

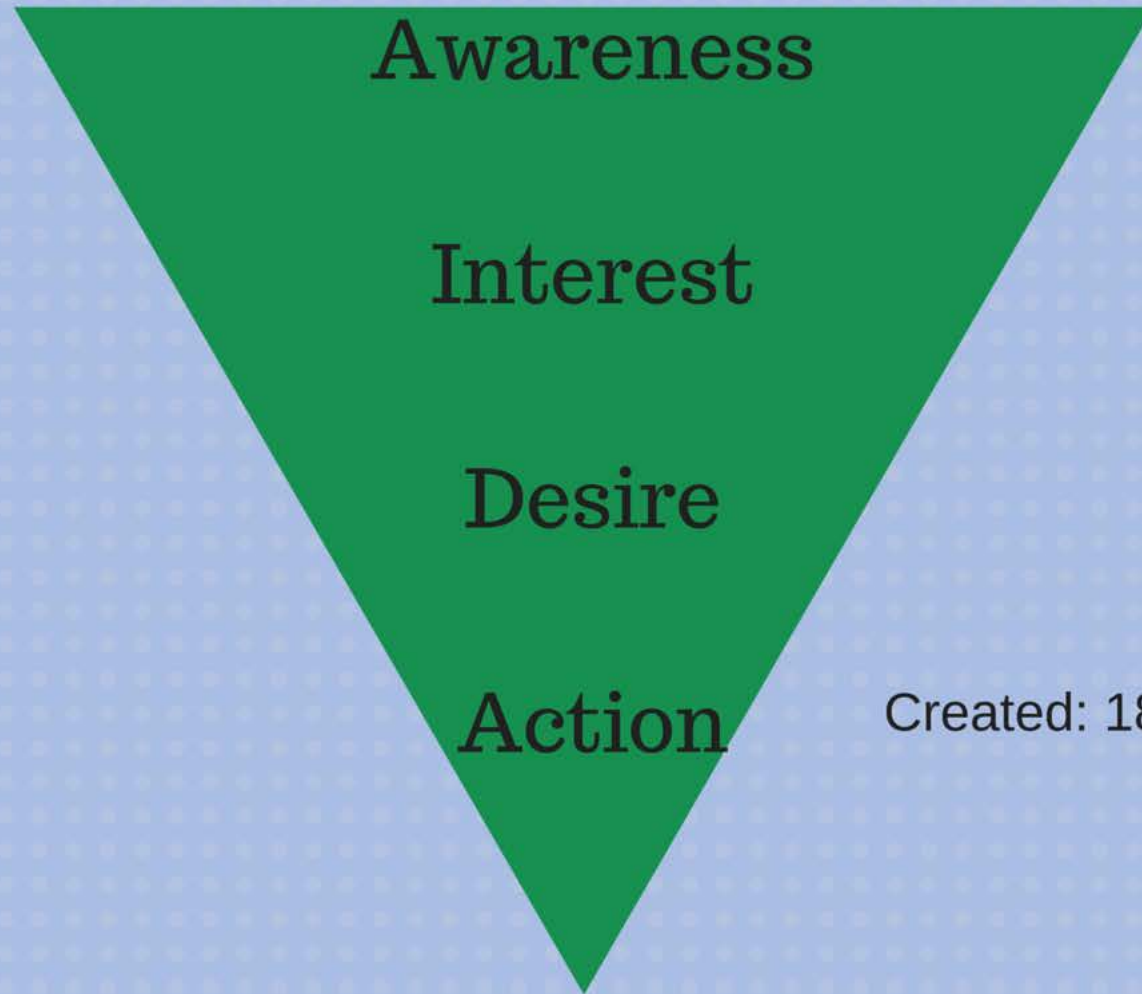
3 Degrees of You

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Feb.2016

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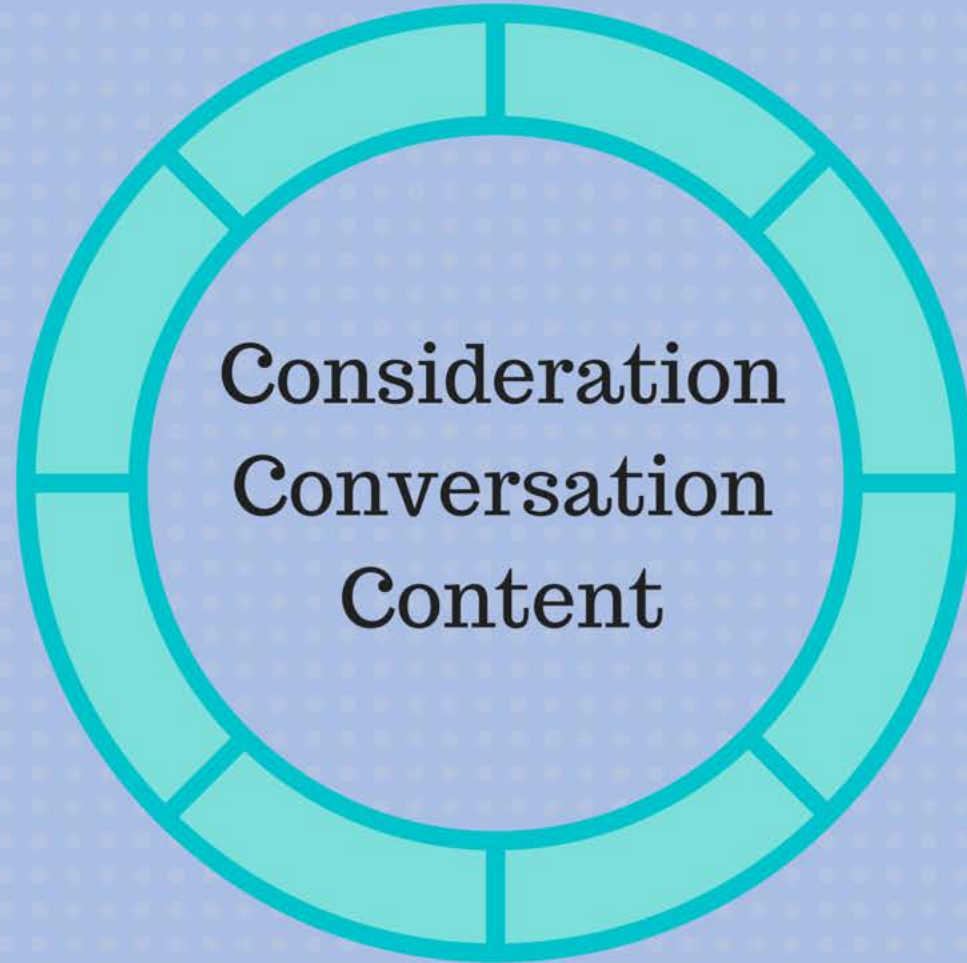
Marketing Funnel



Created: 1898 - St. Elmo Lewis

The Funnel Is Now a Loop

Awareness



Purchase

Loyalty

