



MARC USA

BUILT TO LOVE
CREATING DESIRE FOR NEW PRODUCTS

MAY 13, 2014



MARC USA BY THE NUMBERS

59
YEARS OLD

\$320 MM
IN BILLINGS

200+
EMPLOYEES

TOP 10
PRIVATELY HELD
IN U.S. AGENCY



CHICAGO



PITTSBURGH



MIAMI



MARC USA

SINGLE P&L DRIVEN INTEGRATION



CURRENT CLIENTS





GENITAL WARTS GONORRHEA HERPES CHLAMYDIA HIV/AIDS TRICH

SIX DISEASES THAT HIT BELOW THE BELT

Call 288-0518 for *Teen Connections*, a free book that tells you where to get the lowdown on sexually transmitted diseases. In the meantime, get this: they're nasty and some of them can kill you. How does that hit you?

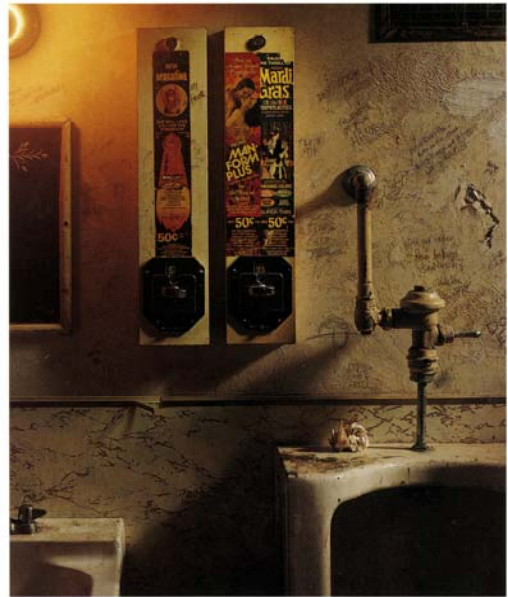


Healthy Youth Connections
A Program of the Adolescent Resource Network



KARI DOESN'T GET ASKED OUT MUCH ANYMORE.

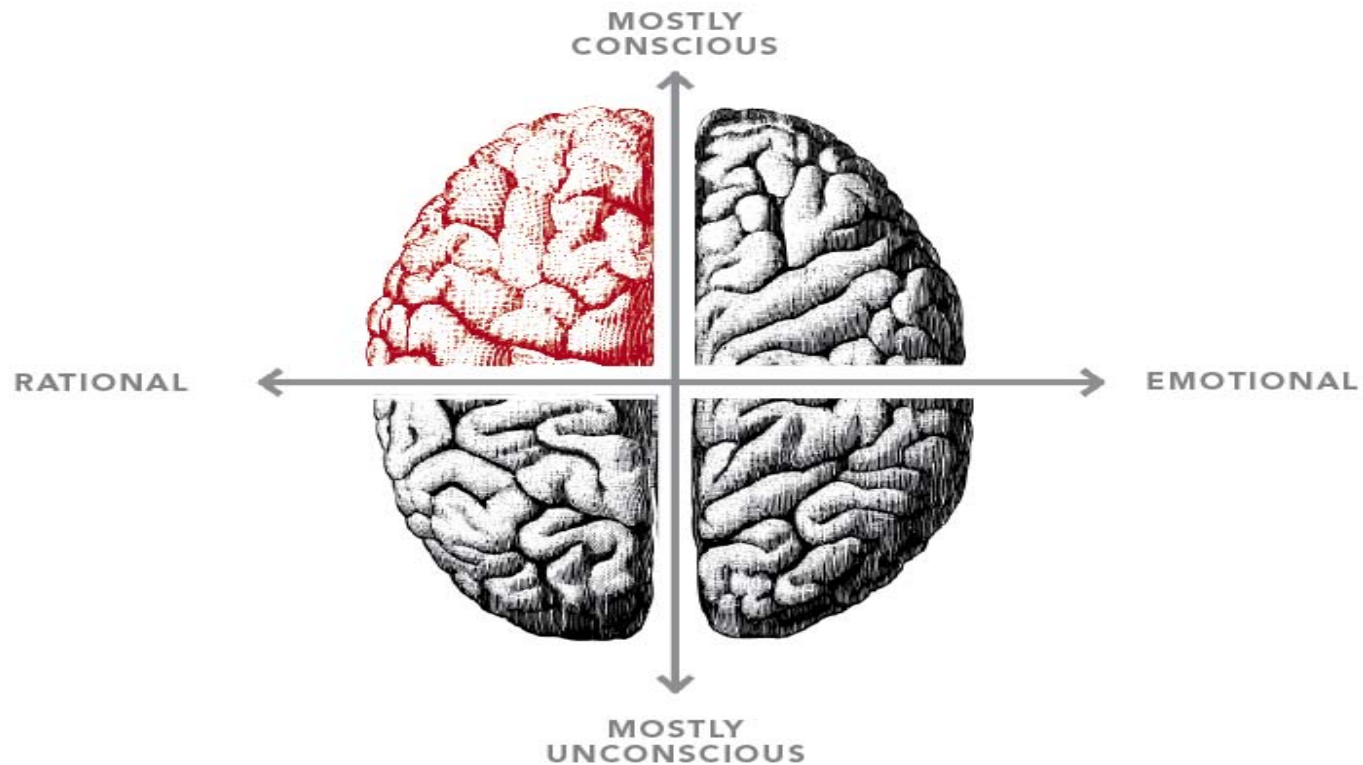
Before you let a little thing like a baby cross between you and your world, call 202-0518-9111 and join Teen Connection, a free book that tells you when to go for straight answers to questions about sex, pregnancy prevention, even drugs and alcohol. **Successful Decisions. Because when you don't know the facts, it shows.**



