


“ Don't forget, they're our neighbors looking for help, not just customers looking to spend their money.

- Meyer Zlotnick



Consultant, Exec Brand/Creative Dir

Sprinklr

GlobeOp

The Zlotnick Group

Saatchi+Saatchi

Fearon O'Leary

School of Visual Arts

New Jersey

Los Angeles Herald Examiner

Medill at Northwestern

Brown

Levitz and Ely's

Rockville, Maryland

Washington, D.C.

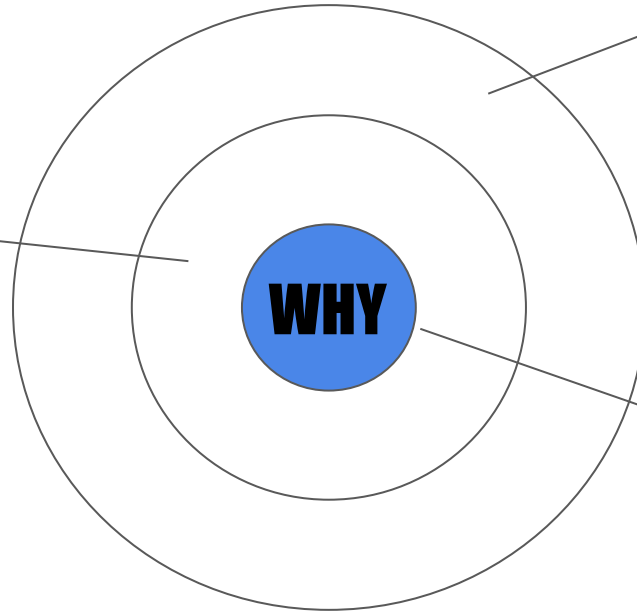
Pinsk, Russia

thezlotnickgroup

Simon Sinek's Golden Circle

what

Build strategy, brand and ideas to meet goals.



how

Ask why, find belief.
Then, rethink to ring true
in everything we create.

BELIEF

THE ART OF STORY IS TRUTH.
THE STORY OF BRANDING
IS TRUST.

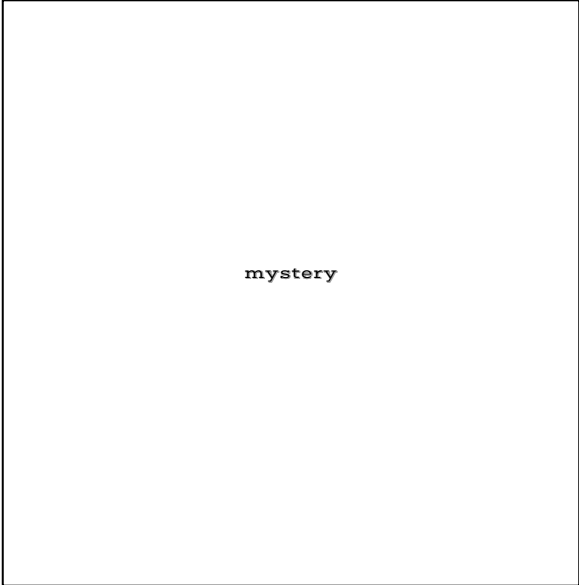
HOW TO GET TO
THE WHY
OF WHAT WE DO

—u—z|—



Puzzle

It's not a puzzle.
As Malcolm Gladwell
says in *What the Dog
Saw*, puzzles can be
solved by finding all the
pieces.



mystery

It's a mystery.
You won't have all the
pieces to put together.
You'll have to interpret
what is there, what lies
beneath, to come up with
the Why.

