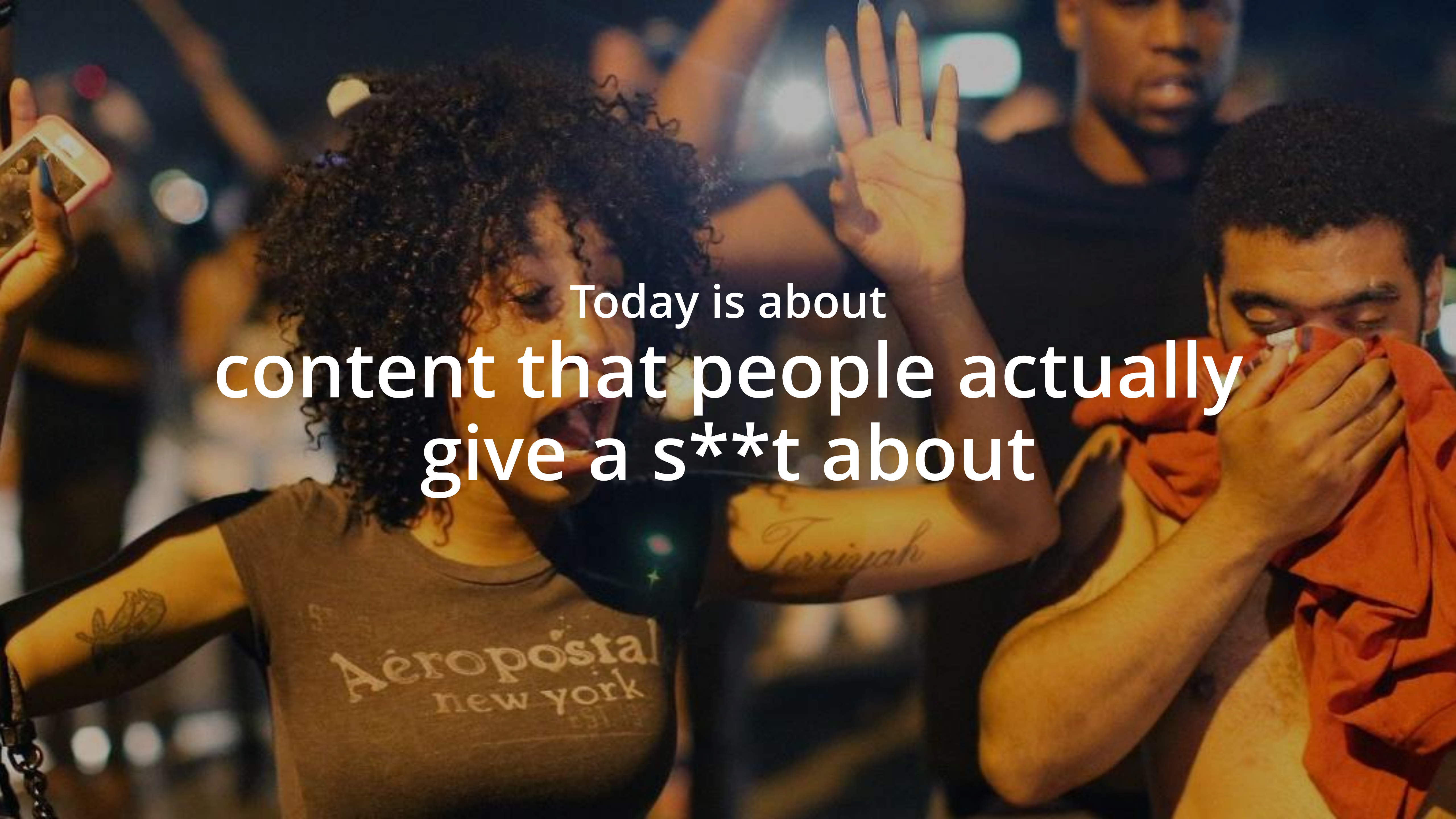


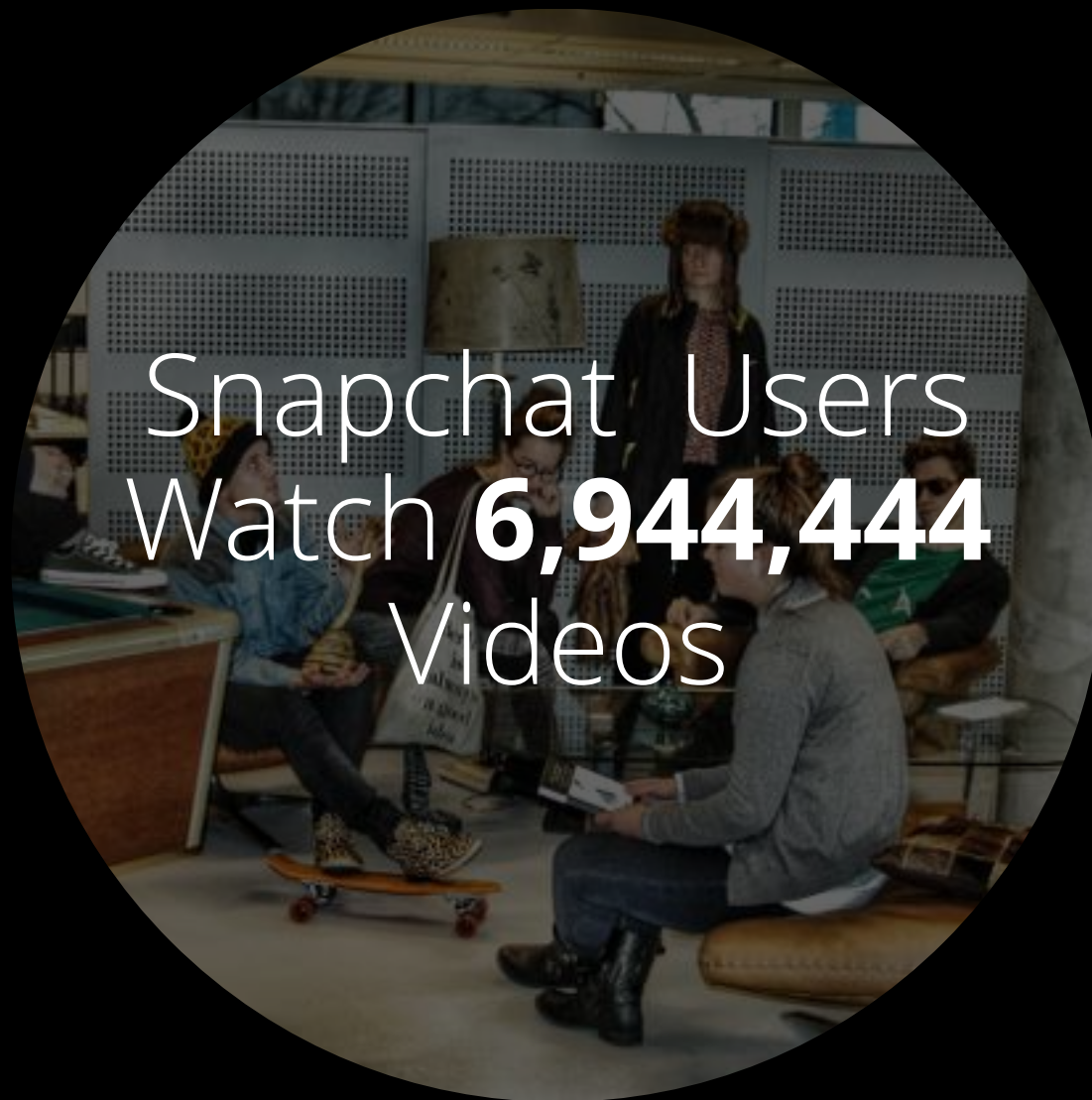


Hej! Hallo! Hoi!

A woman with curly hair is the central focus, wearing a brown t-shirt with "Aeropostal new york" printed on it. She has her mouth open as if singing or shouting. In the background, a man has his hand raised, and another man is covering his face with a red cloth. The scene is lit with warm, stage lights, creating a bokeh effect in the background.

