

The background of the slide is a photograph of an outdoor patio in a desert setting. The patio is paved with light-colored tiles and features several wooden tables and chairs. In the center, there is a large, tall saguaro cactus. The patio is surrounded by numerous palm trees, and in the distance, there are mountains under a clear sky. The entire image is overlaid with a semi-transparent blue filter.

Humanizing the World's Most Boring Brands

Tim Washer

Humanizing the World's Most Boring Brands

Tim Washer
Boring Subject Matter Expert



Crisis of Trust



Wells Fargo CEO to Testify at House Hearing

Feb. 26, 2019

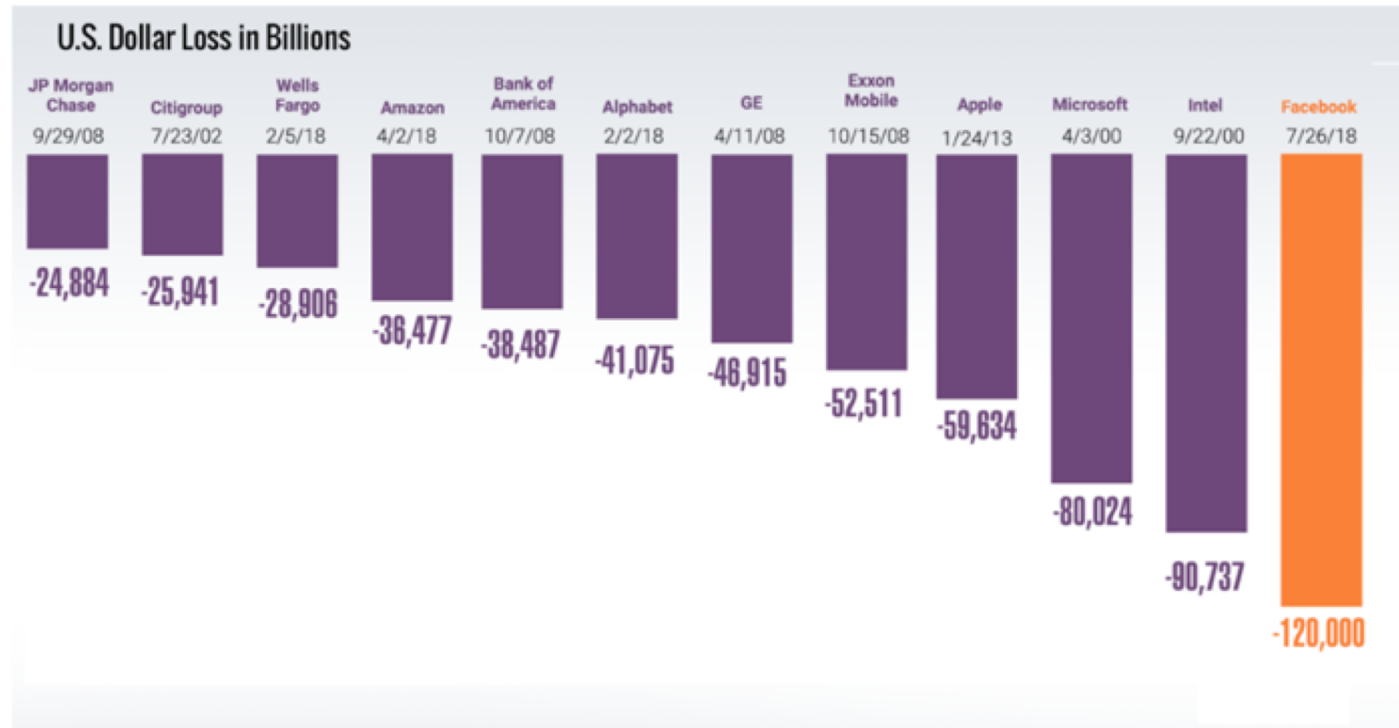






Facebook Just Had the Worst Day in Stock Market History

July 26, 2018



**MY DAD TOLD
ME YOU'RE
SPYING ON US**



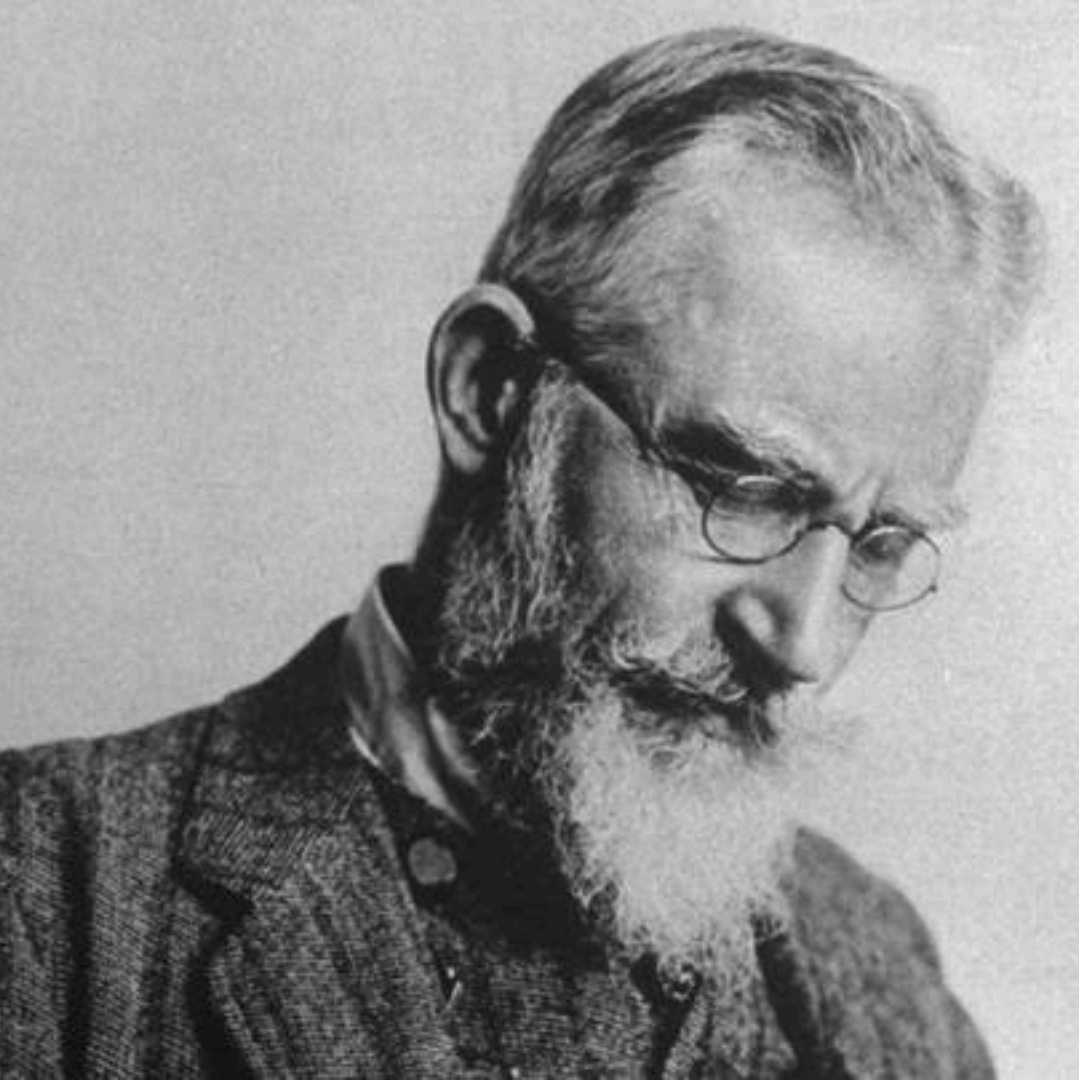
A photograph of Mark Zuckerberg in a grey t-shirt, sitting at a desk and looking at a laptop. He is surrounded by his family: a young boy in a blue shirt is looking at the laptop, and a woman in a red sari is looking at him. In the background, several other people are standing and looking on. The scene appears to be an office or a public event.