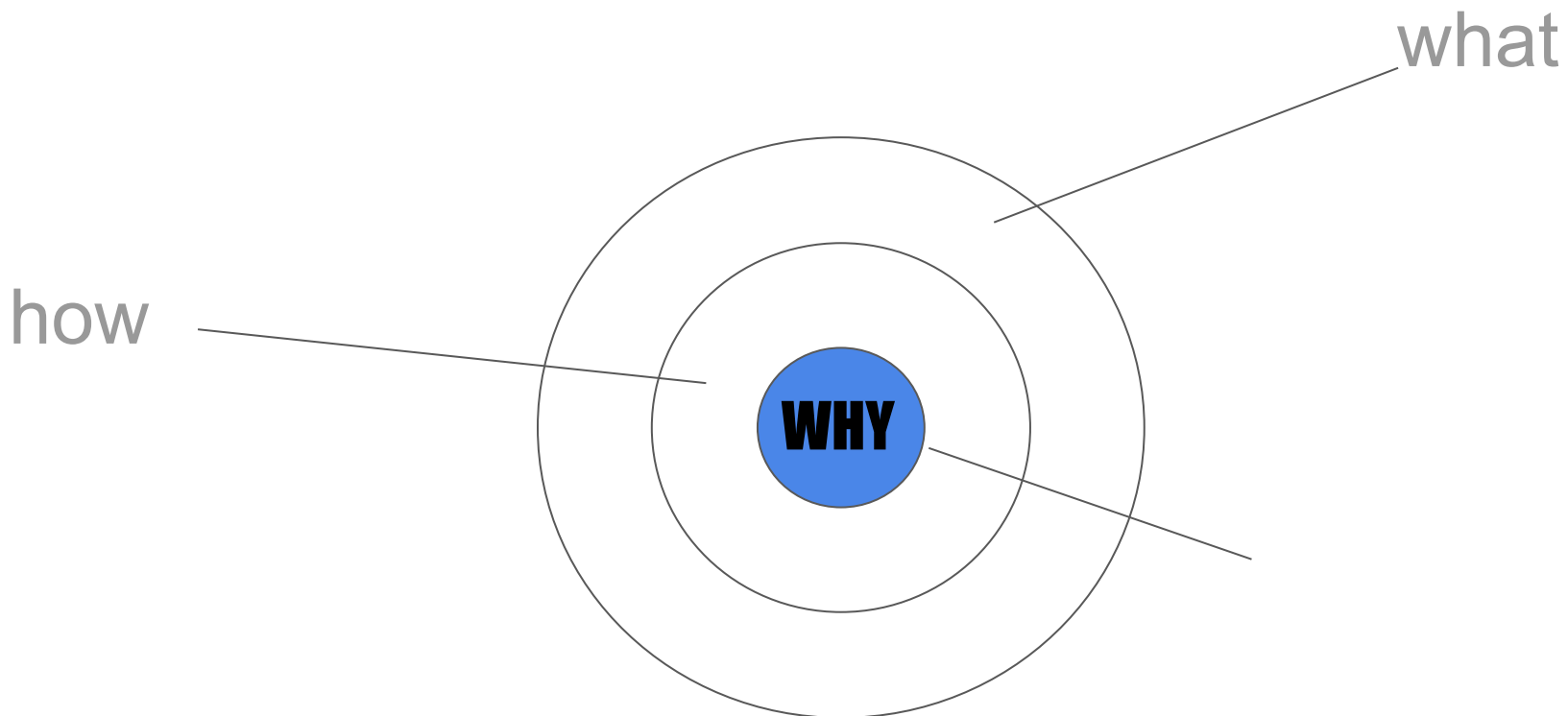
PEOPLE WANT

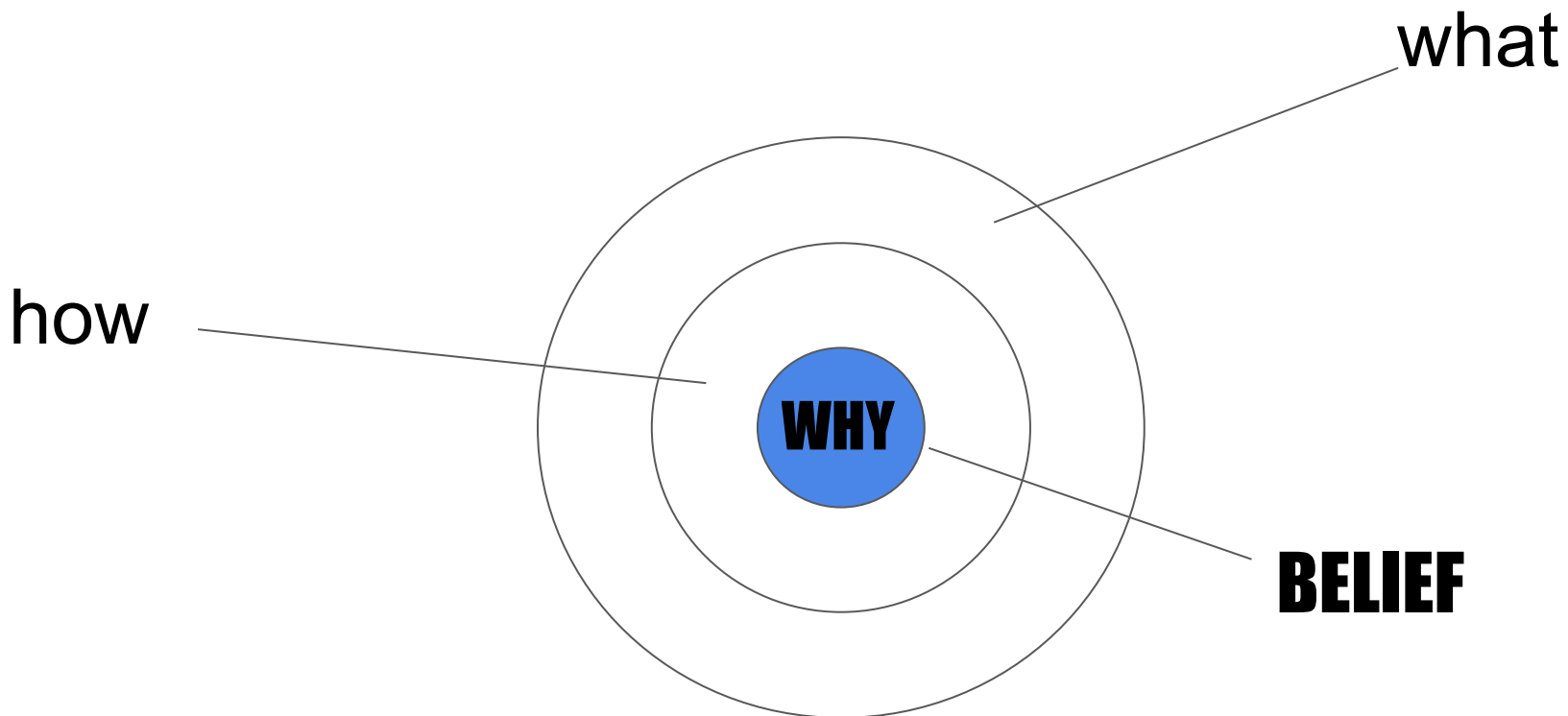
PEOPLE WANT

WHAT YOU DO

HOW YOU DO IT

_____ YOU DO IT





PEOPLE WANT
TO BE WITH
PEOPLE WHO

PEOPLE WANT
TO BE WITH
PEOPLE WHO
BELIEVE
WHAT
THEY
BELIEVE

LOGAN'S STORY



Mike Logan, Dir of Sales, Sprinklr

Brilliant leader

Positive

Value-Focused

Great guy



Logan

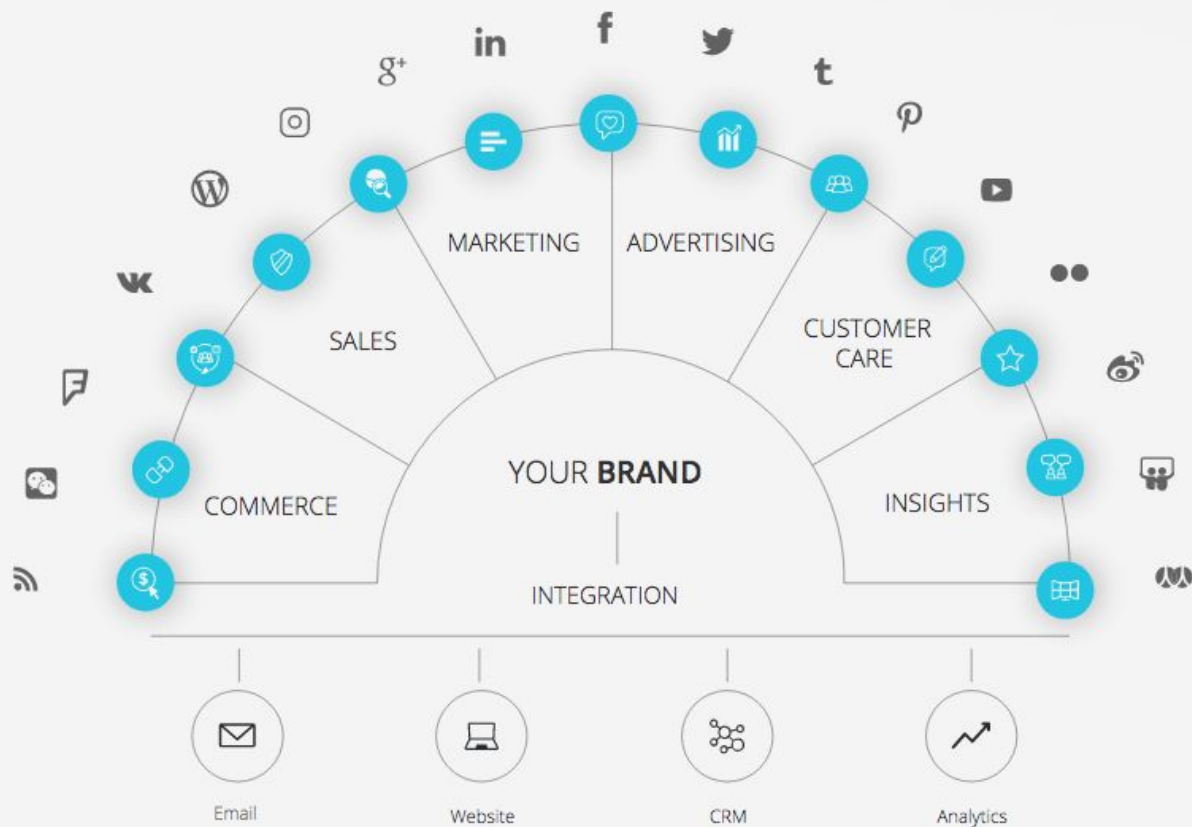
What



Logan

What

“Enterprise Software that helps big brands do mktg, advtg, care, sales, research, commerce on FB, Twitter, LinkedIn and 21 other social channels globally”