Today is about
content that people actually
give a s**t about

In 60 seconds



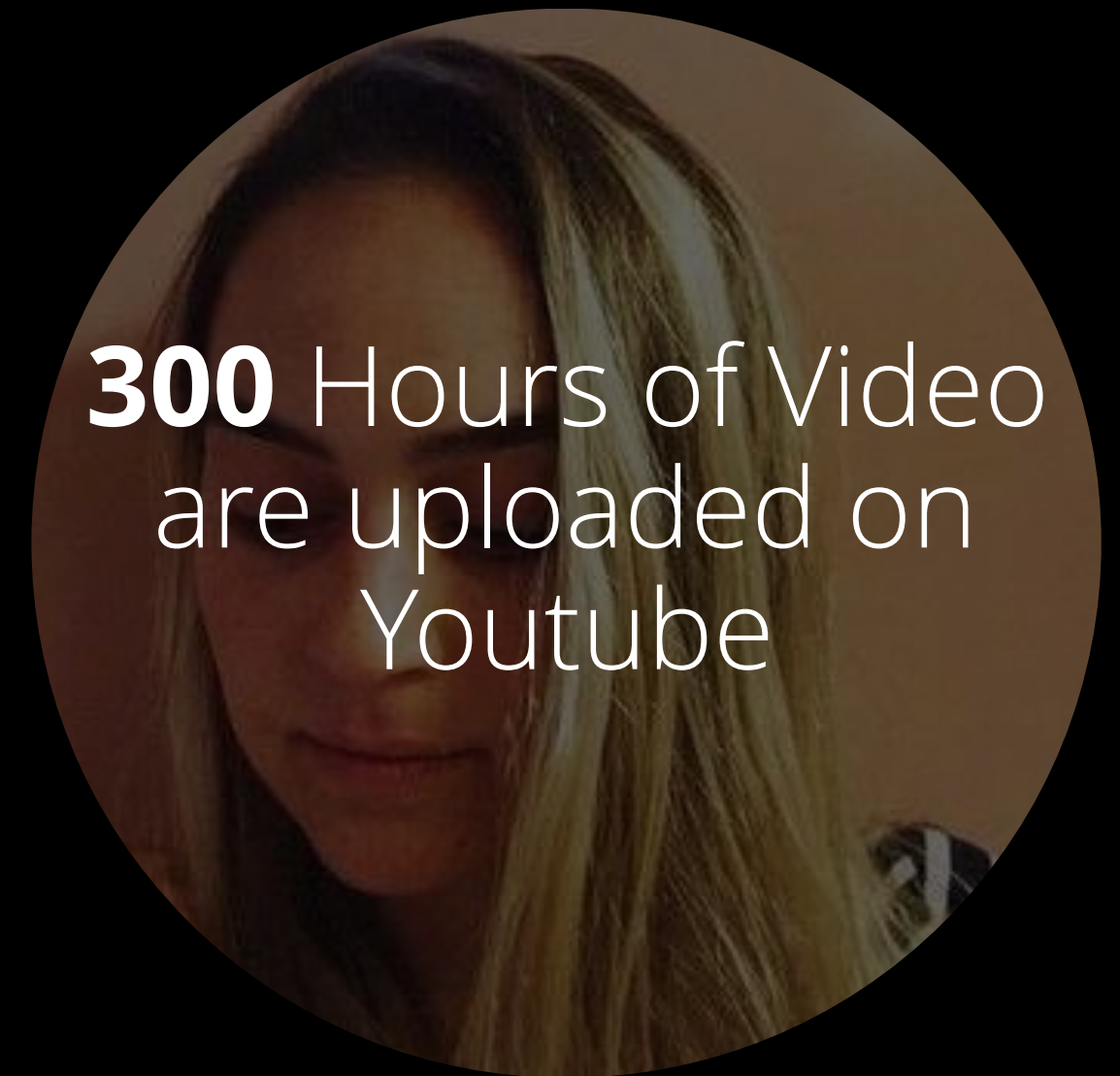
Snapchat Users
Watch **6,944,444**
Videos




Netflix Subscribers
Stream **86,805**
Hours of Videos



400 Hours of new
Videos are Shared
across social media




300 Hours of Video
are uploaded on
Youtube


A man in a dark jacket and glasses stands on the left, looking towards the right. Two women are in the center; one wears a leopard print jacket and jeans, the other a black leather jacket and a bucket hat. They are both looking at a smartphone held by the woman in the leather jacket. The background is a brick wall. The scene is dimly lit with blue and purple tones.

That's millions and millions of
hours of content consumed

50%



How does your brand break through the clutter?

A man in a dark suit and white shirt is looking down at a tablet computer. A small red dot is visible on his chin. The background is dark and out of focus.

**Most sophisticated Bullshit
detector out there**



Don't bullshit!

A woman in a blue suit is standing on a small platform in a hallway, waving her right hand. She is holding a microphone in her left hand. A large crowd of people is gathered on the left side of the hallway, many holding up their smartphones to take photos or videos. The crowd is diverse in age and appearance. In the background, several men in suits are standing near the woman. The hallway has a tiled floor and fluorescent lighting. A sign on the wall to the right reads "STRONGER STAY TOGETHER".

