

What can we steal?



Kappa

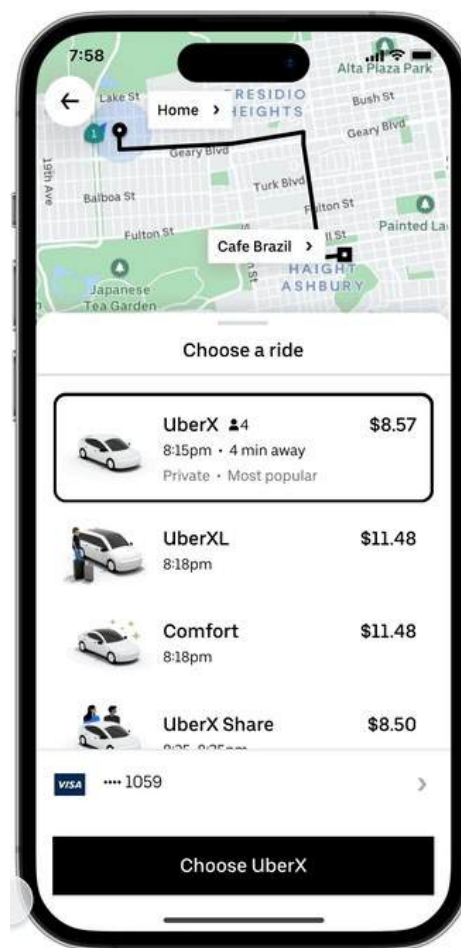
What can we steal?

**Who the hell are
you?**



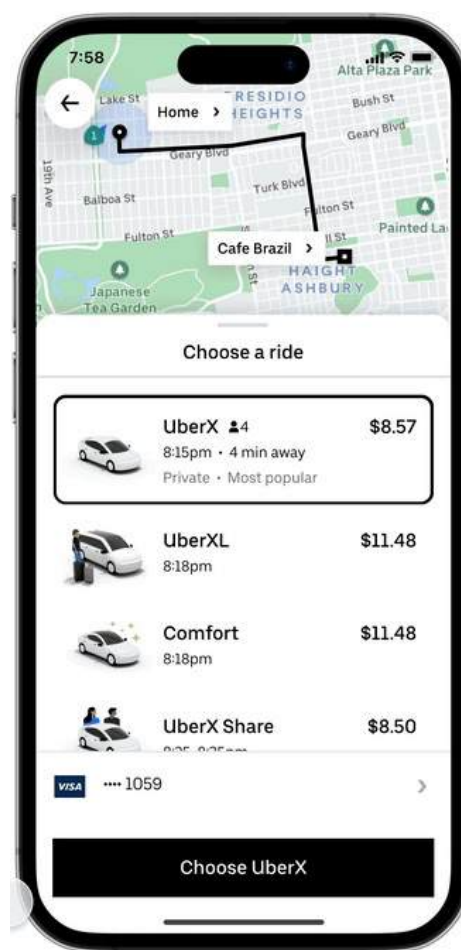


Uber

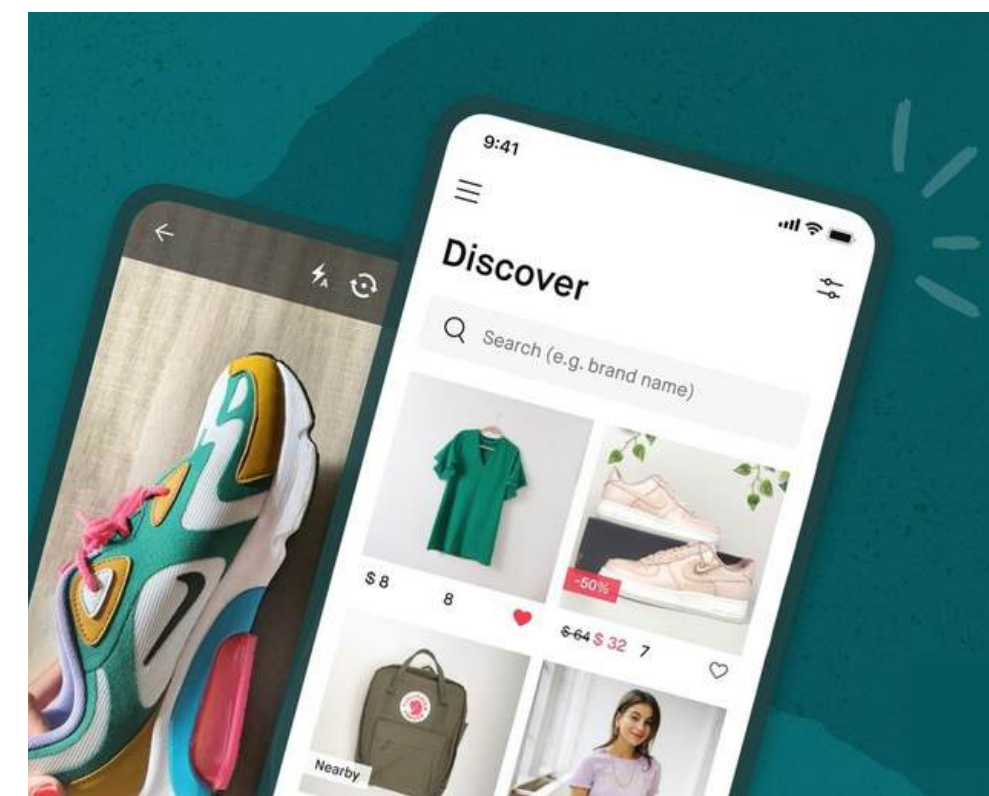




Uber



Vinted





Not marketing to consumers.