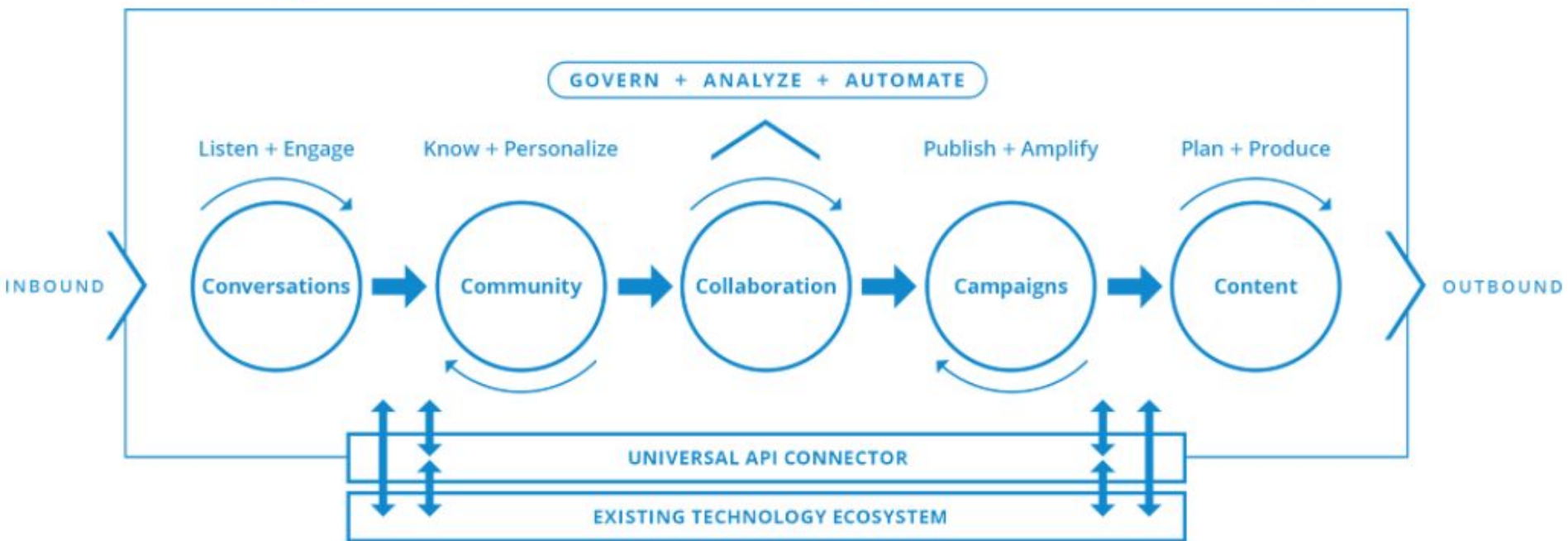


Logan

What

How

“One unified, single-code architecture Platform that unites teams and data around the 5 C’s of Conversation, Community, Collaboration, Campaign, and Content.”



[Download Product Overview](#)

Core Modules



Content
Planning



Content
Publishing



Engagement



Reporting



Automation



Governance



Distributed
User
Management



Asset
Management



Audience
Management



Campaign
Management



Case
Management



Mobile

Premium Modules



Apps

Connect social to existing enterprise systems



Listening

Keep a pulse on conversations across the social web



Advertising

Simplify ad management and optimize paid budgets



Social Data Visualization

Visualize critical social data and user-generated content on any digital screen



Content Marketing

Create strategically targeted, relevant, and on-brand content



Benchmarking

Stay ahead of the competition and optimize your engagement strategy



Community

Activate your community to increase engagement



Audience

Reach the right audience with the right message



WHY

WHY DO WE
DO WHAT DO AT



The ingenious Sprinklr Platform was first thought to be a CRM set of tools. This didn't ring true to me...

