

**THERE ARE NO
PASSENGERS ON
SPACESHIP EARTH
WE ARE ALL CREW**

I HATE WORK

90%

LOVE IT + PRODUCTIVITY

An aerial photograph of a beach with turquoise waves crashing onto the shore, creating white foam. The sand is a warm, golden-brown color.

40%

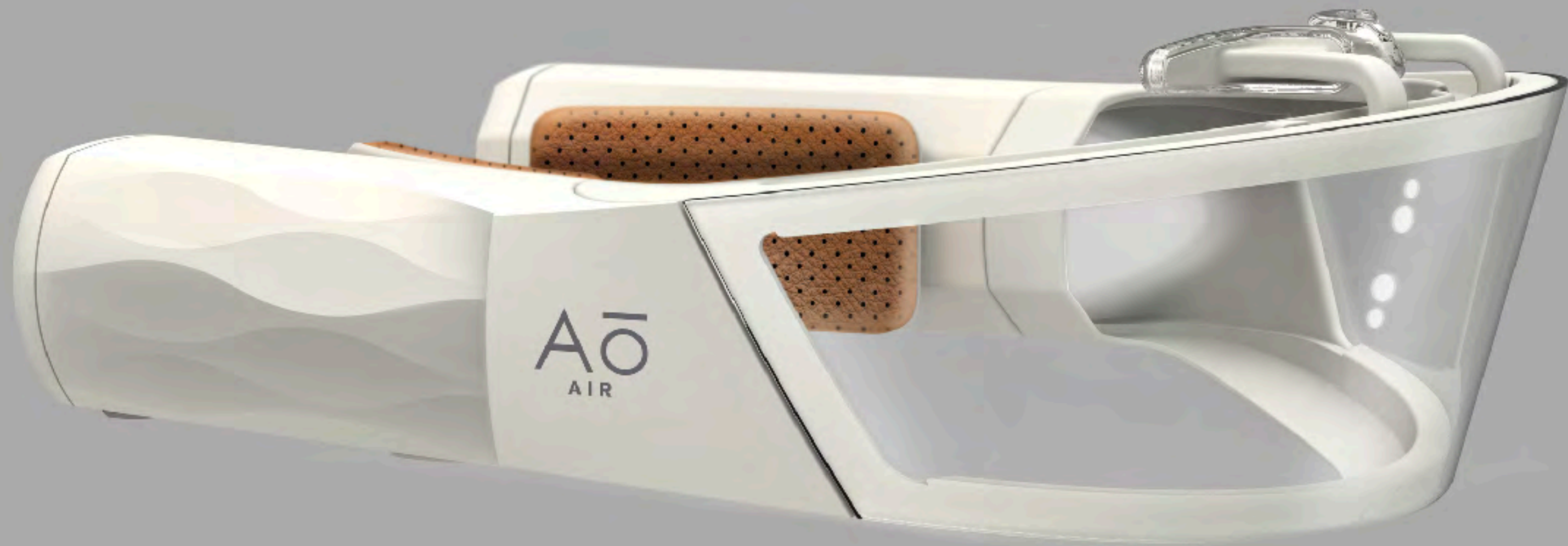
MILLENNIALS "FEEL GUILTY" FOR USING ALL OF THEIR VACATION DAYS

**DIGITAL
LOCATIONNOMAD**

A woman is shown from the chest up, wearing a black jacket and a black mesh head covering. She is also wearing a transparent, dome-shaped helmet that reflects the surrounding environment, including a body of water and a distant shoreline. She is standing in front of a white pillar and a large clump of tall, green grass. The text "FUTURE ARRIVES EARLY" is overlaid in white, bold, sans-serif capital letters across the middle of the image.

FUTURE ARRIVES EARLY





Aō
AIR

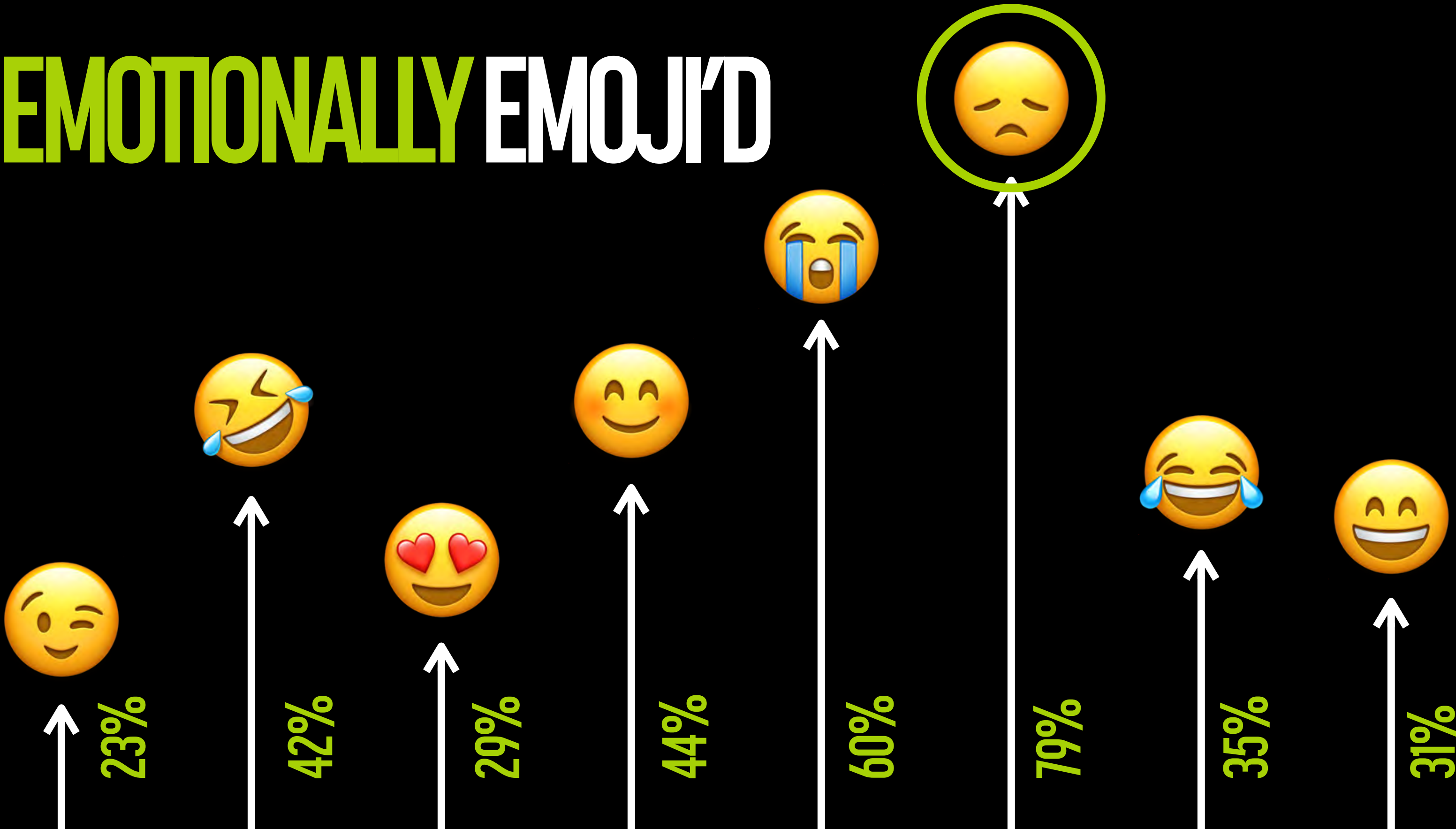
CLOSER COMMUNITIES

68% BRANDS TO BE KIND

72% SUPPORT SOCIAL ISSUES

70% GIVE BACK TO LOCAL COMMUNITIES

EMOTIONALLY EMOJID



COMFORT



CONVENIENCE

TO VIP EXPERIENCES



DOOR TO DOOR RETAIL



NOSTALGIA

+25% READING

+91% BAKING

+942% BEDTIME STORY

\$1.7B



A person with long, wavy brown hair is holding a black camera up to their eye, as if taking a photograph. They are wearing a dark blue or black long-sleeved shirt. On their left wrist, there is a black strap and a small tattoo. The background is a light-colored, textured wall made of stone or brick. Overlaid on the center of the image is the text '\$3.6B' in a large, white, sans-serif font.

