

# NOW WHAT?

WE ALL NEED ANSWERS IN THIS DIFFICULT TIME



**Tim Curtis**  
President

cohereOne



**Brent Niemuth**  
President

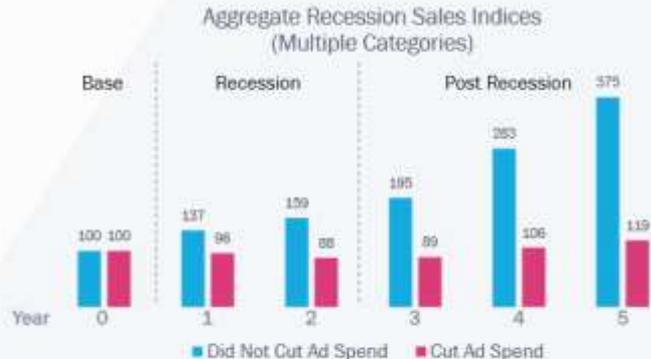
**J.SCHMID**

# **THE STATE OF THE INDUSTRY**

# STATE OF THE INDUSTRY

One Universal Truth in All Previous Recessions – If Brands Go Dark, They Will Not Come Out Stronger

Brands that reduced their ad spend during a recession often came out the other end weaker.



Brands that focus on staying top of mind with consumers are better able to protect long term sales growth.

## HOW TO GAIN COMPETITIVE ADVANTAGE IN A RECESSION

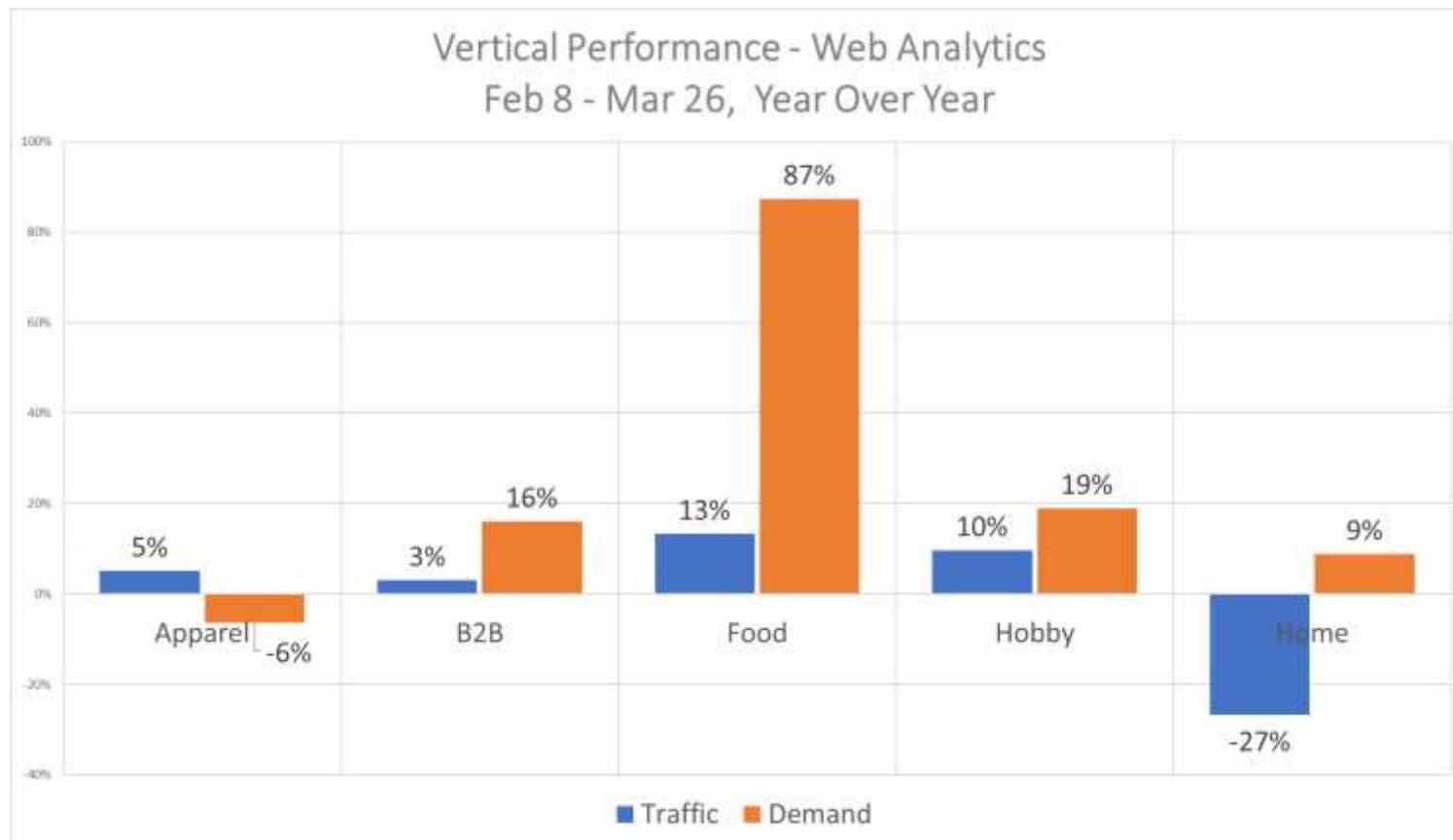
Increase  
Relative  
Share Of Voice

Increase  
Perceived  
Share Of Voice

Increase  
Product Quality  
Perceptions

# STATE OF THE INDUSTRY

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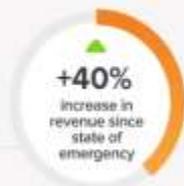
# STATE OF THE INDUSTRY

## e-Commerce in the Wake of COVID-19



### e-Commerce Revenue from over 850 U.S. e-Commerce Stores

Analysis Of More Than 850 U.S Retail E-Commerce Domains – Total E-commerce Revenue



### Winners



Firearms  
↗ +200%



Toys/Sporting Goods/Camping  
↗ +200%



Industrial  
↗ +150%

### Flat



Housewares/Home Hardware  
↔ 0%



Auto/Boat Motorcycle  
↔ 0%

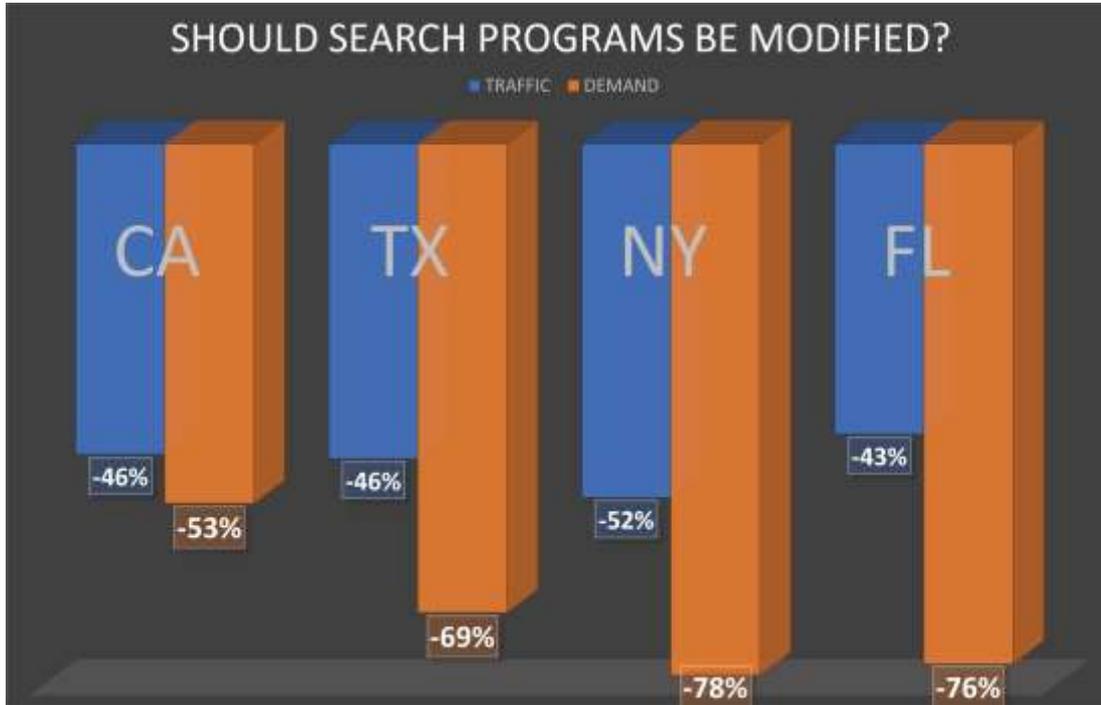
### Losers



Apparel  
↘ -15%

# STATE OF INDUSTRY

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## The Problem:

The inability to react to market forces that are impacted greater by national events / crisis.

## The Solution:

Separate ad campaigns by geo regions, states or locations to better understand ROAS granularity. With Google Ads, you can target or suppress specific places of interest and segment your campaigns around them or to avoid them.



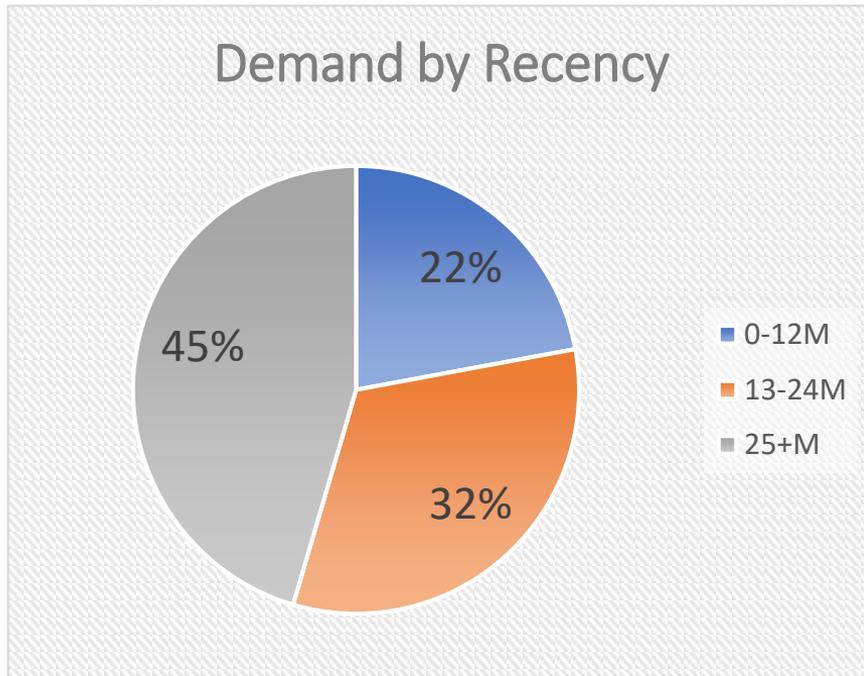
# LESSONS LEARNED

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- Keep your existing customers engaged
- Double-down on your best customers
- Maintain an acquisition mindset
- Utilize digital indicator behavior flags
- Geographic digital ad campaigns
- Revamp marketing campaigns and reassess brand position