**MY DAD TOLD
ME YOU'RE
SPYING ON US**

**HE'S NOT
YOUR DAD**

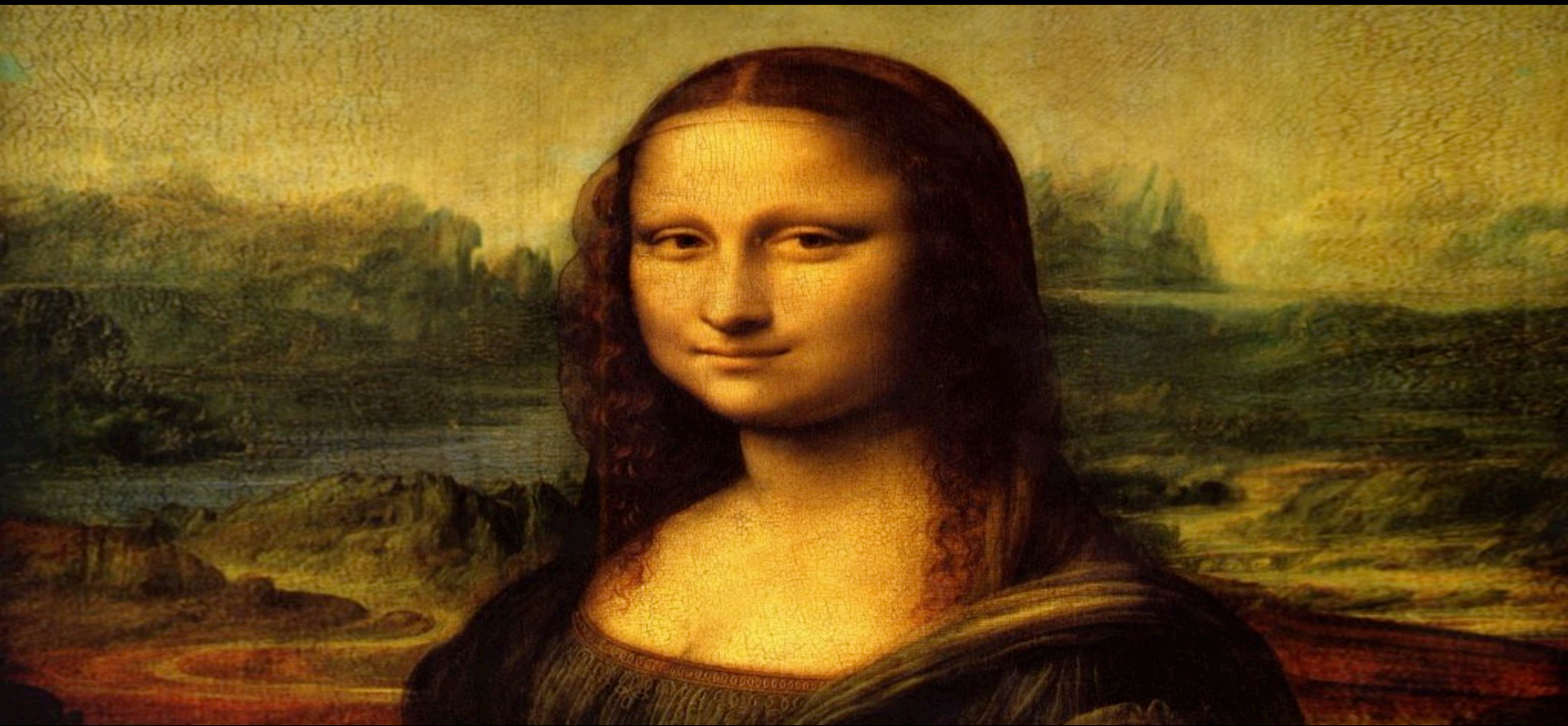


**An organization's ability to build
meaningful human connection will
bring success in today's chaotic world
of superficial digital communications.**



“If you’re going to tell people the truth, make them laugh. Otherwise, they’ll kill you.”

-- George Bernard Shaw



- 
- Colors off-brand
 - Where's our product?
 - She looks like a dude

“74% of all people who read corporate blogs
are people”

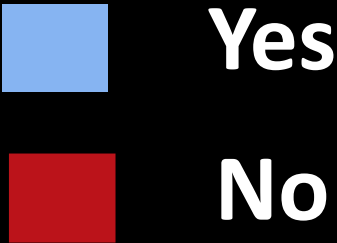
74%

Of people who read corporate
blogs are people



Customer Survey:

Q1: Do you like to laugh?



When a brand doesn't take itself too seriously
all the time, it builds trust.

@timwasher





“

Follow the fear

-- *Del Close*

YouTube



Mainframe: The Art of the Sale, Lesson One

360comedy



Subscribed

8 videos



1:12 / 2:16



Like



Add to

Share



350,250



Uploaded by 360comedy on Aug 18, 2006



San Francisco Chronicle

"With this in the backdrop, IBM is re-positioning the mainframe as a back-to-the-future alternative. The tone of Hoey's spoof training video is in keeping with the kinder, humbler image IBM now seeks to project."

<https://youtu.be/MSqXKp-00hM>

“

There are no mistakes, on gifts.

Empathy Through Humor

- Comedy comes from pain. And truth.
- Anger comes from Fear. Often, the fear of not belonging
- All 7 billion of us are connected through our shame
- Shame > Vulnerability > Truth > Meaningful connection
- Sharing our story is a gift of grace to others









307



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THEATRE



There are no mistakes,
only gifts



Absurd application

= 200 feature
films/ second

Forrest Gump

6.4 TB /sec

6X capacity

ASR 9000

Price:
\$80k - \$250k

Launch Date:
Feb 9th





The New York Times

Cisco Pitches \$250,000 Router as
Valentine's Gift



**Expecting absolutely nothing
in return for your gifts leads
to attracting fans.**



Comedy Comes from Pain

Comedy Script Formula


1. Start with customer's pain point
2. Explore what would happen if there were no solution
3. Exaggerate to the Nth degree / "Heighten"

All Hands Agenda

- Q4 Results
- Compliance: It's for Everyone
- 10 min break: coffee & nuts; voicemail
- HR: Pension to 401K: More Choices for You!
- Data Governance: We Can't Afford to Wait







Parody:

Put an extraordinary character in an ordinary situation

Parody

Put an extraordinary character in an
ordinary situation





<https://youtu.be/AEj0kVWnP84>



Juxtaposition

The background image shows an outdoor patio in a desert setting. There are several palm trees, a large saguaro cactus in the center, and various outdoor furniture including tables and chairs. The scene is bathed in a blue light, creating a monochromatic effect. The word "Juxtaposition" is written in white, bold, sans-serif font across the middle of the image.



Delaware River Gap

Paddling through the
state forest we
spotted 4 bald eagles
and one with a pretty
bad comb-over



WARNING: Beware of bears making announcements





- Rijksmuseum Schiphol Airport

Waited here for 10 minutes
before I realized this wasn't a
Cinnabon



Juxtaposition
Suggestion 1

Suggestion 2

Attributes

Contrast





Context



@CarmenHill



Hyperbole (Heighten)



*** Actual Size**

