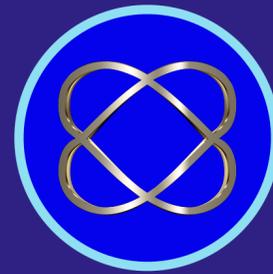


PURPOSE



BRANDING

# HOW THE MOST MAGICAL FORM OF BRANDING CAN HELP TO MAKE YOUR BUSINESS A SUCCESS

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© SYNCONOMY LLC, Marc Flint (CEO)

30 N GOULD ST STE N , SHERIDAN, WY 82801, USA

# Ahoy there!



A personal Welcome from  
**MARC FLINT**  
Inventor of the Purpose Brand Concept

# Our Agenda

What is a PurposeBrand (Definition)?	4
Examples of well-known PurposeBrands and their secret meanings	6
The Differences between usual brands and PurposeBrands	21
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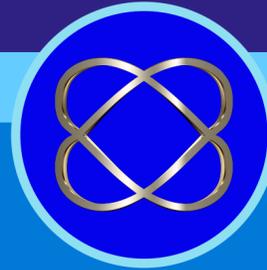
# What is a "PurposeBrand"?



A Name and/or Logo that contains the Purpose, Value, or Philosophy of the respective Brand and incites unforgettable AHA! moments upon revelation.

PurposeBrand for the **London Symphony Orchestra**  
Can you spot the Conductor? 😊

WELL-KNOWN EXAMPLES



A FEW EXAMPLES OF  
**WELL-KNOWN PURPOSE BRANDS**  
AND THEIR SECRET MEANING.



# Can you spot the Arrow?



FEDERAL EXPRESS is the successor of the Wild West era "Pony Express", back then the only way to carry postal mail and important items across the mostly unexplored new country. Their high commitment to **reliable delivery** despite the most unfortunate adversities on their journey became the highest company value, shown in the **BOLD ARROW** in the logo.

# Can you spot the Bear?



# TOBLERONE

The bear in the Matterhorn mountain is actually a reference to the flag of the Swiss city of Bern, which is where the Toblerone chocolate bar was first created.

Regarding the company name:

TOBLER was the founder family's name.

"torRONE" is Italian for "white nougat" - the sweet pieces in the chocolate.

# Can you spot the Golden Gate Bridge?



# CISCO

The telecommunications brand, founded in San Francisco, combined the city's most famous landmark with what looks like electromagnetic waves.

# Can you spot the propeller?



BMW is short for "Bayerische Motoren Werke",  
German for "Bavarian Motor Manufacturing".  
The company was first building motors just for planes,  
hence the propeller.

# The Goodwill Smile



®

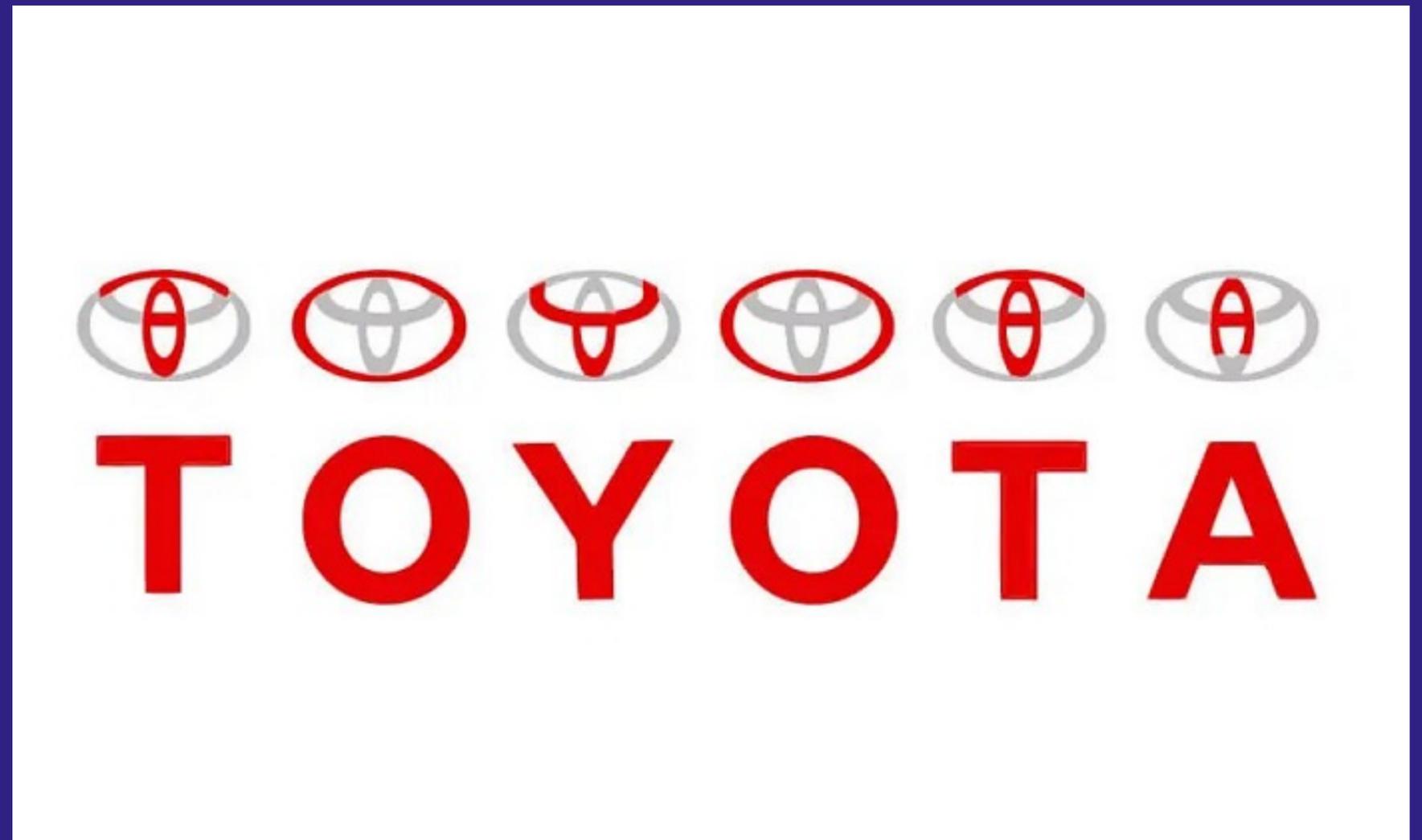
It is a brilliant idea to start the company name with a smile, spreading it towards the viewer as soon as s/he recognises it as part of the company philosophy, the logo AND the name.

# What does the 31 mean?



The 31, part of the Baskin Robbins Icecream brand since the beginning, symbolizes the 31 days of the month, meaning that BR offers so many flavors that you can enjoy a different icecream variety every day of the month.

# Toyoda > TOYOTA



The company founder was a gentleman by the name Toyoda. You can see all letters of BOTH names in the logo that also stands for the Shintoistic world view of global interconnectivity and that everything is related to everything.

# Can you spot the Roman Colony?



The logo of the Museum of London shows the different growth stages of the city, starting with being a Roman colony - the small speck in the middle, ending in the Greater London area of today and in coming years.