# BUYER FILE IS A PROFIT CENTER

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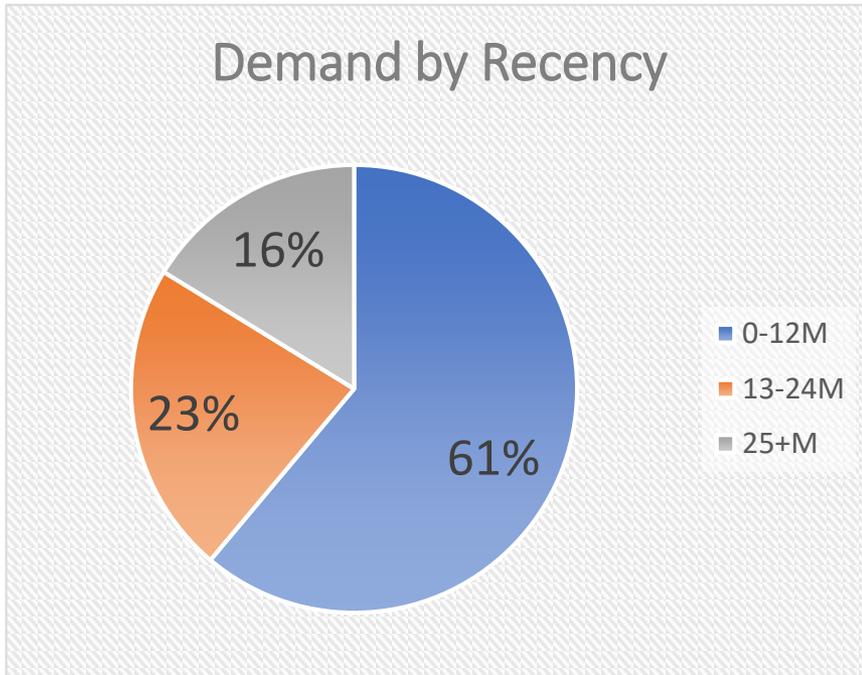


Segmentation and relevancy is too often under-utilized, which means failing to unlock potential pockets of potential demand. The end result is all too often the same: too much revenue left on the table. While Recency is the smallest segment, it provides most of the revenue.

# BUYER FILE IS A PROFIT CENTER

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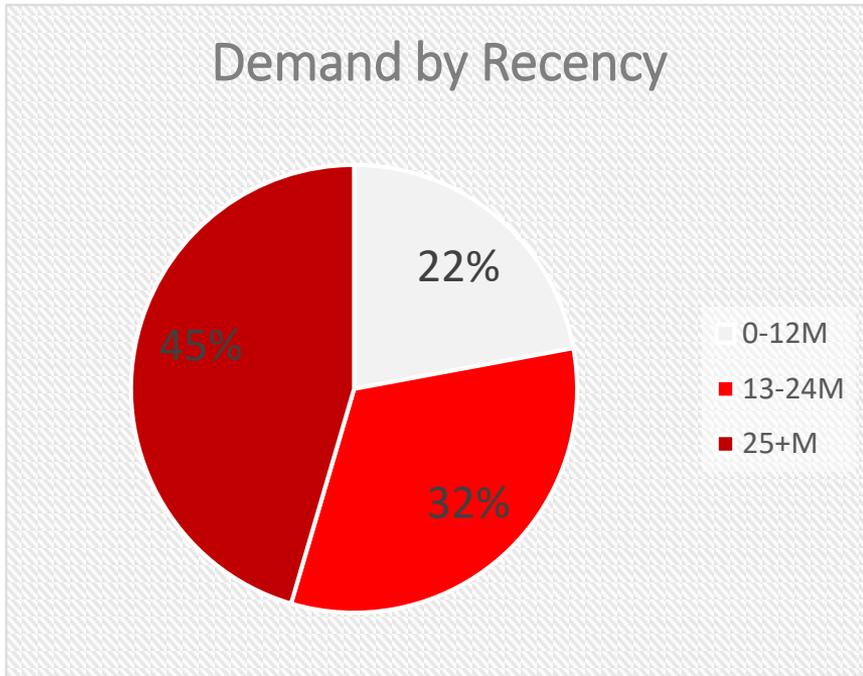
Segmentation and relevancy are under-utilized in marketing plans, leaving too much revenue on the table.



- 0-12M usually represents only 20% to 30% of universe but makes up over 60% of demand
- The revenue from the 0-12 month buyer segment helps fund vital reactivation and prospecting efforts
- It's imperative that the buyer file continually grows for the health and stability of the business
- This segment can sustain regular digital and print contacts
- **It pays to stay in front of your best customer!**

# BUYER FILE IS A PROFIT CENTER

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Mine lapsed customers using more segmentation variables.

- Recency
- Frequency
- Average dollar spent
- Active email or not
- Active digital / browser behavior
- Gender
- Merchandise
- B2B or B2C

# Traditional Print Macro Segments



# Combining browse behavior with highly targeted segmentation with print / trigger postcard campaigns



Collect  
Browsing Data



Add Offline Data,  
Model and Build  
Audiences



Personalize  
Content



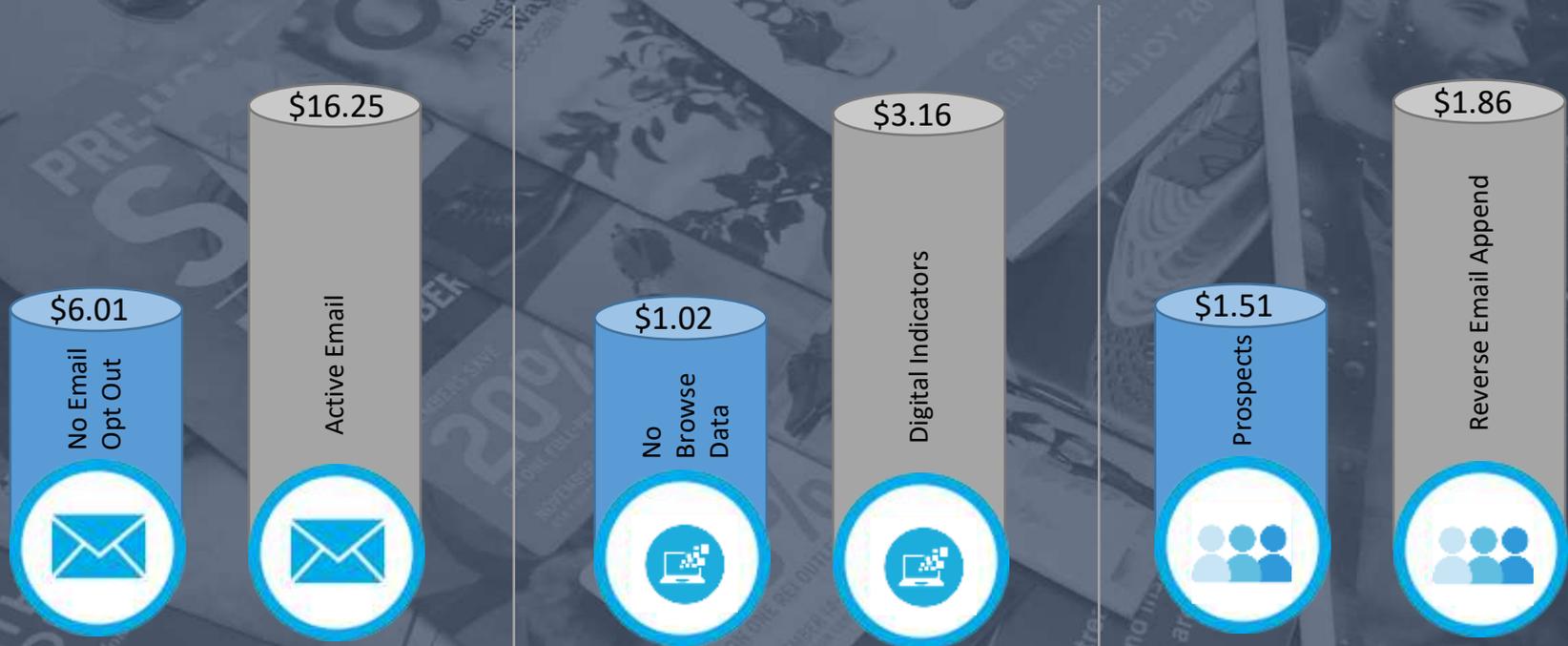
Market via  
Direct Mail



Measure  
Performance

# USING DIGITAL INDICATORS

When channels are integrated in mailing decisions, customers will be more engaged and responsive.



# PRINT + DIGITAL

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## The Challenge:

Brands spend  
**\$250B**  
annually driving  
site traffic

**90%**  
of that site traffic  
remains  
unknown

**4%**  
of site visitors  
actually buy

Digital retargeting is the only means of ongoing outreach

**<50%**  
of digital  
impressions are  
viewable

Only **19%** of  
viewable ads are  
able to be  
recalled

## The Solution:

Leverage digital “propensity to buy” scores with postal matching and deliver personalized content to qualified prospects via the high response channel of direct mail.

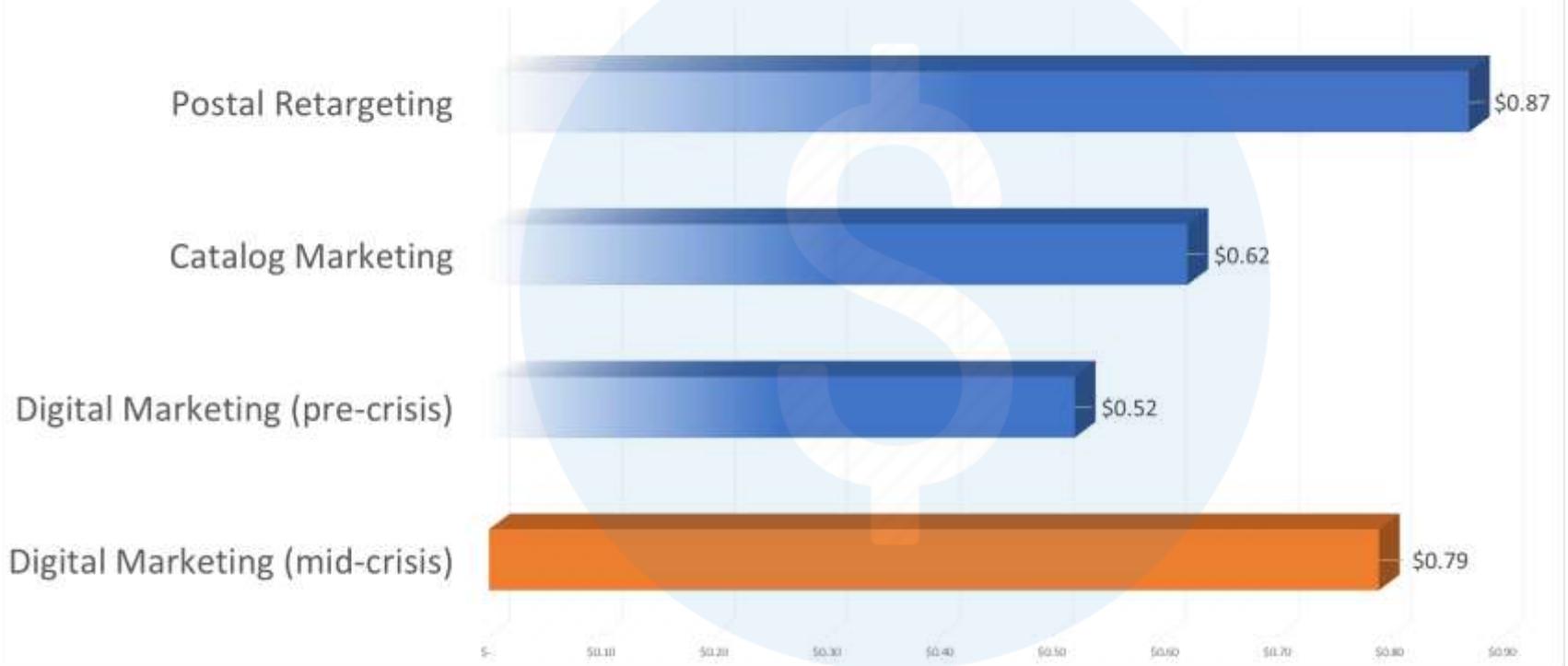
## The Payoff:

Unique and targeted audiences delivering 2-3x the average direct mail response rates with focus on brand safety, deliverability and viewability (no bot fraud).