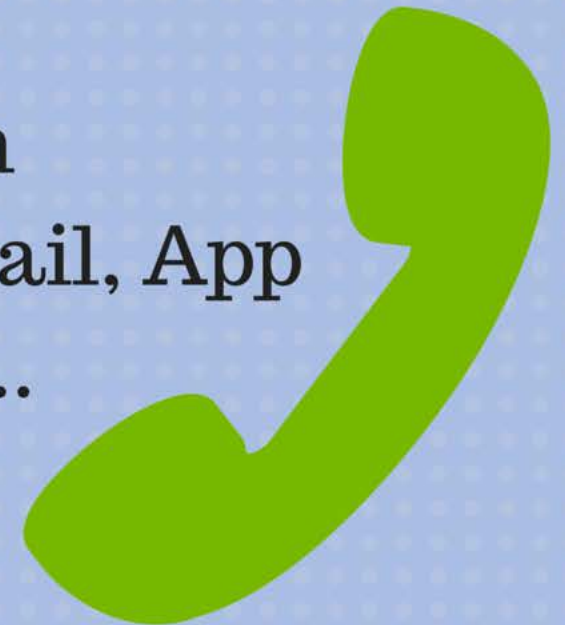
Retarget

Post-Purchase

Advocate

Mobile Phone Usage : Changing Everything

- 1995 to 2014 > 1% to 73% of population
 - 5.2 billion mobile users
 - 97% keep phone within 3 feet
 - localization, contextualization
- phone, camera, wallet, calculator, email, App manager, GPS, fitness manager...