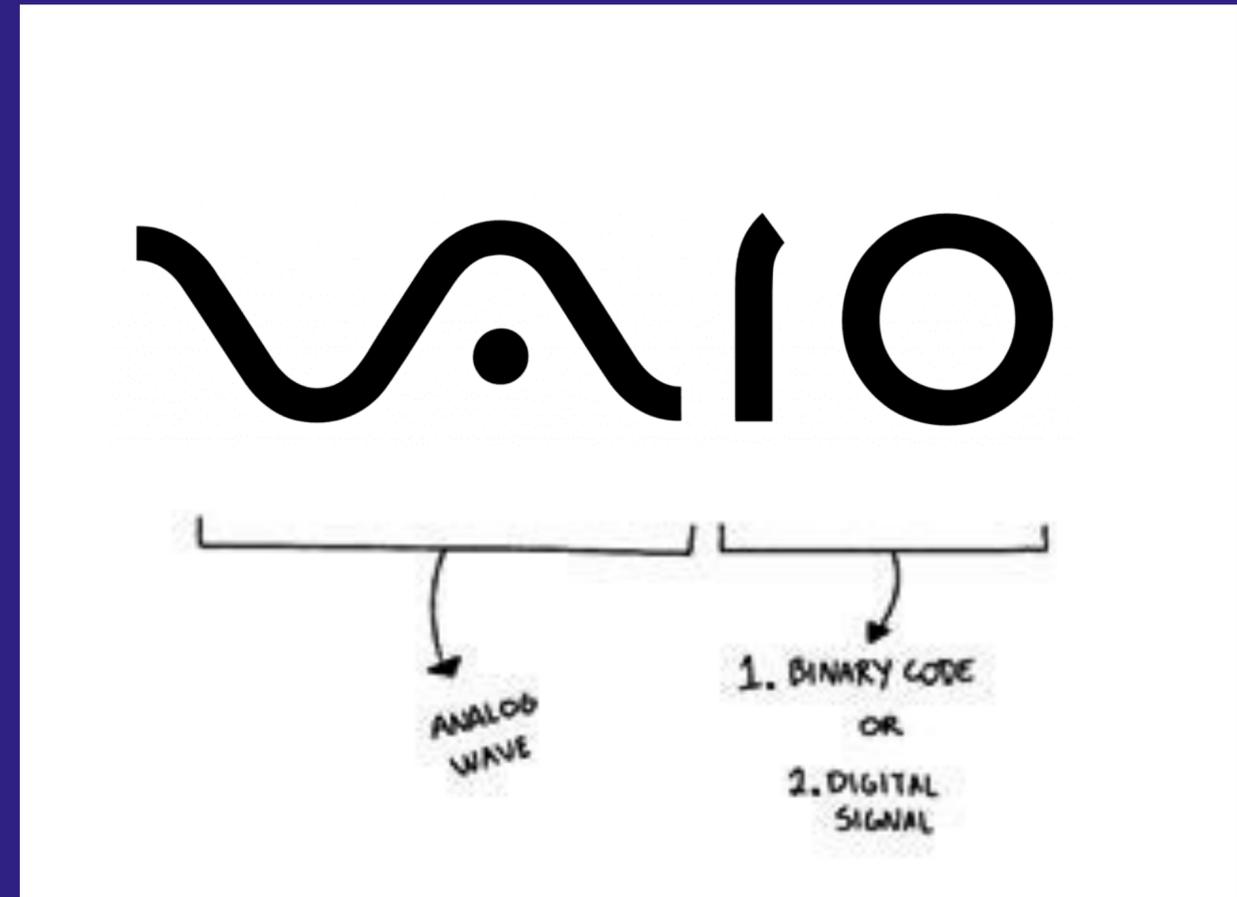
# Can you spot the "House of Pics"?



# Picasa

CASA is Spanish for "house", and the logo not only represents the shutter of a camera and the basic colors of imagery, but the middle actually shows a house where all "pics" find their home.

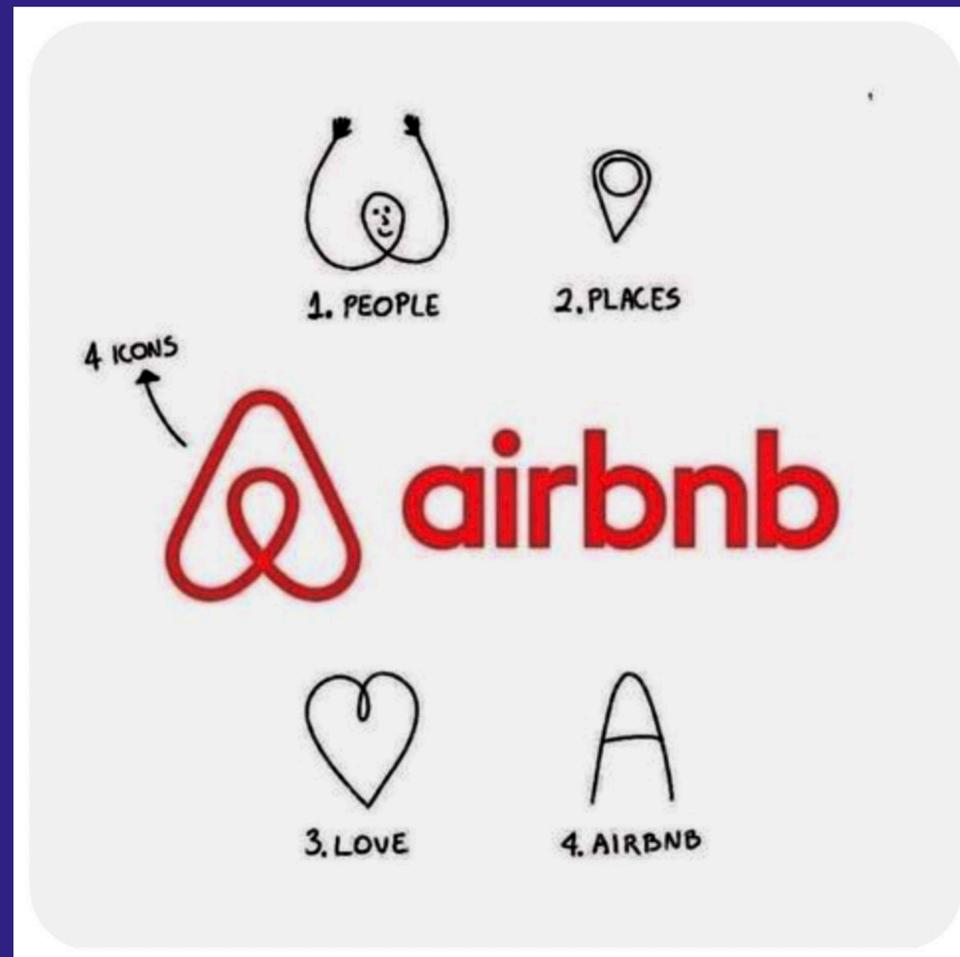
# Analog > Digital



SONY's famous VAIO laptop (now out of sale) was back then a revolution in PC design, and the logo was no less impressive and innovative.

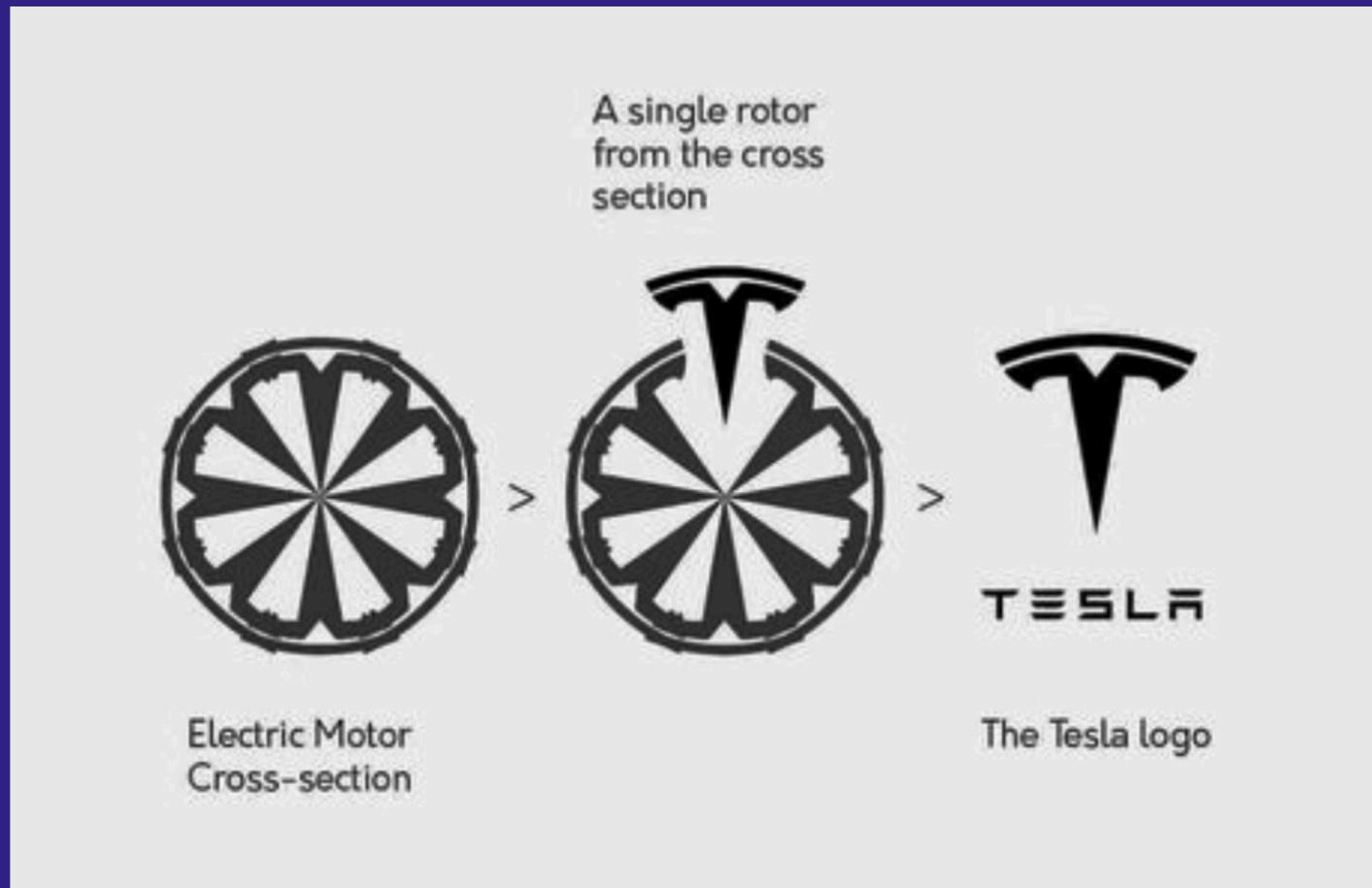
It symbolizes the technological evolution from the analog to the digital era and is widely considered one of the greatest logos of modern times.