# CHANNEL COST

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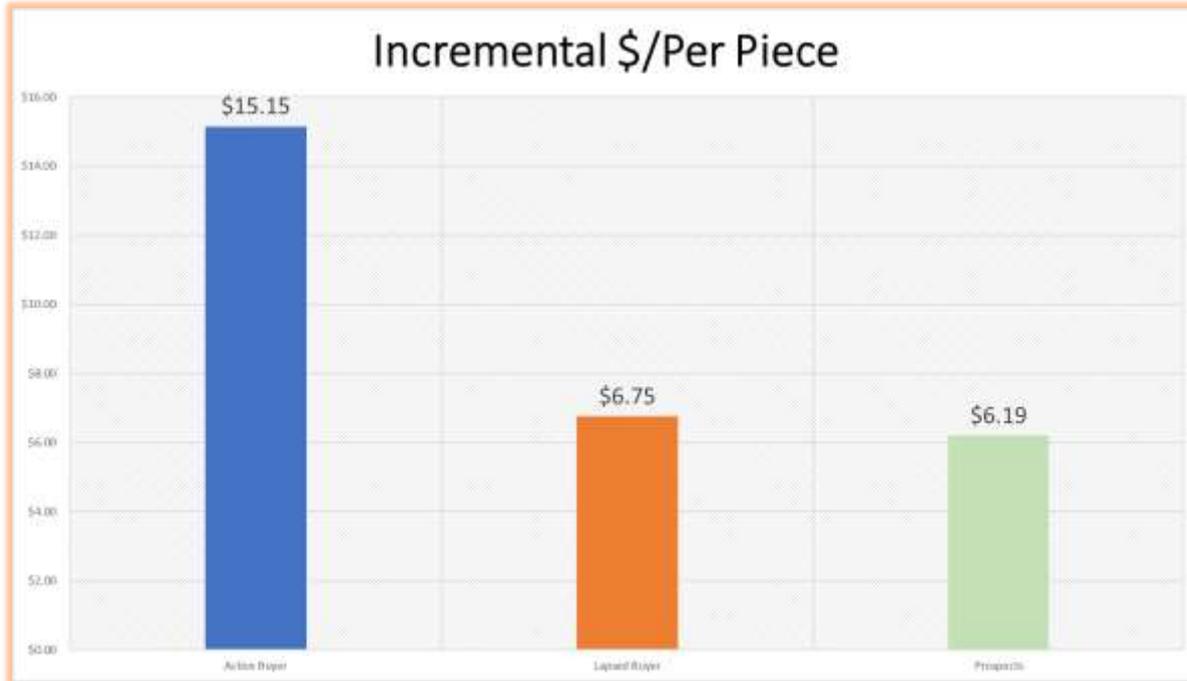
EST. COST BY PIECE / CLICK



# POSTAL RETARGETING – Case Study, Apparel

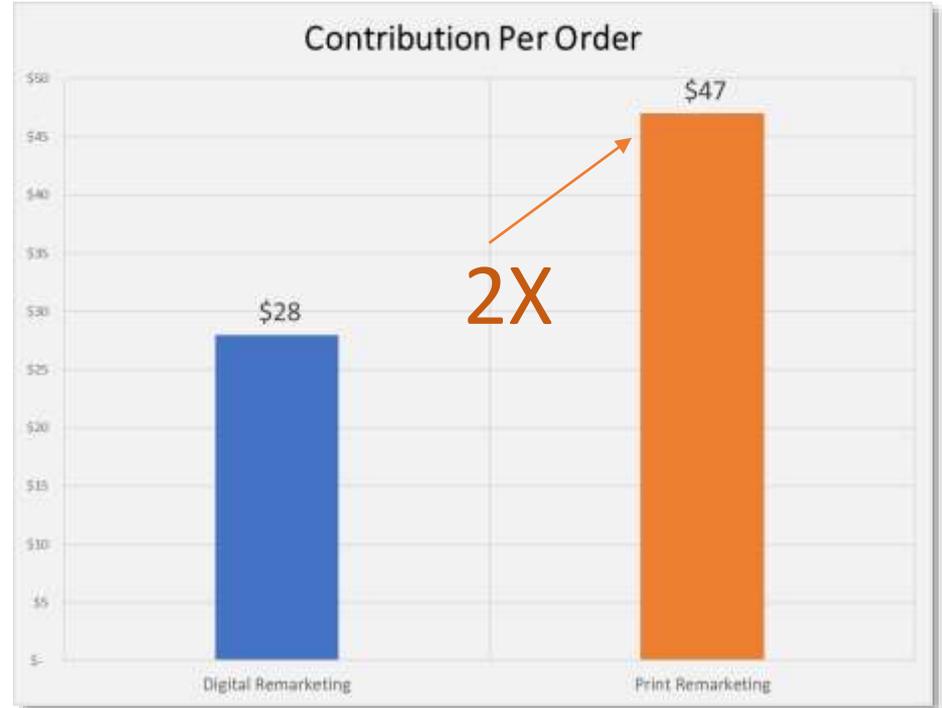
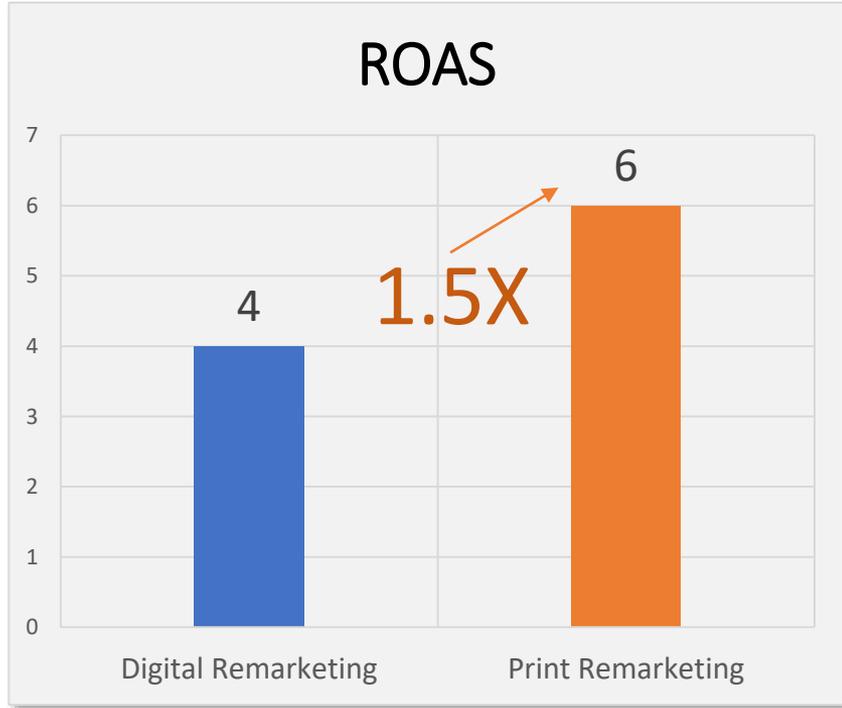
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Result efficacy is always based on incremental value so a control and hold out group is mailed for each mailing and each segment within the mailing.



# POSTAL RETARGETING COMPARISON

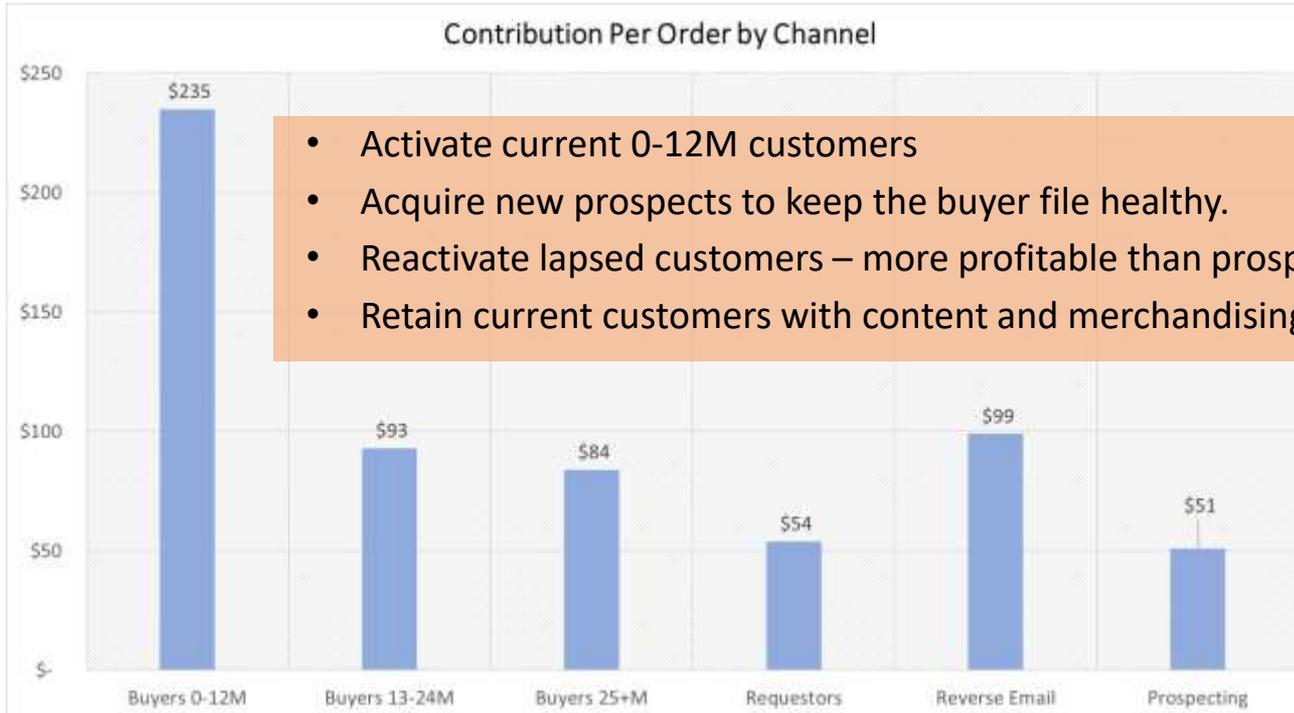
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# THREE DATA TENETS:

Acquisition. Retention. Reactivation.

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- Activate current 0-12M customers
- Acquire new prospects to keep the buyer file healthy.
- Reactivate lapsed customers – more profitable than prospects!
- Retain current customers with content and merchandising strategies.

**“Never stop testing, and your advertising will never stop improving.”**

DAVID OGILVY



# 5 BASIC HUMAN TRUTHS

BRENT NIEMUTH / President

**J.SCHMID**

BASIC PREMISE:

**BRANDS NEED TO BE MORE HUMAN**

## **THE PROBLEM:**

**WE'RE NOT SELLING TO A  
"DEMOGRAPHIC" OR A "TARGET"  
AUDIENCE OR "CONSUMERS."**

A person with long, wavy hair, wearing sunglasses, a brown knitted scarf, and a black leather jacket, is shown from the back, looking out over a body of water under a soft, hazy sky. The text "WE'RE TRYING TO CONNECT WITH HER." is overlaid in white, bold, sans-serif font across the middle of the image.