\$3.6B

IPOD ON IPHONE



74% JOY

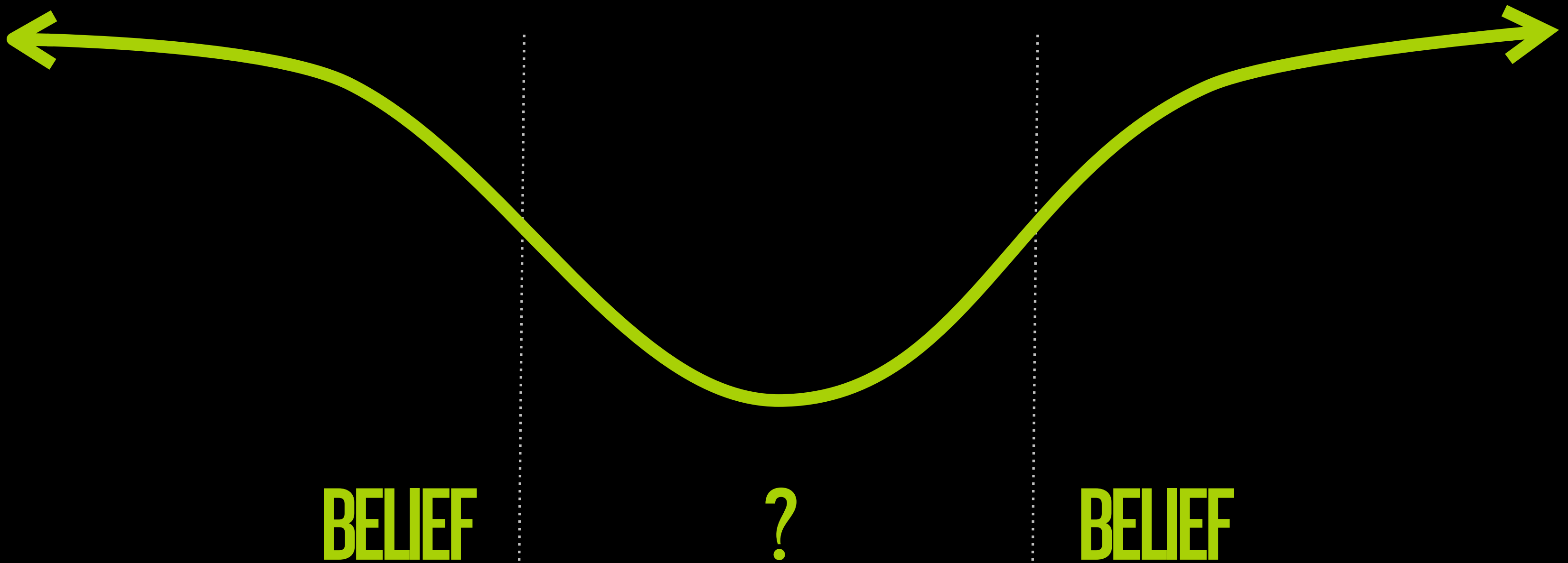
IN THE LITTLE THINGS

MENTAL HEALTH CHECK

CONSTANT STATE OF FUZZY

1/3 TALK ABOUT MENTAL HEALTH

45% FOUND IT EASIER TO TALK



PERSONAL CARE CURVE



BRACE FOR A FURTHER TIDAL WAVE OF CHANGE

WHY?

INTERNET
SOCIAL
COLLABORATION
AUTONOMOUS
WELLNESS
SPACE

INDUSTRIAL REVOLUTION

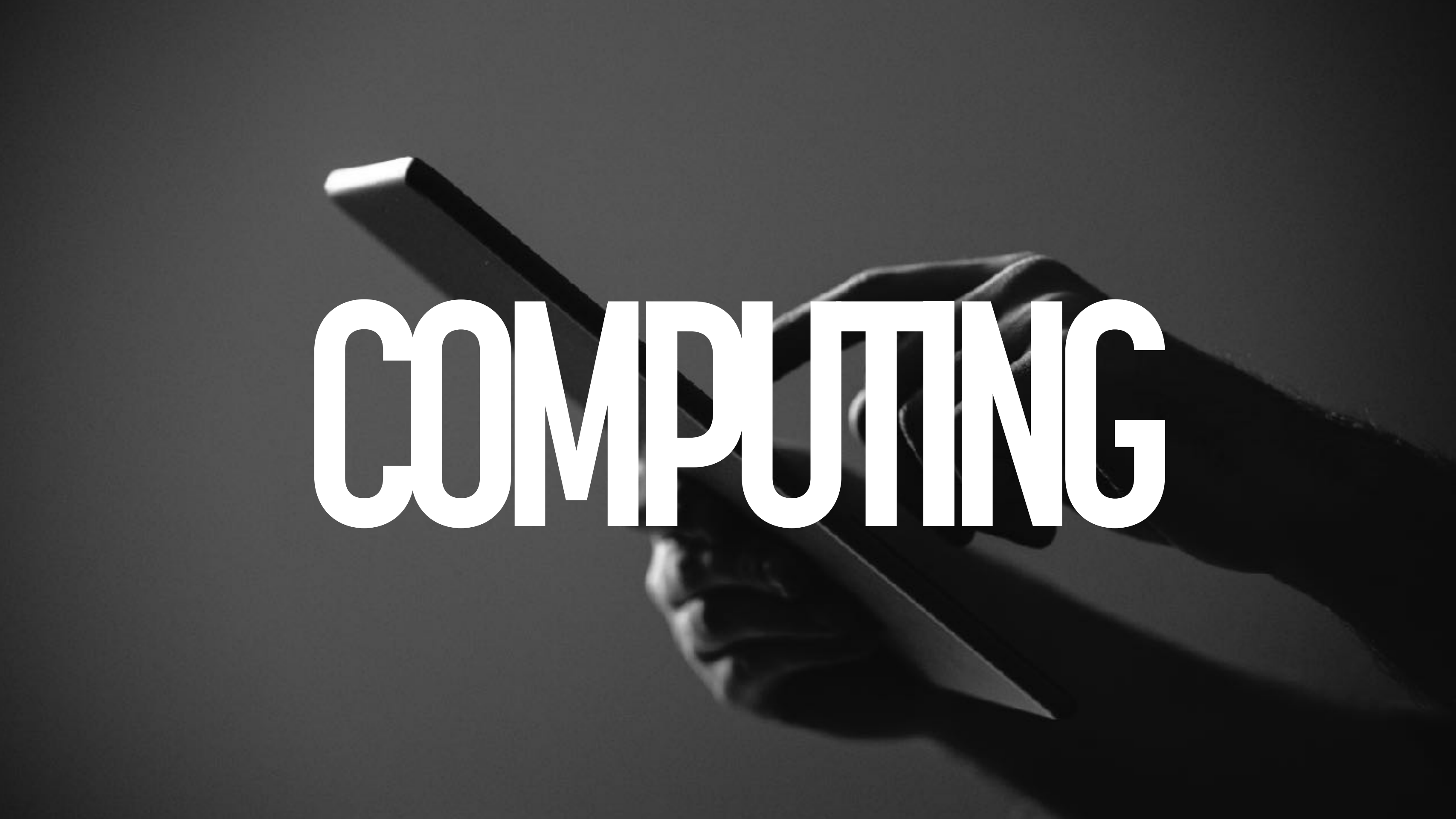
4TH

A black and white photograph showing wisps of white steam or smoke rising from a dark, textured surface against a solid black background. The steam is concentrated in the lower half of the frame, with some wisps drifting upwards and to the left.