# airbnb



The name "airbnb" comes from the first business idea of the founders, back then broke students, who could only offer an airbed and a place in their condo to crash for the night - and a breakfast. Voilà - "Airbed'nBreakfast" was born.

# Tesla + Hyundai



Both logos show part of their business philosophy:  
TESLA = high-end electric motors  
HYUNDAI = friendly customer service

Can you spot the continent?



yoga australia

Can you see the A-Z smile?

The Amazon logo is displayed in a white rounded rectangle. It features the word "amazon" in a bold, lowercase, sans-serif font. Below the word is a thick orange arrow that starts under the 'a' and curves upwards and to the right, ending under the 'n', resembling a smile.

The name comes from the Amazonas forest that offers the biggest variety of Flora + Fauna on the planet - much like amazon always intended to offer every product under the sun - from A to Z - and put a smile on every customer's face.

DIFFERENCIES



**THE FOUR BIGGEST DIFFERENCIES  
BETWEEN PURPOSEBRANDS  
AND USUAL BRANDS**



**4 DIFFERENCIES**  
between usual Brands  
and PurposeBrands

# UNIQUENESS

**to stand out in a crowded marketplace**

Only if you have a brand name that is as unique as your offer, you stand a chance in an ever more complex getting world where everything and everyone fights for the time and attention of your ideal customers.

# AHA! Moments

**to inspire new customers**

People do not just want to be informed. They want to be entertained, inspired, uplifted, accepted, validated. By giving them the chance to understand a hidden value, a PurposeBrand can add self-esteem to a customer's life.

# MAGIC

**to make the user experience special**

Hidden meanings and secret stories that are embedded in the name and/or logo of a PurposeBrand can give them a wonderful insight to share with their friends and families.

# Unforgettable

**once revealed, impossible to ignore**

You know the expression "can't be unseen". This is exactly why a PurposeBrand, once "understood", becomes part of your "inner Olymp" of valued brands. More about this later in this presentation ("Benefits").

## **PurposeBrands provide immediate value!**

Once you "got it" what the brand means and the secret meaning is revealed, it has invited you to a select group of people with deeper knowledge. This is already an unbeatable value only a PurposeBrand can provide.



FLINT BRANDS



**A FEW PURPOSE BRANDS  
CREATED BY FLINT  
AND THEIR MEANINGFUL STORY.**



For Context:

# Flint's Ad Man Decade



## Generalist Approach

Flint started his Advertising career as a copywriter but he was also interested in all other areas of creative communication disciplines. So during his vocational training as an "Advertising Manager" 1991-93, he learned all he could about Graphic Design, Client Liaison, Typography, Printing, Strategy, and more.



## Small and Big Agencies

As soon as Flint had finished his vocational training "with Excellence" in '93 in Cologne, he moved to Hamburg to work for bigger agencies such as Springer + Jacoby, Jung von Matt, and BBDO. But also boutique agencies like "Buero X".



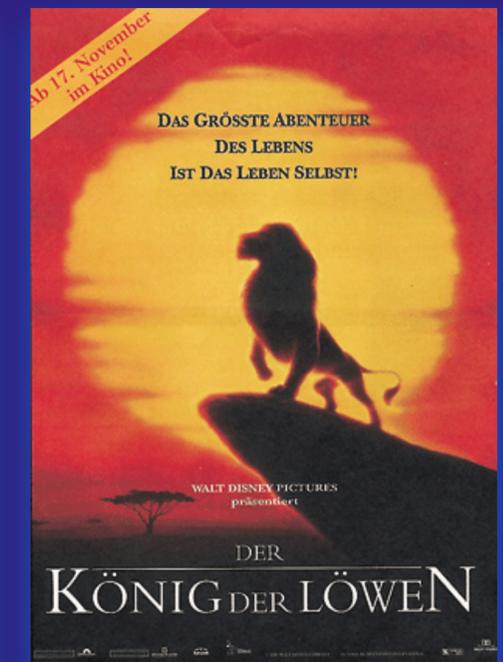
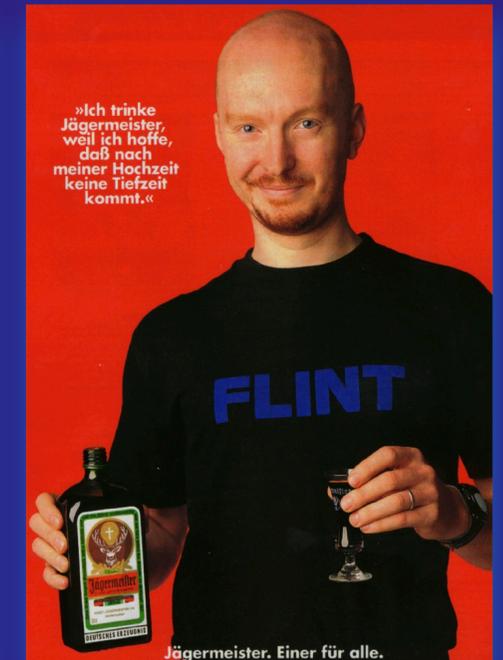
## Fortune500 Brand Work

During this exciting time, Flint got the chance to work for 300 big companies such as DISNEY, BMW, VIRGIN, KONICA, MERCEDES, EMI, FORD, SEGA, AUDI and many more. His generalist approach and branding expertise helped him to finetune his creativity and give much more value to the client than usual.



## Freelance since June 1996

Feeling limited in his creative development by the clients the agency he worked for had, he decided to quit this highly paid dream job and went rogue, back then a revolutionary move. He approached his own dream clients and reached new heights, e.g. by becoming the new head copywriter for the legendary Jägermeister Ad Campaign that everybody in Germany knows since the 70s. Mid-1999, Flint had a FightClub-like ethical breakdown and stopped working in Advertising.

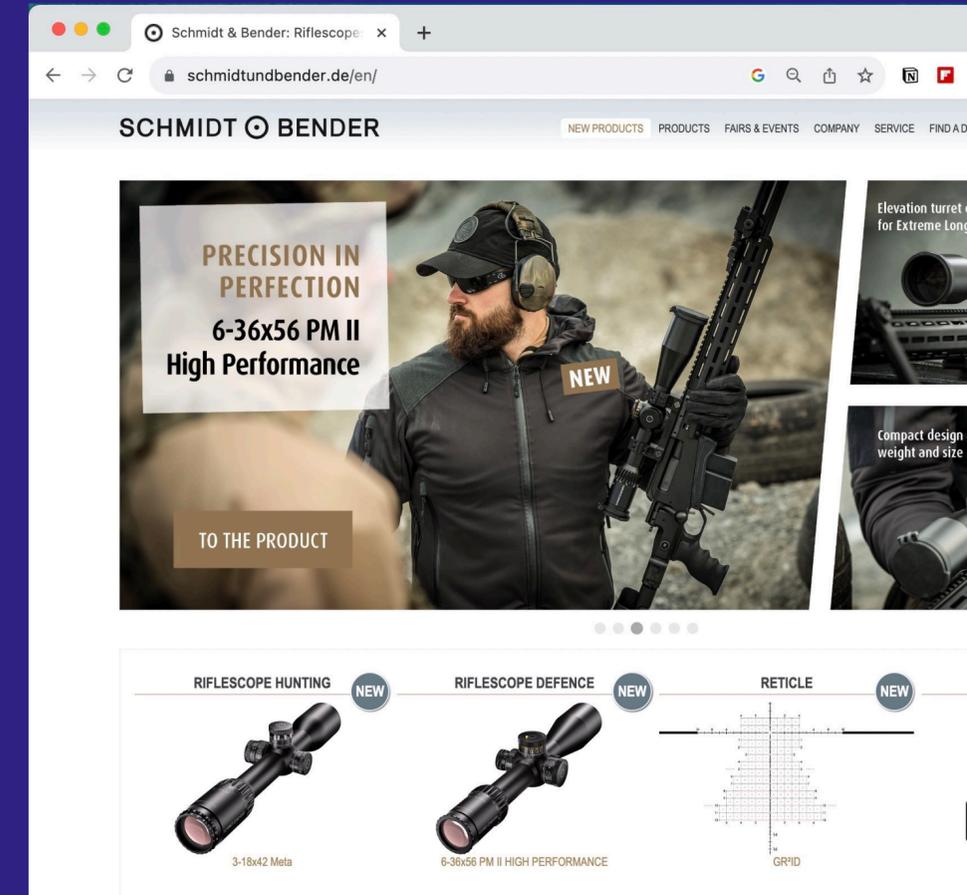


1989-1999

# INDIVISUALITY

PurposeBrand Background:  
Schmidt & Bender, a German riflescope manufacturer, approached Flint in the early 90s and asked him to create a slogan that would encompass their company's USP - crafting special tailor-made riflescopes for individuals.

