

3 THINGS

FEARLESS
MARKETERS DO
DIFFERENTLY

1.

APPLY **NEUROSCIENCE** WITH
TRADITIONAL INSIGHT

UP TO **90% **** OF HUMAN
DECISION MAKING IS UNCONSCIOUS

SO THEY HARNESS THE LATEST THINKING IN
BEHAVIOURAL SCIENCE AND CREATE
HIGHLY **EMOTIONAL MULTI-SENSORY**
EXPERIENCES THAT PEOPLE CARE
ABOUT AND SHARE

2.

HELP MAKE **LIFE BETTER** AND
THE **WORLD A BETTER PLACE**

75% *** OF MILLENNIALS BELIEVE
BUSINESSES ARE FOCUSED ON THEIR
OWN AGENDA RATHER THAN HELPING
TO IMPROVE SOCIETY

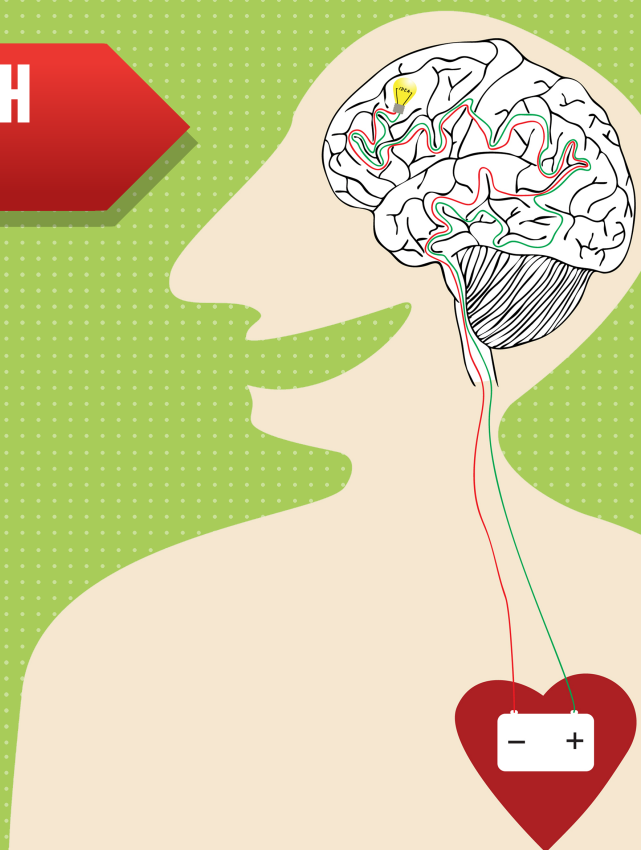
SO THEY EMBED REAL **MEANING** AND
SOCIAL PURPOSE IN THEIR STRATEGY.
THEIR PRODUCTS AND SERVICES BECOME
CONTEXTUALLY **USEFUL** TO PEOPLE'S LIVES

3.

SEE **OPPORTUNITY** WHEN
OTHERS SEE **IMPOSSIBILITY**

LEGO ACHIEVED **13% ****** REVENUE
INCREASE OFF THE BACK OF THE
'EVERYTHING IS AWESOME'
HOLLYWOOD FILM

SO THEY HARNESS PEOPLE'S **PASSIONS**,
PIQUE THEIR **CURIOSITY** & **DISRUPT**
THEIR NORMAL PATTERNS OF COGNITION



HOW WILL **YOU** BE MORE HUMAN
AND MEANINGFUL IN YOUR NEXT CAMPAIGN?

WeAreFearless, the new challenger engagement agency launched today.
Our purpose is to inspire people to act through passion, stories and experiences.

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WeAreFearless.TM
Boldness with Backup

Source:
* Lindstrom, M. (2006). Brand Sense | ** Kahneman, D. (2011). Thinking, fast and slow | *** Deloitte (2015). The Deloitte Millennials Survey 2015 |
**** Lego Group (2014). Annual Report