Mattering to people.



Member Research Survey

Likelihood to switch
to a competitor

--

10
9
8
7
6
5
4
3
2
1

78

63

61

61

58



STAND FOR SOMETHING





THE DETRIMENTAL IMPACT ON THE PLANET CAUSED BY THE
MANUFACTURE OF NEW CONSUMER GOODS



When we are successful the world will look like this...

THE DETRIMENTAL IMPACT ON THE PLANET CAUSED BY THE
MANUFACTURE OF NEW CONSUMER GOODS

A PLANET UNAFFECTED BY WHAT WE WEAR



When we are successful the world will look like this...

The next stage to get there is...

THE DETRIMENTAL IMPACT ON THE PLANET CAUSED BY THE
MANUFACTURE OF NEW CONSUMER GOODS

A PLANET UNAFFECTED BY WHAT WE WEAR

MAKE SECOND HAND FIRST CHOICE



When we are successful the world will look like this...

The next stage to get there is...

Which we will achieve by doing....

THE DETRIMENTAL IMPACT ON THE PLANET CAUSED BY THE
MANUFACTURE OF NEW CONSUMER GOODS

A PLANET UNAFFECTED BY WHAT WE WEAR

MAKE SECOND HAND FIRST CHOICE

OBJECTIVE

OBJECTIVE

OBJECTIVE

OBJECTIVE

OBJECTIVE



When we are successful the world will look like this...

The next stage to get there is...

Which we will achieve by doing....

My teams role is...

My role is...

THE DETRIMENTAL IMPACT ON THE PLANET CAUSED BY THE MANUFACTURE OF NEW CONSUMER GOODS

A PLANET UNAFFECTED BY WHAT WE WEAR

MAKE SECOND HAND FIRST CHOICE

OBJECTIVE

OBJECTIVE

OBJECTIVE

OBJECTIVE

OBJECTIVE

TEAM GOAL

OKR

OKR

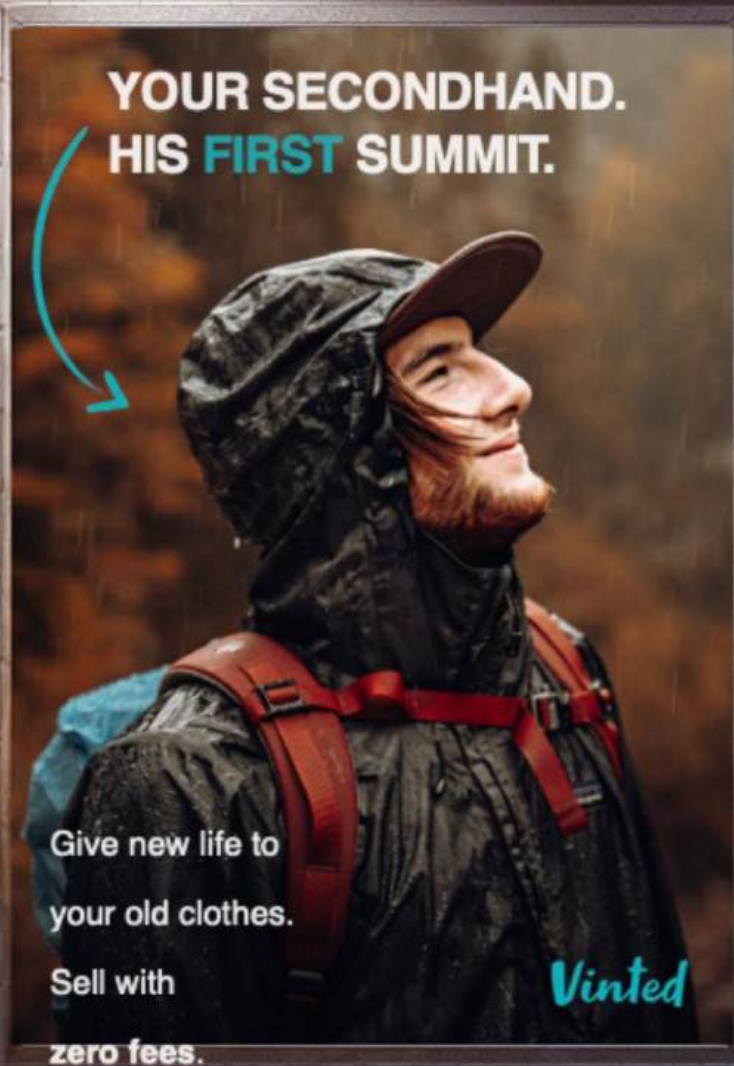
OKR

WEEKLY PRIORITIES

A NEW KIND OF NEW

Vinted

**YOUR SECONDHAND.
HIS **FIRST** SUMMIT.**



Give new life to
your old clothes.
Sell with
zero fees.

Vinted

Vinted



**YOUR SECONDHAND.
HER **FIRST** DAY.**

**YOUR SECONDHAND.
HER **FIRST** SHOW.**



Give new life to
your old clothes.
Sell with
zero fees.

Vinted



When we are successful the world will
this...

The next stage to get there
is...

Which we will achieve by
doing....