STEAM

ELECTRICITY



A black and white photograph of a hand holding a smartphone, with the word "COMPUTING" overlaid in large white letters. The hand is positioned diagonally across the frame, holding the phone. The background is dark and out of focus. The word "COMPUTING" is written in a bold, sans-serif font, centered horizontally and partially overlapping the phone and the hand.

COMPUTING



INTELLIGENCE



THE OPPORTUNITY

TRANSFORMATION

FOCUS ON TRUST



PEOPLE ↔ BRANDS

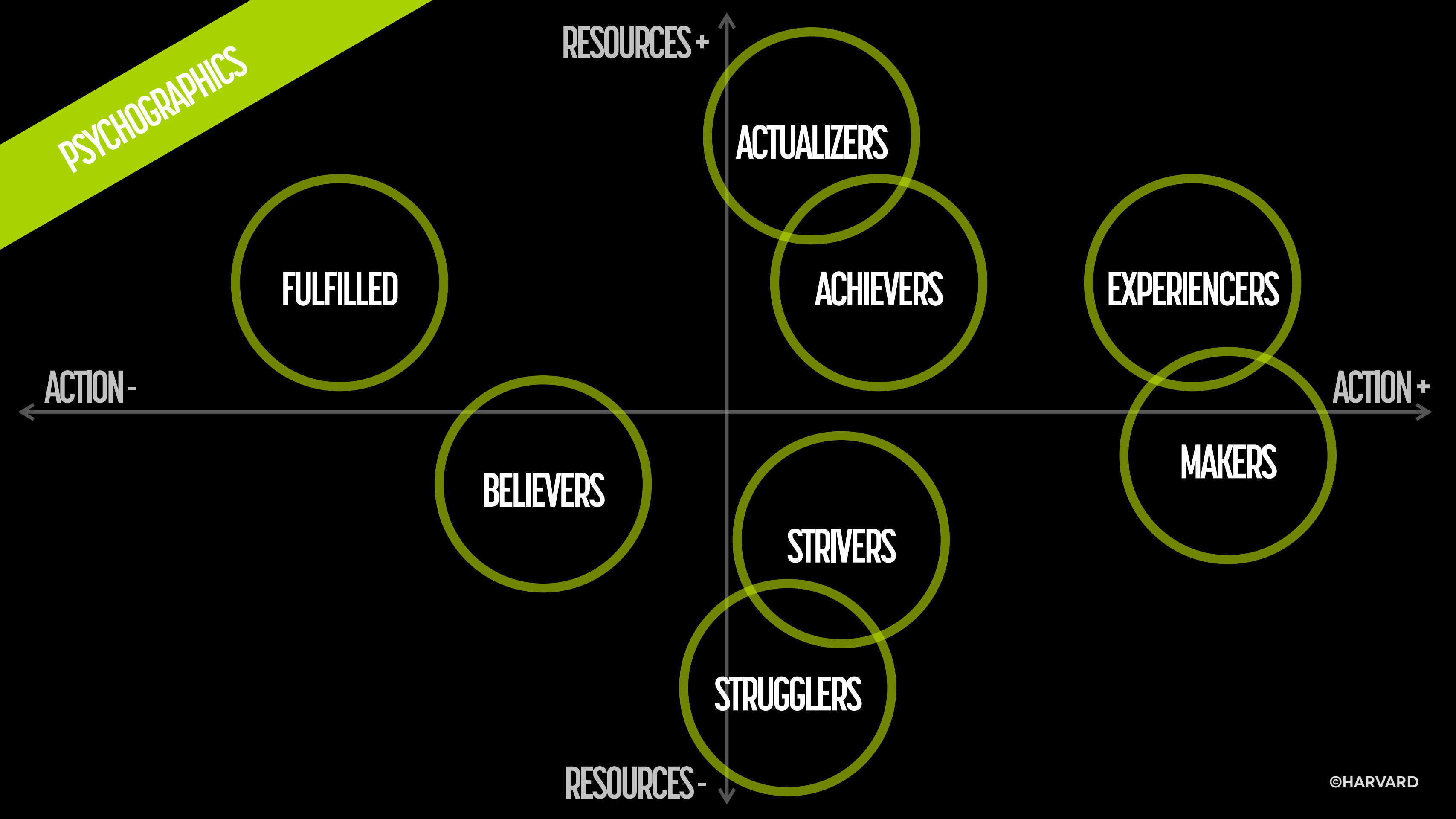
