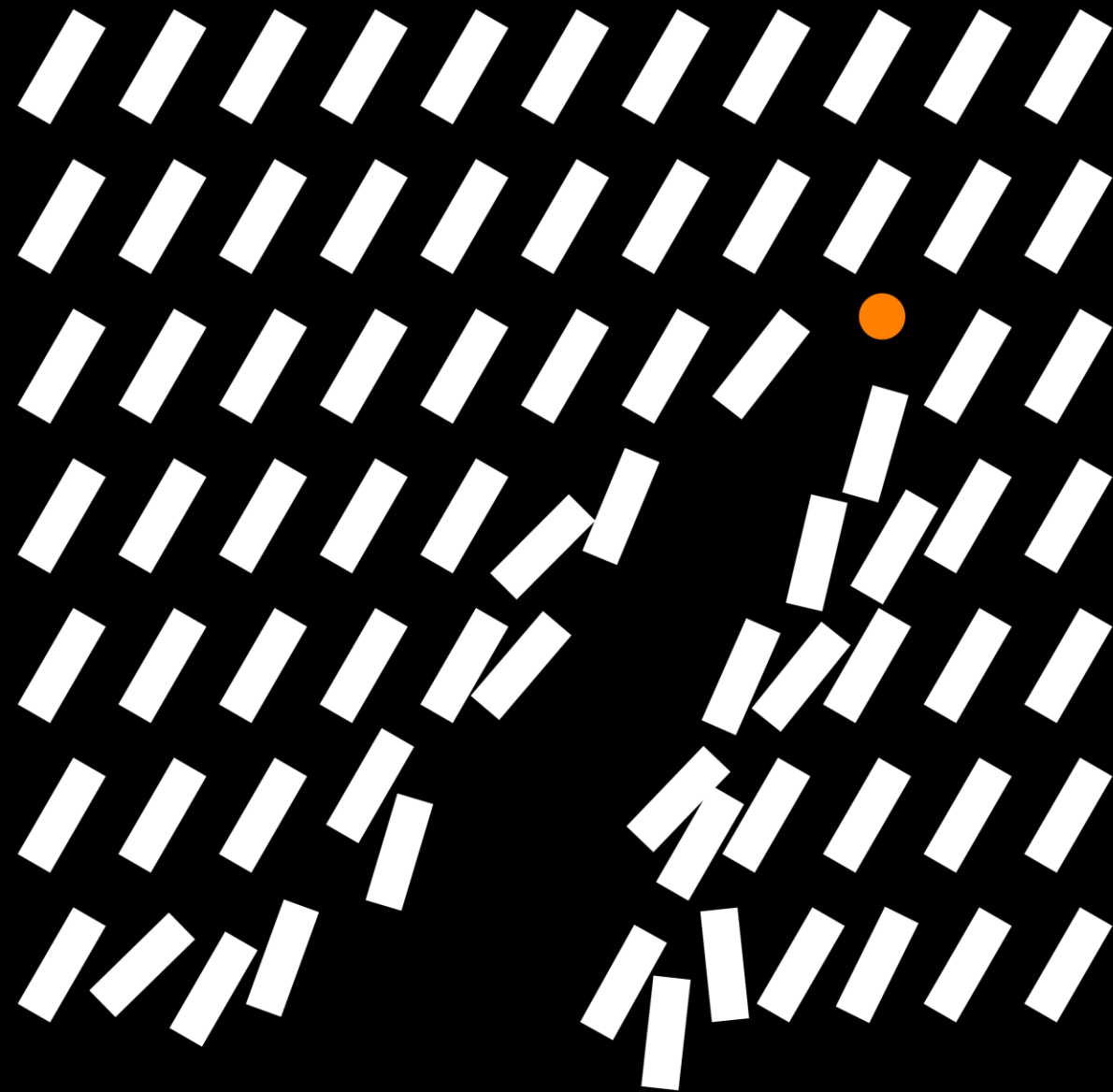
Valami értékeset tanítanak

Felejthetetlen élményt nyújtanak

Megmutatják igazi arcukat



?



Wavemaker^o

Grow fearless