UpNext:
Careers in consulting

March 9, 2018
Curiosity
infinia
Empathy

Listen · Connect · Get
Building a purpose-driven brand
What  
How  
Why

EMOTIONAL  
FUNCTIONAL  
TRANSACTIONAL  
EXPERIENTIAL
Story
People want a story: a really good one.

A story that makes sense. Makes them interested, even inspired. Makes them want to try your brand.

A story they can believe in. One that connects emotionally and makes your value clear.

When a brand has real soul and purpose, it offers experiences that speak to how people live, and it enables its audiences to become part of the story.

The simple truth is that when marketing and sales are driven by an authentic, relevant and engaging brand, people take notice and business takes off.
Case study
Why share a category, when you can own an issue?
Product Feature

Category: Safe Cars

Product Soul

Issue: Safety
Technology-Driven & Rational

Human-Driven & Emotional

Category: Safety Products

Issue: Teen Driver Safety
How can you own an issue?
Build a purpose-driven brand with a mission-driven strategy
Purpose-driven brands are “Why”-centered
Commit
How do you take the high road without sounding high-and-mighty?

Own the Teen Driver Safety issue.

Take the high road for higher awareness, visibility and impact by being the spokesperson of a focused prevention effort that:

Establishes authority.

Enhances product credibility.

Creates an emotional connection to all audiences.
Balance PSA with ABS*

PSA = Public Service Announcement
ABS = Always Be Selling
Too much ABS

Risk coming across as **Disingenuous** and **Opportunistic**
Too much PSA

Risk coming across as **Preachy** and **Judgmental**
Get the balance right

Come across as Authentic
Clients we’ve helped build purpose-driven brands
this is your new day

aliv

get our app
or visit bealiv.com
A bold new campaign

A movement for all of Florida.

A mindset born of 70 years of serving this state: local, active and committed to the health of everyone. From addressing the big statewide issues to making it simple and positive for those who trust their insurance and wellness to us.

Tone: Candid, sincere, affecting
Every body deserves better.
Todos merecemos algo mejor.
Florida Blue

Every body deserves better.
Real stories from the FB Foundation’s work
Emotional 60 sec mini-doc spots on major challenges to community health
Confirming all we do is in the pursuit of health for all of Florida
Girl Matters Continuity of Care Program

Supported and honored by the Florida Blue Foundation
Print

A provocative, stat-based series of ads
Convey movement-mindset at high level and individual member attention
Sense of inclusivity, involving everyone in the cause
Small, everyday ways Blue can help them, and they can help others in the community
Top state for sunny days.
Bottom third for physical activity.

We’re not taking that sitting down.

Some facts made hard reading. But it’s not hard to do something: all it takes is enough people to commit to change. After 79 years, we’ve been standing up against the big health challenges. And standing by those who need help with the personal ones. From simply making health insurance easier and more affordable, to offering our members plans, ways and resources to live healthier.

Find out more online, on the phone or in person at one of our Florida Blue Centers.

Florida Blue
Every body deserves better.
We’re #46 of all states for recommended daily fruit intake.

That’s pretty rotten.

Families all over Florida face real food challenges. And if you can’t eat well, you can’t be well. That’s why Florida Blue supports a number of nutrition initiatives throughout the state. And why we offer each of our members personalized resources and wellness in guidance, along with plans that fit how they live—and how they want to.

Find out more online, on the phone or in person at one of our Florida Blue Centers.

Florida Blue
Every body deserves better.
1 de cada 8 de nuestros vecinos no está asegurado.

No podemos vivir así.

Por más de 70 años, hemos combatido los problemas de salud más pertinentes. Y hemos apoyado a aquellos que necesitan ayuda con sus problemas personales, explicándoles cómo funciona el seguro de salud, ofreciéndoles planes más accesibles y realmente personalizados. Si tú o alguien a quien conoces necesita ayuda o quiere aprender más sobre cómo funciona el seguro de salud, hablemos con nosotros. En línea, por el teléfono o en persona en alguno de nuestros centros de Florida Blue.
Social

This is the personal side of the Foundation, where the intimacy and urgency of young people's health journeys takes the spotlight.

This social effort inspires members to really connect with the organizations empowering the next generation of Florida.

EmpowerYOUth will showcase how Florida Blue helps regular people across the state work to achieve their dreams. Because every body deserves better.
Florida Blue Foundation

The mission of the Florida Blue Foundation is to help people and communities achieve better health.

Spotlight on Youth Empowerment

Do you really know me?

How well do you know your neighbors' daily battles?

Because we're all for Florida's health, we stand up for every issue — and every kid.

Stress
Obesity
Incarceration
florida.blue Thanks to my Girls on the Run “soulmate,” I reached 5k this month. Now I know I can achieve my dream of running the Walt Disney World Marathon before I’m 18.
- Carla Rose, 12 years old
#EmpowerYOUth #florida.blue

Florida Blue is a proud partner of ROCK - Reduce Obesity in Central Florida.

kate.prout @florida.blue who’s eligible to participate in Girls on the Run?

laurarhodes62 Looking good @carla.rose! Invite me to the next run.

florida.blue @kate_prout Glad to hear you’re interested! The program is for 3rd-8th graders. You can find the nearest council on their site, girlsonthrun.org.

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Immerse yourself in tdf’s unique Off-Off- Broadway festival.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nih ei usu Nulla tincidunt ut.

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  DANCE SURVEY PROGRAM
“Being curious about everything not only makes you more creative, it enriches your life.”

- Walter Isaacson
Curiosity
We combine experience and empathy with flexibility and agility to help build high-impact brands.

We work with leaders who seek the refreshing clarity of communications that break through today’s crowded media landscape.

We listen more intently, speak more plainly and work more nimbly to develop the actionable strategy, elegant design, resonant content and memorable experiences that drive growth and build tangible value.

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