FOCUS ON ECOSYSTEM

360

**PERSONALIZE
CUSTOMIZE
HUMANIZE**



TECHNOLOGY



UNIVERSITÄT
DUISBURG
ESSEN
ECOSYSTEM

TECHNOLOGY CHANGED
BEHAVIOR

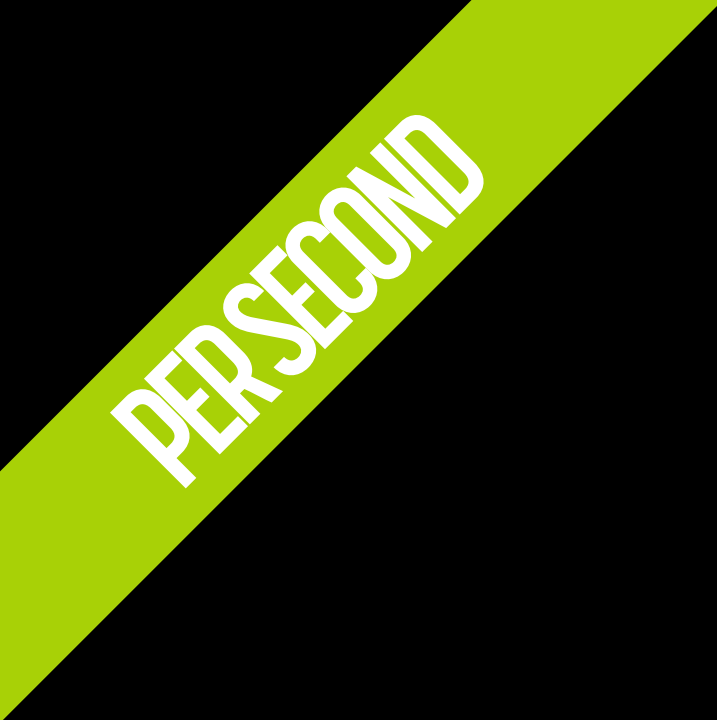
BUT NOT

NEEDS

THE CONNECTED HUMAN



10T



127

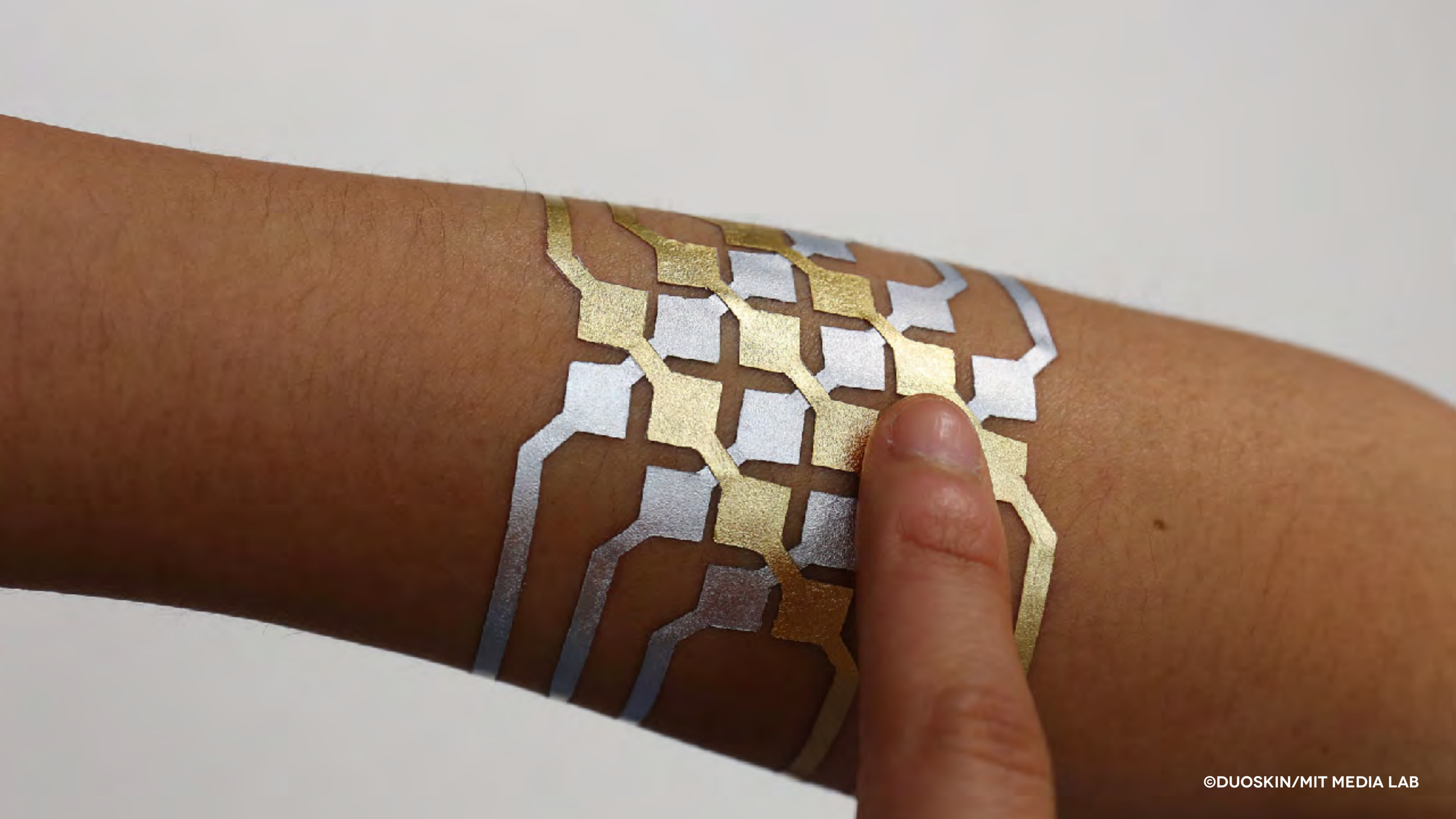
PRODUCTS ADDED
TO THIS CATEGORY

















BRAND SOUND



V600























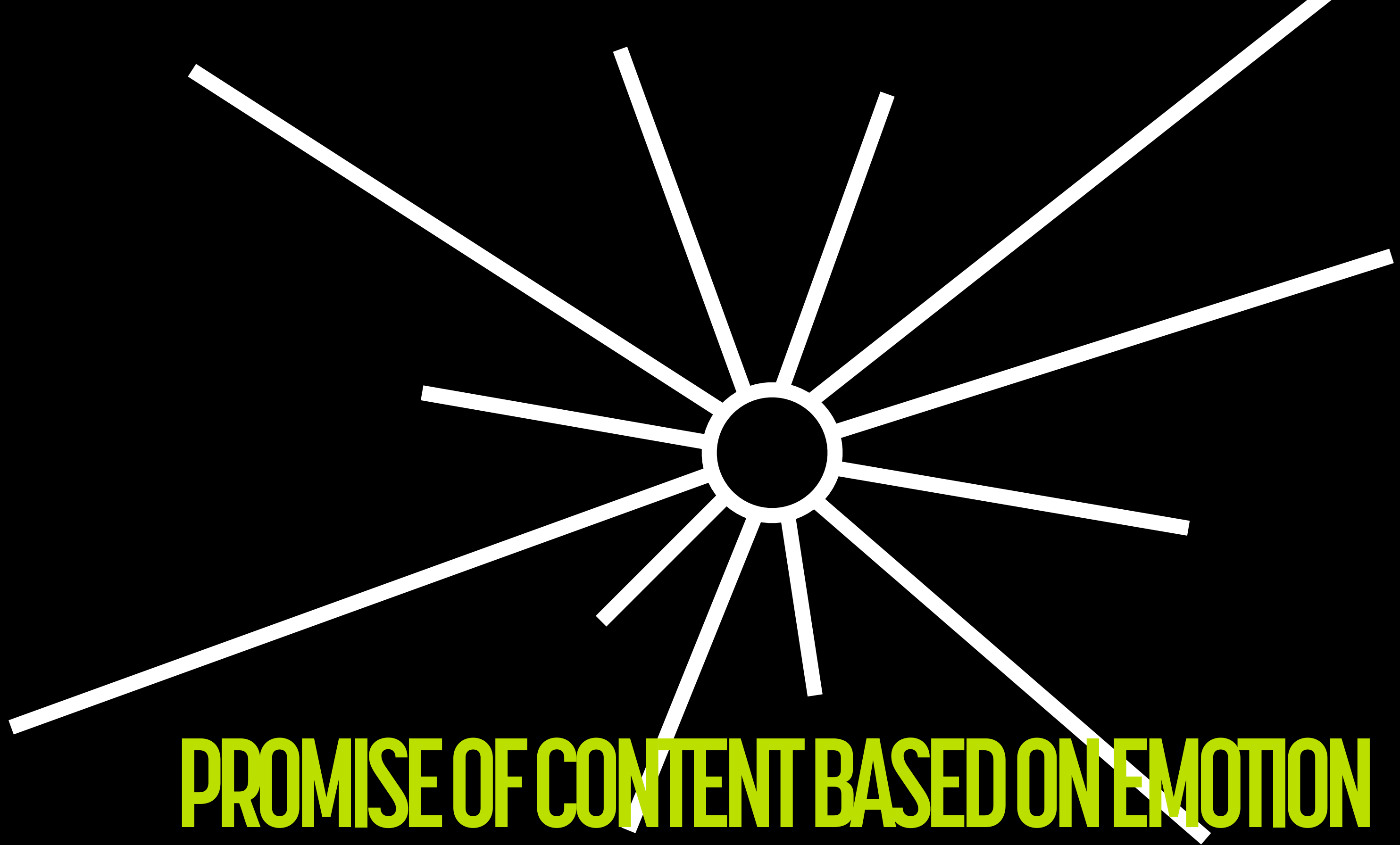






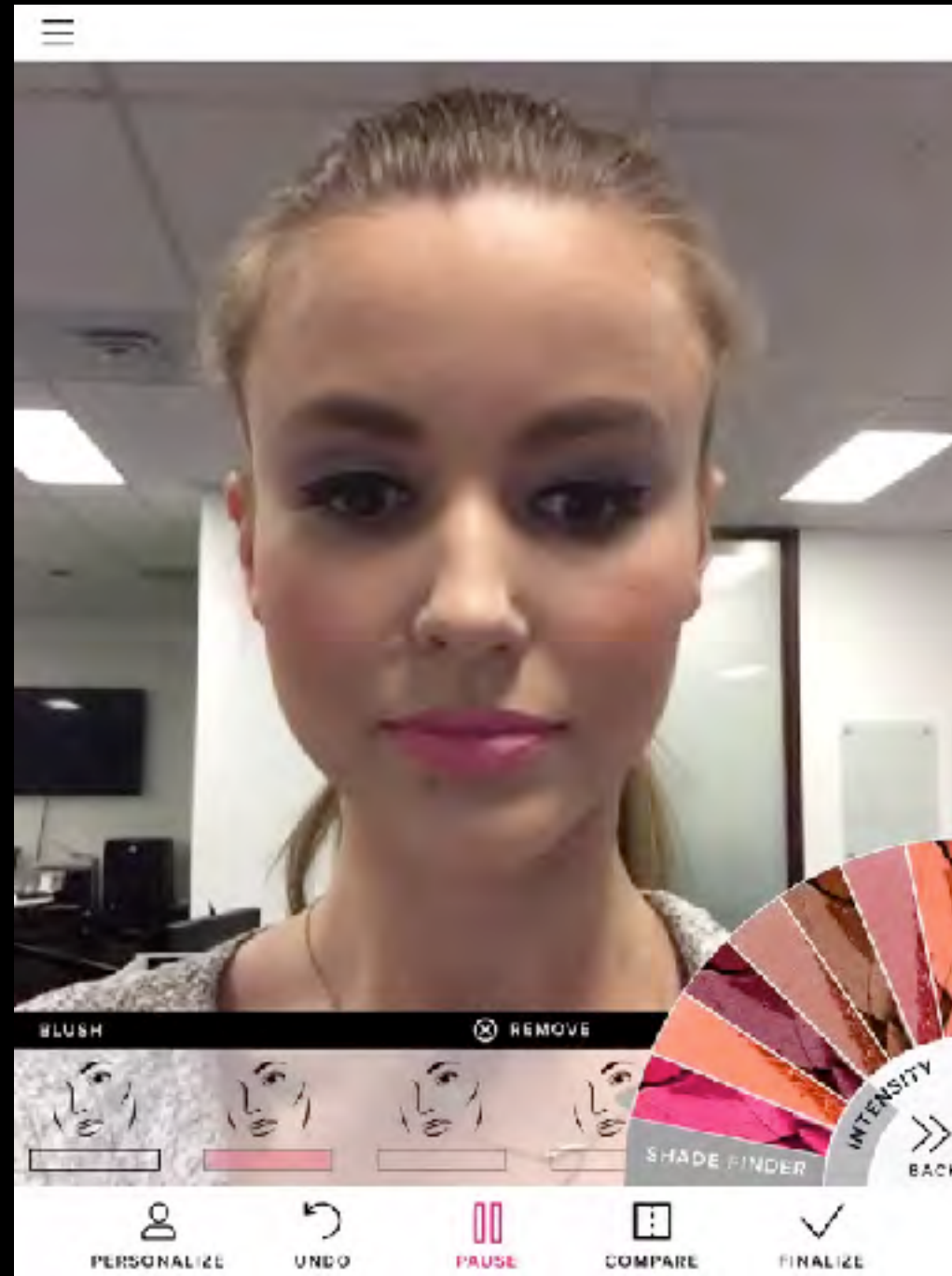
VIRTUAL REAL





PROMISE OF CONTENT BASED ON EMOTION