EVERYTHING YOU NEED TO KNOW ABOUT SAFE SEX IS ON THE MEN'S ROOM WALL.

A PUBLIC SERVICE MESSAGE FROM THE PITTSBURGH-FAMILY HEALTH COUNCIL

More than 95% of Decision Making is Emotional and Mostly Unconscious



“A man always has two reasons for doing anything: a good reason and the real reason.”

J.P. Morgan, Banker & Financier



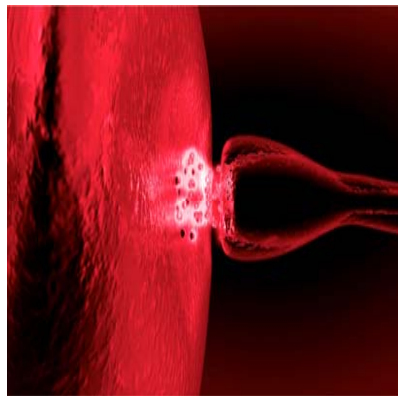
INCIGHT™

Radical insights—inciting powerful reactions.



MARC USA

INCIGHT™ Experience Architecture



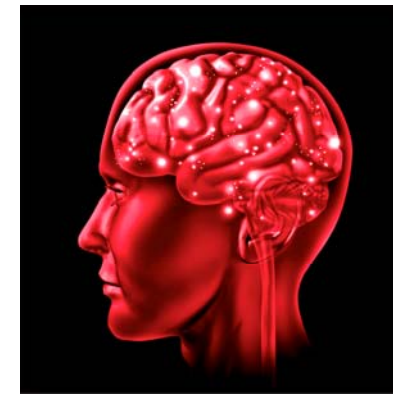
Ignite a
Connection



Craft an
Experience

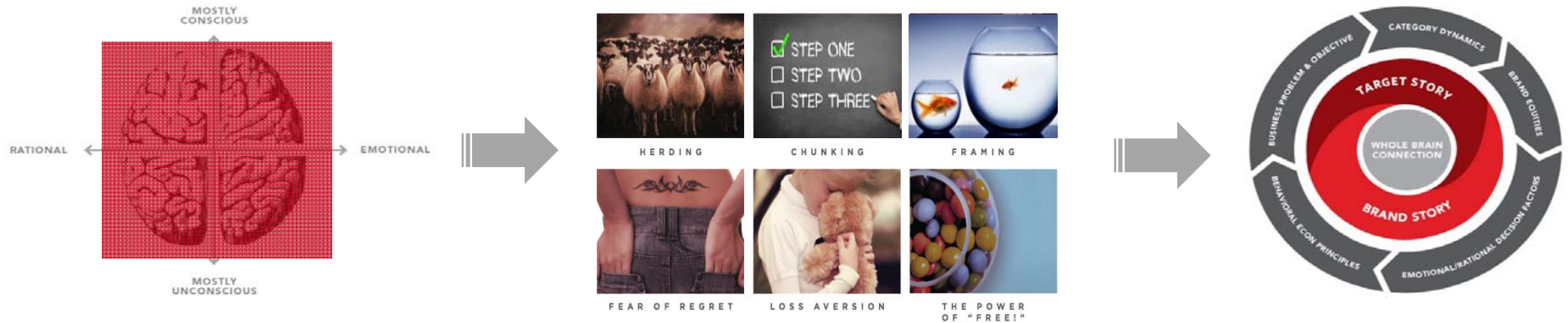


Trigger an
Encounter



Incite a
Reaction

Defining a Whole Brain Connection



**Mental Modeling
Technology™**



“A new intervention... that moves beyond simply providing individuals with information about symptoms and recommendations for action by addressing social, cognitive and emotional reasons for delay.”

