

Andrei Dragu

 Digital Is So Yesterday: The Age of Infinite Choice and the Return of Innocence

*O zi de joi frumoasă și
multă bucurie-n casă!*

**Bună
dimineata**



GRF+

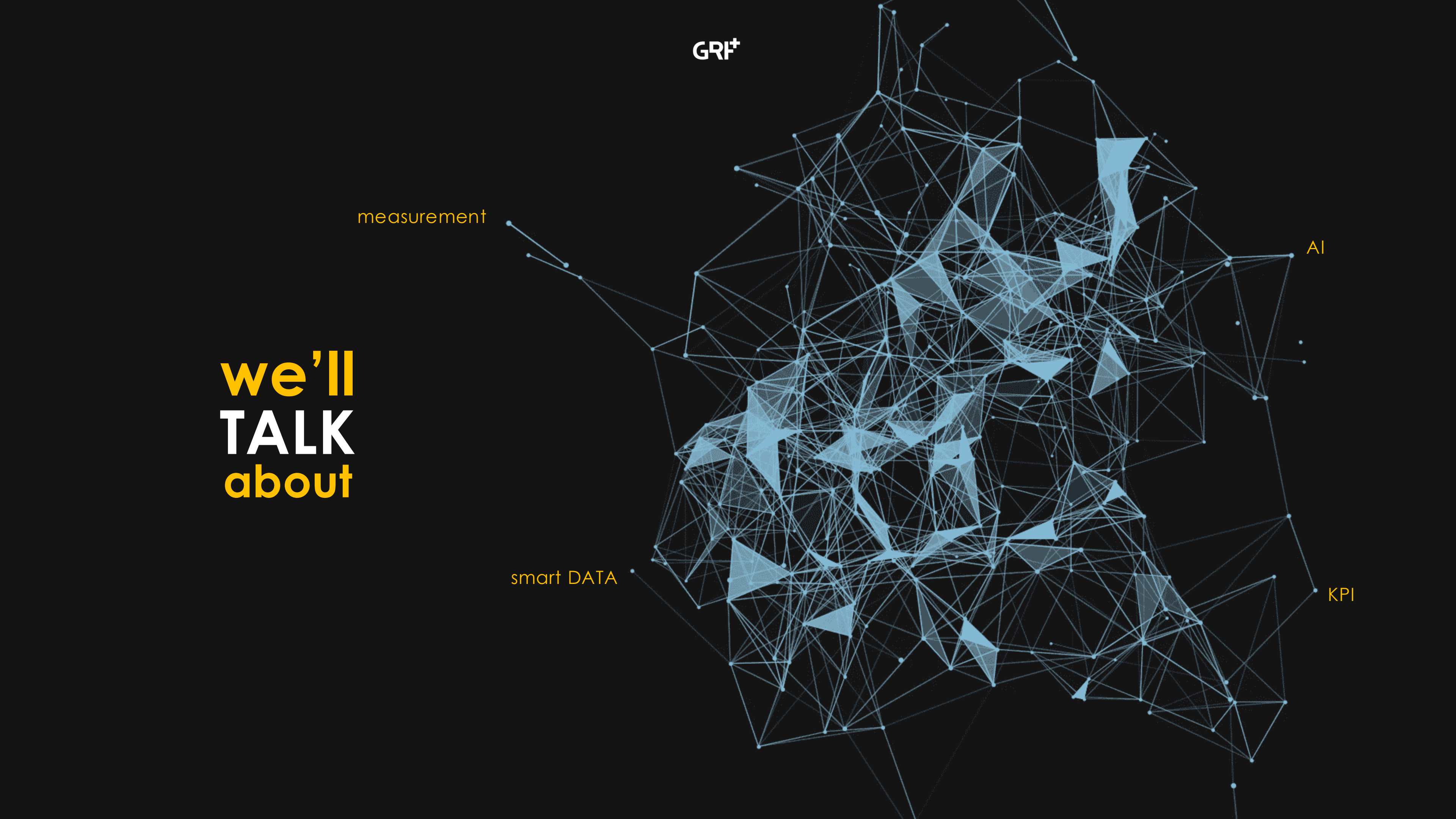
measurement

AI

we'll
TALK
about

smart DATA

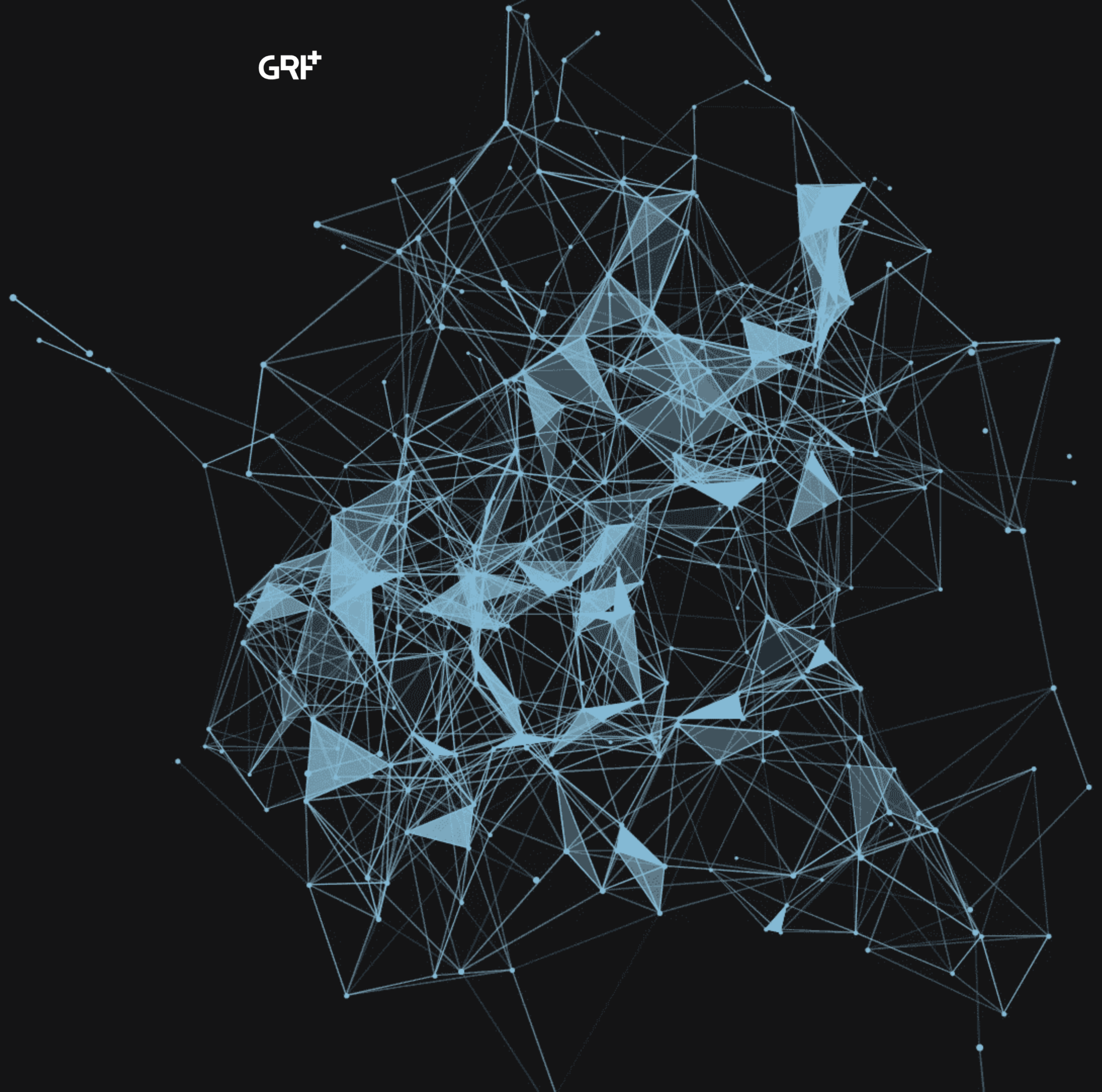
KPI



GRF+

JUST KIDDING!