It's a bit arrogant (and maybe kinda creepy) to propose we can manage a customer's *relationships*





but it's expected
and appreciated to
manage and improve
their *experiences*

what

Enterprise
Software for
Customer
Experience
Management

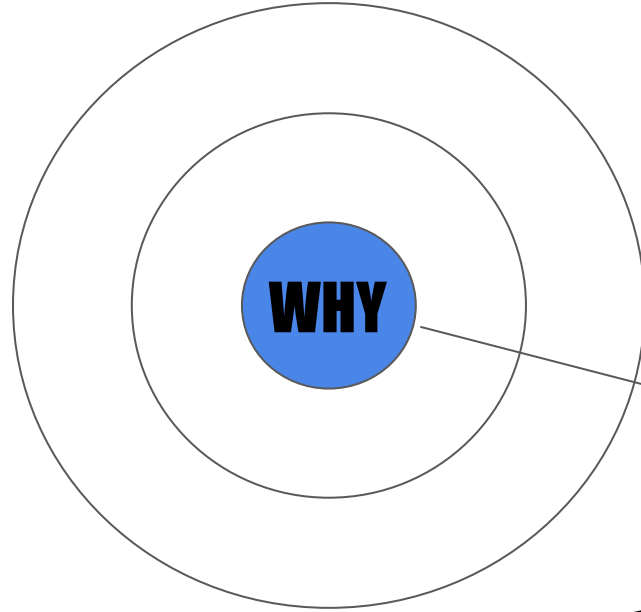


WHY

how

Unifies every team
across enterprise
to create and manage
experiences at every
customer touchpoint.

BELIEF?



BELIEF?

SUPPORTED BY RESEARCH

“An excess of features and a paucity of personal touch are all evidence of indifference to what should be a company’s first concern, the quality of the customer’s experiences.”

- Harvard Business Review, *Understanding Customer Experience*

CUSTOMERS

want to feel like their opinions matter. Hiring people who can make customers feel validated is important.



92%

wanted to be
**treated with
dignity.**



76%

want assurance
that **their
problems will
not be repeated.**



74%

want an
explanation.



72%

want a
thank you.



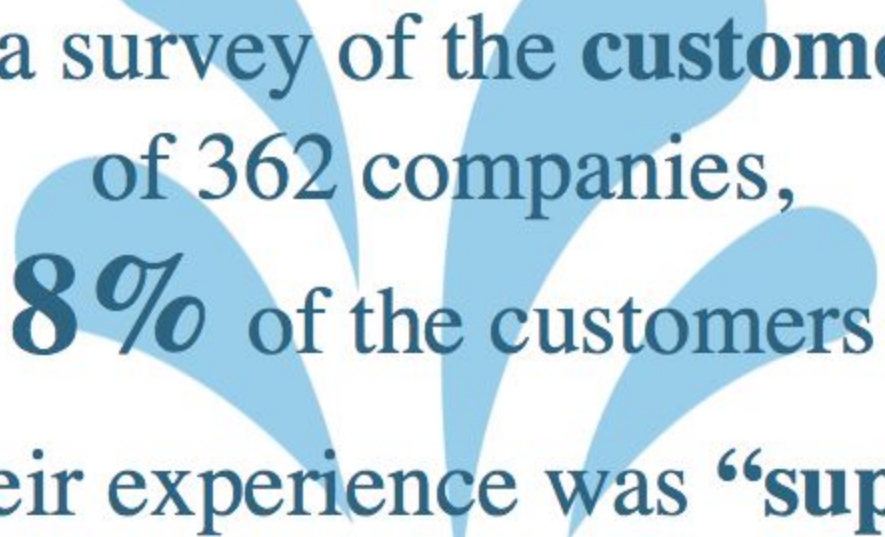
63%

want an
**opportunity
to vent.**



62%

want an
apology.

The background features several large, overlapping, teardrop-shaped abstract elements in a light blue color, arranged in a fan-like pattern behind the text.