**WE'RE TRYING TO CONNECT WITH HER.**

**WHAT IF WE BETTER UNDERSTOOD  
HOW HUMANS ARE WIRED?**

# **NEUROSCIENCE:**

**WHAT ARE THE IMPLICATIONS FOR  
YOUR MARKETING EFFORTS?**

**5**

**BASIC HUMAN TRUTHS**



**1.**

**THE BRAIN  
CRAVES EASE  
AND ORDER**

# THE BRAIN CRAVES EASE AND ORDER

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- It will always choose the easy route. It takes shortcuts.
- Consumers want an **EASY** experience more than anything.
- If things are unorganized, it makes the brain feel stressed.

# THE BRAIN CRAVES EASE AND ORDER

---

- It will always choose the easy route. It takes shortcuts.
- Consumers want an **EASY** experience more than anything.
- If things are unorganized, it makes the brain feel stressed.



**Simplify everything.**

**RELAX THE BACK<sup>®</sup>**  
FALL 2014

Bring the relaxing to work

<b>SAVE \$50</b> on \$50 minimum purchase	<b>SAVE \$250</b> on \$1,000 minimum purchase
--	--

See store for details. Some restrictions apply. Offer may not be combined. Valid for 30-day only.

Upgrade a Perfect Chair<sup>®</sup> and upgrade to Premium Leather for **FREE**  
**\$500 VALUE**  
only while supplies last. See store for details.

**CREATE YOUR IDEAL SLEEP ENVIRONMENT**  
The key to restorative sleep.  
See pages 28-33

**THE ERGONOMIC WORKSPACE**  
A whole body approach.  
See pages 16-25

(Before)



**RELAX THE BACK®**  
FALL 2014

Bring the relaxing to work

<b>SAVE \$50</b> on \$100 minimum purchase	<b>SAVE \$250</b> on \$1,000 minimum purchase
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See store for details. Some restrictions apply. Offer may not be combined. Valid for 30 days only.

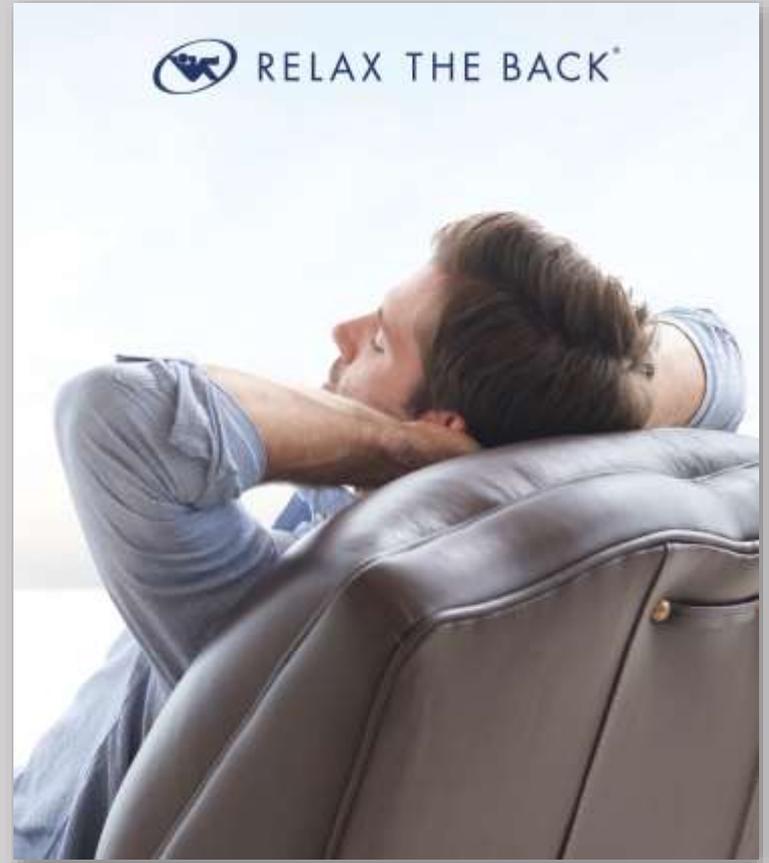
Upgrade a Perfect Chair and upgrade to Premium Leather for FREE

**\$500 VALUE**  
Offer valid September 16, 2014. See store for details.

**CREATE YOUR IDEAL SLEEP ENVIRONMENT**  
The key to restorative sleep.  
See pages 28-33

**THE ERGONOMIC WORKSPACE**  
A whole body approach.  
See pages 16-25

(Before)



**RELAX THE BACK®**

(After)

# CAN A CHAIR REALLY CHANGE YOUR LIFE?

## Yes it can.

Restore. Relieve. Renew. Some people go on vacation to do these things, but all you really need is The Perfect Chair®.

After a long day of whatever stresses you out, sit back and let The Perfect Chair® effortlessly transport your tensions to another realm and leave you feeling ... Perfect!

## THE PERFECT CHAIR®



### The Next Generation of Perfect:

Zero Gravity is what makes The Perfect Chair® so perfect. Up to 400 pound weight limit makes it even more perfect. The adjustable high-density cellular support beam eases all the pressure off your spine. Optional manual recline with foot-kicked or motorized recline with retractable footrest, laptop desk, accessory table, spiner wedge table, power cord management system and extending footrest (available for manual chair only—see store for pricing). Designed and engineered in the USA.

#### Perfect Chair®

Classic, tapered profile  
Semi-rig, tapered profile

All-lev at \$5,999

47" h x 27" w x 42" D, 162" reclined  
44" h x 29" w x 42" D, 160" reclined

#### Standard Leather



50% Poly

#### Premium Leather



#### Wood Finish



Purchase a Perfect Chair®  
in 50%Poly and upgrade  
to Premium Leather for FREE!

**\$500**  
VALUE

Offer ends September 30, 2014.  
See store for details.

5 Year  
Protection Plan



### Make Your Perfect Chair® Your Perfect Desk

The fully adjustable work surface fits any wood-based Perfect Chair® Recliner. Fits easily to right arm panel. Folds down for storage. Choose Chestnut, Walnut or Dark Walnut.

Perfect Chair® Laptop Desk \$399

## 5 Reasons to Love Zero Gravity

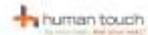
- 1 Recommended by Doctors (and astronauts)**  
Astronauts know the benefits of Zero Gravity, that perfectly balanced state in which the body experiences a 100% minimum of internal and external stresses. It's the optimal position to prevent and relieve back and muscle pain.
- 2 Correct Spinal Support**  
In a state of Zero Gravity, strain is minimized on your spine, as well as on supporting muscles and ligaments.
- 3 Back Pressure Relief**  
Zero Gravity does wonders for your lower back (lumbar spine), relieving it of almost all pressure. Disc compression is also greatly reduced or eliminated completely.
- 4 Expanded Lung Capacity**  
Zero Gravity opens the angle between torso and thighs, thus improving breathing and increasing blood oxygen, and leaving you feeling refreshed.
- 5 Improved Circulation**  
With the legs elevated above the heart, stress on the heart is minimized and the oxygen-rich blood being pumped to fatigued muscles helps them recover faster.

Come in to experience a pain-free world. | 5



800.822.3276 RELAXTHERAPY.COM

**FREE ACCESSORY** UP TO \$198 VALUE WITH THE PURCHASE OF A PERFECT CHAIR\*. SEE PAGE 23.



## CHANGE YOUR LIFE

Zero Gravity recliners make a world of difference. Sit down, recline, and feel like you're floating in space. Which makes sense, seeing as the Zero Gravity concept was developed by NASA to position the body in therapeutic neutral posture, elevating your feet to the same height as your heart.

Throughout the day, gravity takes a heavy toll, putting pressure on your muscles and joints. But a Zero Gravity recliner, recommended by doctors and adapted for ultimate relaxation, helps counter these effects. The natural S-shaped curve relieves spinal stress and promotes lower back health. It transports you to a new realm of comfort. There's really nothing else like it on earth.

## THE PERFECT CHAIR®

Can a chair really change your life? Yes it really can. After a long, stressful day, sit back and let this Zero Gravity recliner effortlessly transport you to weightless bliss. In a word, it's perfect. Come in. Have a seat. Change your life.

starting at \$2199

# THE ULTIMATE EXECUTIVE CHAIR by Relax The Back®



## SEAT OPTIONS



**Contour Seat (included)**  
Contoured for support, the standard seat offers seat height, tilt and depth adjustments.



**Deep Contour Seat, \$175**  
A wide, deeper option for those who prefer a more spacious seat pan.



**Core-Flex™ Upgrade, \$300**  
Allows your body to maintain its natural movement ("postural sway") by encouraging tilting of the pelvis and activation of leg and core muscles.



**Coccox Cushion, \$90**  
The rear section of foam on seat can be removed to relieve pressure on your tailbone. *Not available on Core-Flex™ seat.*

## BASE OPTIONS



**Standard Black Floor Base (included)**



**Vetco Aluminum, \$150**



**Ultimate Wood Base in Four Colors, \$250**

## MATERIAL OPTIONS



### Optional Piping, \$190

Empire  
Dial Dura  
Brighton  
Luxe™



### Optional Two-Tone Leather, \$500

Princeton  
Harley  
Leather



### MP3-Section Embossed Leather, \$300

Empire  
Dial Dura  
Brighton  
Luxe™

## THE CHAIR FOR A LIFETIME, YOUR LIFETIME

Seriously elegant and precisely engineered, the extraordinary Lifetime® chair is a marvel of uncompromising craftsmanship and ergonomic design. Family-made for five generations, each custom Lifetime® chair includes a Lifetime Warranty\*, reflecting our unswerving willingness to stand behind their work. Visit Relax The Back® and let us help you design an **Ultimate Executive Chair** that's perfectly made for you.

\*Restrictions apply. See store for details and additional color available.

### 1 Choose your height

If your chair back overextends you or disappears behind you, it doesn't fit. Take comfort in our best height options.

**Lifetime Ultimate Executive Mid Back Chair**

As low as **\$5,595** (taxes)

**Lifetime Ultimate Executive High Back Chair**

As low as **\$5,795** (taxes)

### 2 Choose your style

Everyone has a different "fit" personality—which is precisely why we offer a variety of unique seat options.

See options and prices on page 22.

### 3 Choose your material

You have a style all your own. Our palette of colors and materials allows you to make the chair yours alone.

See options and prices on page 22.





# custom is standard

Your chair. Your style. Design your ideal office chair with a wide range of completely customizable options – colors, fabrics, bases, backs, and much more. Come to the store for a chair that works just for you.



“Whatever your support or comfort needs, whatever your office or personal style, we oblige. Customizing chairs is standard practice here. Why take it ‘as-is’ when you can make it all yours.”

APPLE V. NASHVILLE, TENNESSEE FRANCHISEE



**WORLD CHAIR**  
by HUMANSCALE™  
Intuitively finds ideal angles for support and comfort without any levers.  
starting at \$649



**LIBERTY™ CHAIR**  
by HUMANSCALE™  
Form sensing mesh and body fitting contours offer ideal support.  
starting at \$809



**FREEDOM TASK CHAIR**  
by HUMANSCALE™  
Adapts to user and supports natural movement with virtually no effort.  
starting at \$849

Customizable options: fixed or adjustable arms, gel or foam seat/pans, adjust or tall heights.