we'll talk about important stuff



GRF⁺

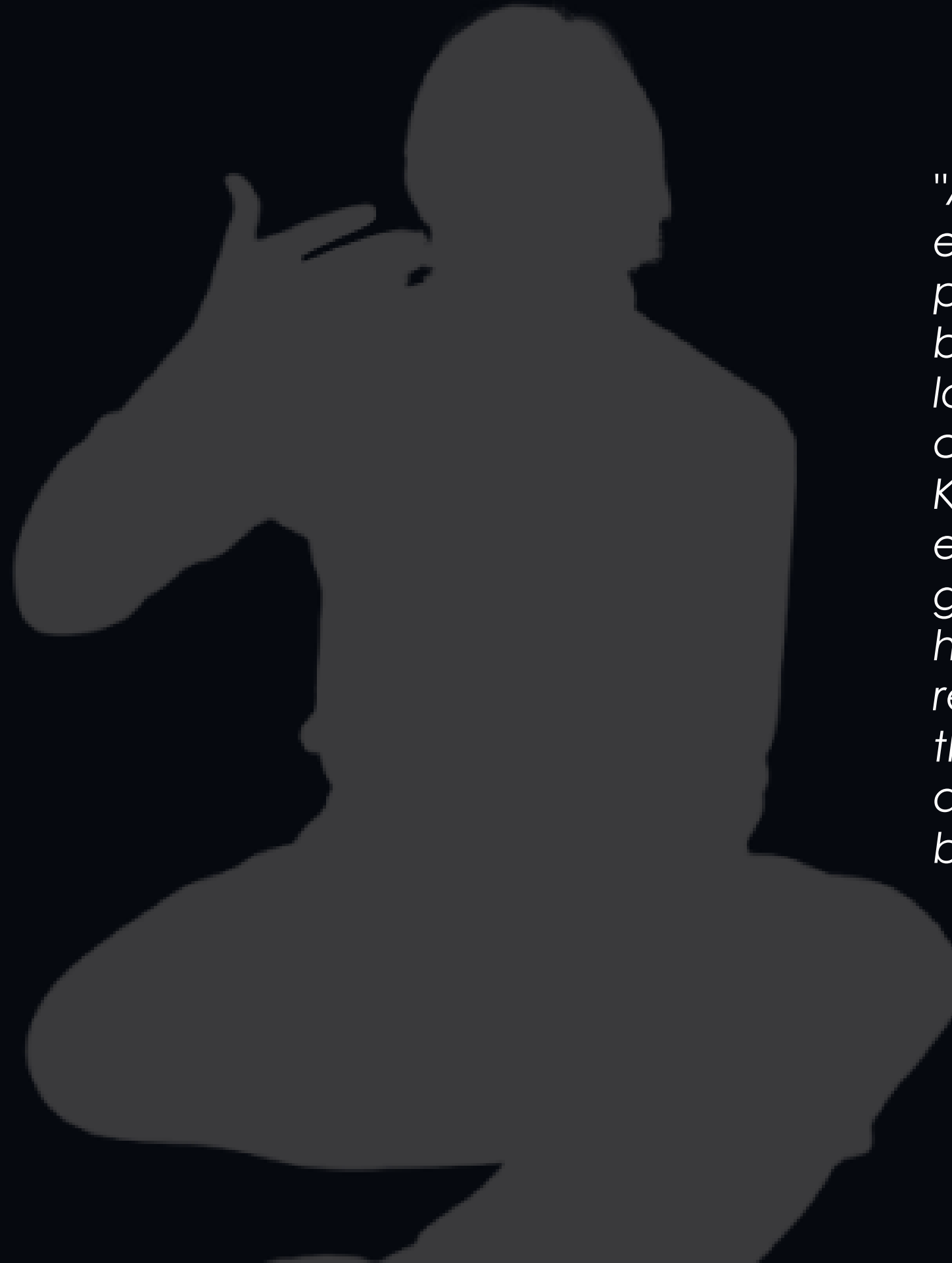
HUMAN CONNECTION



THE DANGER OF A VAGUE CONSUMER

PERSONA

A **consumer persona that lacks depth** can lead to misinterpretation—you may assume that your audience might be someone completely different.



"A tech-savvy entrepreneur from a privileged or educated background who launched an innovative company in his twenties. Known for reshaping an entire industry, he gained global influence through his visionary thinking, relentless ambition, and the ability to scale disruptive ideas into billion-dollar empires."