So Flint created this new word for them, combining "Individuality" and "Visuality" to form an inspiring new verbal PurposeBrand that inspired their marketing for many years.



2023



1991

Schmidt & Bender Riflescopes  
**Neologism as 1-word Slogan**

1991

# MERCADO

PurposeBrand Background:  
This particular part of Hamburg is very left-wing and anti-consumerism. The massive front against this new mall was resolved by Flint's idea to integrate the local shops into the mall concept - with a mini-stall market in the basement. A concept that still works to this day, 30 years later.

When you visit their current website, [www.Mercado.Hamburg](http://www.Mercado.Hamburg) you can even still find Flint's copywriting expressions that he wrote for the 1st Ads in 1994.

This is the power and longevity of a PurposeBrand.



(Big Mall in Hamburg)  
Real Estate Concept, Name, Slogan,  
Ads, Core Messages, Brochure  
1994

# ARD - 1st German TV Channel



PurposeBrand Background:  
During his long and multi-faceted work for this major client, Flint proposed to position the newly-designed "1" (for "1st program") **like a Copyright Sign** - to signify the originality of IP content created by this channel. An idea that is still being used in all media - 30 years after its inception.

1st German TV Channel  
Logo Idea, TV Trailers, Ads, Radio Commercials  
1995-1996

# PURPOSE ECONOMY

(German: Sinnwirtschaft)

Update 24 years later:  
The Purpose economy is now reality,  
and being called "Creator Economy".

Speaker for  
"Economy  
2030"



2001  
-  
2015



New Economic Model + Philosophy for ethical Business,  
based on people's Purpose and Values.

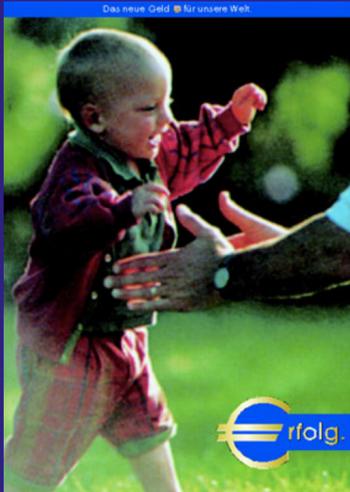
**Name, Key Visual, Lectures, Books, Press Articles,  
Speeches, Workshops, Courses etc.**

2000

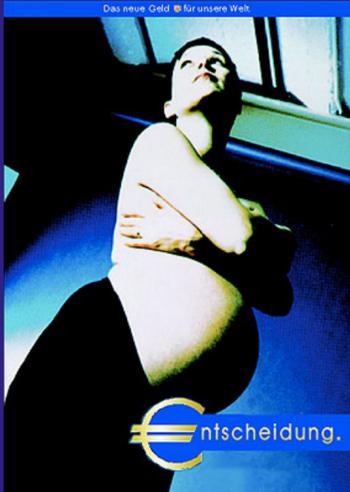
### PurposeBrand Background Story::

During the same time, Flint had the honor to inspire the team of the (back then) new German Chancellor Angela Merkel with his "ideas for a better Tomorrow". His social innovation ideas were introduced into new programs such as "Hartz 1" (a welfare initiative) and the "Ich AG", a startup/solopreneur subsidiary program. His first public speech to the Economic Council of Germany about his concept of the Purpose economy in 2001 was also part of his socio-political work and commitment to help create a better Future.

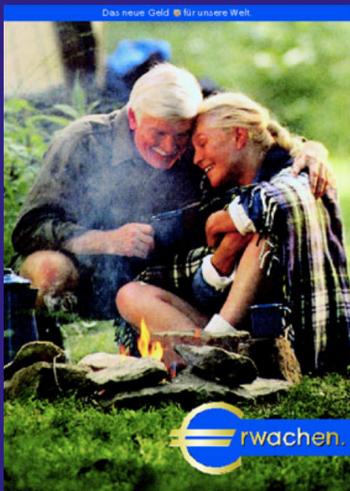
All this was initiated by Flint's own "Purpose Crisis" (German for existential crisis) in 1999-2000.



€\_rfolg  
S\_uccess



€\_ntscheidung  
D\_ecision



€\_rwachen  
A\_wakening

Teaser Campaign 2000

# THE EURO

Das Neue Geld für unsere Welt  
The New Money for our World

Bei etwas so Entscheidendem wie dem Euro haben die klügsten Köpfe Europas ihre Erfahrung eingebracht. Resultat: strenge Verhaltensregeln für alle beteiligten Nationen. Das verhindert z.B., dass wie die Staatsschulden anderer Länder fragen. Darüber wacht die Europäische Zentralbank in Ihrem Interesse. Das sind auch kluge Köpfe. Und Europäer wie Sie.

wie Erfahrung

€ as in Experience

DER EURO. Jeder gewinnt.  
Eine Initiative der Europäischen Kommission.

New Currency of the European Union  
German Marketing Concept, Slogan,  
TV Trailer, Ad Campaigns (Teaser + Info)  
2000 - 2001

Info Campaign 2001

PurposeBrand Background:

When the EU announced the introduction of the new currency EURO, not many people were thrilled about it. Memories of post-WWII times, fear of losing the strong currency Deutsche Mark and being equalized with weaker currencies in Europe ... people needed to be informed about the benefits of this new currency. Flint decided to make this a 2-part campaign and make the new currency symbol the "Brand Hero".

The Teaser Ads should introduce this new symbol and load it up with highly emotional values of human life. Because money is nothing else than manifested life energy. It should also make this new symbol part of their life and incite curiosity.

The Info Ads and TV Trailer one year later should inspire everyone with interesting facts about the real reasons for and benefits of the new currency, again with the Currency Symbol charged with emotional life situations.

Ereignisse sind die Höhepunkte des Lebens. Ein Ereignis, das die Zukunft Europas prägt, ist der EURO. Er stärkt die Wirtschaft, allein durch die jährliche Wechselkursanpassung von 40 Mrd. DM! Weit mehr, als die gesamte Umstellung kostet. Aber der EURO kostet auch Geduld. Wie bei jedem Ereignis, sieht man eben auch hier die schönen Seiten erst etwas später.

wie Ereignis

DER EURO. Jeder gewinnt.  
Eine Initiative der Europäischen Kommission.

€ as in Event

Nur wer bereit ist, sich zu verbessern, wird die Zukunft mitgestalten können. Bestes Beispiel: der EURO. 20% unserer Exporte bleiben in Europa. Ein Viertel unserer Jobs hängt vom Export ab. Deshalb profitieren wir alle vom EURO - durch neue Jobs, wegfallende Wechselkurse und stabileren Handel. Das ist unsere Zukunft! Sie hat ein bisschen Geduld verdient.

wie Entwicklung

DER EURO. Jeder gewinnt.  
Eine Initiative der Europäischen Kommission.

€ as in Development



# SKILLY - The Talent Portal

PurposeBrand Background:

In the economic aftermath after the collapse of the Dotcom era in late 2001 > 2003, Flint was determined to bring the Purposeeconomy (a vision he had created in 2000 and taught at the Berlin University) to life.

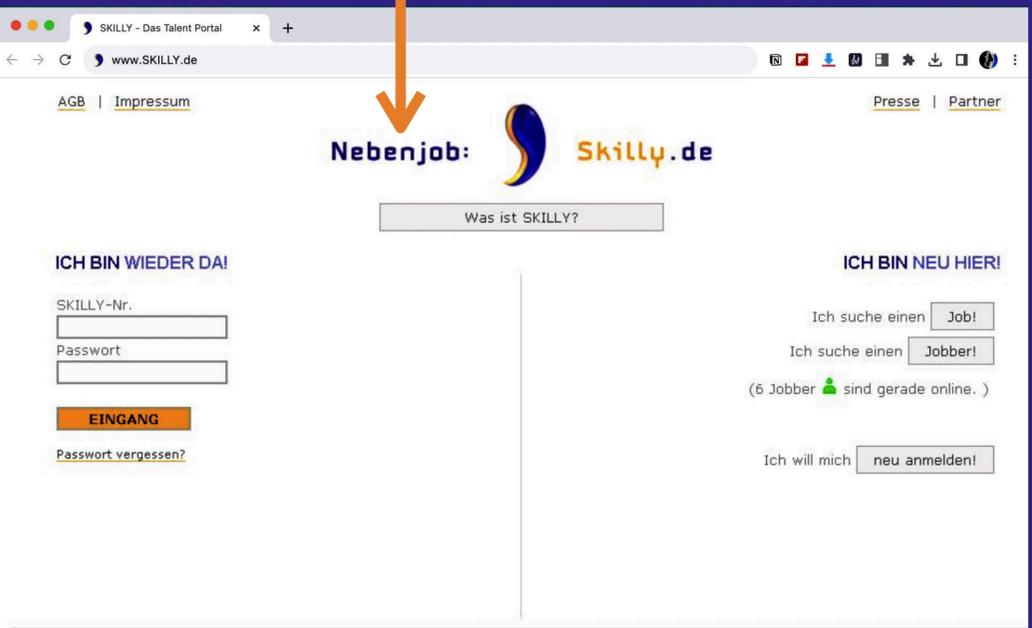
He knew that the individual Skills of "everyday people" would be the solution - to enable them to monetize their unique abilities and get new self-esteem by seeing the value of their skills and personality - often for the first time in their life.