**BREEZA**  
by RELAX THE BACK™  
Multi-function controls and a variety of back styles.  
starting at \$899



**BREEZA WITH CORE-FLEX**  
by RELAX THE BACK™  
Core-Flex™ split seat keeps key muscles engaged to prevent fatigue and stiffness.  
starting at \$1245



**MANAGEMENT GRAND CHAIR**  
by RELAX THE BACK™  
Fully adjustable from top to bottom to fit each user perfectly.  
starting at \$1095

Customizable options: fixed or adjustable arms, 5 seat options, all over memory foam, adjust or tall heights, bases and casters.

# BETTER SLEEP STARTS AT RELAX THE BACK®

**Up to \$300**  
IN PERSONALIZED FREE GIFT

Purchase any Tempur-Pedic® mattress set and receive a gift of up to \$300.

Spent **\$1,000 - \$1,999** **\$100**  
**\$2,000 - \$2,999** **\$200**  
**\$3,000 & over** **\$300**

**90 Night**  
SLEEP GUARANTEE

Try it. Love it. or we'll take it back.



RELAX THE BACK® Online Store is available only at participating retailers.

**48 Month**  
NO INTEREST FINANCING

Come to your store to learn more.

**10 Year**  
WARRANTY

A decade of coverage from Tempur-Pedic®

## TEMPUR-Choice® COLLECTION

Medium-Firm to Soft Feel  
SEE PAGE 32

		TWIN \$8734*	TWIN XL \$9760*	DOUBLE \$2797*	QUEEN \$6760*	CALIFORNIA KING \$7784*	EASTERN KING \$7784*	SPILT CAL KING (\$2000+)	SPILT EAST KING (\$2000+)
TEMPUR-CHOICE® SUPREME	Medium-Firm/Soft	—	\$2,699	—	\$1,799	\$1,099	\$1,099	\$1,398	\$1,398
TEMPUR-CHOICE® LUXE	Adjustable Soft	—	\$1,500	—	\$3,680	\$4,199	\$4,199	\$4,386	\$4,386

## TEMPUR-Class® COLLECTION

Ultra-Soft to Medium-Soft Feel  
SEE PAGE 32

		TWIN \$1,099	TWIN XL \$1,099	DOUBLE \$1,580	QUEEN \$1,699	CALIFORNIA KING \$1,899	EASTERN KING \$1,899	SPILT CAL KING (\$2,000+)	SPILT EAST KING (\$2,000+)
TEMPUR-CLASS® CLOUD	Medium-Soft	\$1,099	\$1,099	\$1,580	\$1,699	\$1,899	\$1,899	\$2,386	\$2,386
TEMPUR-CLASS® CLOUD ELITE	Medium-Soft	\$1,399	\$1,399	\$1,940	\$2,099	\$2,299	\$2,299	\$2,598	\$2,598
TEMPUR-CLASS® CLOUD SUPREME	Soft	\$1,800	\$1,899	\$2,249	\$2,399	\$2,599	\$2,599	\$3,798	\$3,798
TEMPUR-CLASS® CLOUD ELITE	Soft to Soft	—	\$2,400	\$2,649	\$2,999	\$3,499	\$3,499	\$4,998	\$4,998
TEMPUR-CLASS® CLOUD SUPREME BREEZE	Soft	—	\$2,600	—	\$3,300	\$3,899	\$3,899	\$5,398	\$5,398
TEMPUR-CLASS® CLOUD LUXE	Ultra-Soft	—	\$3,799	—	\$4,899	\$4,999	\$4,999	\$6,386	\$6,386
TEMPUR-CLASS® ALLURA	Ultra-Soft	—	\$1,799	—	\$4,299	\$4,799	\$4,799	\$7,386	\$7,386
TEMPUR-CLASS® LUXE BREEZE	Ultra-Soft	—	\$4,799	—	\$4,899	\$5,799	\$5,799	\$6,786	\$6,786

## TEMPUR-Choice® COLLECTION

Medium-Firm to Soft Feel  
SEE PAGE 32

		TWIN \$1,599	TWIN XL \$1,599	DOUBLE \$2,049	QUEEN \$2,099	CALIFORNIA KING \$2,299	EASTERN KING \$2,299	SPILT CAL KING (\$2,000+)	SPILT EAST KING (\$2,000+)
TEMPUR-CHOICE® CONTOUR SUPREME	Firm	\$1,599	\$1,599	\$2,049	\$2,099	\$2,299	\$2,299	\$3,386	\$3,386
TEMPUR-CHOICE® CONTOUR ELITE	Medium-Firm	—	\$2,799	\$2,649	\$2,899	\$3,199	\$3,199	\$4,386	\$4,386
TEMPUR-CHOICE® CONTOUR BREEZE LUXE	Medium-Firm	—	\$2,899	—	\$3,399	\$3,899	\$3,899	\$5,798	\$5,798
TEMPUR-CHOICE® CONTOUR BREEZE	Firm	—	\$5,099	—	\$3,899	\$4,199	\$4,199	\$6,786	\$6,786
TEMPUR-CHOICE® ALLURA	Medium	—	\$3,799	—	\$4,299	\$4,799	\$4,799	\$7,586	\$7,586

## TEMPUR-Weightless® COLLECTION

Medium to Medium-Soft Feel  
SEE PAGE 32

		TWIN \$1,099	TWIN XL \$1,099	DOUBLE \$1,499	QUEEN \$1,699	CALIFORNIA KING \$1,899	EASTERN KING \$1,899	SPILT CAL KING (\$2,000+)	SPILT EAST KING (\$2,000+)
TEMPUR-WEIGHTLESS® SELECT	Medium	\$1,099	\$1,099	\$1,499	\$1,699	\$1,899	\$1,899	\$2,386	\$2,386
TEMPUR-WEIGHTLESS® ELITE	Medium-Soft	\$1,699	\$1,699	\$2,249	\$2,399	\$2,599	\$2,599	\$3,786	\$3,786

## Foundations

Choose standard or adjustable base, engineered to enhance the performance of your new mattress.

	2" or 4" High Firm or Soft	\$200	\$200	\$300	\$300	\$400	\$400	\$400	\$400
FOUNDATION STRONG									
TEMPUR-UP® FOUNDATION		\$499	\$499	\$799	\$799	\$1,388	\$1,388	\$1,586	\$1,586
TEMPUR-ERGO® PLUS		\$1,199	\$1,199	\$1,999	\$1,999	—	—	\$2,798	\$2,798
TEMPUR-ERGO® PREMIER		\$1,699	\$1,699	\$1,999	\$1,999	\$2,787 (split queen)	—	\$3,786	\$3,786

SLEEP

## 3 LEVELS OF COMFORT

**A. TEMPUR-Ergo® Premier**  
Unlimited ergonomic rest positions, plus relaxing massage and clean design.  
As low as **\$1,099**

**B. TEMPUR-Ergo® Plus**  
4 flexible ergonomic rest positions with improved aesthetics to fit your bedroom design.  
As low as **\$1,399**

**C. TEMPUR-Up® Foundation**  
Eases your upper body, ideal for reading and watching TV.  
As low as **\$899**



**SAVE UP TO \$500**  
ON A TEMPUR-PEDIC®  
MATTRESS AND ADJUSTABLE BASE  
Offer ends September 1, 2016  
See store for details.

**5 or 10-Year**  
ADJUSTABLE BASE EXTENDED WARRANTY  
5-Year Extended Warranty \$1000  
10-Year Extended Warranty \$1500  
Covered offers in display until limited quantities are used after the manufacturer's warranty ends. All units purchased on 7/1/16 & later are eligible.

## TEMPUR-Choice® Collection

Medium-Firm to Soft Feel

**Personalize Your Mattress**

- Remote controlled zones allow each partner to easily adjust the mattress firmness.
- Adjust the firmness of your head and legs separately from your lower back.
- Body-conforming TEMPUR-ES® top layer for ultimate comfort.
- Features stretch and lanolin-like backing.

As low as **\$2,899**  
Shows TEMPUR-Choice® Supreme



**\$7** per month  
for 48 months  
**\$2,699** total  
for TEMPUR-Choice®  
Supreme twin mattress  
See page 33 for details

PERSONAL REMOTE  
FOR EACH SIDE TO  
ADJUST FIRMNESS

## EDUCATION STATION



### THE FOUNDATION OF QUALITY SLEEP

Whether you sleep on your side or back, maintaining the proper position – with your head, neck, and spine in perfect alignment – makes all the difference. The right mattress can transform tossing and turning into your best night's sleep.



### ADJUST TO PROPER SLEEP POSITION

There's more than one right way to sleep well. Elevate your legs for improved circulation. Or sit up to reduce pressure on your spine. With an adjustable base, you can find therapeutic comfort and restful relaxation at the push of a button.

COME IN AND LEARN MORE  
[RELAXTHEBACK.COM/STORES](http://RELAXTHEBACK.COM/STORES)



**TEMPUR-CLOUD® COLLECTION**  
Plush softness of a pillow top mattress  
with TEMPUR® support.  
6 Firmness Choices starting at \$1299



**TEMPUR-BREEZE™ TECHNOLOGY**  
Cooling material dissipates heat keeping you cool  
throughout the night.  
4 Styles starting at \$3099



**TEMPUR-COINTEGRATE™ COLLECTION**  
Relieve pressure points with adaptive support and  
a firmer feeling mattress.  
4 Firmness Choices starting at \$2099



**TEMPUR-FLEX® COLLECTION**  
TEMPUR Response™ material creates support that moves  
with your body.  
4 Firmness Choices starting at \$1499

**FINANCING AVAILABLE**

60-MONTH NO-INTEREST FINANCING ON ALL  
TEMPUR-PEDIC® MATTRESSES. SEE PAGE 23.

**CustomInk**  
Design T-shirts Online

# T-SHIRTS UNITE!

Custom t-shirts have the power to bring people together.

Get Your **FREE T-SHIRT**

**Design T-shirts Online**  
It's fun and easy for every group, event or occasion.

The advertisement features a group of diverse young adults wearing green t-shirts with a white logo. In the bottom right corner, a laptop displays the CustomInk website interface, which includes a grid of t-shirt design options and a central image of a green t-shirt with the CustomInk logo.

(Before)

**CustomInk**  
Design T-shirts Online

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Get Your **FREE T-SHIRT**

**Design T-shirts Online**  
It's fun and easy for every group, event or occasion.

(Before)

**CustomInk**  
Design T-shirts Online

**FREE SHIPPING**

**Listen to Your Heart**  
Don't let it go!

Easily create custom shirts, apparel, and more to unify your school and make events special.

(After)

## Our Customers



### Ink of the Week — Photo Contest

Each week CustomInk awards a \$100 voucher to the customer whose group photo shows the most spirit. Just take a photo of your group wearing your CustomInk-designed product and upload it to [customink.com/photo](http://customink.com/photo). Then, tell everyone you know to vote for your photo online!



### Uncensored Reviews

After 13 years of business, we've learned how to make customers happy. Here's with them, every step of the way — from the online design tool to our friendly and passionate drivers. We have fun making shirts, and it shows.

That's why we always use customer feedback on our homepage (and uncensored and unedited). We don't mind doing this because we know our customers will be satisfied. How do we know this? 99% of our customers say they would order again! So call us today — you'll be glad you did.

"Kaiser Expressions Dance Academy LOVES CustomInk. They always have exactly what we need and it always comes quickly!"

