

SANDRA HOWARD, CMO

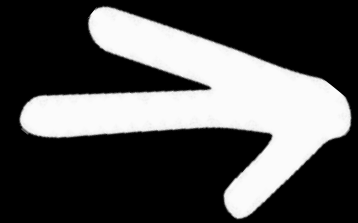
THE IDENTITY ADVANTAGE



kw[®]

OPENING

SAME MARKET.



**DIFFERENT
OUTCOMES.**

kw[®]

PATTERN

SOME STAY STEADY.

OTHERS CHASE.

SOME ~~DRIFT.~~

kw[®]

CORE IDEA

CONVICTION
= CLARITY

EXPOSURE

**EASY MARKETS
HIDE WEAK
STRATEGY.**



kw[®]

KEY INSIGHT

**WHEN EVERYTHING
IS AN OPTION...**

**NOTHING IS A
~~STRATEGY.~~**

kw[®]

DIFFERENTIATION

IF IT'S NOT CLEAR
WHY YOU...

THEY CHOOSE WHAT
FEELS ~~SAFE~~

IDENTITY REVEAL

**HARD MARKETS
DON'T BREAK YOU.
THEY REVEAL YOU.**

kw[®]

BRAND SHIFT

**THE BEST BRANDS DON'T
CHASE RELEVANCE.
THEY ~~PREVENT~~ DRIFT.**

kw[®]

KW ANCHOR IDEA

**WHAT DOESN'T
CHANGE...**

**IS WHAT ALLOWS
YOU ~~TO~~ EVOLVE**

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CLOSING

CLARITY
HOLDS



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THANK YOU

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