The Logo combines the **ONE** half of the YinYang symbol, representing a single person as one part of a "I need ... I offer" equation with the **Golden S** of Skilly as the PurposeBrand philosophy "Your Gold is in your **PROFILE**".



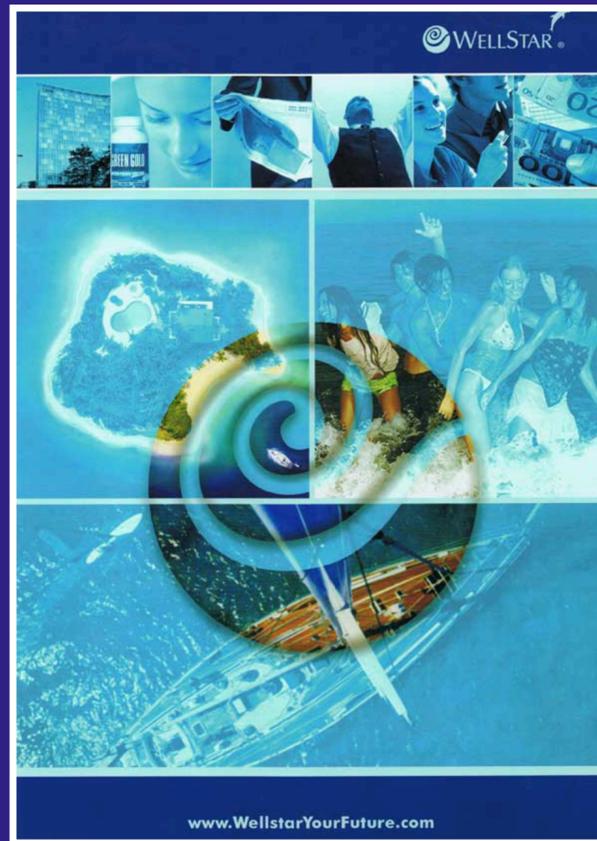
Headline: "I have 3 Jobs!"

"Nebenjob" = Side Hustle



Flint's own Startup Company  
**Service Concept ( Skills Monetization),**  
**Name, Logo, SaaS UX, Core Messages**  
 2003





A4 Brochure **before** Rebranding

# WELLSTAR

## Just add Life!

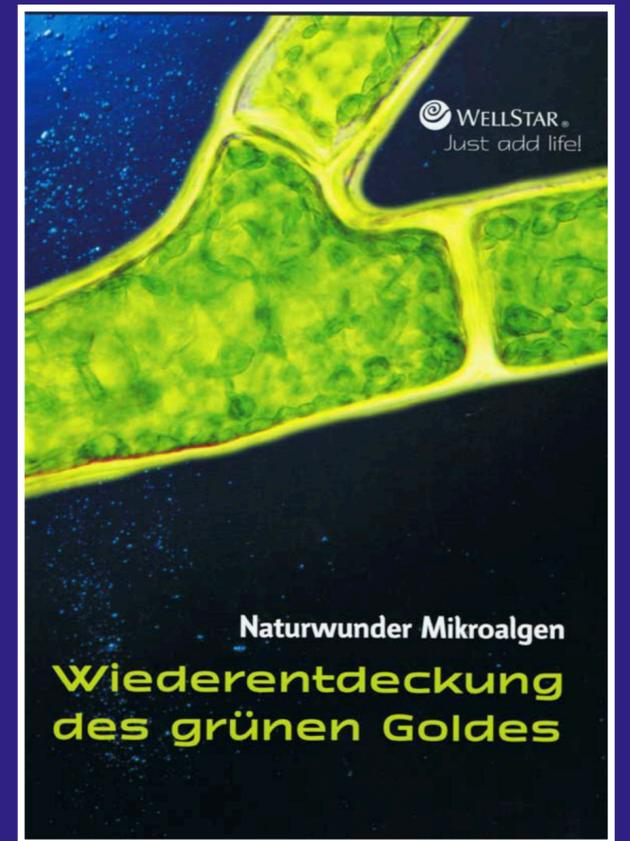
PurposeBrand Background:

A German Network Marketing company called Wellstar asked Flint to renovate their brand completely from the ground up - excluding only the company name.

Over the course of 18 months, Flint created one of the first big company brands of **The New Age of Equality, Inclusivity, Intergenerational Work, Remote and Self-determined Value Creation, Sustainability, and Social Change.** 15 years before everybody else did it.

During this time, Flint gave a lot of workshops and speeches to thousands of company reps and inspired them with his visions of a better economy and more human-centric work.

Flint even had the chance to create a whole range of new age products, not only the PurposeBrands for them, but also the product functionality and philosophy, design and marketing materials. These products were extremely successful for many years, and you can see some examples on the next pages.



("Rediscovery of the green Gold.")

A4 Brochure **after** Rebranding



# Rebranding of a German MLM company

## Philosophy, Slogan, Logo refresh, CI/CD

### new Products, Brochures, Merchandise

## 2005-06



("New Consciousness")

# SOLAR + LUNAR

MLM Supplement Brands for Wellstar  
 Product Concept (Day+Night Care),  
 Names, Logos, Slogans,  
 Brochures, Core Messages  
 2005



**Optimaler  
 Start in  
 den Tag**

## GREEN GOLD solar® TROPICAL

GREEN GOLD SOLAR ist die systematische Allround-Vitalversorgung für dynamische Menschen. In jahrelanger Forschung ist es gelungen, einen Nährstoff-Mix zu komponieren, wie es der Körper zum morgendlichen In-Schwung-Kommen braucht.

Die naturbelassene Vitalstoff-Schatztruhe der Mikroalgen Spirulina und Chlorella bildet die Basis der Rezeptur von GREEN GOLD SOLAR. Randvoll mit Vitaminen, Mineralien, Enzymen, Spurenelementen und essentiellen Aminosäuren, bereitet die Spirulina den Körper auf die Beanspruchungen des Tages vor, auf Schule und Beruf, Studium und den ganz normalen Familienstress. Einigen Studien zufolge kann die Chlorella den Körper beim Schutz vor alltäglichen Umweltgiften unterstützen.

Eine GreenGold-Revolution ist der neue tropische Geschmack durch natürliche Zutaten, vor allem der Vitamin C-Sensation Acerola-Kirsche (bis zu 100x mehr Vitamin C als Orangen!). Dieses Vitamin energetisiert und bekämpft freie Radikale. Aber auch die Papaya ist mehr als nur ein tropischer Geschmacksbringer. Das in ihr enthaltene Enzym Papain hilft bei der Verdauung und trägt zum allgemeinen Wohlbefinden bei.

Die sinnvolle, vitalstoffreiche und wohlschmeckende Zusammensetzung von GREEN GOLD SOLAR lässt Sie und Ihre Familie gestärkt und bestens versorgt in den Tag starten.



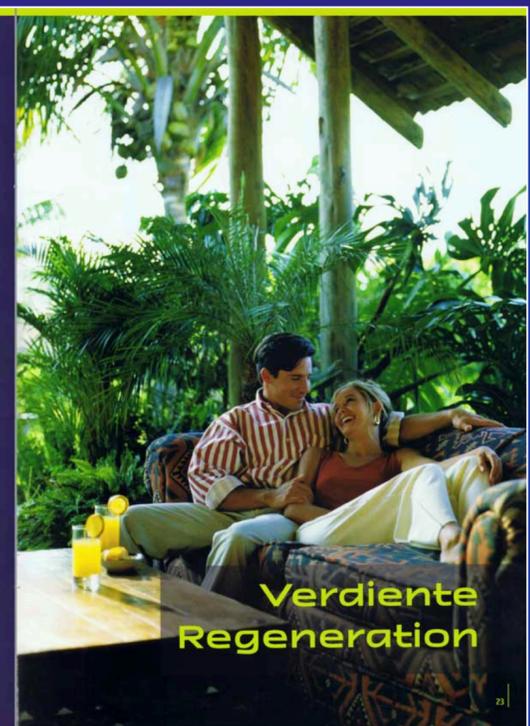
## GREEN GOLD lunar® TROPICAL & HERBS

GREEN GOLD LUNAR lässt Sie nach einem anspruchsvollen Tag zur Ruhe kommen und gibt Ihrem Körper die Nährstoffe zurück, die er in den Stunden zuvor verbraucht hat.