Diara S., Kinetic, Port Orange, FL

"I gave these items as a gift to my dance class and they loved them! Full review is great, customink.com!!!!!! I'll be back again with my group!!!!"

Andrea B., Philadelphia, PA

## Real People, Real Service



### At CustomInk, Real People Answer Your Call

We here at CustomInk believe in keeping it real. In all aspects of customer service. In other words, we want you to call us. Behind this fancy website is a group of real people who are in call and dedicated to getting your order just right and making you and your group look great.



We're here to work with you. When you call us, you'll find an expert who knows your order inside-out, and can make anything happen. We'll break your design into manageable steps. We'll answer any question you have, and address every detail to get your order just right. T-shirt Annotations are here for you 7 days a week, just call us at 800-717-2334. Friendly! Contact us at [service@customink.com](mailto:service@customink.com) and we'll get back to you ASAP!

### Our Artists Sweat the Details

Before your group order goes to print, we double check everything from spelling and contrast levels, to sizing concerns and fit matters. And we'll give you a link if we have any questions. You will get one last proof: proof email for your approval just to make sure everything is right. Then — and only then — do we send your shirts off for printing.



### What's Up With the Octopus?

Meet Ink — the CustomInk octopus — the life-changing of custom t-shirts and their power to bring people together. Ink began as an internet mascot, then became our "Head T-shirt Ambassador" when we introduced him as part of our new logo in 2011. An octopus, seemed appropriate since we both know a few things about life — and appreciate the value of having many capable arms!

What will you  
make with your  
**CUSTOM  
DESIGN?**

Much more than apparel.  
You'll make strong  
**CONNECTIONS**  
— among family,  
colleagues, students,  
and teammates.  
You'll make events feel  
even more  
**SPECIAL.**

You'll make smiles bigger.  
You'll make  
**MEMORIES**  
that last forever.  
Are you ready to start?



Our Design Lab makes it easy!  
Start designing at  
[customink.com/catalog](https://www.customink.com/catalog)

855.337.4000 | [customink.com/catalog](https://www.customink.com/catalog) | 3

(After)

Get Inspired and Start Creating with

CustomInk's T-shirt Design Tools

### Artwork

65,000+ pieces of art  
Choose from our enormous library!



### Fonts

350+ font styles  
Find a font for every occasion!



### Design Ideas

6,500+ original templates  
Personalize for your event!



### Your Images

Add your own logo, drawing,  
or photo on your item. It's easy!



Our expert designers make sure  
everything is polished and perfect.



(After)

# CRAZY FOR COLOR

The Gildan® Ultra Cotton™ T-shirt is your go-to tee. With the most options in color, size, and style, it's the ideal canvas for your design. And the price is always right.

YXS to  
4XL

65  
colors

MEN'S &  
LADIES'



12 | [customink.com/catalog](http://customink.com/catalog) 855.557.4000



Find all colors and sizes at  
[customink.com/catalog](http://customink.com/catalog)

(After)

**SIMPLIFY EVERYTHING.**



**2.**

**HUMANS ARE  
ATTRACTED  
TO BEAUTY**

# HUMANS ARE ATTRACTED TO BEAUTY

---

- We are naturally drawn to what is visually pleasing
- **First impressions** (what something looks like) last forever
- Consumers have developed an **elevated design aesthetic**

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\* Design matters







**IKEA**



WARBY PARKER



David Gilboa

Neil Blumenthal



WARBY PARKER

Let's get this Home Try-On started!



**Ask around!**

See what your friends and family think about your home try-on.



**We can help!**

Have any questions about the home try-on? We'll be happy to help. Call us at 1-800-411-2211 or visit us online at warbyparker.com.



**Order!**

Place your order online or in-store. We'll ship your glasses to you in a few days.



**Send 'em back!**

Once you've tried them, we'll pick up your glasses and return them to us. It's that easy.



**Click up your feet!**

Once all you have to do is click up your feet. We'll be happy to help you with that, too.



WARBY PARKER





Blue light filtering lenses available

WARDY PARKER

Location Sign In

Home Try-On Eyeglasses Sunglasses Eye exams

Try 5 frames at  
home for free

Shop Men

Shop Women

Take a quiz to find frames



Buying glasses should leave you happy and good-looking, with money in your pocket. Glasses starting at \$95, including prescription lenses.



## Home Try-On

Order 3 frames online and try at home with  
our Home Try-On service. No risk!

### How it works



Pick 3 frames

We'll send them to you for free. No charge for 2.



Try at any time

Place 2 payments by debit/credit card or bank.



Return your frames

Send your 3 frames and we'll send you back the rest.



Blue-light filtering lenses available >

WARBY PARKER

Locations Sign In

Home Try-On Eye exams Sunglasses Contacts

WHICH 5 DO YOU LIKE?

Shop frames below or pick five pairs to try for free

TURN PICKS >



Available for Home Try-On

COLOR FIT SHAPE MATERIAL

Search frames

Try 5 frames for free!

Staff pick



Daisy

Staff pick



Percey

Staff pick



Welly

## IT'S RAINING CANDY! (HALLELUJAH.)

...amongst other things. Please, grab us in love this season.



### Our sweetest video yet

It's just "saw" and "take",  
and just "WY".

[View it here >](#)

### Hip to be square-ish

Learning how to design

[View it here >](#)



### Chelsea chills

What Magnolia has never  
seen before

WARBY PARKER

GLASSES STARTING AT \$95,  
INCLUDING PRESCRIPTION LENSES.  
(YES, REALLY!)



[warbyparker.com](http://warbyparker.com)

\$95 gets you...

- a) Premium frames
- b) Prescription lenses
- c) Scratch-resistant and anti-reflective coatings
- d) All of the above...  
with free shipping  
and free returns\*

\*SCENT & FEEL YOUR PRINT: Available in 2014. Subject to being signed for at \$10.00 of each set of our signature and brand. \$10.00 of shipping and handling fees per signed copy. \$10.00. Free Post Shipping and Free Returns. Some restrictions may apply. Distribution in the US only. ©2014 Wooten & Co. All rights reserved.

A LETTER FROM HQ

## Buying prescription glasses that look amazing and feel good is hard.

And expensive. And tedious.

We started Wooty Parker in 2010 to change that. Our glasses are crafted from premium materials, the ultra-lightweight titanium and custom-designed cellulose acetate. We include scratch-resistant and anti-glass coatings free with every pair. All start at \$95, including prescription lenses.

Sound impossible? Here's the truth: Most high-end brands don't make their own eyewear. Instead, they sell their names to massive companies who manufacture and sell branded glasses to optical shops. Those optical shops tack on additional markups before selling to you at an *eye-fixer.com*. This has been standard practice in the optical industry for quite some time, which is why \$80 sounds too good to be true.

It's not.

We cut out the middleman by producing our own eyewear, then pass on the savings to you. Even better: For every pair of frames sold, a pair is distributed at someone in need. The result: glasses starting at \$95, including prescription lenses. You can even try on frames at home, totally free. See page 10 for more.

Let's first you on amazing pair of glasses  
(or sunglasses)



Neil Blumenthal + Dave Gilboa  
co-founders + ex-CEOs of Wooty Parker



ULTIMATELY VISIONARY

# Eyeglasses

FRANK. MOORE  
14 Unadorned 100% 100



{ BROWN TINTED LENS • BROWN ZEBRA }  
www.eyes.com



LOUISIE in Gold Brown Zebra, 50



LIFTON in Red Blue 50



CHERIE in Copper Blue 50



WELLY in Red Blue 50



REFRESHMENTS  
ARE SERVED

Everything good in life is  
pink: strawberries, roses,  
cherry lipgloss, pinkies, and  
the best flavor of Gelatinous  
Concoction! Milk. Our  
favorite of love flavors is the  
succulent, ripe berry. So  
to delicate blushing, there's a  
pink for every profession.

FRANK CHERRY  
in Graphite Blue, 50



## Try before you buy

Want to try out five pairs of glasses at the comfort of your own home? It's easy. Just this, just this. Really, really, really. It's that easy. Here's how.

1

Pick the frames from our top 50 list. We'll ship them to your door.

2

Try on the pairs. Show our friends. Show your grandma. Show your dog. If you don't like them we'll send you a new pair. No questions asked.

3

Did it hurt your eye? We'll send you a new pair. We'll send you a new pair. We'll send you a new pair.

4

For your comfort, we'll send you a new pair. We'll send you a new pair. We'll send you a new pair.

5

Ready? Show your new frames, and we'll be the ones to send you a new pair.

It's that easy. Here's how.

**DESIGN-DRIVEN** COMPANIES WILL GO TO THE  
FRONT OF THE LINE FOR CONSIDERATION



**3.**

**HUMANS  
RESPOND  
TO EMOTION**

# HUMANS RESPOND TO EMOTION

---

- **95%** of the decisions we make are driven by emotion
- The brain remembers events triggered by emotion
- We remember first impressions (how we FEEL)

# HUMANS RESPOND TO EMOTION

---

- **95%** of the decisions we make are driven by emotion
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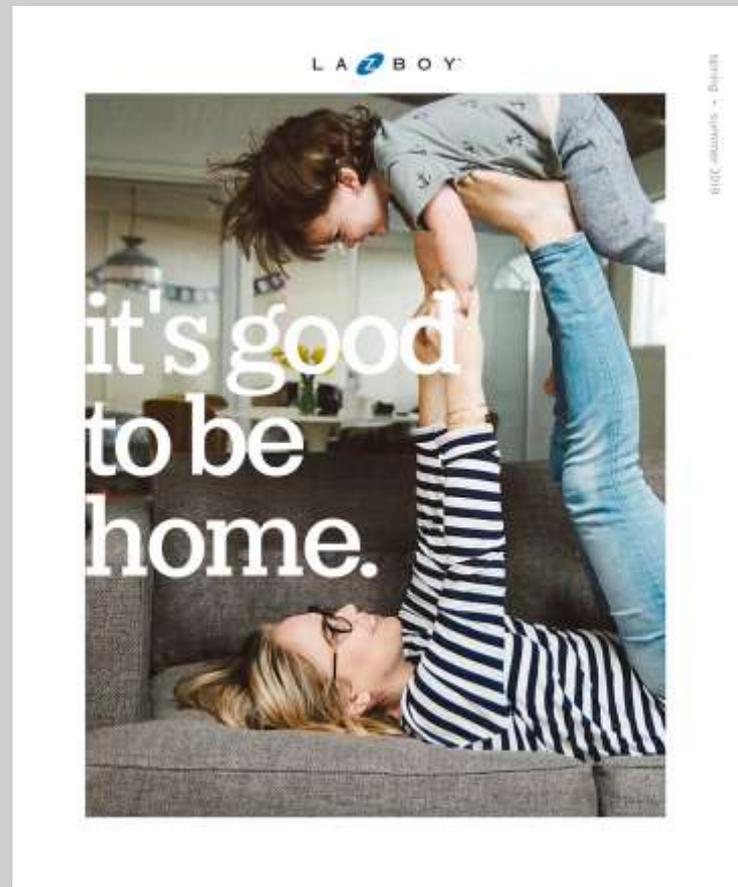
\* Make them ***feel*** something!



(Before)



(Before)



(After)

## Find Your Style

Whether you love the classics, live for the latest trends or prefer to focus on comfort, La-Z-Boy® makes it easy to find a look that's uniquely yours. Need some extra help? Visit the Style Finder at [la-z-boy.com](http://la-z-boy.com) for your personal style analysis.

### CLASSICS REVISITED

Dark wood, rich fabrics and sophisticated silhouettes are combined for styles that are timeless and on-trend.