People rule the world



Yesterday

**Brand Centric
Marketing**



Tomorrow

**Consumer Centric
Marketing**



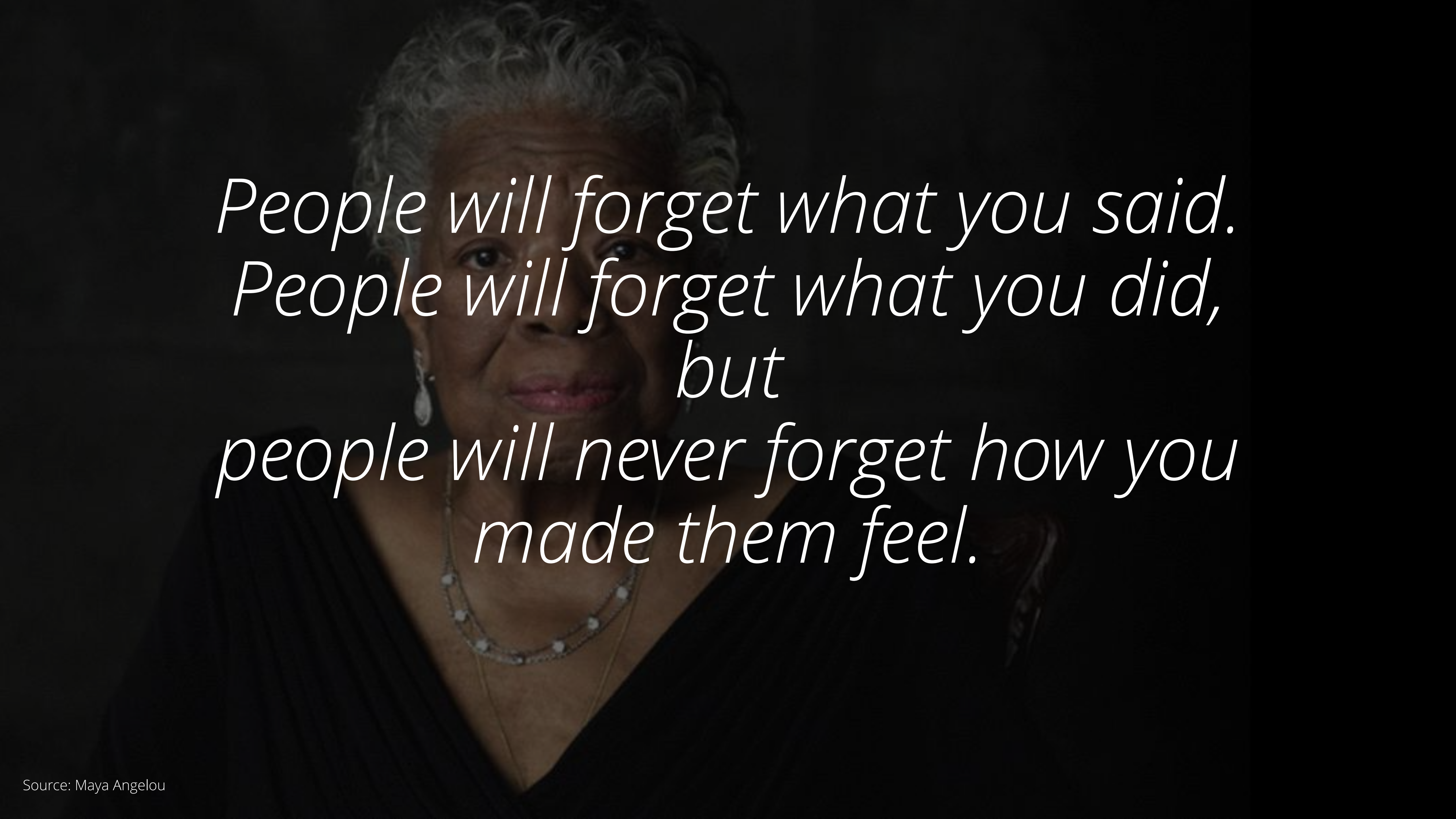
**Make this world a better place.
For everyone.**

A close-up photograph of a woman with blonde hair, looking downwards with a somber expression. The image is overlaid with a dark, semi-transparent layer. Centered on this layer is the text "Create content that Evoke Emotions".