My team's role
is

1. PROBLEM - The **problem** that needs solving

2. APPROACH – Your **approach** to solving it

MAKE SECOND HAND FIRST CHOICE

3. OBJECTIVE – The **measurable objectives** to achieve it

TEAM GOAL

4. PRIORITIES – A list of **highest value tasks**



Customer obsession (Start with what is best for the customer.)

Make magic (Seek breakthroughs that will stand the test of time.)

Big bold bets (Take risks and plant seeds that are five to ten years out.)

Inside out (Find the gap between popular perception and reality.)

Champion's mind-set (Put everything you have on the field to overcome adversity and get Uber over the finish line.)

Optimistic leadership (Be inspiring.)

Superpumped (The world is a puzzle to be solved with enthusiasm.)

Be an owner, not a renter (Revolutions are won by true believers.)

Meritocracy and toe-stepping (Don't sacrifice truth for social cohesion and don't hesitate to challenge the boss.)

Let builders build (People must be empowered to build things.)

Always be hustlin' (Get more done with less, working longer, harder, and smarter.)

Celebrate cities (Everything we do is to make cities better.)

Be yourself (Each of us should be authentic.)

Principled confrontation (Sometimes the world and institutions need to change in order for the future to be ushered in.)



Customer obsession (Start with what is best for the customer.)

Make magic (Seek breakthroughs that will stand the test of time.)

Big bold bets (Take risks and plant seeds that are five to ten years out.)

Inside out (Find the gap between popular perception and reality.)

Champion's mind-set (Put everything you have on the field to overcome adversity and get Uber over the finish line.)

Optimistic leadership (Be inspiring.)

Superpumped (The world is a puzzle to be solved with enthusiasm.)

Be an owner, not a renter (Revolutions are won by true believers.)

Meritocracy and toe-stepping (Don't sacrifice truth for social cohesion and don't hesitate to challenge the boss.)

Let builders build (People must be empowered to build things.)

Always be hustlin' (Get more done with less, working longer, harder, and smarter.)

Celebrate cities (Everything we do is to make cities better.)

Be yourself (Each of us should be authentic.)

Principled confrontation (Sometimes the world and institutions need to change in order for the future to be ushered in.)



Be anywhere



effortlessly



UBER

Where to?



Campaign
Coca-Cola Christmas: The 30s



Ads of the World
Coca-Cola: Together the Magic Happens ...



eBay · In stock
Coca Cola, Coke, L...



CNN
130 years of Coca-Cola ads | CNN



Ayelen Cervantes - WordPress.com
Open a Coke, Open Happiness Coca Cola ...



Creative Review
Real Thing slogan ...



Talking Retail
Coca-Cola launches Christmas TV advert



Alamy
COCA-COLA adver...



Campaign
Coke celebrates enduring recipe of ...



Business Insider
Coca Cola's 'Taste the Feeling' Campaign



Behance
Coca Cola Ad/POS...



YouTube
The Coca-Cola Company - New Guy :90 ...



Amazon UK
Coca-Cola Ad, 1941. /Nworld War li ...



Alamy
Diet coke advert hi...



The Guardian
The new Coca-Cola advert: they don't ...



Medium
Iconic Ad/ Campaign: Coca Cola — Share ...



Campaign
Innocent in ad drive for smoothies



The Guardian
Innocent TV ad banned for clai...



Campaign
Innocent Drinks kicks off (another ...



BBC
Innocent drinks ads banned over ...



YouTube
Our fancy new super smoothies ad. -...



The Grocer
Innocent ad campaign to focus o...



innocent drinks - a b...
innocent drinks - a ...



Inglés Málaga
READING: Innocent ...



YouTube
innocent super smoothies. Bursting with ...



Consultancy.uk
Innocent's pulled TV ad: What we can ...



Circular Online
Innocent Drinks TV advert banned ...



Pinterest
Innocent juice. Fruit smoo



Marketing Week
Innocent target health-conscious during



The Independent
Innocent Drinks accused of



Giraffe Social Media
Innocent's Social Media: A Case Study



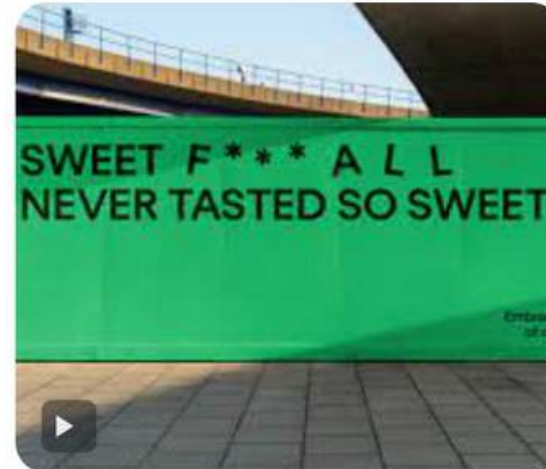
Pinterest
innocent drinks. brand arc



YouTube
Your Uber Awaits | Uber - YouTube



Campaign
riders in first major UK ad c...