AR WINS = FAST, UPDATABLE, SHAREABLE







ASSISTED REALTY

SCREENS BLEND IN



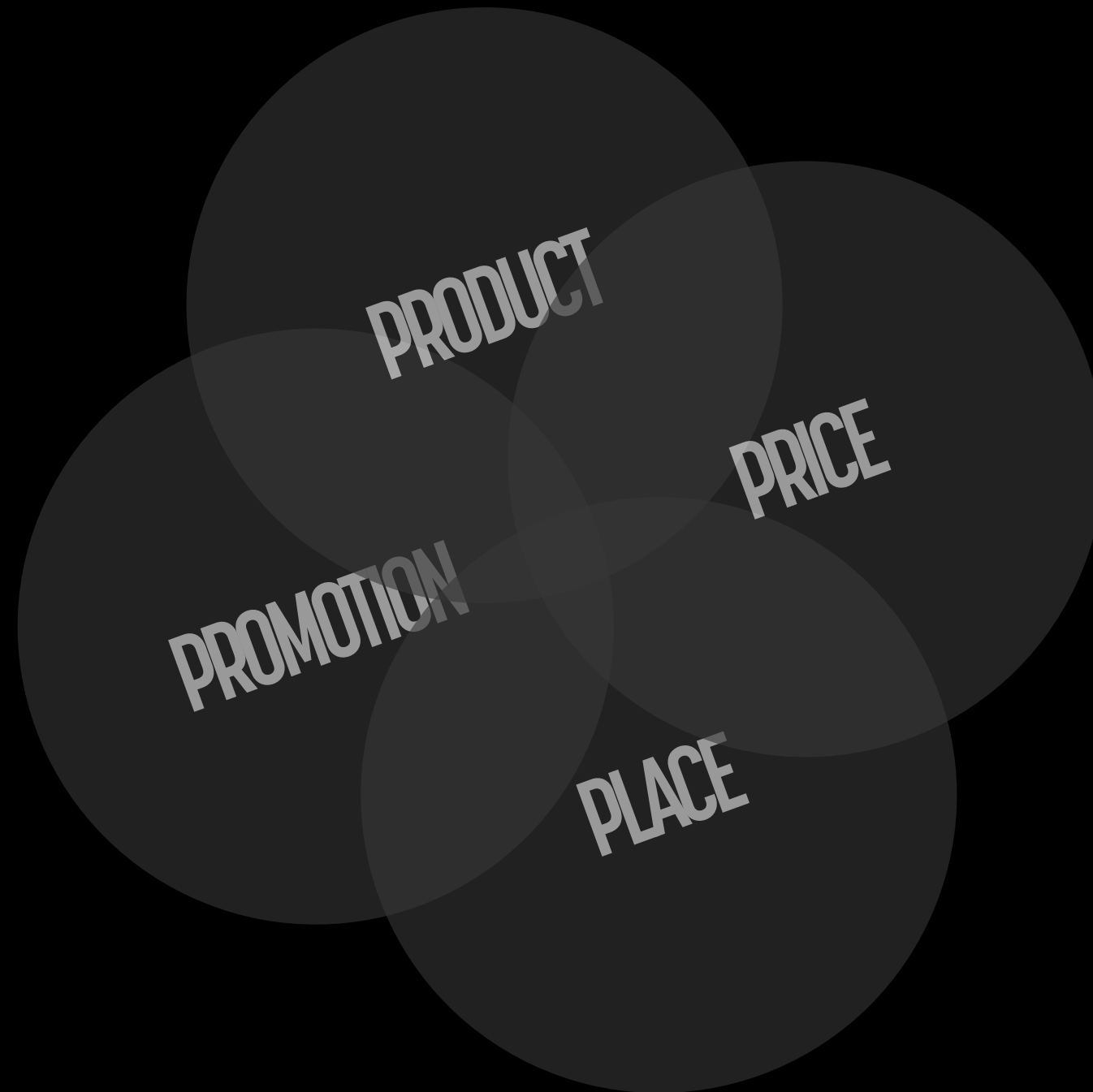




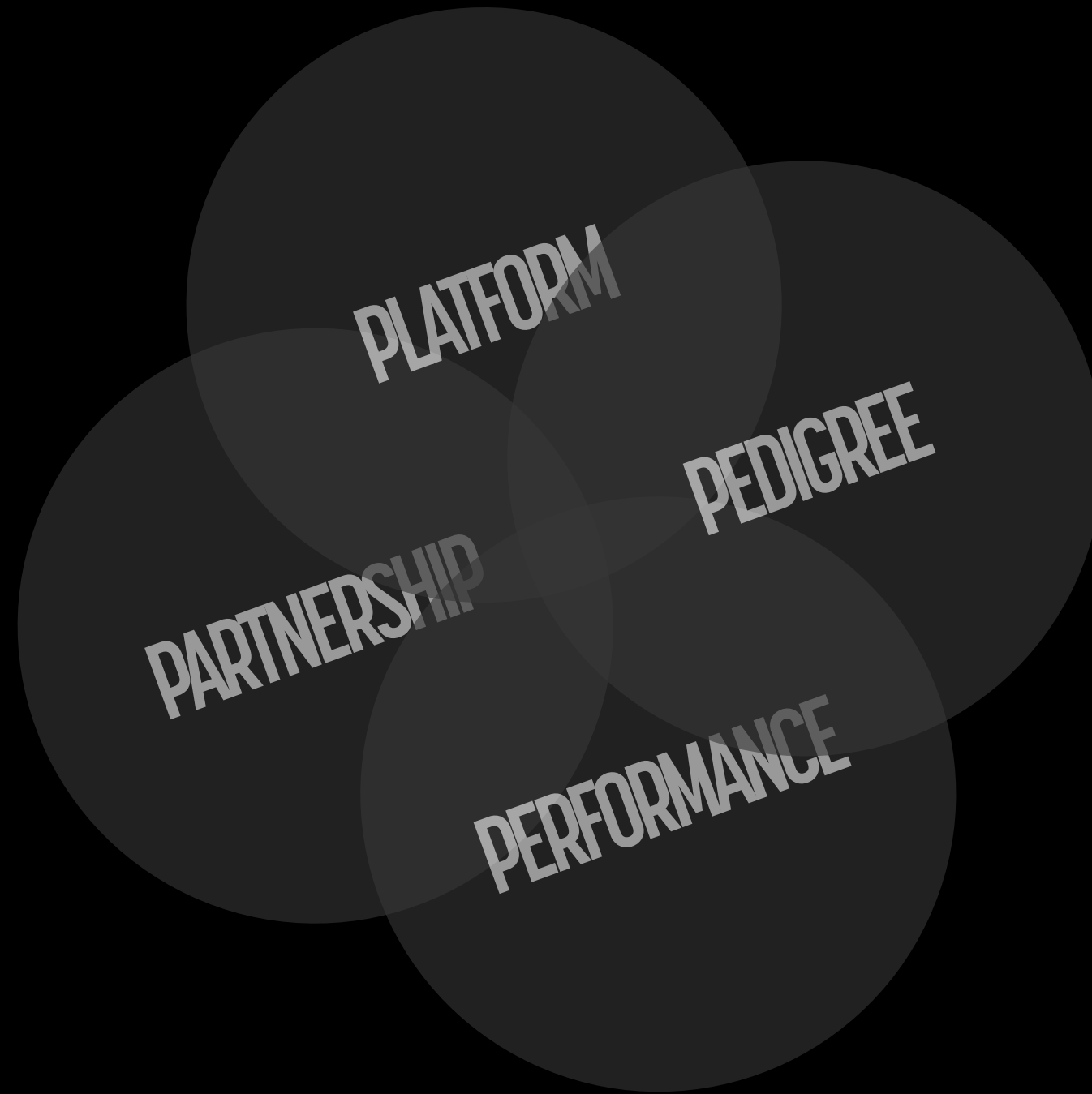
The background of the image is a dark blue field filled with a complex, glowing network of thin lines and small dots, resembling a molecular structure or a data network. The lines and dots are a lighter shade of blue, creating a sense of depth and connectivity.

BUILT-IN INTELLIGENCE

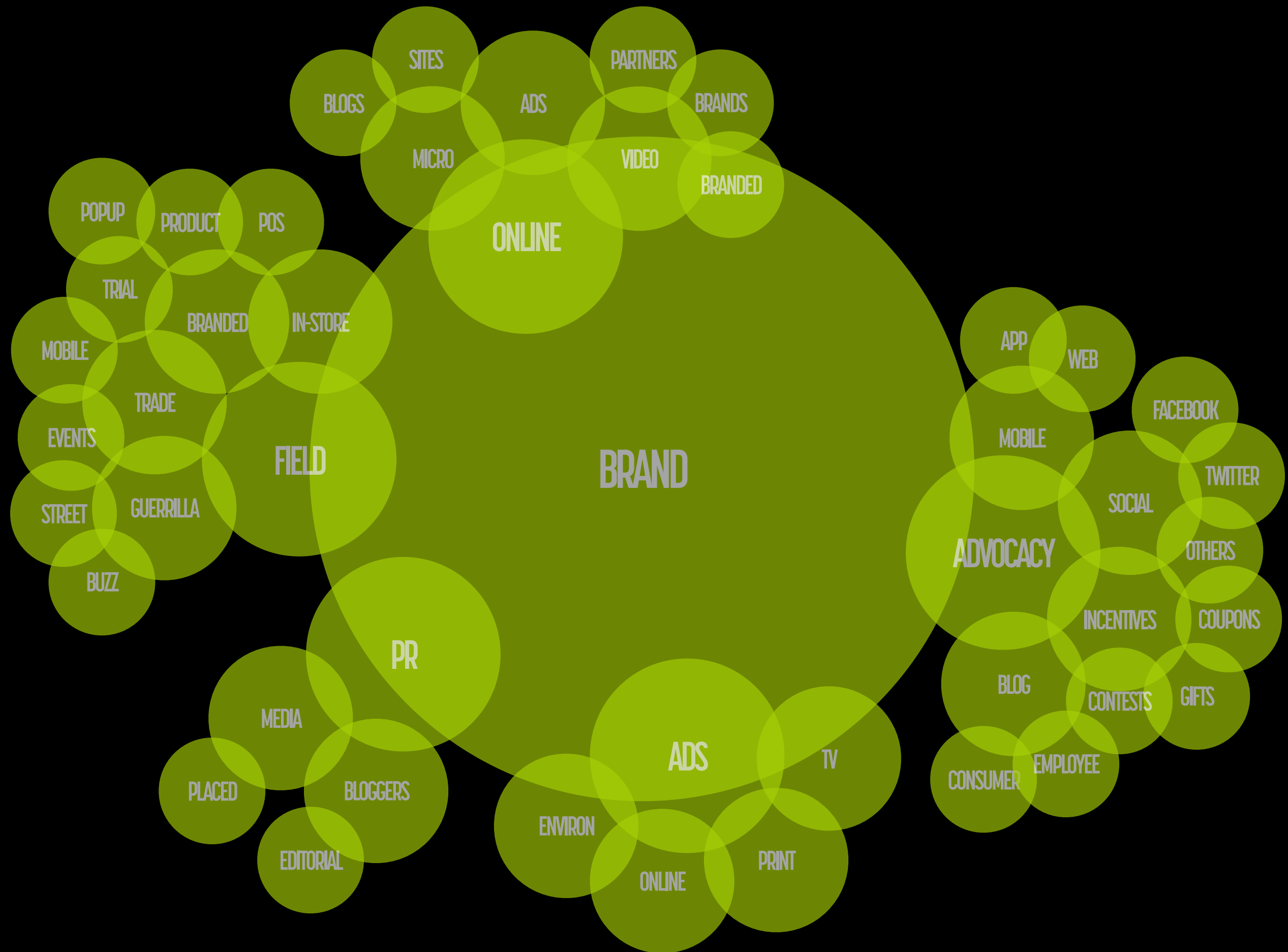
SO WHAT?



מכירה חמה / מחיר נמוך
במקום הנכון / במועד הנכון



THE NEW FOUR "P'S"



DATA & INTELLIGENCE
SOUGHT AFTER

IS DATA THE NEW OIL?

WHERE'S THE REFINERY?

SIGNALS

ABOVE **MINOR**
NOISE

**IT'S ALL ABOUT
SIGHT, SOUND & MOTION =
EMOTION**

A blurry, low-angle shot of a person's legs and feet, possibly on a train platform. The person is wearing light-colored pants and dark shoes. A bright, rectangular light source, likely a train door or a platform light, is visible in the background, creating a strong glow. The overall image is out of focus, emphasizing the text overlay.