In a survey of the **customers**
of 362 companies,
8% of the customers
said their experience was **“superior”**



...yet **80%** of the companies surveyed believed the experiences they were providing were **“superior”**

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Bias / Assumed Order

Effectiveness 1st

Ease 2nd

Emotion 3rd

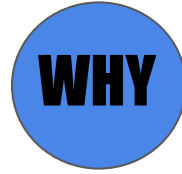
Tested, Actual Order:

Emotion 1st

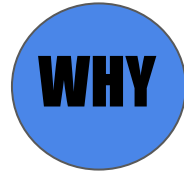
Ease 2nd

Effectiveness 3rd

Forrester Research, "Customer Experience 2014"

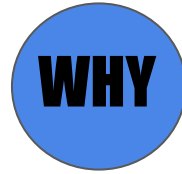


Do we do what we do?



Money
Market
Opportunity
Family
Purpose
Help





Money

Market

Opportunity

Family

Purpose

Help

Help brands create experiences customers love



Money

Market

Opportunity

Family

Purpose

Help

People never forget how you made them feel.

WHY



BELIEF

People never forget how you made them feel.

PEOPLE WANT
TO BE WITH
PEOPLE WHO
BELIEVE
WHAT
THEY
BELIEVE

“THE art OF STORY
IS TRUTH.

THE STORY OF
BRANDING IS TRUST.”

BUILD THE BRAND,
AND TRUST, FROM
THE INSIDE-OUT
(INTERNAL-EXTERNAL)



sprinklr

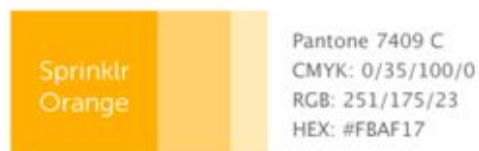
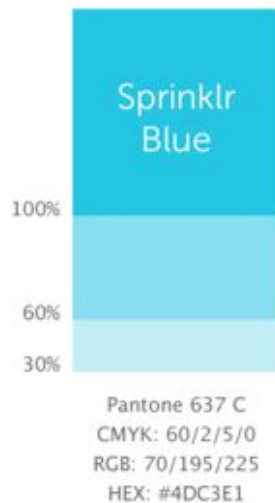
The logo for Sprinklr features a stylized sunburst or flower-like icon above the word "sprinklr". The icon consists of several teardrop-shaped petals radiating from a central point, with a color gradient from light blue to a darker blue. The word "sprinklr" is written in a lowercase, rounded, sans-serif font in a solid blue color.

The logo features a stylized graphic of three overlapping teardrop shapes above the letter 'r'. The shapes are colored green, orange, and blue from left to right.

sprinklr

colors

Sprinklr is an engaging brand, and these colors speak to that. Bright, clean, and fresh.





people never forget how
you made them feel



awesomeness



TOKYO









FINDING THE
WHY TO THE
mystery OF
BRANDING
ILFORD

Iford asked me to introduce them to the professional black&white photography marketing in the U.S. market, with \$1million. Kodak media spending was at \$250 million. Iford's Why, its Belief, wouldn't be found in photography itself any more than Starbucks would find its why in the quality of its coffee. As important a "best practice" as superb, even superior, quality produce and service is. Best practice does not make for a differentiating brand position and market strategy. Customers expect quality. A differentiating Why does.



THE WHY OF

ILFORD

THAT'S WHAT I
LISTENED FOR
WHEN I SAT
DOWN WITH
THE "MIDDLES"
AT ILFORD...

The Middles are the people, the developers, the technicians, the artisans who make the product.
The Tops (management) are, by default, too self-conscious to get to the Why)

...and WITH
PHOTOGRAPHERS
AT THE GREY DOG
ON CARMINE

I Heard:

art

Beauty

creativity

ArBITrage

I INTERPRETED:

"I am THE ARTIST.
I AM THE ARBITER
OF BEAUTY
IN MY WORK."

(NOT THE TOOLS THAT I EMPLOY)

I POSITIONED:

ILFORD. FOR THE
ARTIST OF
BLACK+WHITE
PHOTOGRAPHY.

(NOT a TAGLINE; THIS IS BRAND
POSITIONING/STRATEGY TO BE THE CUE
AND GUIDE TO MARKETING PLAN)

Imagine this space to be the “ad” -- whatever medium, whatever experience. Which of the following photographs should we consider to create this on-brand, on-position, on-strategy experience for our campaign? Which would speak to Ilford’s Why? Which would differentiate us vs Kodak in the market place. More important, *always more important than consideration of the competition*, which photos would speak to the Why that would bond Ilford and its professional B&W customers? Which brand experience would ring true and build trust?