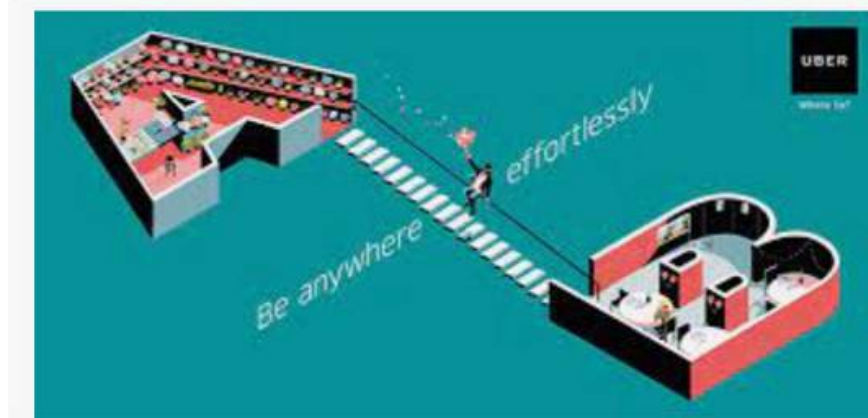
Marketing Beat
brand campaign with Mother ...



YouTube
Dance | "Do Less" | Uber Eats - YouTube



TV Advert Songs
Uber Commercials – TV Advert Songs



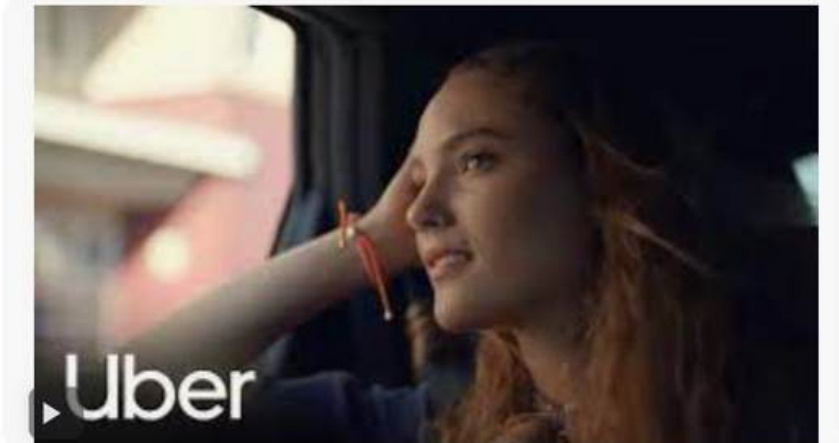
It's Nice That
illustrator Jack Hudson on ad campaign



Uber
drivers who get there with Uber ...



Adweek
Uber Urges Riders to Stay Home So It ...



YouTube
Doors Are Always Opening | Uber - YouTube



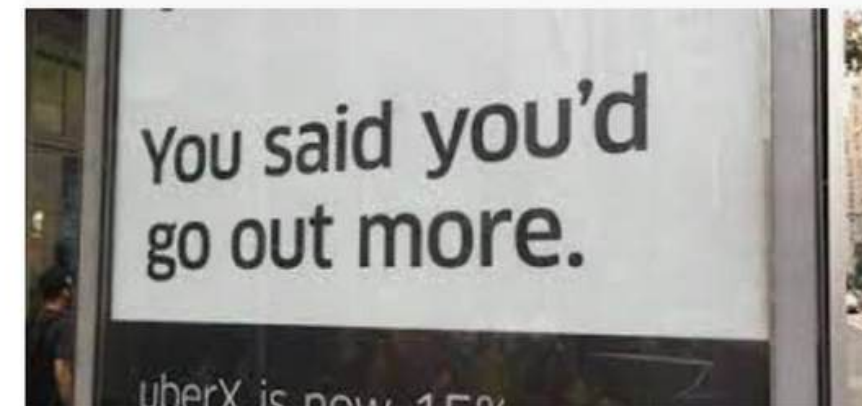
Muse by Clío
Your Uber Awaits.' Says New Campaign



Dribbble
Uber Subway Advertising Camp...



Campaign
Uber runs press ad on the day



Proactive Investors
NYSE:UBER



YouTube
football | bring it | Uber Eats - YouTube

Uber CEO Travis Kalanick caught on video arguing with driver about fares

Kalanick apologized after a video obtained by Bloomberg showed him in a heated exchange with a driver who told the CEO: 'I'm bankrupt because of you'

Gender Discrimination at Uber Is a Reminder of How Hard Women Have to Fight to Be Believed

By Madison Malone Kircher

Uber loses licence to operate in London

Car-booking service can continue to operate during any appeals process

Uber loses London licence after TfL finds drivers faked identity

Ride-hailing service to continue while it appeals against Transport for London decision

News > World > Americas

Uber sued by 550 women claiming they were sexually assaulted by drivers

Company has responded 'slowly and inadequately' to 'crisis of sexual assault', lawyer says

Zoe Tidman

• Comments



BUSINESS



Uber CEO Kalanick took workers to an 'escort-karaoke' bar

By Post Staff Report

March 27, 2017 | 1:23pm | Updated

Black-cab drivers' Uber protest brings London traffic to a standstill

Organisers say about 8,000 drivers took part to highlight threat to their trade from TfL's licensing of taxi-hailing app

Gay couple kicked out of Uber taxi in London after 'kissing and cuddling each other on the back seat'



When we are successful the world will look like this...

Brand Platform ...