AHA Scientific Statement, 2006

TREATMENT IN
90 MINUTES

**CAN STOP A
HEART ATTACK**

REASONS FOR NOT CALLING 911

I will be embarrassed

It might be a false alarm

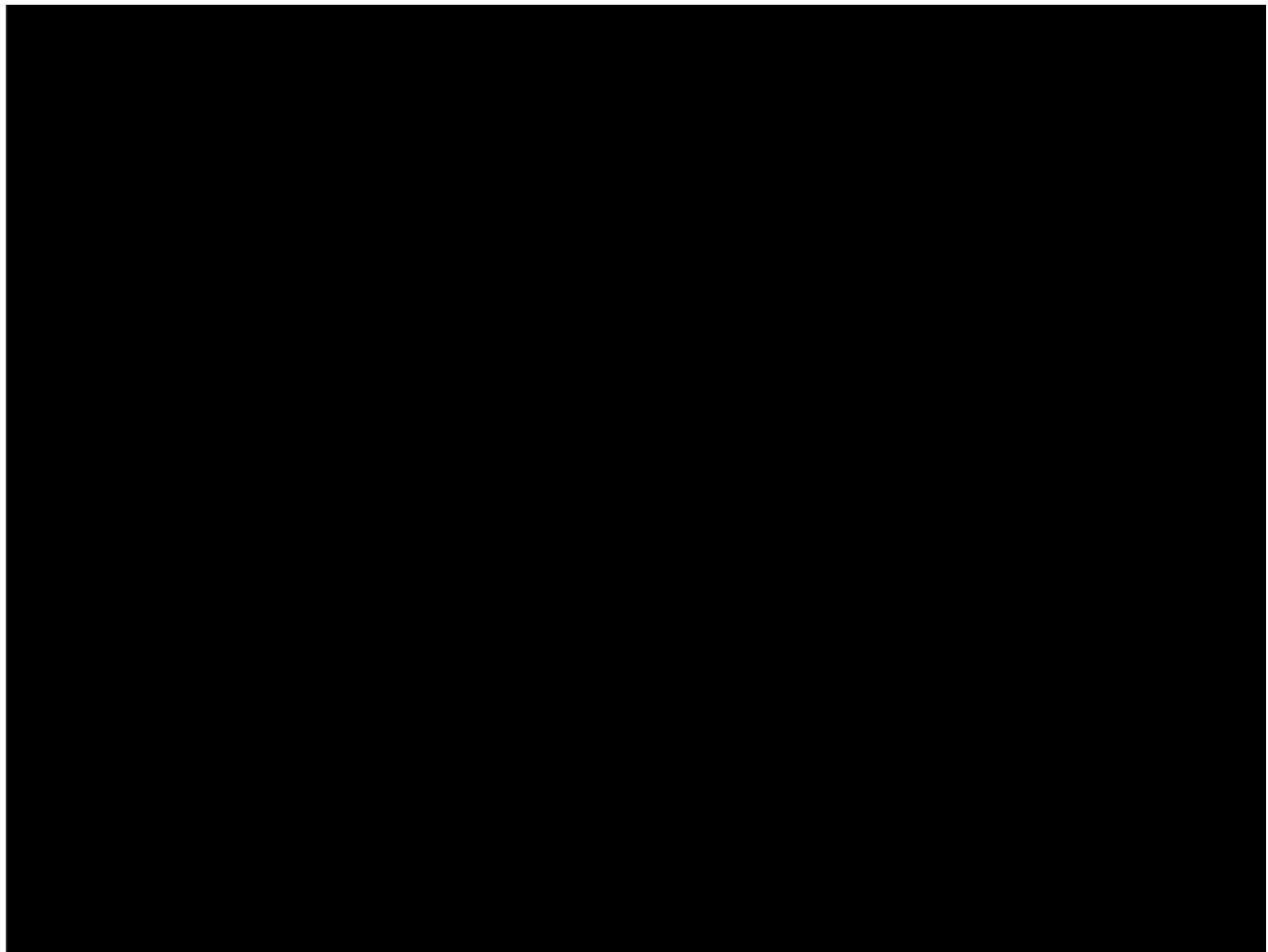
I don't want to make a scene

I don't know what will happen to me

WHEN HEARTS ATTACK

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CALL 911
WHEN HEARTS ATTACK
IT'S NEVER NOTHING

heart.org/call  American Heart Association®





American Heart Association.

CALL 911
WHEN HEARTS ATTACK
IT'S NEVER NOTHING

COMMIT TO CALL
WHEN HEARTS ATTACK

At the first sign of a heart attack, whether it's you or somebody else, call 911. Commit to making the call.

IT'S NEVER NOTHING.

Name
first and last name

Mobile Number
xxx-xxx-xxxx

Email Address
username@domain.com

ZIP Code
55555 +12

Yes, I commit to calling and want to receive text messages and emails to stay informed.

COMMIT NOW

SIGNS TO WATCH FOR

Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.

SIGN CHEST DISCOMFORT AND PRESSURE

ABOUT US
MISSION: LIFELINE
The American Heart Association's mission is to build healthier lives, free

CAMPAIGN
JOINING FORCES
Because of these alarming statistics, the American Heart Association has

TAKE ACTION
IT'S NEVER NOTHING

WHEN HEARTS ATTACK RESULTS

In the first quarter of 2013, the number of heart attack patients arriving in Erie hospitals by EMS rather than private car rose from 58% to 76% and continued to rise – reaching 80% by October 2013.



*Due for a mammogram?
We'll squeeze you in.*

 **MILLS**
BREAST CANCER INSTITUTE
CARLE CANCER CENTER
(217) 326-0180

Dear middle-age Cinderella. Your gown awaits.

 **MILLS**
BREAST CANCER INSTITUTE
CARLE CANCER CENTER

Schedule your mammogram now.

[Click Here](#)

 **MILLS**
BREAST CANCER INSTITUTE
CARLE CANCER CENTER



facebook



Mills Breast Cancer Institute - Mammogram Scheduling

MAMMOgram

When's the last time you went topless in front of the camera?

Schedule your annual screening now
Fill this out and we'll call you right back!

Name Phone