Neben der bewährten Vitalstoff-Kombination, die die Spirulina zu diesem Guten-Abend-Getränk beiträgt, kommen hier einige seit Jahrhunderten bewährte Heilkräuter zur Anwendung. Besonders der Salbei (von lat. "salvare" = heilen) ist ein wahres Multitalent: Er kann dem Organismus beruhigen und reinigen und durch seine ätherischen Öle die Atemwege bei ihrer Selbstreinigung unterstützen. Zitronenmelisse und Thymian harmonisieren den Geist und bringen mentale Entspannung.

Seinen einzigartigen kräuterfruchtigen Geschmack erhält GREEN GOLD LUNAR aber nicht nur aus den naturbelassenen Kräuterbeigaben, sondern auch durch seinen Anteil an schonend getrockneten Äpfeln, ihre Vitaminmenge sowie der hohe Gehalt an Faserstoffen unterstützen den Körper bei der nächtlichen Reinigung und Feinstoffverdauung.

Insgesamt ist GREEN GOLD LUNAR eine harmonische Kombination aus "tut gut" und "schmeckt gut". Schon nach kurzer Zeit regelmäßiger Anwendung haben viele Menschen festgestellt, dass sie ihren Körper auf den nächsten aktiven Tag schon dadurch besser vorbereiten, indem sie ihm die Wiederauffüllung der Vitalstoffdepots über Nacht mit GREEN GOLD LUNAR ermöglichen.



**Verdiente  
 Regeneration**

("Optimal Start into the Day")

("Well-deserved Regeneration.")

# KINETO + GENIO



("The Future of Energy!")

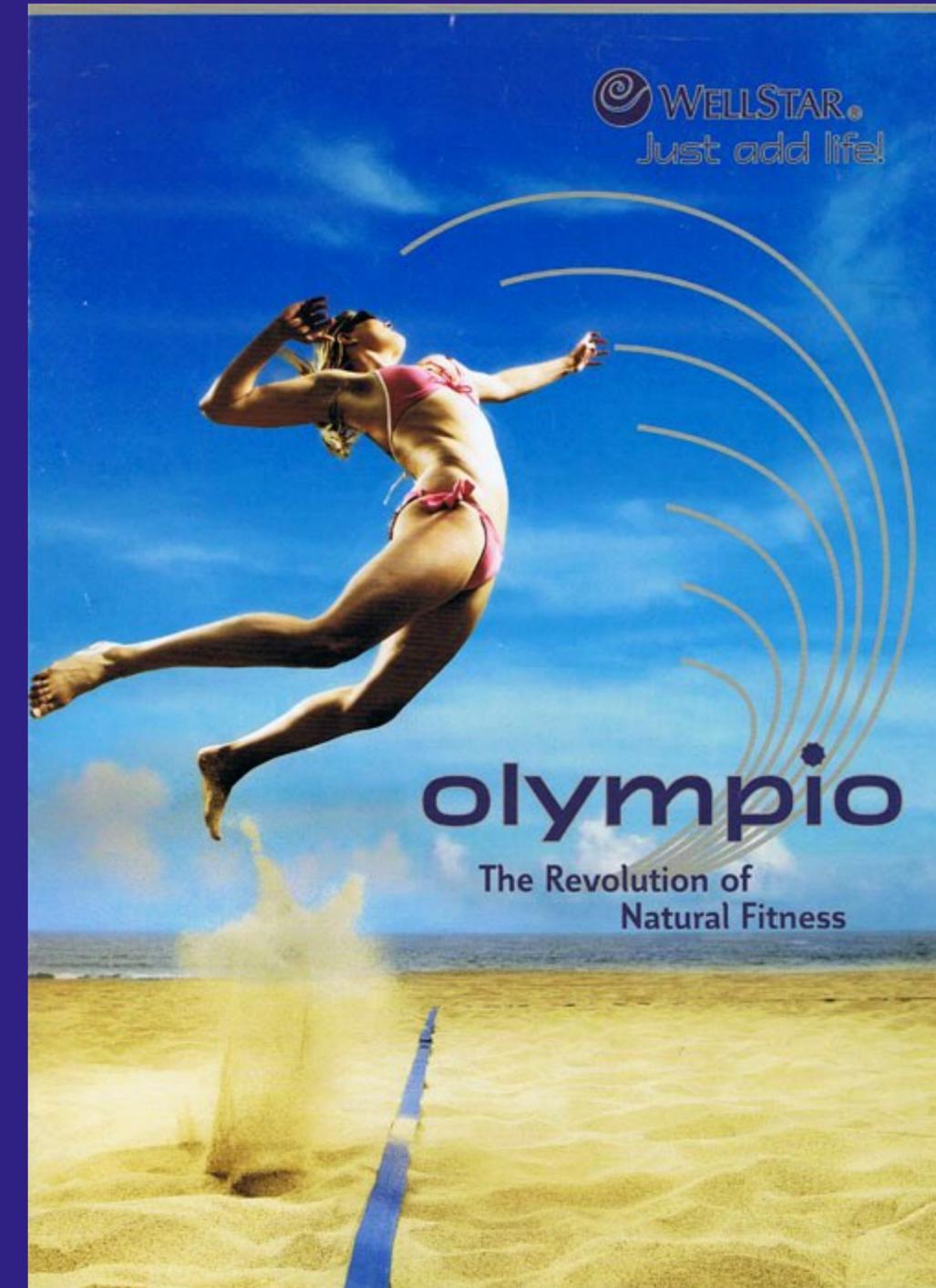
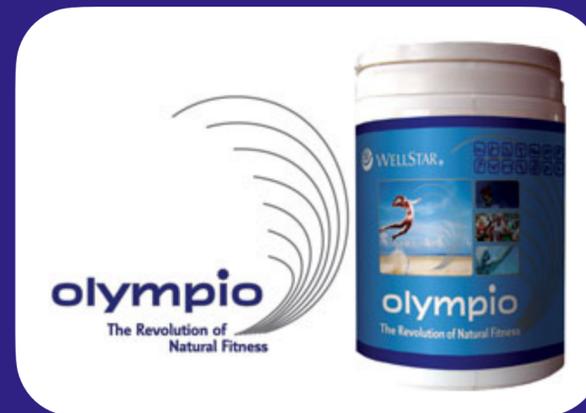
MLM Supplement  
Brands for Wellstar

Product Concept  
(Body+Mind Care),  
Bottle Design,  
Names, Logos,  
Slogans, Brochures,  
Core Messages

2005 / 2006



# VIEWTY + OLYMPIO



MLM Supplement Brands for Wellstar  
Names, Logos, Slogans,  
Brochures, Core Messages  
2006

# AERA + SYNERGO



MLM Supplement Brand  
Business Concept, Names,  
Logos, Slogan, Core Messages  
2007

PurposeBrand Background:  
**THE LOGO** was inspired by the highly sacred "Shiva Lingam Stones" that can only be found in one specific river bed in India. You sometimes see them in shops selling Indian jewelry, as well as on Mineral + Gem Expos.



**THE NAME AERA** signifies the weightlessness of the new era of working freely on your own terms.

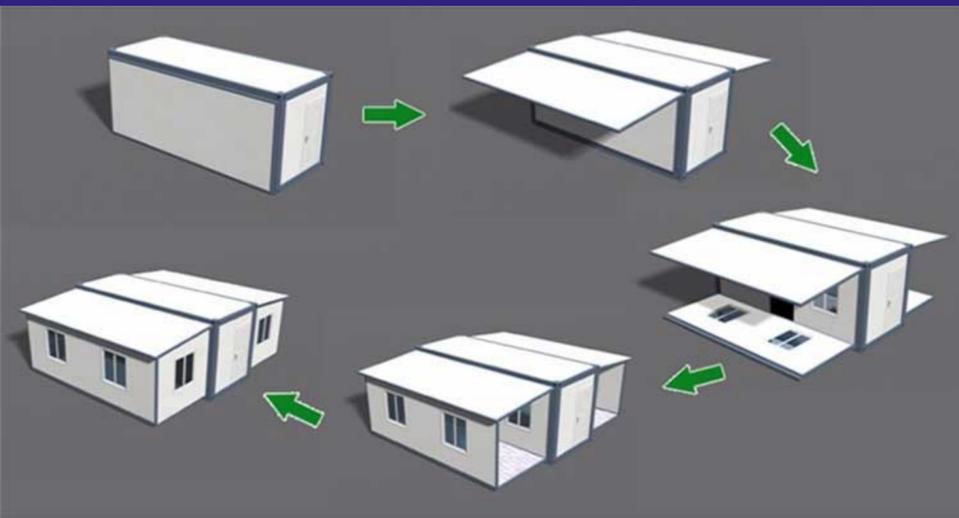
**THE NAME SYNERGO** stands for the synergistic powers of the product ingredients (micro algae + herbs).