PEOPLE ARE STUCK





Uber



Uber



Uber



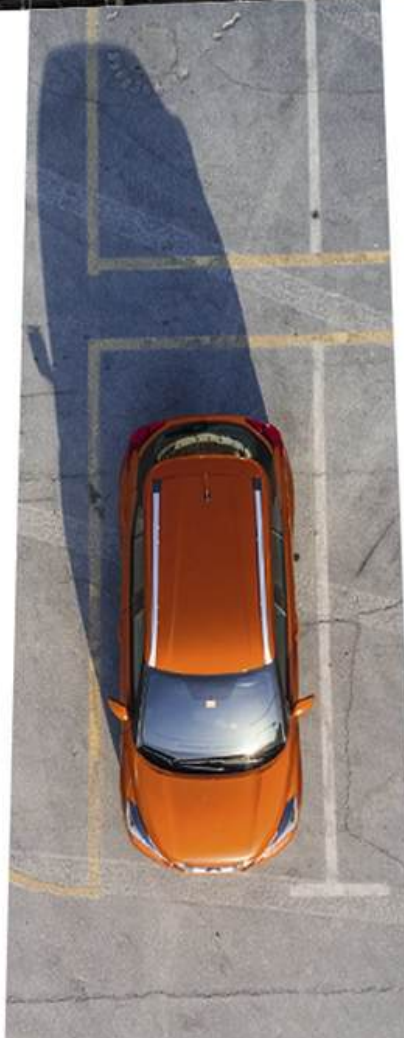
Uber



Uber



Uber



Uber

**Move
the way
you
want**

Uber.com

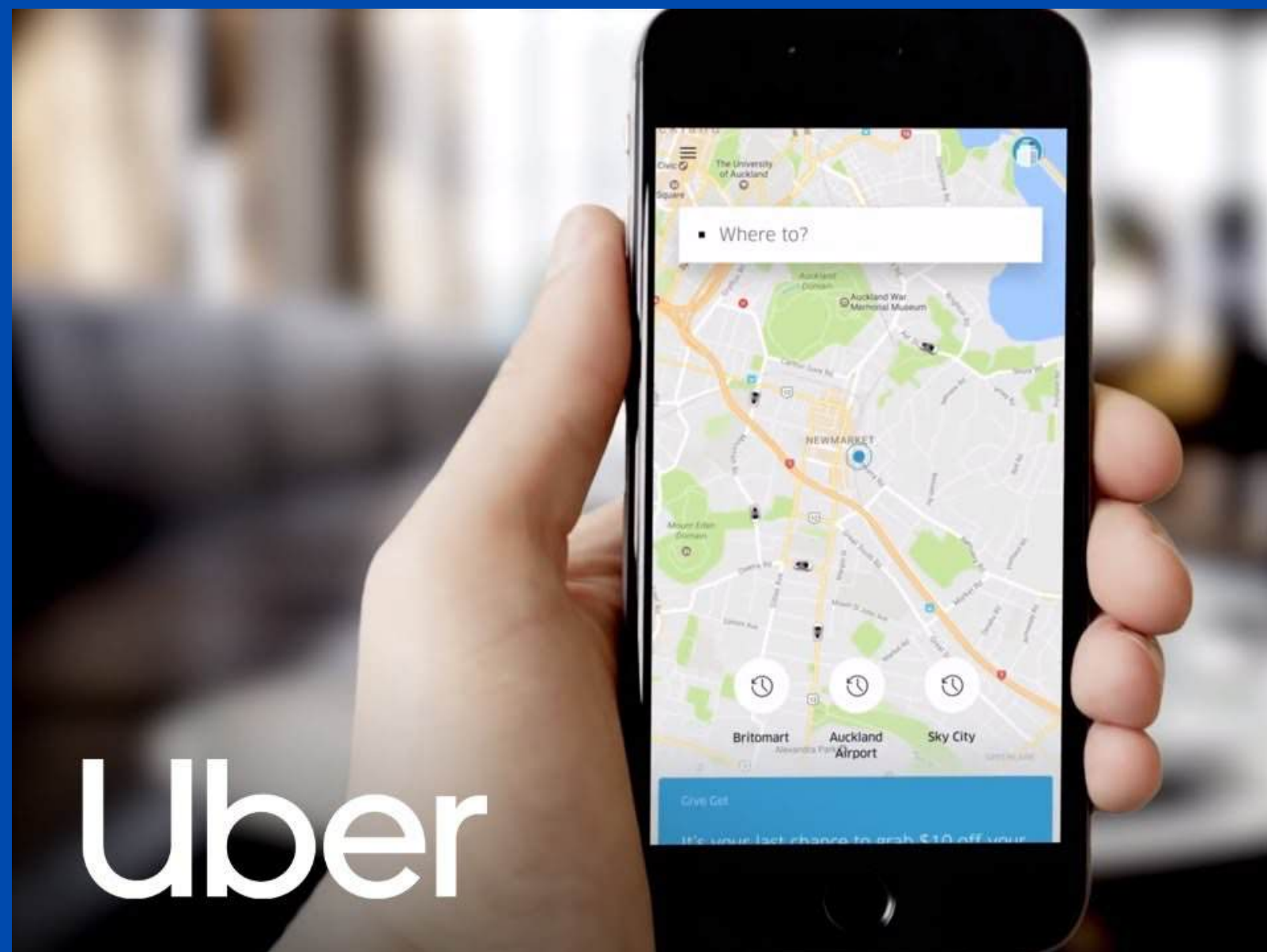


**CUSTOMER
OBSESSED.**











TEST LEARN REPEAT.