Preferred Appointment Day and Time Address
Email Primary Care Physician
Concerns regarding your breast health Date of Birth

SUBMIT

MAMMOgram Choose your MAMMOgram Why not skip the mani-pedi this week and do something really girly?

1 2 3

Stuff you should know

- The American Cancer Society recommends that women over 40 should get yearly mammograms.
- Family history doubles your risk of breast cancer, especially if it is a mother or sister.
- Between 70% and 80% of breast cancer cases occur in women with no family history.
- Mills Breast Cancer Institute was recently recognized as a Breast Center of Excellence by the National Accreditation Program for Breast Centers.
- Mills Breast Cancer Institute is an innovative partnership that combines advanced diagnostic and treatment services from Carle Physician Group with comprehensive hospital services provided by Carle Foundation Hospital. The Institute brings together Carle and University of Illinois researchers who conduct translational and clinical studies that provide patients with state-of-the-art breast cancer care.

MILLS BREAST CANCER INSTITUTE

MORE

Connie sent you a mammo-gram

Send Attach Insert Priority Signature To Do Categories Projects Links

To: person@email.com
Cc:
Subject: [Connie sent you a mammo-gram]
Attachments: none

Font 11 B I U T

MAMMOgram

Why not skip the mani-pedi this week and do something really girly?

Schedule your annual screening now
Fill this out and we'll call you right back!

Name Phone
Preferred Appointment Day and Time Address
Email Primary Care Physician
Concerns regarding your breast health Date of Birth

SUBMIT

CLICK HERE

Mills Breast Cancer Institute is an innovative partnership that combines advanced diagnostic and treatment services from Carle Physician Group with comprehensive hospital services provided by Carle Foundation Hospital. The Institute brings together Carle and University of Illinois researchers who conduct translational and clinical studies that provide patients with state-of-the-art breast cancer care.