Create content that
Evoke Emotions



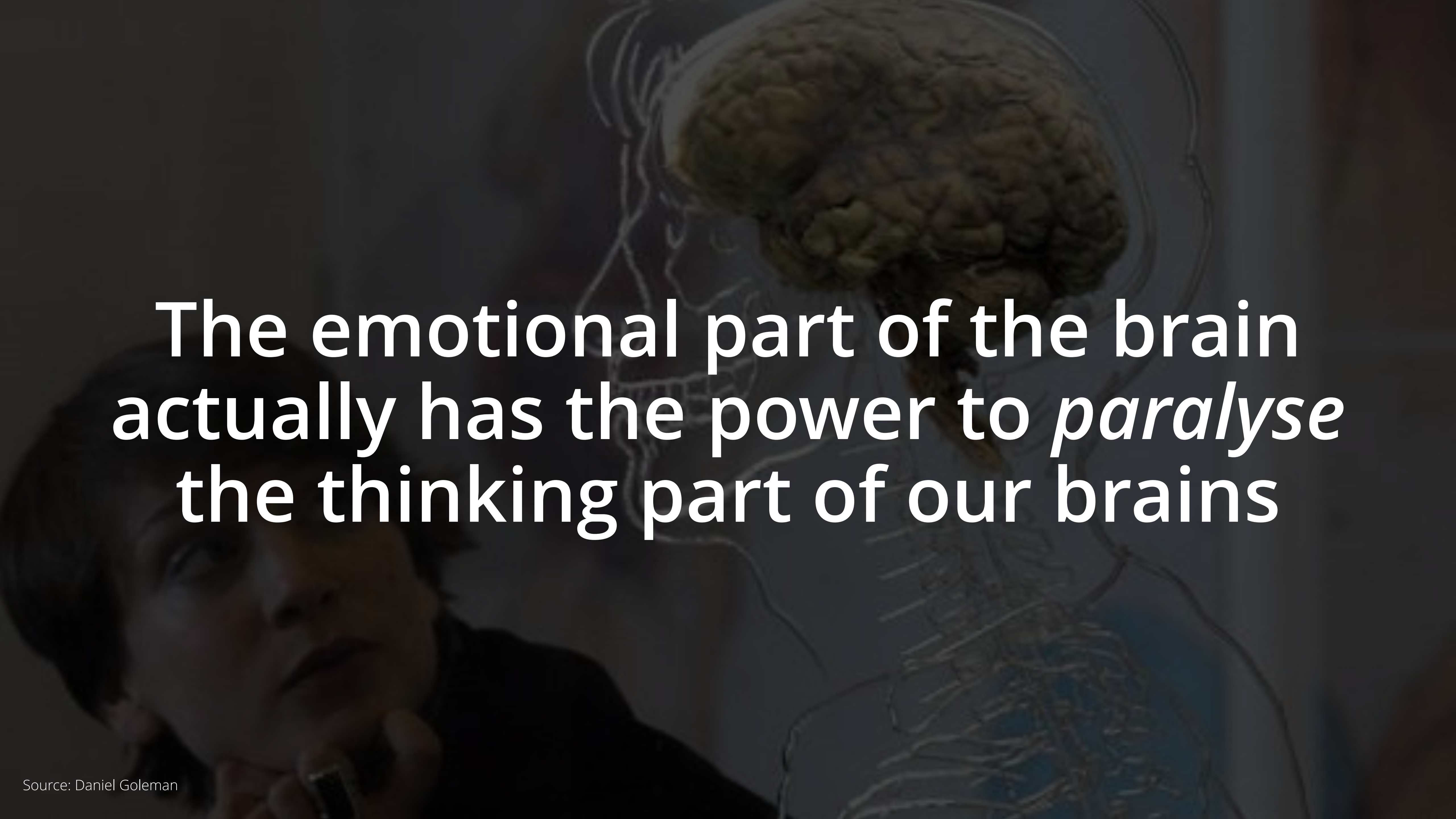
An emotion is the
Energy of the Soul




*People will forget what you said.
People will forget what you did,
but
people will never forget how you
made them feel.*

A woman is shown in profile, facing right, wearing a dark-colored cap with several glowing purple sensors or electrodes attached to her head. The background is dark and out of focus.