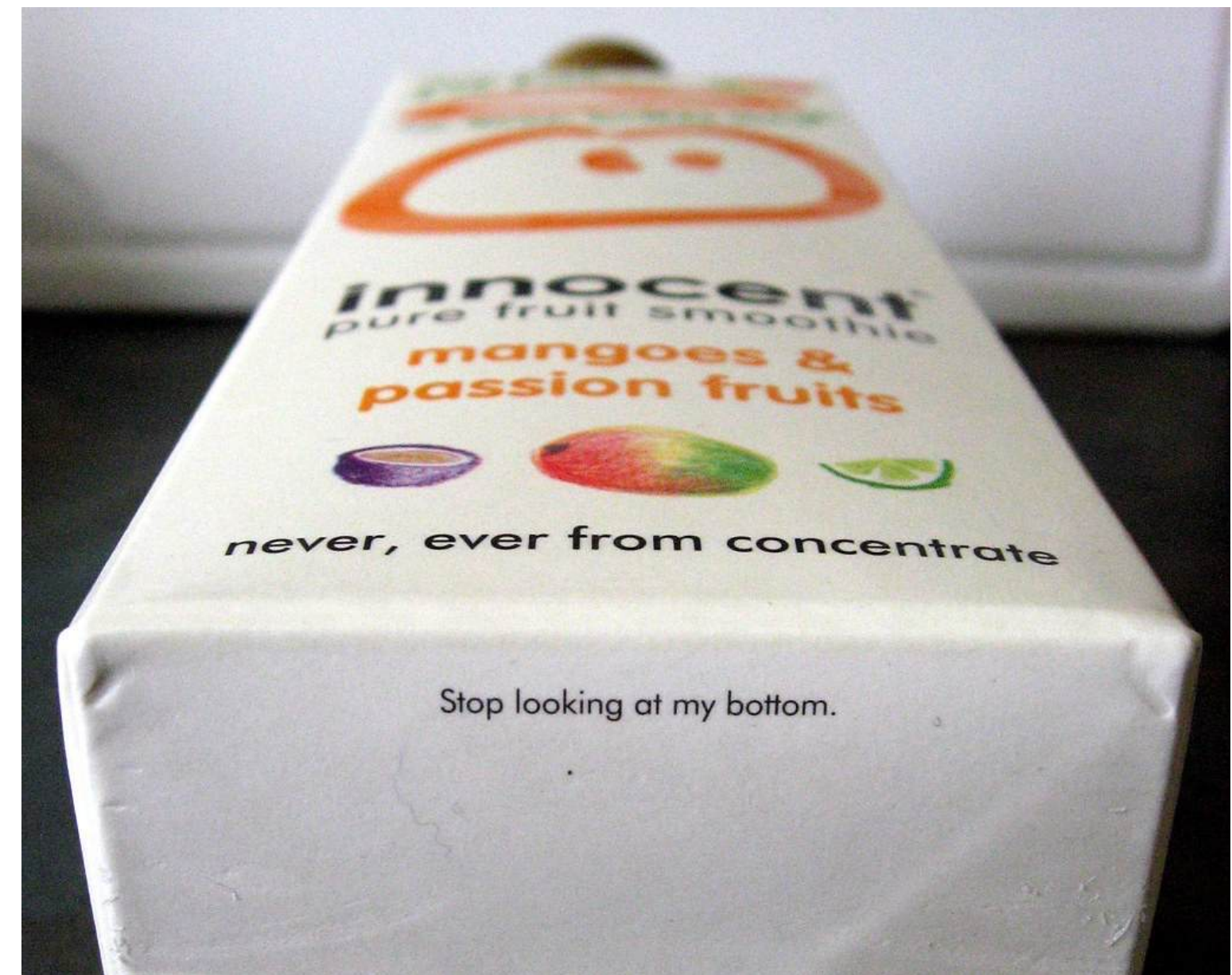
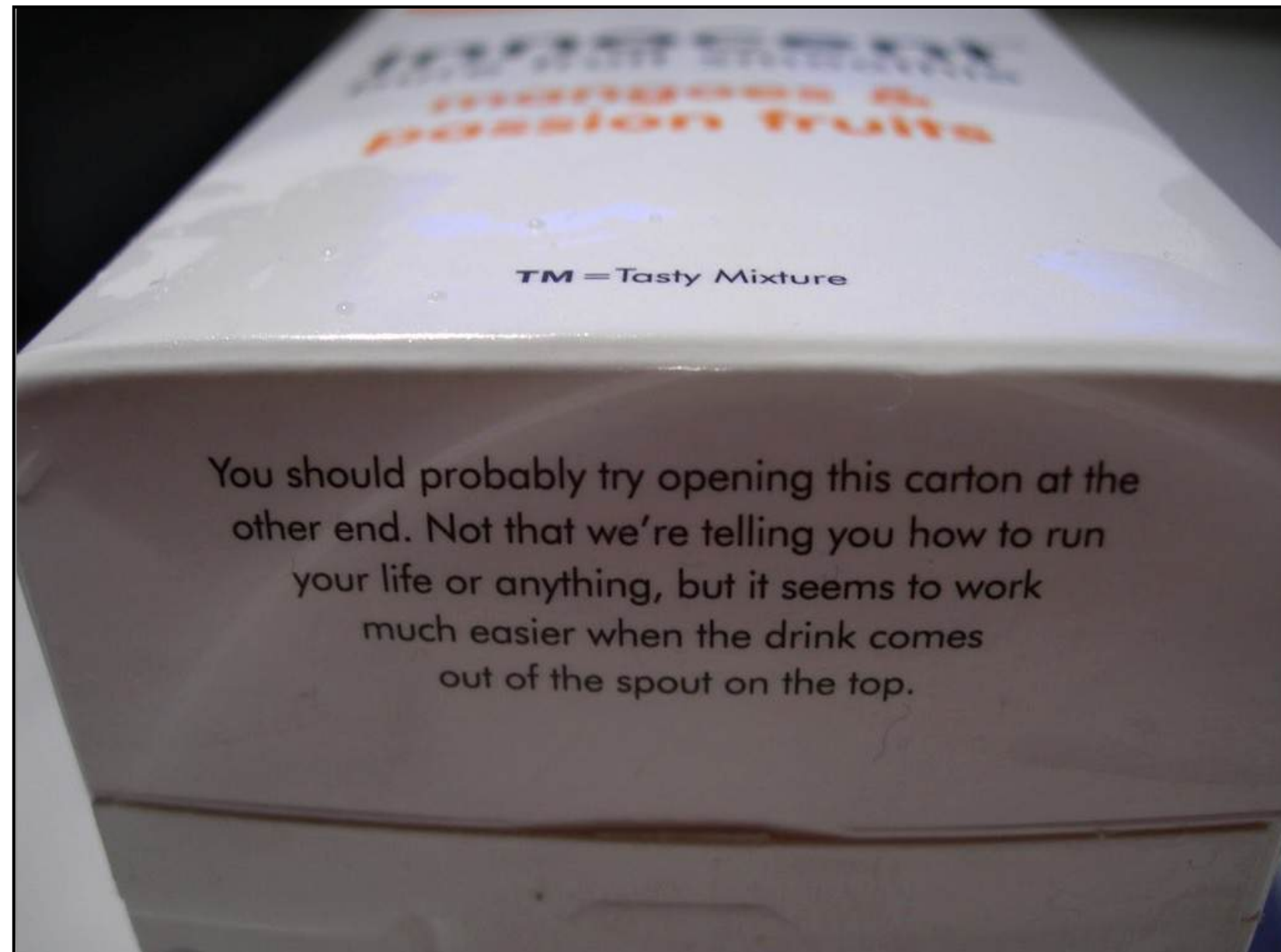