3 Degrees of Separation - Globalization

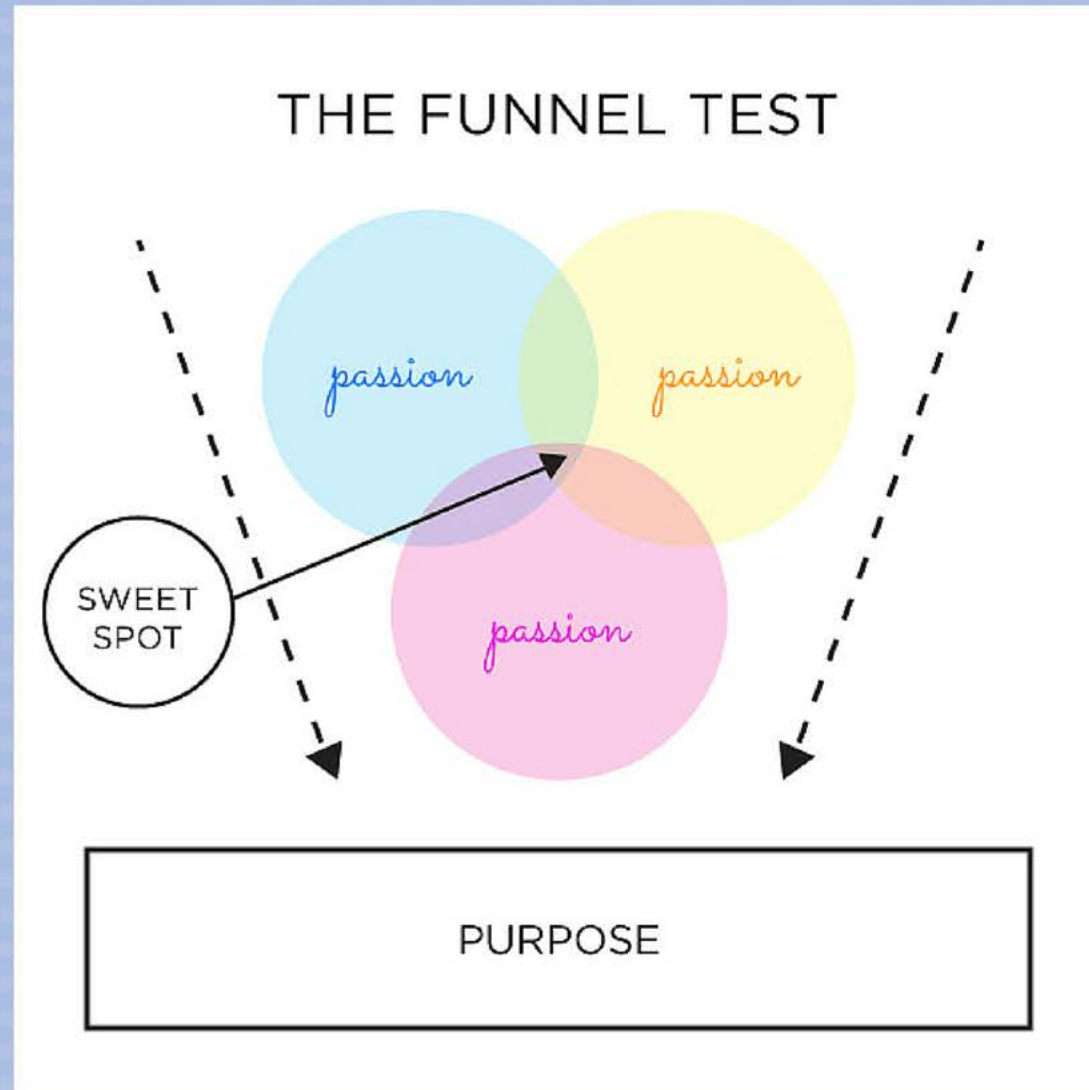


A Focused Mission

Create An Airline People Love



What's Your Story?



The Power of Story





Don't Underestimate People



**Every Connection
Has An Impact**

FIGHTING

MEDIOCRITY

Thank You

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