ILFORD





























































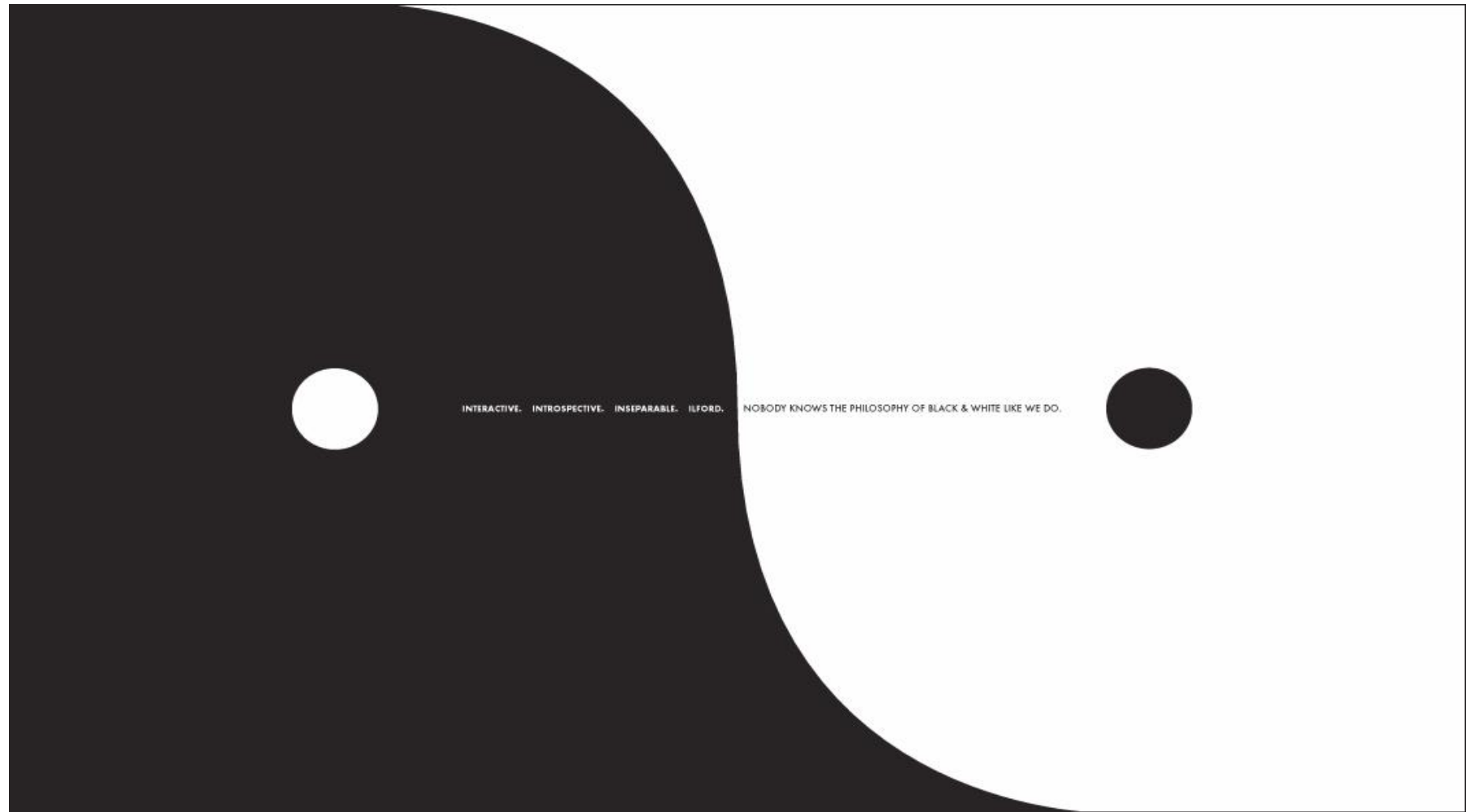
The solve for the mystery was that none of the photos would speak truth to the Why...and build trust. In fact, NO PHOTOGRAPHY would allow the photographer to feel and believe in Ilford what they feel and believe in themselves: that they, not any tool, are the arbiters of art and beauty in their work. To enhance this experience, I removed the obligatory logo and any package shots from the ad. I wanted our communications to be exhibits in and of themselves. An exhibit of philosophy, of work ethic...of Brand Belief.



INTRIGUING.
INVOLVING.
INDELIBLE.
ILFORD.