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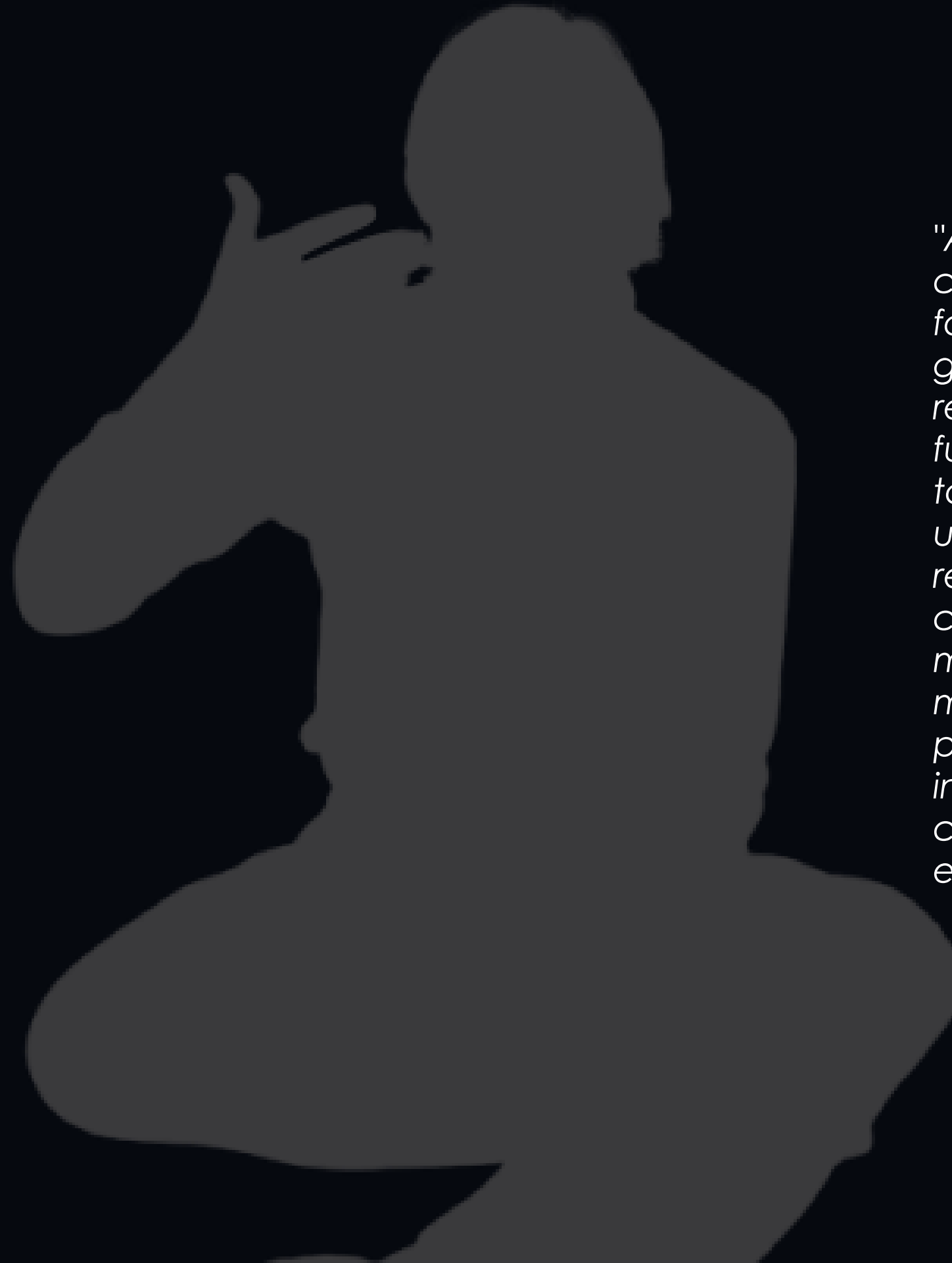
Who is this?

i Start presenting to display the poll results on this slide.

THE DANGER OF A VAGUE CONSUMER

PERSONA

A **consumer persona that lacks depth** can lead to misinterpretation—you may assume that your audience might be someone completely different.



"A California-born, middle-class college dropout who co-founded a tech giant in a garage and became a relentless perfectionist. He fused technology and design to create beautifully simple, user-friendly products, revolutionizing personal computing, digital music, and much more. Known for his minimalist dress code, intense product launches, and insistence on end-to-end control of the user experience."

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So, is he?