KIDS ARE BORN CONNECTED

אדמו"ר וואואו

אדמו"ר וואואו

אדמו"ר וואואו

אדמו"ר וואואו

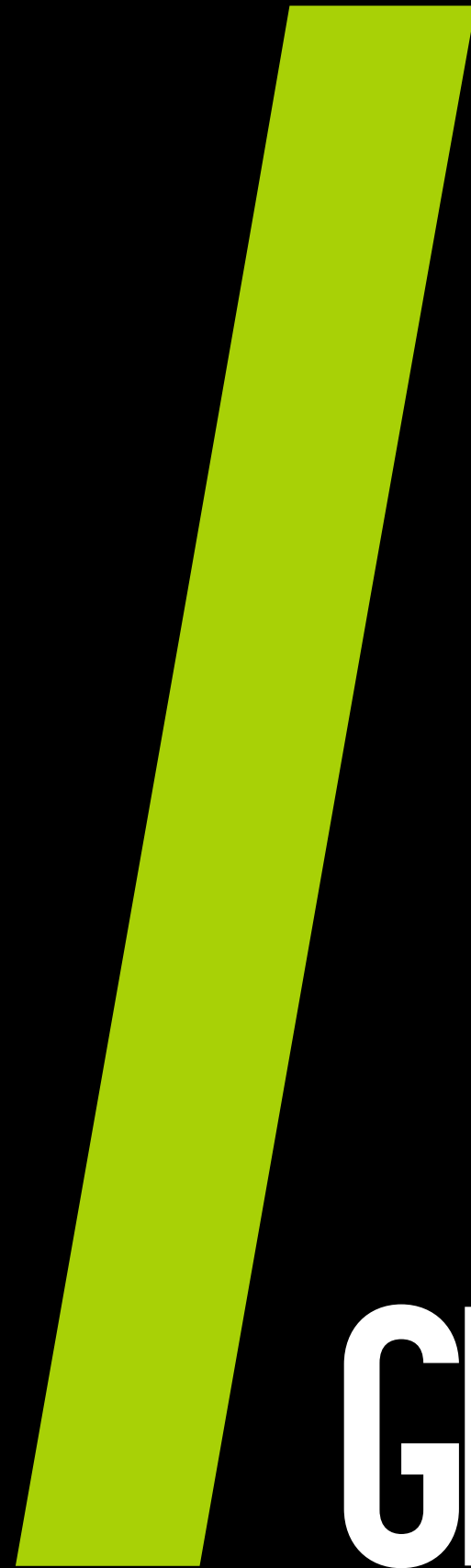
אדמו"ר וואואו

אדמו"ר וואואו

CREATOR

CRITIC

CURATOR

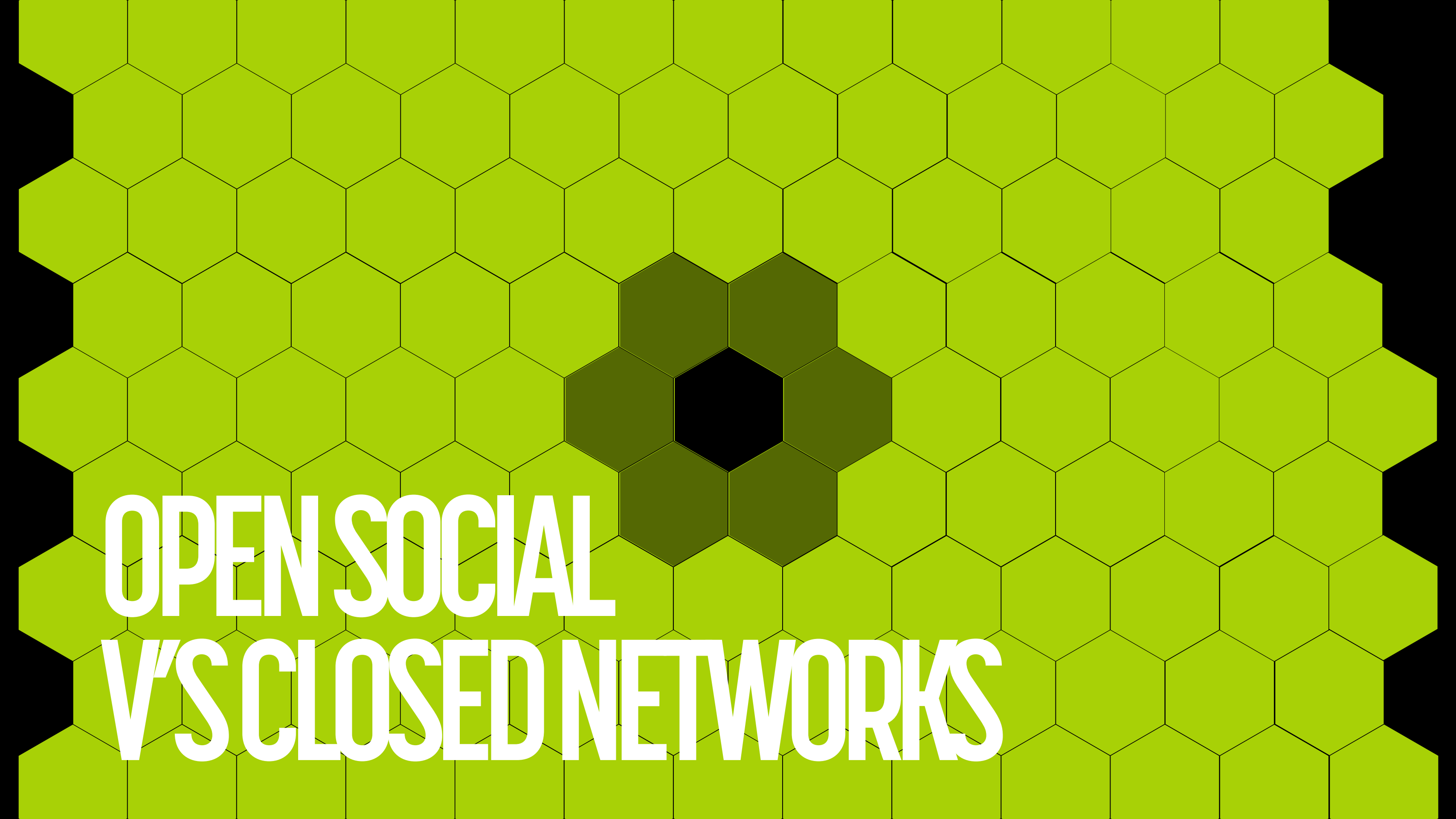


GENERATION

/ARTIST
/BLOGGER
/STYLIST
/DESIGNER
/DJ



WE GENERATION



OPEN SOCIAL V'S CLOSED NETWORKS



**LIMITED EDITION
DIOR, ONLY
AVAILABLE ON
WECHAT
SOLD OUT.**





ADVOCACY V'S AWARENESS

OVER
WHELMING
UNDER

SEARCH IS

6TH LARGEST CONTRIBUTOR TO STRESS?

MEDIA OVERLOAD





DIGITAL DETOX

"FELT MORE PRODUCTIVE"

SCREEN TIME

11 HOURS

8:16



< Settings

Screen Time

SCREEN TIME

Today at 8:15 PM

Shingy

2h 42m

Social Networking 1h 2m
Productivity 1h 1m
Entertainment 1h 1m



Downtime
Schedule time away from the screen.



App Limits
Set time limits for apps.

Always Allowed

150+ APPS ON SCREEN TIME

A close-up photograph of a person's hand holding a black smartphone. The back of the phone is visible, showing a textured surface and the word 'NoPhone' printed in a light-colored font. The phone is held at an angle, with the top left corner pointing towards the upper left of the frame. The background is a soft, out-of-focus light blue.