New Adam



New Adam







Uber

The
Standard

GOING OUT | RESTAURANTS

Get free ice cream delivered by Uber in London today

Cool treats are coming your way courtesy of the minicab app



FRIDAY FUN: UBER IS DELIVERING FREE ICE CREAM IN LONDON

Uber lets users hail a kitten on National Cat Day

The ride-hailing service has expanded the image-softening initiative to more cities in its third year.

by Lindsay Stein | 29 October 2015



Get rid of your old clutter for free this weekend thanks to Uber (Image: REX/Shutterstock)

NEWS

POLITICS

FOOTBALL

CELEBS

TV

SHOPPING

ROYALS

Uber team up with Cancer Research UK to help Brits donate unwanted clutter with a FREE ride this weekend

It's happening in several major cities across the UK but only on for a limited time this Saturday

Uber

The
Standard

GOING OUT | RESTAURANTS

Get free ice cream delivered by Uber in London today

Cool treats are coming your way courtesy of the minicab app



FRIDAY FUN: UBER IS DELIVERING FREE ICE CREAM IN LONDON

Uber lets users hail a kitten on National Cat Day

The ride-hailing service has expanded the image-softening initiative to more cities in its third year.

by [Lindsay Stein](#) | 29 October 2015



Get rid of your old clutter for free this weekend thanks to Uber (Image: REX/Shutterstock)

NEWS

POLITICS

FOOTBALL

CELEBS

TV

SHOPPING

ROYALS

Uber team up with Cancer Research UK to help Brits donate unwanted clutter with a FREE ride this weekend

It's happening in several major cities across the UK but only on for a limited time this Saturday

Uber

The
Standard

GOING OUT | RESTAURANTS

Get free ice cream delivered by Uber in London today

Cool treats are coming your way courtesy of the minicab app



FRIDAY FUN: UBER IS DELIVERING FREE ICE CREAM IN LONDON

Uber lets users hail a kitten on National Cat Day

The ride-hailing service has expanded the image-softening initiative to more cities in its third year.

by Lindsay Stein | 29 October 2015



Get rid of your old clutter for free this weekend thanks to Uber (Image: REX/Shutterstock)

NEWS

POLITICS

FOOTBALL

CELEBS

TV

SHOPPING

ROYALS

Uber team up with Cancer Research UK to help Brits donate unwanted clutter with a FREE ride this weekend

It's happening in several major cities across the UK but only on for a limited time this Saturday



Vinted Go

M

S

XS



**DON'T STOP
MOVING.**







THE
RITZ

FLOOR 4. DO NOT REMOVE

FLOOR 4. DO NOT REMOVE





FLOOR 4. DO NOT REMOVE



FLOOR 4. DO NOT REMOVE

FLOOR 4. DO NOT REMOVE



FLOOR 4. DO NOT REMOVE

A photograph taken from an elevated position in a baseball stadium at night. In the immediate foreground, a black, curved railing or barrier is visible, featuring a white rectangular sign with the text "FLOOR 4. DO NOT REMOVE" in black, sans-serif capital letters. Beyond the railing, the green expanse of the baseball field is visible, with several players in white uniforms positioned across it. In the background, the stadium's seating bowl is filled with a large crowd of spectators, illuminated by bright stadium lights. A few individuals are also visible in the lower seating area; one person on the left is holding up a smartphone to capture a photo, and another person in the center wears a bright red cap. The overall scene captures the atmosphere of a professional baseball game.