**THE SLOGAN** means that you can experience our Tomorrow (the Future of Work) already today.





# PLEJADO



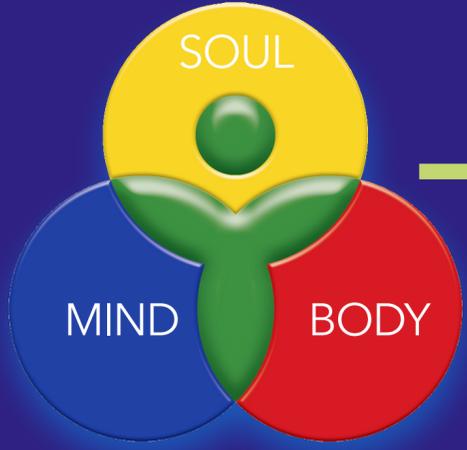
PurposeBrand Background:  
Long before the tiny house trend became prevalent, a German architect named Wolfgang Bühler created the concept of collapsible houses for disaster areas and charity purposes. He approached Flint to create a brand around this. **The PLEJADOS** are a loose collection of stars and magnificent in their beauty. The flexible combination ability of this tiny house concept to create a whole village within hours is elegantly communicated through the name and logo. Flint inspired Bühler also to expand on his idea to make **PLEJADO** a global community for travelers to use a remotely bookable and accessible network of rental homes all over the world. Many years before the Digital Nomad movement began.



Brand for Collapsible Tiny Homes  
Name, Logo, Remote-Controlled  
Global Membership Model (RFID)  
2010



Flyer before Rebranding



VELIO



*Gesund durch schlau!*  
(Smart thus healthy!)

PurposeBrand Background:  
A fitness center for older people asked Flint to refresh their whole company and create a PurposeBrand with a holistic approach.

Flint created this by restructuring the studio's offerings so they would indeed benefit Body, Mind, AND Soul, leading to Health through Exercise, Knowledge, and Joy. The new brand name **VELIO** is the Celtic word for "BETTER", ergo Self-Improvement.

Flint also produced 40 different advertising and merchandising items for them.

Rebranding of a German Health Institute  
**Philosophy, Offer Range, Name, Logo, Slogan, Brochures, Merchandise**

2012



Flyer after Rebranding



(BETTER LIVING!)

a few other Flint Brandings  
between 2013 and 2019



Name for an Hungarian Crypto Company in 2019

PLANEMO

(Short form of PLANEtary Mass Object,  
new Celestial Body Category)

Name for a Wealth Management Company in Dubai (2020)

**VALIAS**

Combination of VALUE and ALIAS  
(in the sense of "somebody else does that for you")



# ENEWGY

The New Energy.

Name for a German Startup in 2021

## PurposeBrand Background:

A certified psychologist from Munich asked Flint for mentoring her to restart her executive coaching career. But Flint saw her unique Life Purpose more in the experience she had accumulated as a psychologist, coach, but also as the mom of a mentally challenged kid.

Flint inspired her to start an online community for mothers in the same situation, and she found her new calling.

# ENTHEA



## PurposeBrand Meaning

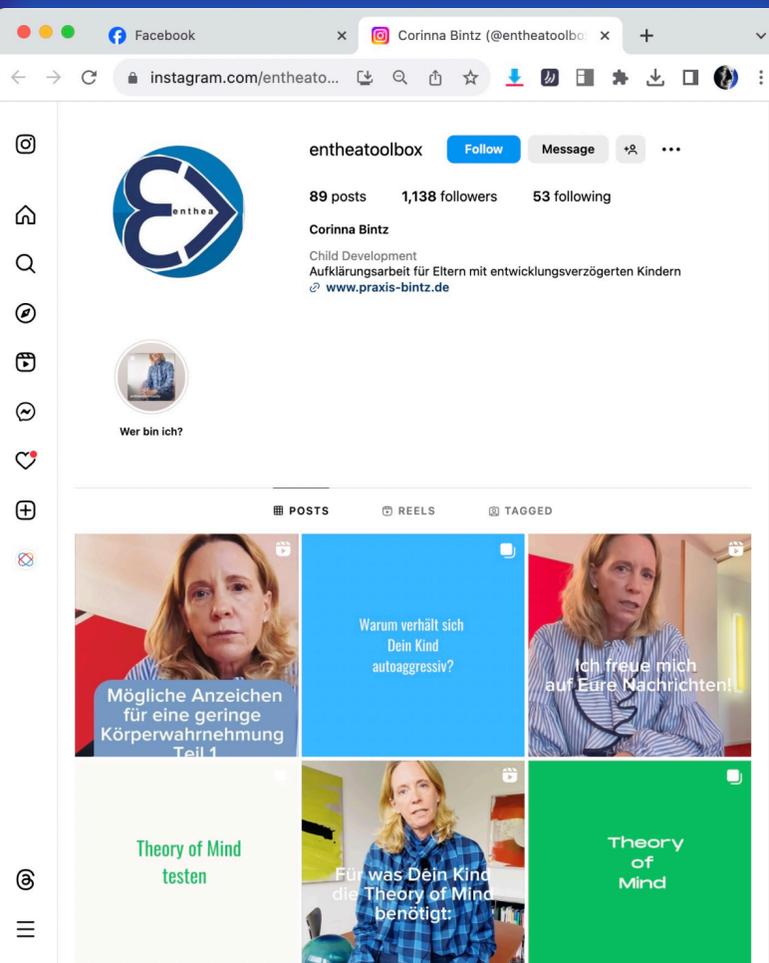
### THE NAME ENTHEA

comes from a combination of the ancient Greek origin of the word enthusiasm: **ENTHEOS** - The divine in you! and **THEA** - The Goddess.

### THE BROKEN HEART LOGO

symbolizes the "usually invisible" **BIG CIRCLE** of like-minded moms in the same challenging situation - a circle much bigger than anticipated.

When this circle is mending "**the broken heart of moms**", **E for ENTHEA** emerges out of the mended heart, highlighting the **Arrow to the right** which guides the way into a better Tomorrow together with others.

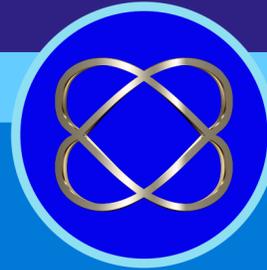


Community for Moms of mentally challenged Kids  
**Service Concept (Membership Club), Name,  
Logo, Slogan, Customer Avatars, Core Messages**

2022



BENEFITS



4 OF MANY BENEFITS OF  
**PURPOSEBRANDS**  
IN THE ATTENTION ECONOMY



## PURPOSEBRAND BENEFITS



### VIRALITY

People love to share insights, fascinating fun facts, deeper meanings and hidden secrets that they have dis-covered. Social Media accelerated this very human for info sharing and recognition for wisdom and special knowledge.

Once you show your new PurposeBrand online you will probably be astonished how fast this "idea virus" can spread beyond your organic and paid reach - just because people appreciate and like to share brilliant ideas with others.



### COMPOUNDING VALUE

A PurposeBrand's Value compounds over time. If the company behaves value-coherent, the brand becomes more exciting, deep and premium every year.

Sure: Like all good things, it needs some time to grow in awareness, but once it's omnipresent, it can never again be ignored or become irrelevant.



### INSTANT DIFFERENTIATION

In these chaotic times with competition everywhere you either stand out - or you are obsolete. Background noise.

A strong PurposeBrand is like a unique Vision Statement - doing advertising for you 24/7/365.



### BIG MOTIVATOR

Not only your audience, prospects, and customers will love your new PurposeBrand. It is also a very strong "morale booster" for all other stakeholders:

- ★ **YOUR TEAM** - it's always encouraging to work for a valuable, inspiring brand with deeper meaning and commitment to values and positive impact.
- ★ **YOUR INVESTORS** - from the first pitch to perhaps even going public and beyond: people who invest their financial resources also put their trust, time, and contact network on the line. The stronger the brand, the better they feel about their part in it.
- ★ **YOURSELF** - a PurposeBrand ideally stands for your most precious values and business goals and is a constant reminder of your big WHY and the positive change you want to create.

DIFFICULTIES



**WHY IT REALLY GETS  
MORE DIFFICULT EVERY YEAR  
TO REGISTER A PURPOSEBRAND**



## Why it gets harder every year

WWW



### Growing Online Economy

The greater the global online reach, the bigger the competition for unique Brands and www-Domains. Every African Solopreneur, every Asian eCommerce site needs a brand and URL.

gone is gone



### Registered Brands

Once a Brand gets registered, it's gone and not available anymore. This leads to an ever-shrinking supply of possibilities.