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THE DANGER OF A VAGUE CONSUMER

PERSONA

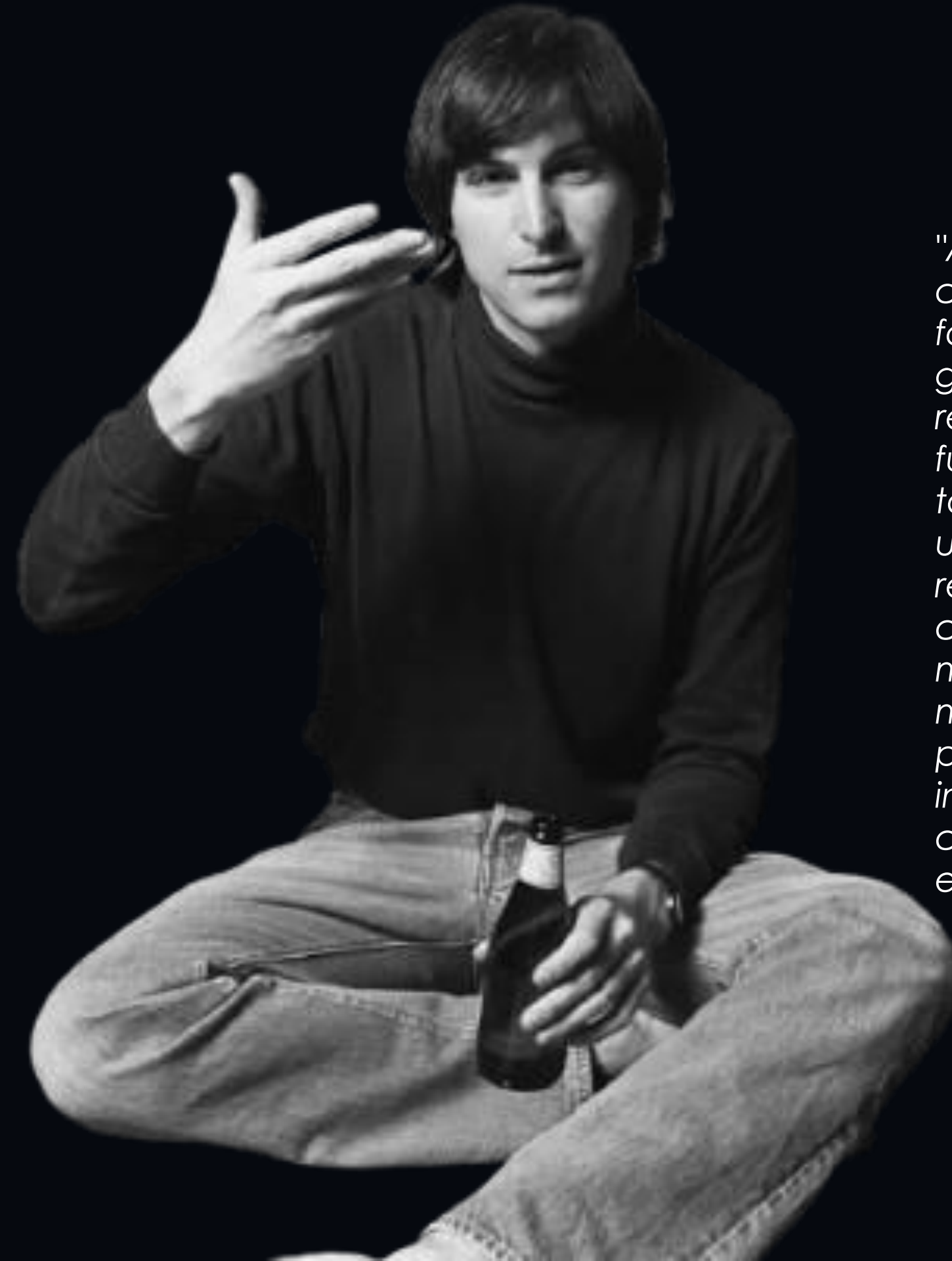
A **consumer persona that lacks depth** can lead to misinterpretation—you may assume that your audience might be someone completely different.

Why This Matters for Brands

If your **consumer persona** is too **vague**, you might be talking to the wrong crowd—or worse, fail to connect with them at all.

A **well-defined persona** includes:

- ✓ **Demographics** – Where they come from and how that shapes them.
- ✓ **Motivations** – What do they stand for, what drives them.
- ✓ **Behavior & Social Image** – How they act, speak, and interact with the world.