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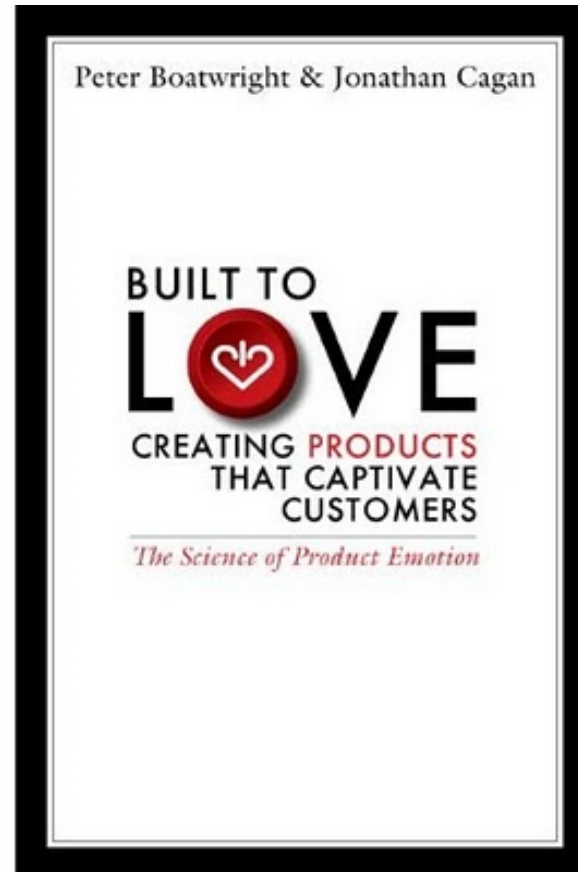
Schedule your annual screening now
Fill this out and we'll call you right back!

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SUBMIT

The newly expanded mammography capacity was quickly exceeded with appointments booked from October through December – setting new records for Q4 mammograms.

BUILT TO LOVE





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WHY BIKE HELMETS

The Insurance Institute for Highway Safety reports that helmets reduce head injury risk by 85 percent and that 91 percent of bicyclists killed weren't wearing helmets. Despite these facts, only 20-25% of all bicyclists wear bicycle helmets.