Startups



### Millions of new companies

Every year, 100s of 1000s of new firms enter the marketplace - with millions of offers (products/services). They all need a name, a URL, a brand. Result: see above.

Limited Word Supply



### There are just so many brands

The ways to combine letters in a meaningful sequence are not infinite. Example: Sure, [www.HDL5W9.com](http://www.HDL5W9.com) may be free as a brand and URL, but that doesn't help you. Sense-making and understandable letter sequences get more scarce with every brand that gets registered and is hence no longer usable.

3 WAYS FOR YOU



**THE 3 POSSIBLE WAYS TO  
YOUR OWN PURPOSEBRAND  
AND THEIR PROS AND CONS**



## What will it cost you?

### Do it yourself

**YEARS**  
of your life

- Become a very creative Person
- Learn the basics of Graphic Design
- Study the Masters of Branding
- Know how to Brainstorm
- Learn Brand + Copyright Law
- Study the 500+ possible www Domain
- Learn how to research Brand Availability
- Learn how to protect a Brand.

Good Luck!

### Big Branding Agency

starting at  
**\$100K**  
incl. all  
Rights

- high overhead costs
- high monthly retainers
- often lack of transparency
- feedback rounds take forever
- slow start in the beginning
- later not their best crew involved
- high additional legal fees
- complicated rights management

Be careful!

### Done for you by Flint

starting at  
**\$40K**  
incl. all  
Rights

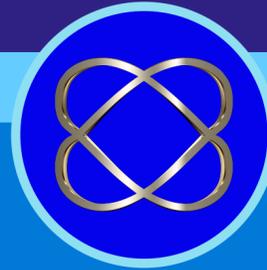
- Always have the Master at your side.
- Get the full spectrum of multi-creativity
- ... and 35 years of Marketing experience
- Personal Commitment
- 100% Trustworthiness
- Super-unique ideas
- Get only presented what's available
- No overhead = Low-cost, high time-efficiency

Smart Choice!

It's hard to explain the differences between expensive Big Agencies and Flint's full range of services and dedication without sounding like a self-absorbed know-it-all. Sorry about that. But you really need this background knowledge so you can make a truly informed decision.



REASONS FOR FLINT



**THE 6 MOST IMPORTANT REASONS  
WHY YOU SHOULD LET FLINT CREATE  
YOUR OWN NEW PURPOSEBRAND**



## FLINT ADVANTAGES



### EXPERIENCE

Advertising Copywriter and Marketing Strategist since 1988. Building Brands since 1989, creator of the PurposeBrand Concept in 1996. Worked for almost 300 big brands such as DISNEY, BMW, APPLE, and VIRGIN. If you book a Big Agency to create your brand, you will get this level of expertise only in the early days. Later, this will be delegated to mid-level staff. When you book Flint, however, you get the Pro 100% of the way.



### COST-EFFECTIVE

Since Flint has no big team to pay, or expensive agency office rents, or other costs typical for corporate service providers, you get PURE VALUE for the bare minimum price of these world-class level Branding Creations. Plus full Transparency! You also save on a lot of fees (and TIME!) because Flint researches Global Brand Availability that normally an expensive IP lawyer would have to do. For you, it's a free bonus service.



### MULTI-CREATIVE

Besides his 35 years of Marketing and Branding work, Flint is also the Author of 36 books, University teacher for Future Marketing, Public Speaker, Future Advisor to several governments, and an acclaimed poet and art painter with own gallery in Berlin who acted (for fun) in movies such as Spider-Man, James Bond, and The Three Musketeers. Since 2015, he is also a fulltime World Traveler, Paraglider, and Youtuber, and all these multi-faceted skills and experiences naturally enrich his creative work and scope of ideas.



### TIME-SAVING

Thanks to his great experience as a freelancer and his streamlined routines and SOPs, Flint is lightning-fast in all stages of creating your PurposeBrand. He also doesn't have to coordinate with 3 layers of decision makers and those overworked (and -paid) IP lawyers that slow down this complex process beyond even a Buddhist monk's patience. What normally takes 6 months, you will get from Flint within 6 weeks. Provided you do YOUR part in time, of course. Like giving feedback. Or paying. 😊



### FLEXIBILITY

If you can't afford the whole compensation in one go, e.g. if you are a bootstrapped startup that makes the World a better place, there are several options and compassionate understanding that will make a PurposeBrand possible for you. Speak with us! Either we find a way ... or we CREATE one.



### 100% RELIABLE

Flint will ONLY present Brand Ideas to you that are legally available\* - and also aligned with your Vision and Values. You can always trust in his full dedication to create a unique, longlasting PurposeBrand for you and stay at your side all the way until you are completely happy with your new brand.

You will find this combo of Advantages nowhere else in the world!

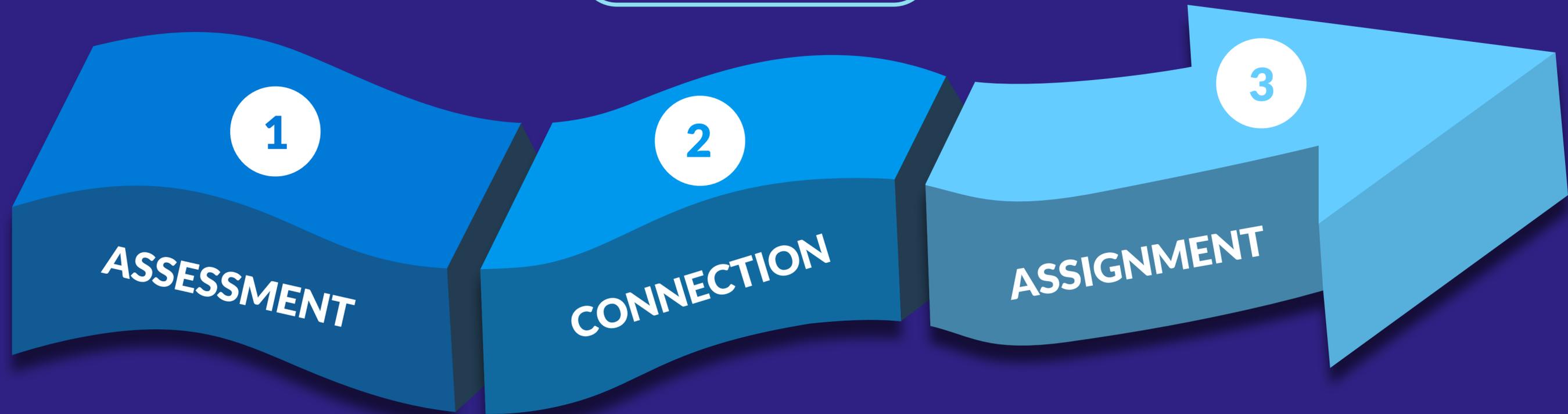
YOUR 3 NEXT STEPS



OK, YOU ARE ALL IN AND WANT US TO  
**CREATE YOUR OWN PURPOSEBRAND?**  
THIS IS HOW WE GET STARTED: >>



## YOUR 3 NEXT STEPS



### ASSESSMENT

In today's global marketplace, there are a lot of good people and companies giving their best - literally. But there are also some shady ones trying to take advantage of everything and everybody. We had our (un)fair share of dishonest clients and therefore have to make sure that all of our new clients are as reliable, acting with honesty and integrity, as we are. Our services are not scalable or outsourcable, so we can only accept a few High Quality clients every year. To become one of them, you have to fill out our short [Client Assessment Checklist](#), sign it, and send it back This will be our Collaboration Foundation - like a Code of Conduct.



### CONNECTION

Once we received your signed Client Assessment Checklist, we will meet for a 1-hour Zoom Call and get to know each other in person. You will explain your Business Vision and Goals that you want to have your own PurposeBrand created for. We will give you our personalized analysis of these objectives as well as our best "prescriptions" - the solutions and measures we deem necessary to make your vision and goals a reality. If after the call one or both sides don't want to continue the collaboration, there will be no costs or obligations for either side. No hard feelings, either. All good.



### ASSIGNMENT

Once we have agreed on proceeding with our work together on your PurposeBrand, including the scope of services that are included, the compensation, the terms of payment, and the next to-dos, you will receive a written contract proposal that contains all the agreed details. Only when you have signed and sent back (as a PDF attachment to an eMail) this contract, and your initial payment has reached us, we will begin immediately with creating your Future PurposeBrand. A professional start for a solid foundation of our mutually beneficial collaboration. A true win-win-win-win, including YOUR clients and the World.

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We can and will only work for people and companies who want to add value to a better Tomorrow.

# Thank you!



A personal "Goodbye for now" from  
**MARC FLINT**  
Inventor of the Purpose Brand Concept

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