PRODUCTS DESIGNED TO REMOVE TECH



OR SLOW IT DOWN

A man and a woman are seated at a dark wooden table in a bar. The man, on the left, is wearing a blue denim shirt and is looking down at a white smartphone in his hands. The woman, on the right, is wearing a red and black plaid shirt and is looking away from him towards the right side of the frame. Two glasses of white wine are on the table. The background is a blurred bar with shelves of bottles.

“PHUBBING”

WATCH FOR

BRAND FATIGUE

EVERYTHING IS ADS

EARTH FIRST

CARBON FOOTPRINT

SUSTAINABILITY

AUTHENTIC





**DON'T BUY
THIS JACKET**





Facing extinction

**I strike for
climate action**

Keely Ferrando
15, Future Coalition

**Tell Congress
there is no room
in government for
climate deniers**

Text CLIMATE to 71333

Answer with Action

patagonia

Tear this advert to shreds.

Until there's nothing left. We're proud to call ourselves one of the greenest clothing companies in the world, but sadly, even the best isn't green enough. The bottom line is that anything manufactured is something polluted.

And the only way we can think to fix that is by manufacturing less, and recycling more.

So here's our contribution. One sheet of Gore-Tex. 6 material patches. Enough to fix 1 tear, 4 rips, and 2 jagged holes. Save it, share it, but please don't discard it.

If you need any more, find us on Twitter – we'll donate free patches to anyone who asks. We don't care if you never buy a Patagonia coat in your lifetime, as long as you give your existing ones a second chance.

patagonia

BEFORE

ADS

CONTENT

ADS

AFTER

CONTENT

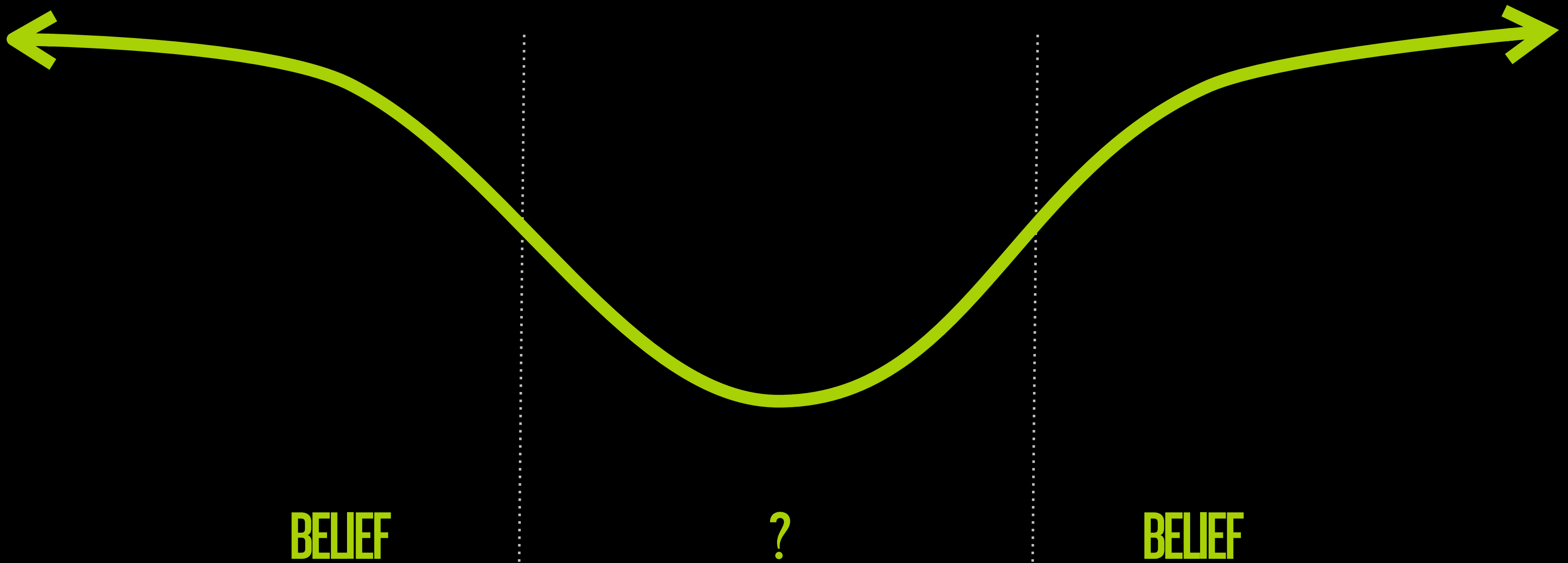
\$48.7B

GLOBAL CONTENT MARKETING BUDGET IN 2026

AD BLOCKING

BRAND DNA = LONGER ROAD





CARE CURVE

FROM

MAKE PEOPLE WANT STUFF

To

MAKE STUFF PEOPLE WANT

92%

FRIENDS OVER ADS

800%

PEER-TO-PEER REVIEWS

74%

WORD OF MOUTH

MOVE FROM

PASSIVE TO ACTIVE

RETURN ON INVESTMENT

RETURN ON INVOLVEMENT

ATTENTION **PARTICIPATION**

INFORMATION **INSPIRATION**

CREATING VALUE **CREATING MOVEMENTS**

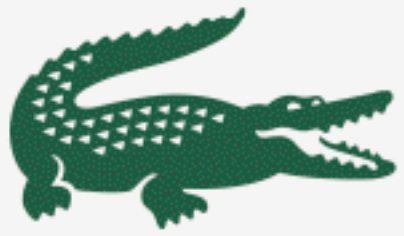
BRAND RECOGNITION

BRAND LOVE

BOLD
OVER BLAND







SAVE
OUR
SPECIES.





SAVE
OUR
SPECIES.



Peeing on this ad may change your life

This ad is also a pregnancy test. Pee on the marked area and wait a moment. If you are expecting, you will get a surprise right here in the ad.



995:-

SUNDVIL

crib, black brown

116 x 60 x 85 cm

495:-



WHERE LIFE HAPPENS











**BUILD GOOD CONTENT,
PUT IT IN SMART PLACES**



STORY **חומות וחדים**
טחנות



BRAND FOCUS AREAS

STORY
PERFORMANCE
FEEL



HUMANITY, HUMILITY & HUMOR

EXPRESS DIFFERENTLY

DEMOCRATIZED CREATIVITY

COMMUNITY INSPIRES COMMUNITY

BRAND TRENDS = BRAND NEWNESS

REALNESS + ASPIRATION

**"IF YOU OBEY ALL THE RULES
YOU MISS ALL
THE FUN"**



LOVEABLE LINKS

MINI COOPER TEACHES DOGS TO DRIVE

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=BWAKOJ8UHZK&t=3s](https://www.youtube.com/watch?v=BWAKOJ8UHZK&t=3s)

CHEVY SILVERADO AND WALTER THE CAT

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=BFUHFVZSGKC](https://www.youtube.com/watch?v=BFUHFVZSGKC)

DRAW KETCHUP

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=APOGHHINS2M](https://www.youtube.com/watch?v=APOGHHINS2M)

FIAT AD 1971 REMY JULIENNE

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=PMZXUXKQV-8](https://www.youtube.com/watch?v=PMZXUXKQV-8)

CRAZY SELFIE FROM HONG KONG SKYSCRAPER

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=82SDKIKINVI](https://www.youtube.com/watch?v=82SDKIKINVI)

LG OLED R ROLLABLE TV

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=CRUDXSADAKC](https://www.youtube.com/watch?v=CRUDXSADAKC)

EBAY MOTORS BRANDED CONTENT

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=NTS_Q5WVPYK](https://www.youtube.com/watch?v=NTS_Q5WVPYK)

STAY IN TOUCH

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WWW.SHINGY.COM