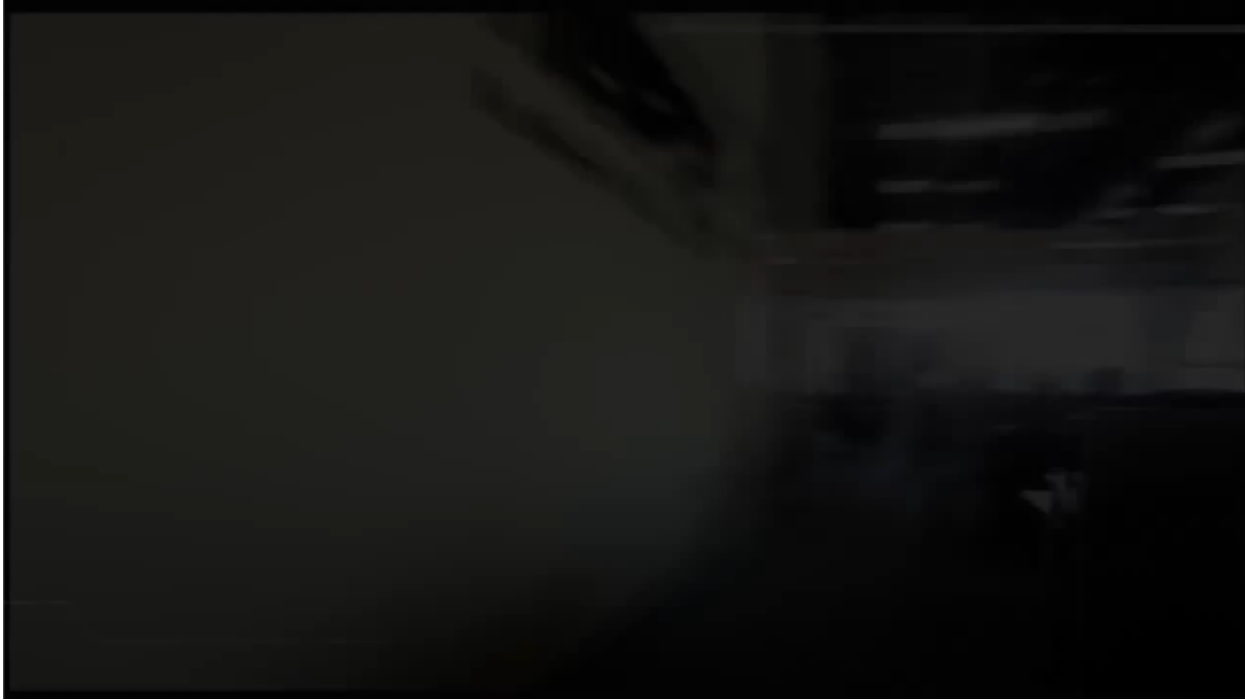


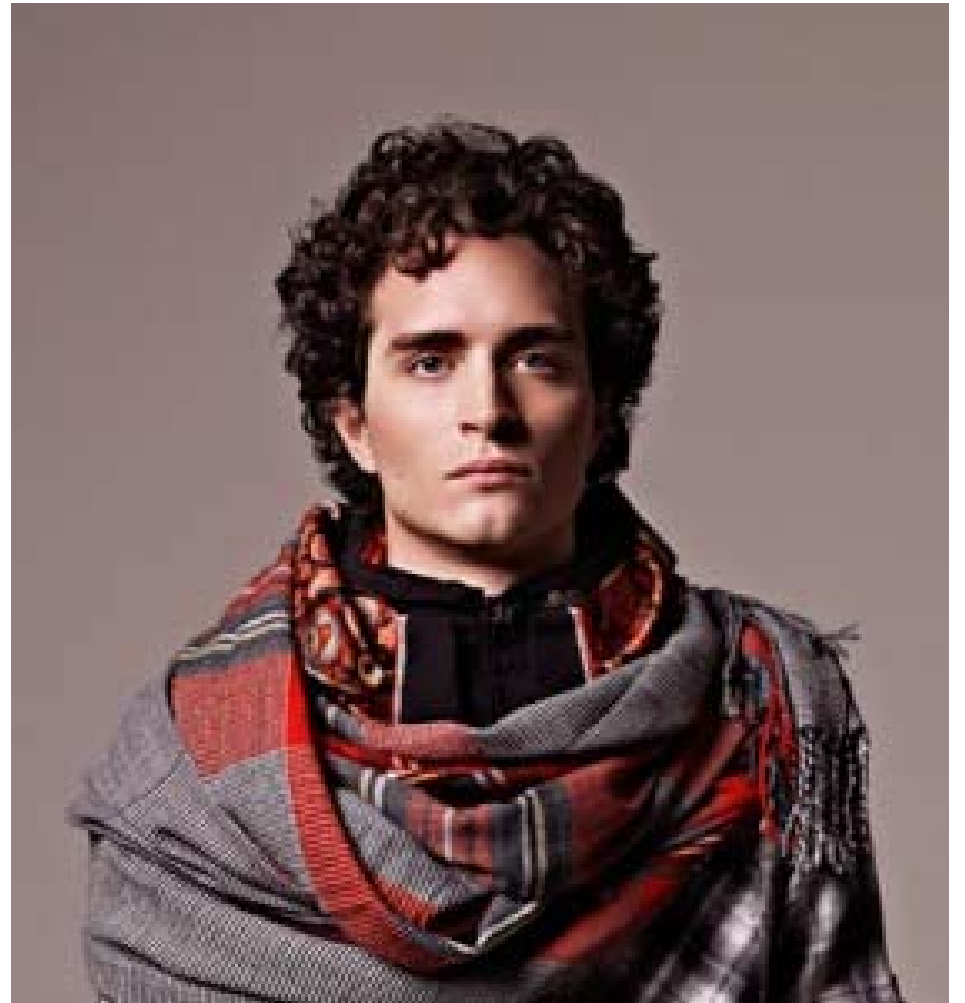


INVISIBLE BIKE HELMET

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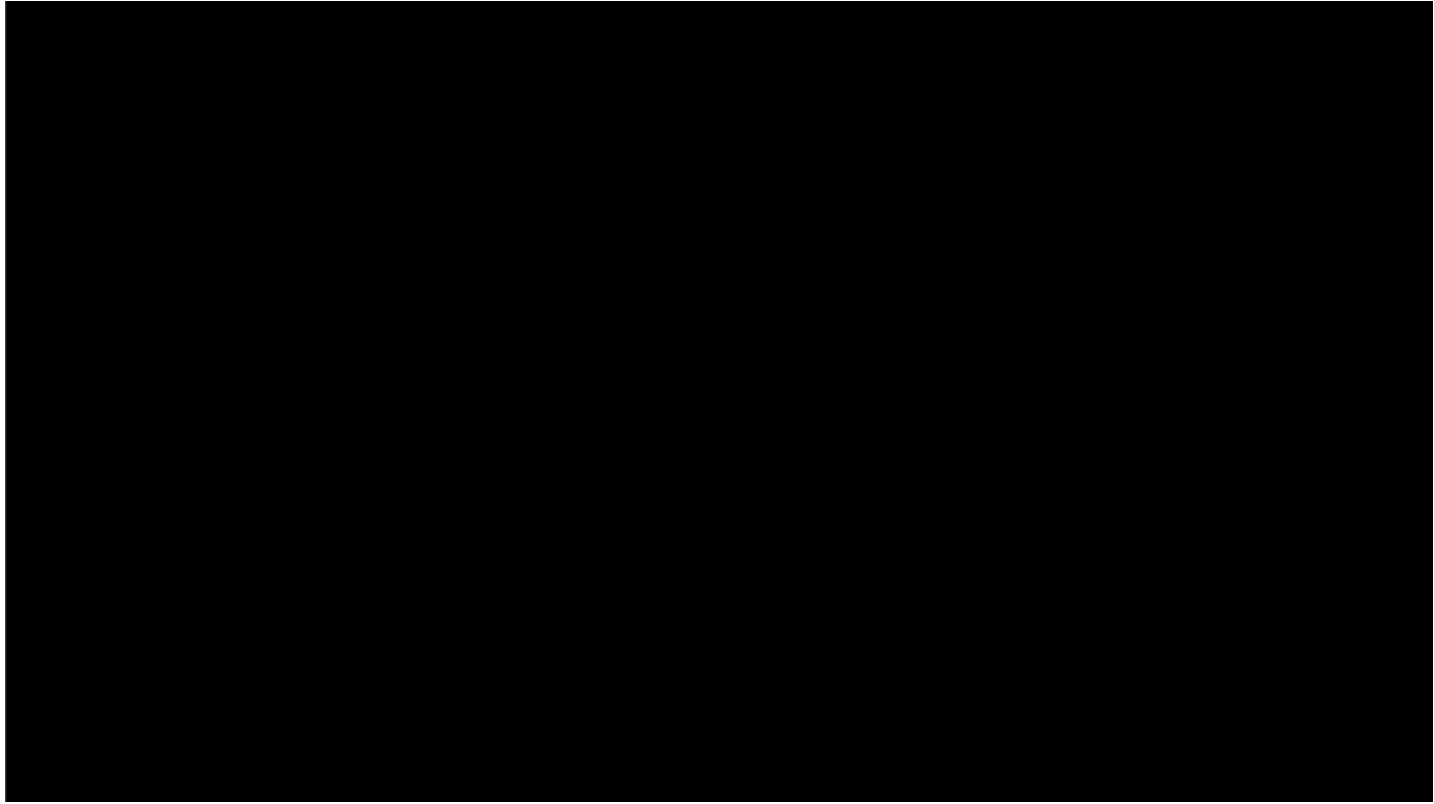




U BY KOTEX

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BOTTLED WALKMAN

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When it comes to behavior change, it's critical to have communication strategies that build broad social acceptance as well as those that hone in on the relevant populations.



COMMUNICATION STRATEGY

It's the job of the people creating the communication to determine how to tell the story in a compelling way that engages the audience emotionally and conveys the needed information. This happens in an "ecosystem" of communication, with various touchpoints designed to play a particular role.



Pact Creates Powerful Incentives for Health.

Getting fit and staying healthy are hard. Pact uses cash stakes to help you achieve your health goals, week after week.



MAKE A PACT WITH PEERS

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BUILD TO LOVE CONSIDERATIONS

- We need to understand the unconscious emotional drivers and barriers around use
- We need to design the product and its packaging in ways that ignite emotional connections
- We need to craft experiences and create encounters with the product for our targets
- We need to create communications that leverage the experience to incite a reaction



What if...

People could get
rectal microbicides
from vending
machines...



THANK
YOU



MARC USA