Without emotions decisions are
meaningless to our Brain



The emotional part of the brain
actually has the power to *paralyse*
the thinking part of our brains

A man with a beard and a cap is smiling while holding up a piece of light blue fabric in a workshop. In the background, a woman is working at a sewing machine. To the left, a pair of tan pants hangs on a rack. To the right, several shirts hang on a rack, one with a tag that says "FOR US". A circular logo in the bottom right corner says "WORN".

you evoke emotions by telling
Contextual Stories

meaning you put
**the message in the centre,
not the product**

BLACK
LIVES
MATTER

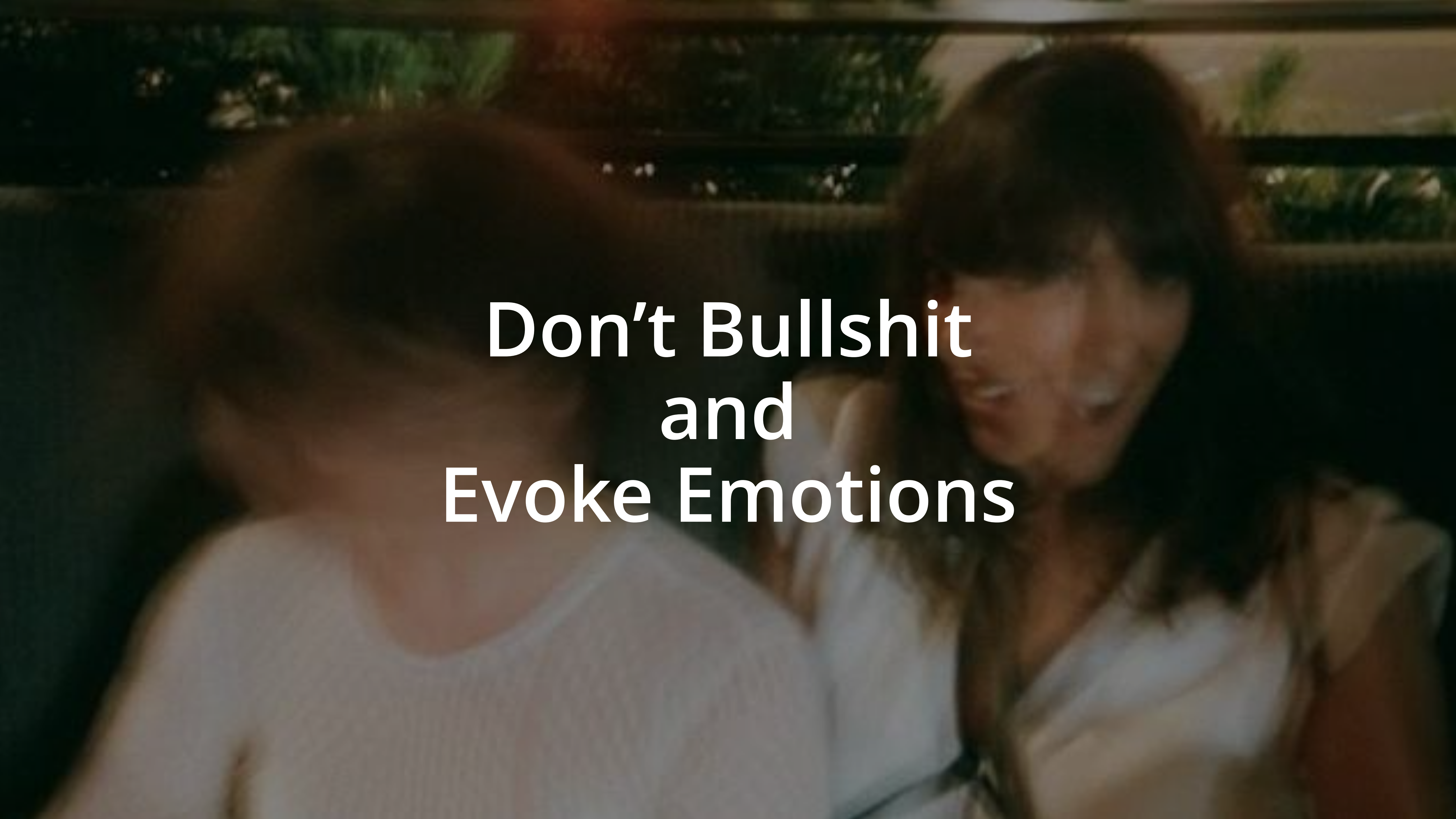






A photograph of a diverse crowd of people at an outdoor festival or concert. The scene is filled with excitement as blue and white confetti rains down from the sky. In the foreground, a woman with long red hair and white sunglasses smiles broadly with her arms raised. To her left, another woman looks up with her hands raised. In the background, a man holds a red folding fan. The overall atmosphere is one of joy and celebration.

People are at the heart
of all stories



**Don't Bullshit
and
Evoke Emotions**

THANK YOU!

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