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SOME THINGS
WILL NEVER CHANGE



OR AT LEAST

IT WILL TAKE A LOT OF TIME 'TILL THEY WILL

1 THE NEOCORTEX (Thinking Brain)

- Logical, rational, and capable of speech and reasoning.
- Responsible for problem-solving, creativity, and analysis.
- What we believe drives our decisions (but doesn't).



2 THE LIMBIC SYSTEM (Feeling Brain)

- Controls **emotions, habits, and decisions**.
- Doesn't understand **language or logic**—only **feelings and experiences**.
- Drives **loyalty, gut instincts, and trust**.

they are not selling diamonds
THEY ARE SELLING LOVE

Nobody will argue the price because nobody
wants cheap love.

PS x BA



Believe In Love

[Tiffany.com](https://www.tiffany.com)

they are not selling building blocks
THEY ARE SELLING CREATIVITY

Nobody will argue the price because nobody can put a price on creativity.



This is why you'll never hear "**Jaguar, has cheaper cars.**" in a Lambo showroom.



A person wearing a grey sweater is holding a lit sparkler. The sparkler is bright and glowing, with sparks radiating outwards. The background is a solid, muted blue color. The person's face is partially visible but out of focus.

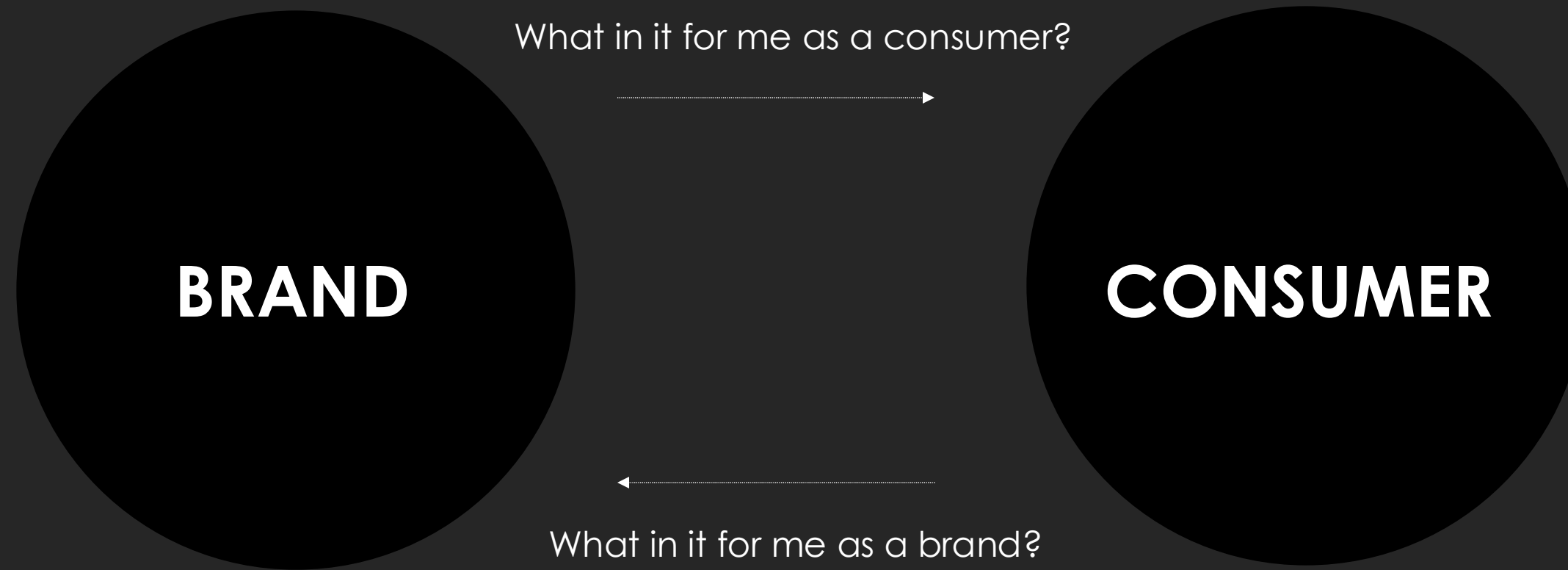
GRF+

IT'S ALL ABOUT

A FAIR EXCHANGE OF BENEFITS

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A FAIR EXCHANGE OF BENEFITS



REINVENT CLIENT'S BUSINESS

A great ad reinvents a brand's selling channels or audience effectively transforms how products or services are marketed and who they target. By innovatively redesigning the points of sale—be it through digital platforms, experiential pop-ups, or integrated e-commerce—or by tapping into new demographic segments, these campaigns breathe new life into the brand's approach.