FLOOR 4. DO NOT REMOVE





FLOOR 4. DO NOT REMOVE

An underwater photograph showing a black scuba diving mask. A white rectangular label with the text "FLOOR 4. DO NOT REMOVE" is attached to the top of the mask. The mask has two clear lenses and a black strap. A silver metal clip is attached to the side of the mask. A black cable is visible on the left. The background is a murky greenish-brown underwater environment. A blue and yellow object is visible in the bottom left corner.

The New York Times

Office stapler with 'Do not remove' sticker becomes viral sensation after it is photographed around the world

Not so innocent! Smoothie company's 'joke' about selling smack in response to comment about price of their drinks

By [PHIL VINTER](#)

PUBLISHED: 18:06, 25 April 2012 | **UPDATED:** 19:55, 25 April 2012



Share

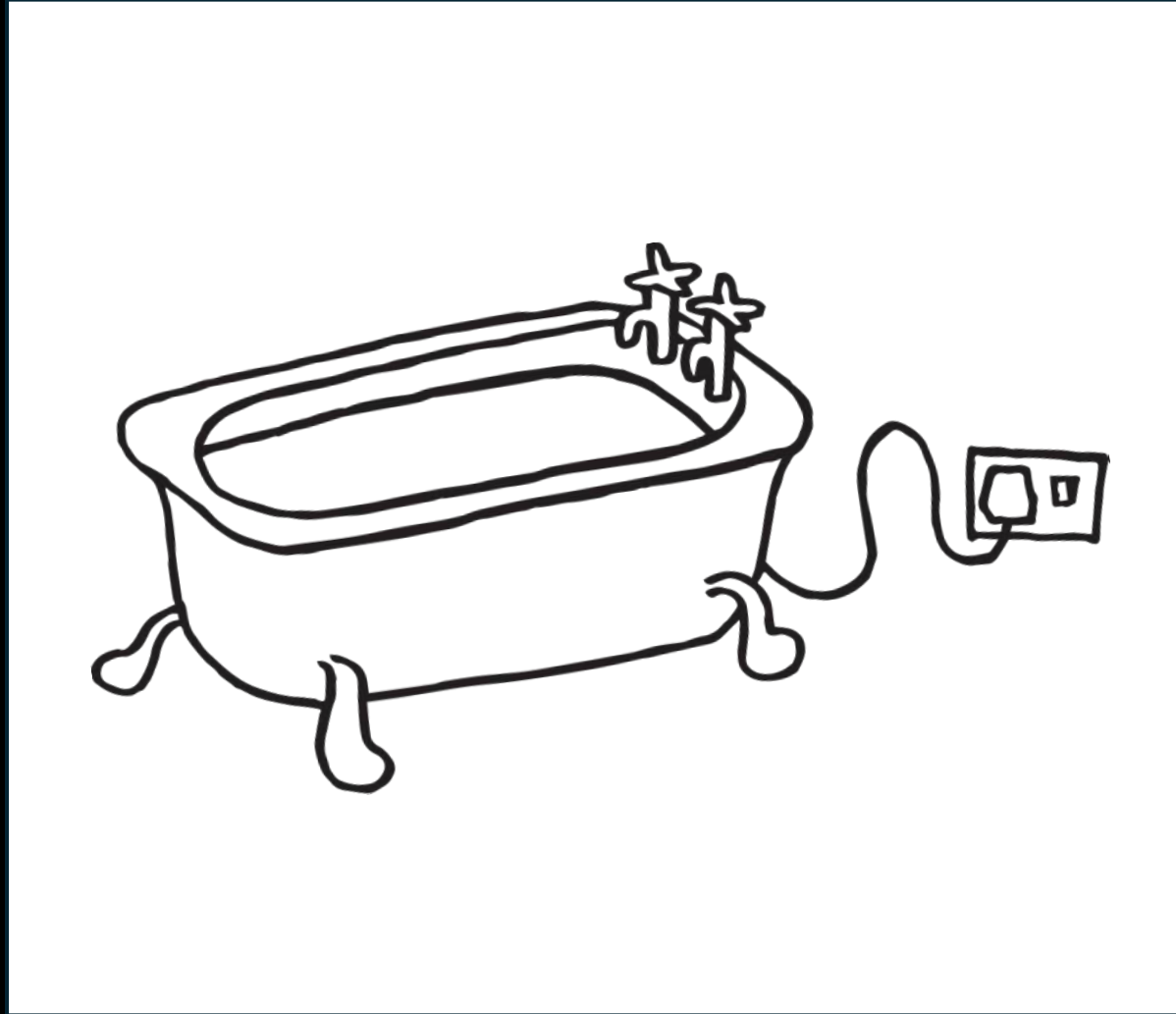


[View comments](#)

Their marketing campaign is based on healthy living but smoothie company Innocent posted something far from wholesome on it's own Twitter page yesterday.

Twitter user Wee Slice posted that he was 'willing to wager that per millilitre Innocent smoothies are pricier than a vial of ready-to-shoot smack'.

Moments later Innocent posted a bizarre response to the crack cocaine 'bet' which read: 'We sell that too, just on the black market though.'







What can we steal?

What can we steal?

STAND FOR
SOMETHING



What can we steal?

**STAND FOR
SOMETHING**



**CUSTOMER
OBSESSED**



What can we steal?

**STAND FOR
SOMETHING**



**CUSTOMER
OBSESSED**



**TEST LEARN
REPEAT**



What can we steal?

**STAND FOR
SOMETHING**



**CUSTOMER
OBSESSED**



**TEST LEARN
REPEAT**



**DON'T STOP
MOVING**



What can we steal?