### COMFORTABLY CASUAL

Relaxed looks with natural hues, simple details and understated style. Lay-back has never looked so good.

### FAMILY FAVORITES

Style, comfort and room for everyone, make these functional looks perfect for casual living.

### MODERN RETREAT

Clean lines and designer styling give these looks a sleek simplicity. Think of it as comfort with attitude.

### D. COLLINS PREMIER SECTIONAL

Comfortably Casual, page 30

### E. NADALL PREMIER SOFA

Family Favorites, page 52

### K. VERVIC PREMIER SOFA

Modern Retreat, page 33

Like us on Facebook: [facebook.com/la-z-boy](http://facebook.com/la-z-boy)



CLASSICS REVISITED

### A. ABBECCEN PREMIER SOFA

Classics Revisited, page 19

### B. JUNCTION TABLE COLLECTOR

See more HomeStory tables at [la-z-boy.com](http://la-z-boy.com)

### C. WHITMAN LOW PROFILE RECLUSER

Classics Revisited, page 37



COMFORTABLY CASUAL



FAMILY FAVORITES



MODERN RETREAT

LA-Z-BOY.COM

(Before)



Assembled by The Design Program  
Reclining Furniture Co. Inc. Chicago

LEFT TO RIGHT:  
LURE, EDGE, MAKERNA, BENNETT, page 58

ON COVER:  
MAYONNAIQA, LOWREAT & CHAIR  
duo® Modern Retreat, page 58

AD MODERN SYNERGY  
ECHO SURCHING TABLE COLLECTION  
See more Hammary tables of Eco-Beacon

**duo**  
LA Z BOY®

# THE NEW LOOK OF RECLINING COMFORT

Introducing duo® by La-Z-Boy®. A revolutionary new line of sofas, sectionals, loveseats and chairs. duo® combines standout style with the unexpected power to recline. GOOD DESIGN® the most prestigious program to award design excellence worldwide, has recognized duo® for both innovation and design. Even what placed before from a wall, duo® reclines with ease. Upgrade to our Go Cordless battery pack to place duo® virtually anywhere in a room without the need for an electrical outlet. Plus, stay connected with built-in USB ports. La-Z-Boy® is redefining comfort, again.

(Before)

# CHIC SEATING

There's no better way to make a statement than with a chair that truly speaks to your style. From contemporary to classic—functional to just plain fun, our Designer's Choice chairs are the perfect way to make up a room. Choose a style, then customize your look. The possibilities are endless.

## CUSTOM NOT COMPLICATED

Our Designer's Choice Collection is easy to customize. Choose from fabrics, finishes and more to create a look all your own.

- A Range of Fabrics & Leathers
- Coordinating Wood & Nail Head Trims
- Wood Finish & Leg Design Options



A. BIRMINGHAM CHAIR  
Contemporary Classic, page 34

B. ELEGANT RECLINER  
Chair and a Half  
Wood | Contemporary Classic, page 36

C. ELEGANT CHAIR  
Contemporary Classic, page 34

D. CHARLETON HIGH LEG RECLINER  
Classic Recliner, page 38

E. MIDTOWN LOW PROFILE RECLINER  
Contemporary Classic, page 36

(Before)

**ADD SOME HUMANITY**

LA Z BOY®



**THE MOST  
COMFORTABLE  
SHOPPING EXPERIENCE**

What is La-Z-Boy Furniture  
Catalogue store, and you'll  
enter a world of comfort,  
service and selection.  
Whether you're searching  
for ideas to decorate your  
home, or that perfect piece  
to complete your home, our  
Design Center is the place  
to start it all.

Qui doluptas conset magis  
vel quis et adibus sus aut  
dabit nescit. A illis sus  
conum repudiare aut enim  
maque repudiare. Quis  
loremos non re. Eum quis  
demonstrat non pro. Coy aliquo  
oculis. Nihilus inquit  
quidem. Ut nihilis quidem  
dilatatus in dolores non.

Conset sagittis voluptatem  
suscipit ut non aut ut quare  
no systeme doluptas  
doluptas no. Quisquam  
ma. Quisquam voluptas  
repudiare. Doluptas sus. Quis-  
dam. Nihilis quidem non. Eum  
nihilis quidem. Quisquam. Ma  
quidem.

© 2011 La-Z-Boy



together time.

It's when you live for. That time after school, work and dinner are all done, or on  
the way to your afternoon. Just you and your crew plus on the couch. It's time  
like these that you'll appreciate La-Z-Boy® most, with its lasting quality, innovative  
design and ultimate comfort.

(After)



Instagram: @finleys\_cas | via: @julia\_hill | #LazBoy

THE FINLEYS



## meet the finleys.

Two parents. Three kids. One questionably lovable dog.  
And the way La-Z-Boy saved the day.

David works full-time as an engineer. Victoria works full-time as a mother of three. The Finleys have minimal time to just relax as a family as most of their nights start at 6 pm, see anything but relaxing (think pasta boiling, dog barking, kids running around in cages). But even during zzzs, quiet moments, when their little ones want to snuggle up on the couch, David and Victoria were finding it difficult to relax. Not even the delectable que coconatū ipsa somnorum re illobo. Eberet lōo ipse te ee placerequi'boa sanctorum arcūa conset, sum zis pherota qui aliquis delect ilite eosten quodit ut optur superantiqui quae delectem te pro maxm qui que deliquatenem

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(After)

nothing about  
the space was  
working.  
we needed help.



**PROBLEM:**  
Our old  
furniture  
wasn't  
comfortable,  
and it just  
didn't fit our  
lifestyle.



After meeting with  
Lisa at La-Z-Boy, we  
were so excited she  
had helped us find a  
solution for our space.  
We told the kids that  
this furniture would  
be arriving into the  
area they actually  
waited by the front  
door each morning  
because they were  
excited, too.

A lot of our furniture was still from the first apartment we had after we got married, and admittedly, it wasn't the greatest quality even when it was brand new. The chair cushions were worn out, and our couch was barely big enough to seat all of us at one time. *adipiscing elit, sed ut elitr, sed ut elitr, sed ut elitr, sed ut elitr.*

Qui dolupte conset inagni-  
ci mender fechiqis hui hui  
magna volut con coneped que  
endiaris sima dolupte sum vol-  
oribusque aut ea dicit idis aut ex-  
perhitem repem de consetmo?  
Borunt non, neque odio ea ip-  
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Elense hui ipse re ea placemgi  
bea supertemus arca conset, sum  
inza pherita quo aliquis delect al-  
lis consetm quodit ut optis sape  
rutuquam que delacero re pro  
maxim qui que doluptatem inza  
dolupte veritate nest doluptis?  
Terquetiam non facium fugitap  
edignat laturis neequas ptem et

**SOLUTION:**  
Our new couch and chairs are arranged in a way that really opens up the space for our family.



we couldn't believe the transformation. it was incredible.

It's more than just the comfort of our new furniture that makes the living room everyone's new favorite space. It's the way that La-Z-Boy helped us arrange everything against the three outer walls of the room, which gives us a wide open area to dance, play and make memories as a family. *lapidibus cunctis ma quibus nim expedit quod ut voluptate veditatum velant. Invenit.*

PRODUCT NAME HERE  
Price as shown \$2000  
● ● ● ● ● ● ● ●

PRODUCT NAME HERE  
Price as shown \$2000  
● ● ● ● ● ● ● ●

Check the space of your choice. | See Requirements

(After)





**iclean**

Available on most products, iClean™ fabric feature innovative technology that surrounds every fiber, creating a barrier of protection that repels dirt and spills before they turn into stains. So even when Cuz gets into the mud (and you know he will), iClean™ has you covered.

he loves the  
couch, but you'd  
never know it.



*the best seat in the house*

Some pieces make a room – these chairs included. They're simple, sophisticated and so ready to help you relax after a long day.

A- PRODUCT NAME HERE  
Caption text used for reference only  
Price as shown \$2000

B- PRODUCT NAME HERE  
Caption text used for reference only  
Price as shown \$2000

C- PRODUCT NAME HERE  
Caption text used for reference only  
Price as shown \$3000

D- PRODUCT NAME HERE  
Caption text used for reference only  
Price as shown \$3000

your chair choice | [to shop more](#)



**4.**

**HUMANS  
CRAVE A  
SENSE OF  
BELONGING**

# HUMANS CRAVE A SENSE OF BELONGING

---

- We all want to be part of a “Tribe”
- We were not meant to be alone (we want community)
- We express ourselves through the groups we belong to

# HUMANS CRAVE A SENSE OF BELONGING

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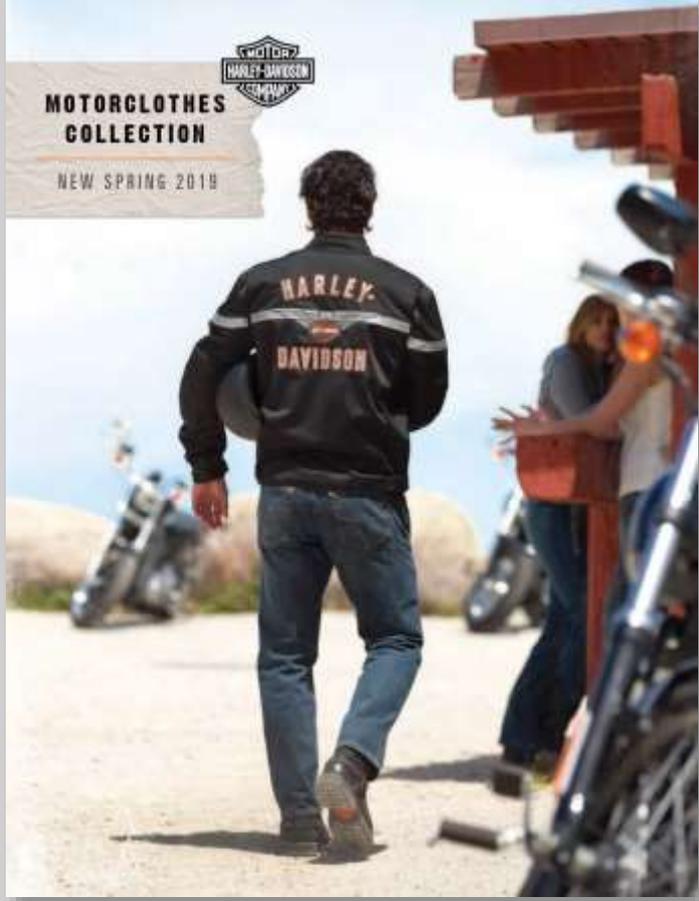
- We all want to be part of a “Tribe”
- We were not meant to be alone (we want community)
- We express ourselves through the groups we belong to

**\* Create (or tap into) a community**



**MOTORCLOTHES  
COLLECTION**

NEW SPRING 2014



**WE KNOW  
WHAT RIDERS  
WANT BECAUSE  
WE RIDE.**



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OUR LEATHER IS FIRST BECAUSE IT LASTS



Women's Leather Jacket Page 26

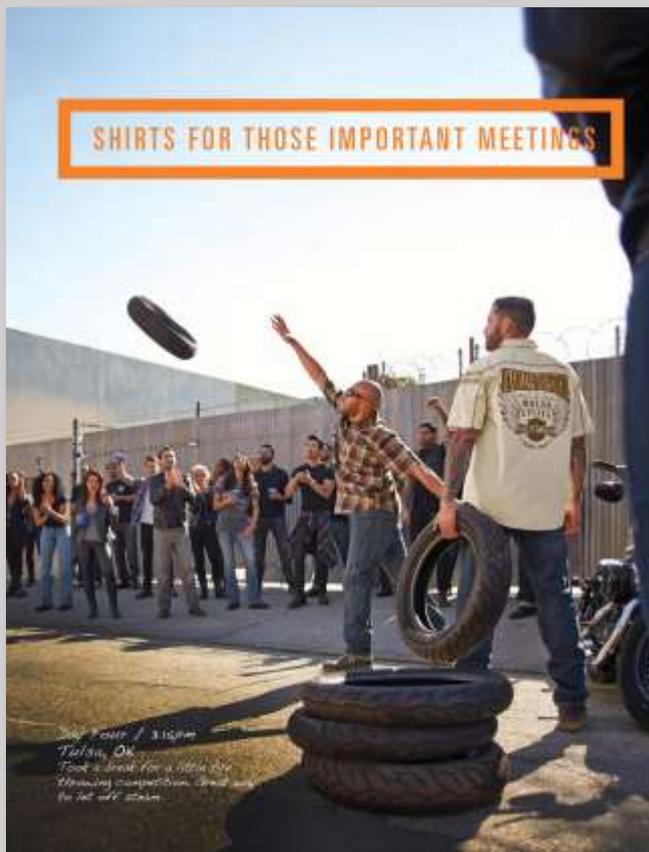


Women's Pullover T-Shirt Page 41



**PAIR THIS WITH THAT**  
 An always stylish helmet and soft bags. It's never appropriate to be seen without a pair of these. Harley-Davidson is always there to help you get the most out of your ride.