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SOCIAL AWARENESS

By aligning a brand's narrative with current social issues, these campaigns resonate deeply with audiences, fostering emotional connections and generating robust discussions. This approach not only elevates the brand's visibility but also positions it as a socially responsible entity that is in tune with the values and concerns of its consumers.

DO NOT TAKE ISSUES THAT YOUR BRAND HAS NO CONNECTION TO!





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UPLIFTING

Narratives that highlight human potential, resilience, and the joy of achievements, resonating deeply with the audience's aspirations and emotions. By emphasizing themes of overcoming adversity, personal growth, or community impact, the brand positions itself as a catalyst for positive change and a supporter of its customers' journey toward a better self or world.

Run

#LIKEAGIRL

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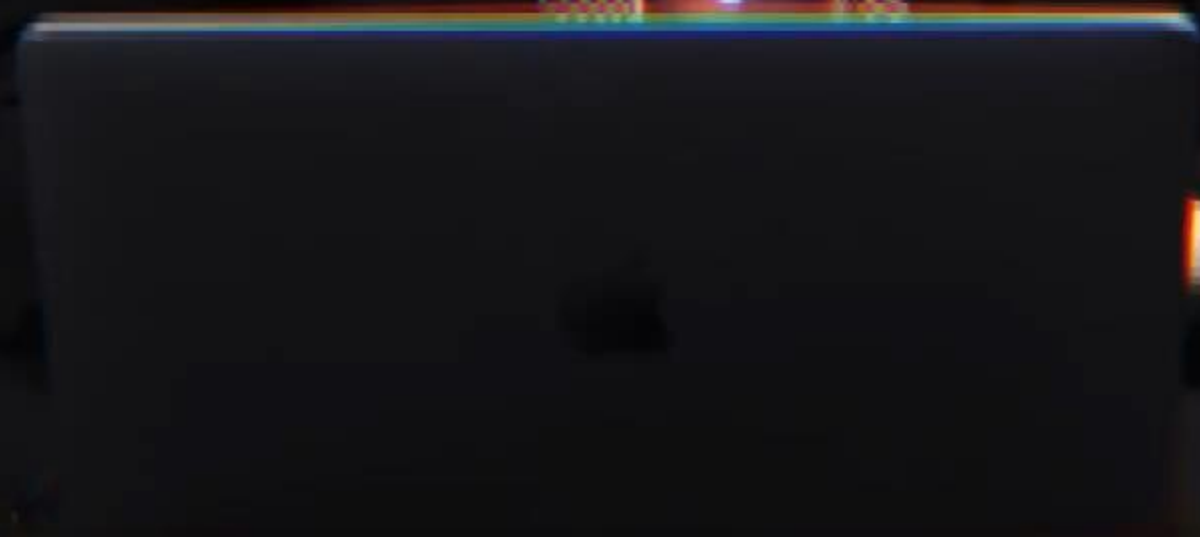
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CHALLENGING THE ECHOSYSTEM

A great advertisement that challenges the classical ecosystem excels by exploring and capitalizing on new channels of communication. This type of campaign ventures beyond traditional media to embrace emerging platforms, technologies, or unconventional methods, reaching audiences in fresh and unexpected ways.

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MEW



A man in a light blue shirt and dark pants stands with his arms crossed on the bridge connecting two Volvo Globetrotter trucks. The trucks are parked on a desert road at sunset. The scene is used to illustrate the concept of exaggerating functionality.

EXAGGERATE FUNCTIONALITY

This type of ad often uses humor, hyperbole, or dramatic demonstrations to showcase the product's capabilities in a striking and memorable way. By amplifying the product's attributes to almost surreal proportions, the campaign not only entertains but also makes a strong impression on consumers about the product's unique selling points.

