



Global Brand Forum

Al Golin
Chairman, GolinHarris

“Time For Brands to Get Real”

Get REAL.



Reality Rule Number ONE: Make Real Connections



McDonald's Moms' Quality Correspondents



McDonald's Moms' Quality Correspondents



Meet the Moms' Quality Correspondents



Reality Rule Number **TWO**:
Fix it **BEFORE** it breaks



Nintendo



Wii™



Nintendo Grey Gamers



Reality Rule Number **THREE**: Keep Your Customers Close



Coca-Cola



“We did not understand the deep emotions of so many of our customers for Coca-Cola.”

– Donald R. Keough
Coca-Cola President



“I’m not that smart.
And I’m not that dumb.”

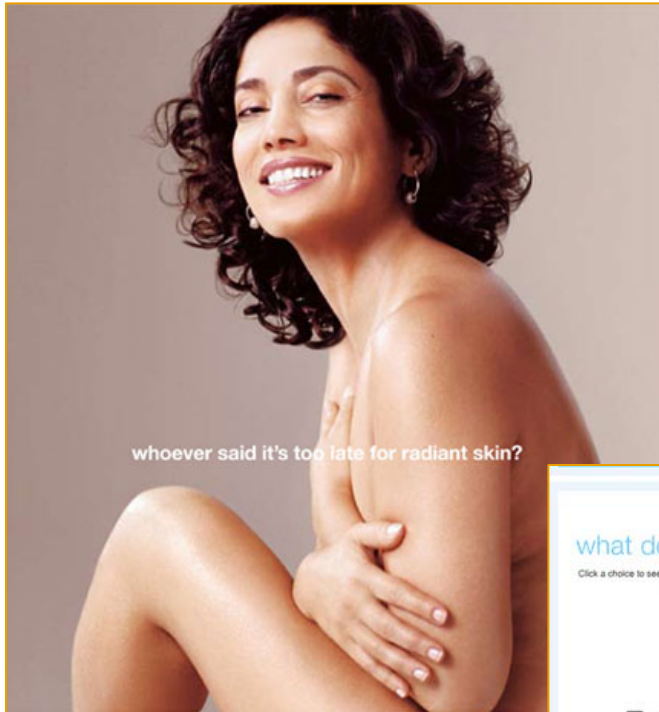
– Donald R. Keough,
Coca-Cola President



Reality Rule Number **FOUR**: Be Genuine



Dove – Campaign for Real Beauty



whoever said it's too late for radiant skin?

new **dove pro-age** beauty body lotion give your skin what it needs to look revitalised and renewed AHAs to remove dead skin cells and re-invigorate the skin's surface glycerin and olive oil to add critical hydrating nourishment dove pro-age. beauty has no age limit

campaignforrealbeauty.com.au new **dove pro-age** skin




wrinkled?
 wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

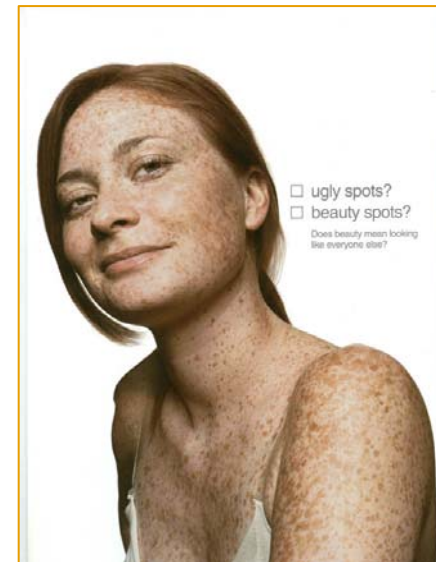
campaignforrealbeauty.co.uk  | *Dove*

what do you think?
Click a choice to see your vote count — instantly.

gray? gorgeous?



campaignforrealbeauty.com | *Dove*



ugly spots?
 beauty spots?

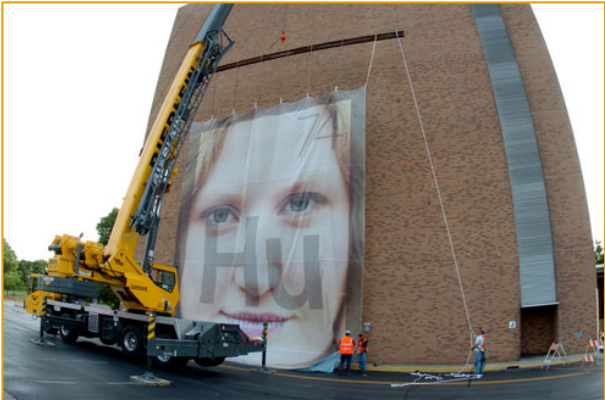
Does beauty mean looking like everyone else?