## SHIRTS FOR THOSE IMPORTANT MEETINGS



SHIRTS MEN'S



### A MEN'S SHORT-SLEEVE VINTAGE SHIRT

- 100% cotton twill fabric, 14.5 oz/yd² (490 gsm).
- Short-sleeved shirt with buttoned placket, collar, and cuffs.
- All-seam flatlock stitching for comfort.
- Full and feature: Ribbed shoulder and neck tape. To wear: simply slide over shoulders, attach to your favorite pair of jeans.
- Available in color: Khaki, navy, and black.

REGULAR FIT  
 0-100, 900

### B MEN'S LONG-SLEEVE VINTAGE SHIRT

- 100% cotton twill fabric, 14.5 oz/yd² (490 gsm).
- Long-sleeved shirt with buttoned placket, collar, and cuffs.
- All-seam flatlock stitching for comfort.
- Full and feature: Ribbed shoulder and neck tape. To wear: simply slide over shoulders, attach to your favorite pair of jeans.
- Available in color: Khaki, navy, and black.

REGULAR FIT  
 0-100, 900

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Discover the collection: [h.d.com/motorcycles](#) 21



[LEARN TO RIDE](#) | [EXPLORE](#) | [RENT A BIKE](#) | [OWNERS](#) | [MUSEUM](#)

[FIND A DEALER](#) | [TEST RIDE](#) | [SIGN IN](#) | [SEARCH](#)

 [BIKES](#)

 [SHOPPING TOOLS](#)

 [PARTS & ACCESSORIES](#)

 [CLOTHING & GEAR](#)



## OUR COMPANY

We fulfill dreams of personal freedom.

[OUR STRATEGY](#)

[OUR BUSINESS](#)

[OUR DEALERS](#)

[OUR CUSTOMERS](#)

[OUR LEADERSHIP](#)

## OUR ROOTS

In 1903, out of a small shed in Milwaukee, Wisconsin, four young men lit a cultural wildfire that would grow and spread across geographies and generations. Their innovation and imagination for what was possible on two wheels sparked a transportation revolution and

FINANCIAL



[LEARN TO RIDE](#) | [EXPLORE](#) | [RENT A BIKE](#) | [OWNERS](#) | [MUSEUM](#)

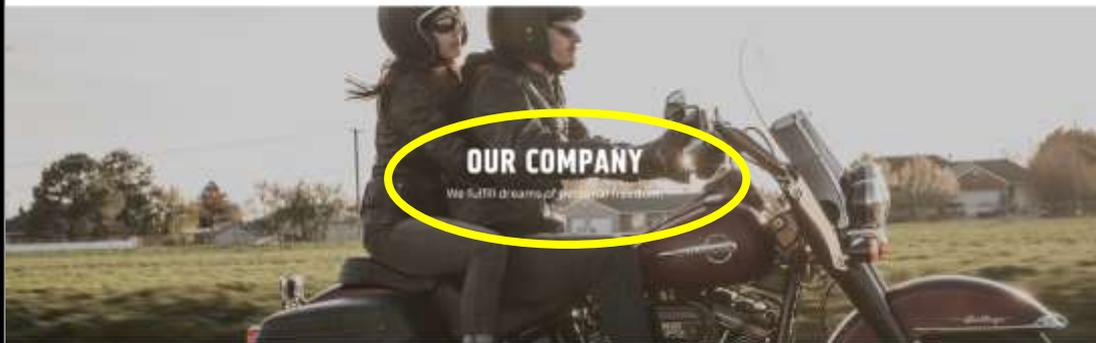
[FIND A DEALER](#) | [TEST RIDE](#) | [SIGN IN](#) | [SEARCH](#)

[BIKES](#)

[SHOPPING TOOLS](#)

[PARTS & ACCESSORIES](#)

[CLOTHING & GEAR](#)



## OUR COMPANY

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[OUR STRATEGY](#) | [OUR BUSINESS](#) | [OUR DEALERS](#) | [OUR CUSTOMERS](#) | [OUR LEADERSHIP](#)

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FINANCIAL





**5.**

**HUMANS LIKE  
RITUALS AND  
ROUTINES**

# HUMANS LIKE RITUALS AND ROUTINES

---

- Routines make us feel SAFE (**change** scares us)
- Rituals give us a **sense of control** over our lives
- Brands that have rituals are “stickier” than those that don’t

# HUMANS LIKE RITUALS AND ROUTINES

---

- Routines make us feel SAFE (**change** scares us)
- Rituals offer us **continuity** in how we experience life
- Brands that have rituals are “stickier” than those that don’t

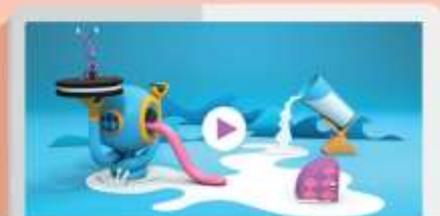
\* What can be repeated?

**TWIST. LICK. DUNK.**





VIDEOS ▾



WONDER IF WE GAVE  
AN OREO TO YOU

Where would your imagination go?

PLAY WITH OREO >









Welcome to Starbucks Coffee!!



**CAN YOU BECOME PART OF  
SOMEONE'S ROUTINE?**

# 5 BASIC HUMAN TRUTHS

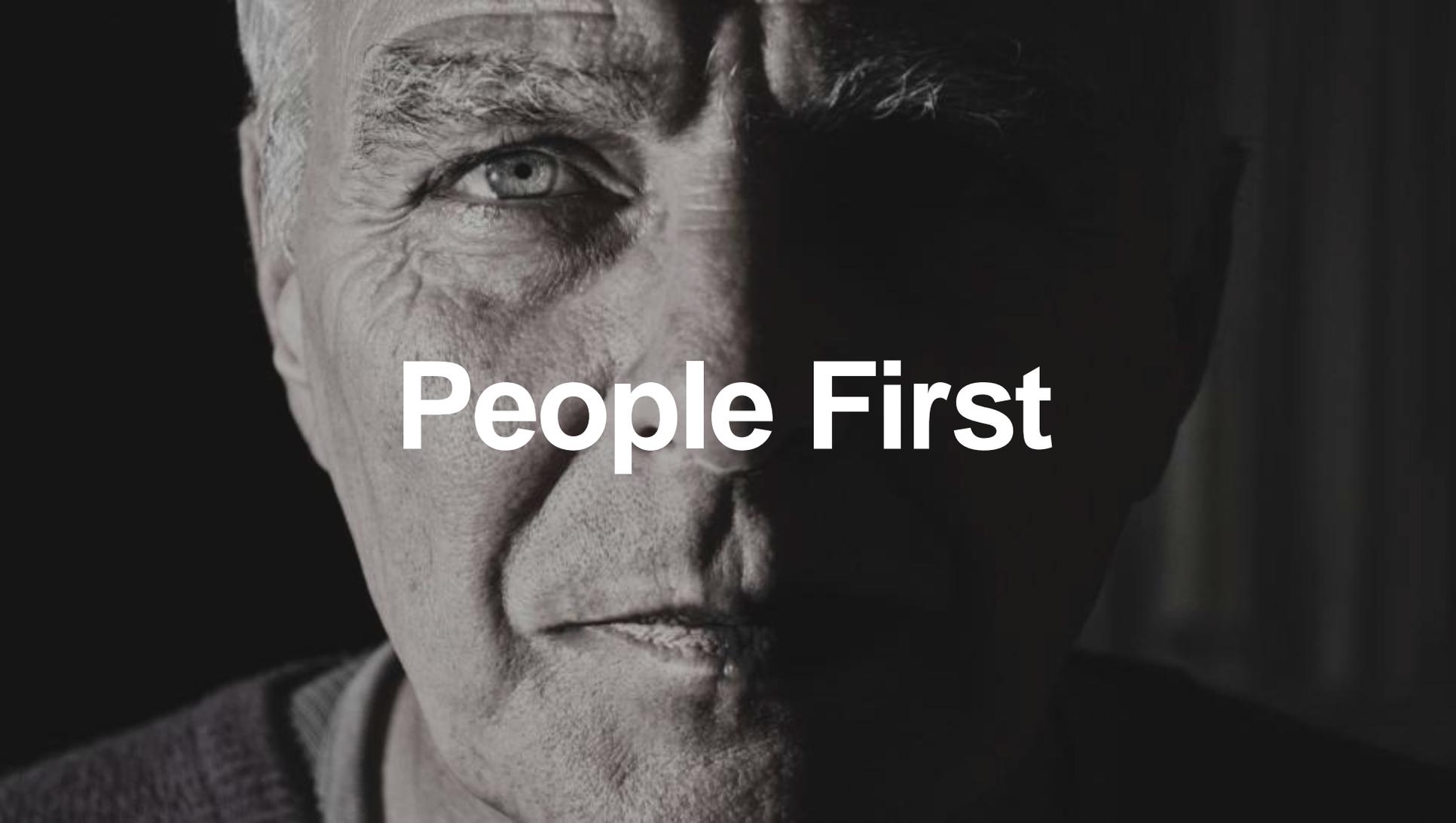
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1. THE BRAIN CRAVES **EASE & ORDER**
2. HUMANS ARE ATTRACTED TO **BEAUTY**
3. HUMANS RESPOND TO **EMOTION**
4. HUMANS CRAVE A SENSE OF **BELONGING**
5. HUMANS LIKE **RITUALS & ROUTINE**

## ↑Huckberry

*Hey, guys. Huckberry co-founders Rich and Andy, here. What a week. To say it was "less than ideal" would be like the time Chris Farley said, "I have what doctors call a little bit of a weight problem." The good news is we've survived far worse over the long arc of human history and we'll beat this too—together. In the meantime, we hope to create a welcomed diversion by bringing you our regularly-scheduled programming of quality gear and actionable inspiration; all supported by a positive, like-minded community. So enjoy your Sunday, stay safe, and above all, be good to each other. Onward.*





**People First**

# THANK YOU!



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