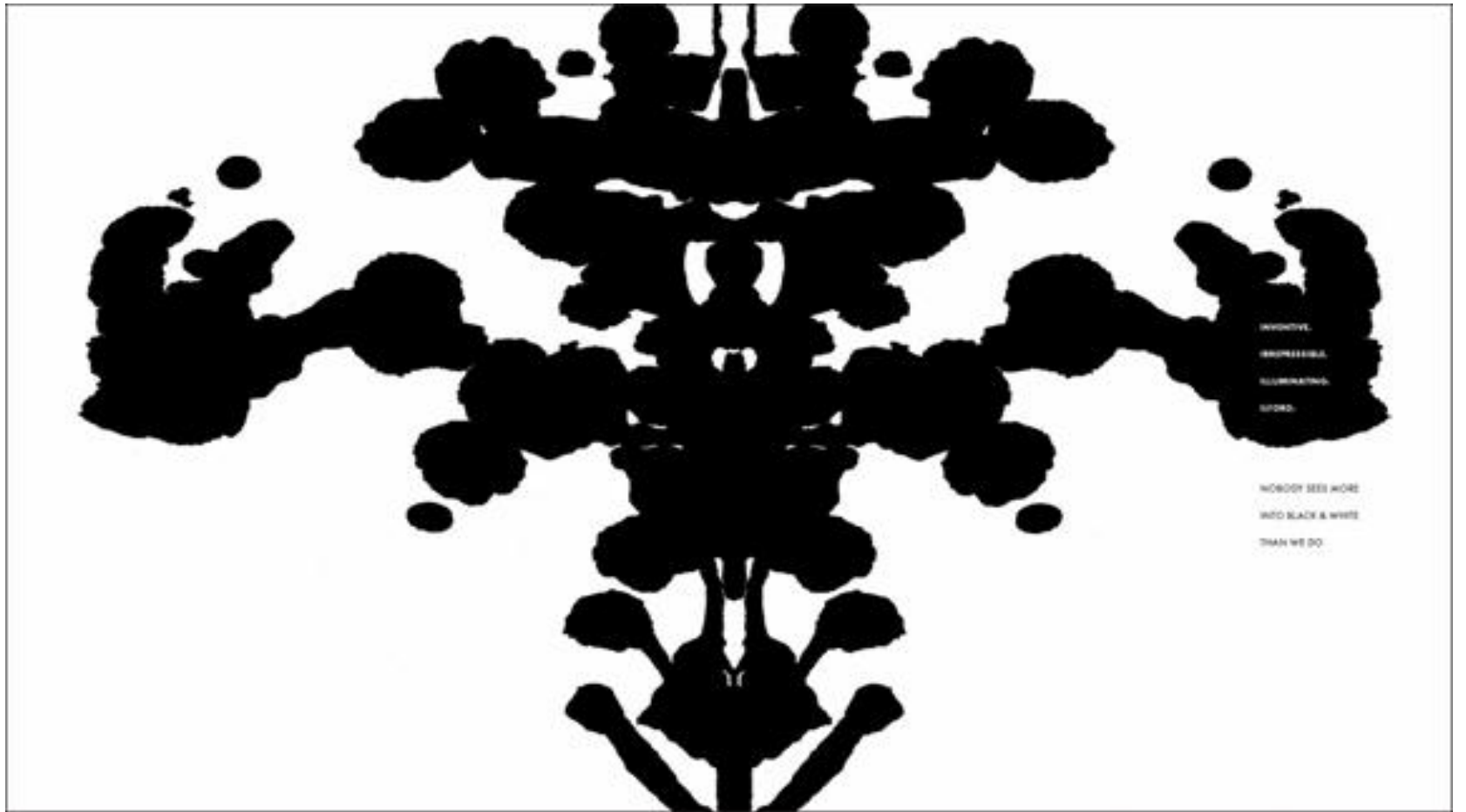
NOBODY'S WILDER
ABOUT BLACK & WHITE
THAN WE ARE.

Intriguing. Involving. Indelible. Ilford. Nobody's wilder about black & white than we are.



INTERACTIVE. INTROSPECTIVE. INSEPARABLE. ILFORD. NOBODY KNOWS THE PHILOSOPHY OF BLACK & WHITE LIKE WE DO.

Interactive. Introspective. Inseparable. Ilford. Nobody knows the philosophy of black & white like we do.



Inventive. Irresistible. Illuminating. Ilford. Nobody sees more into black & white than we do.

thank you!



jan zlotnick

brand/creative director

the art of story is truth
the story of branding is trust

thank you!



Who This is For

You have a project or campaign.
You're a new brand or rebranding.
You want someone to listen, offer
insights and straightforward costs.
Contact janzlotnick@gmail.com
or 973-454-8536

Services

Brand Strategy+Positioning
see examples

Creative Direction
see examples

Public Speaking

My Value to You

Brands are created by people.
But can become, and feel,
less than human.
I help you connect with customers to
deliver on brand experiences
and sales goals.