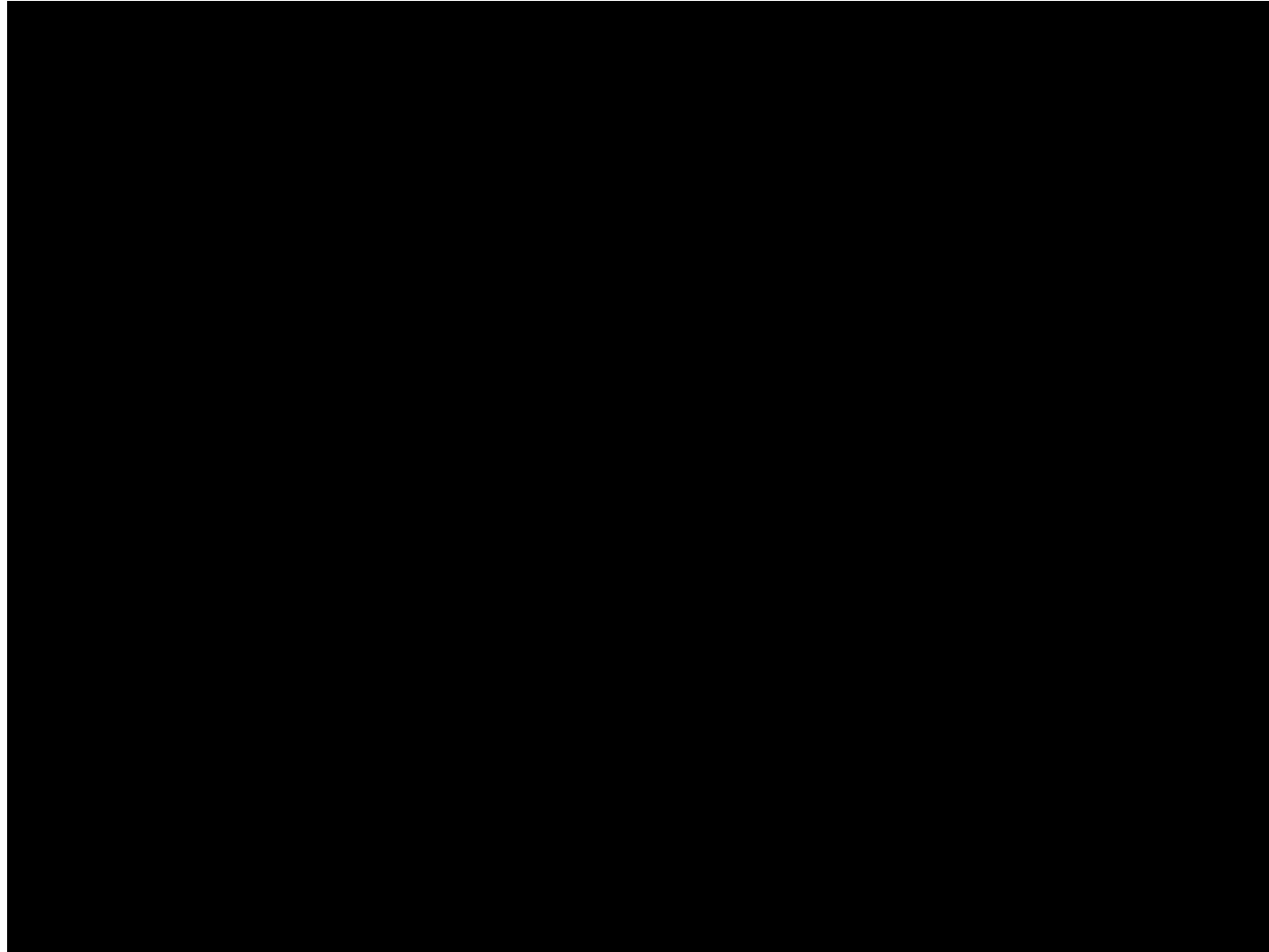
Reality Rule Number **FIVE**: Celebrate Your Workforce



Dow Human Element



Dow Human Element Video



Reality Rule Number **SIX**:
Reality Starts at the Top



“I searched all the parks in all the cities...and found no statues of committees.”

- G.K. Chesterton



“Trust should be guarded to the end because without trust, we cannot stand.”

– Confucius