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DON'T EXAGGERATE FUNCTIONALITY

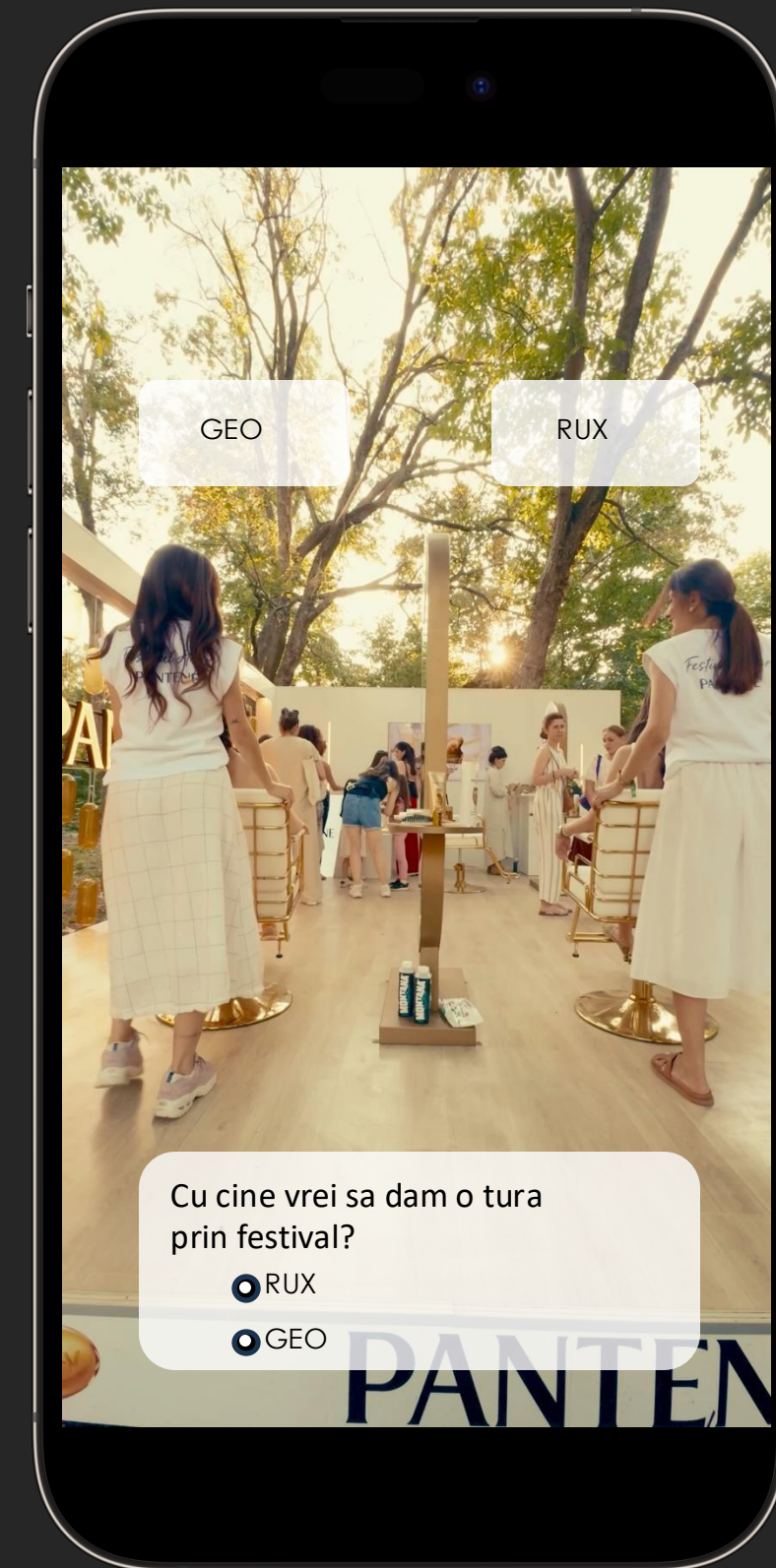
Be candid about a product's limitations while highlighting its benefits. This can create a powerful connection with audiences through honesty and transparency. This type of ad often employs self-deprecation or irony, acknowledging the product's flaws in a light-hearted or humorous way. By doing so, it builds trust and relatability, as consumers appreciate the sincerity and often feel a stronger affinity towards brands that don't seem overly boastful or deceptive.

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LET THEM WRITE THE STORY

Turn your audience into co-authors. Interactive storytelling—where people vote on what happens next—does more than entertain. It creates buy-in. When consumers shape the narrative, they become part of it. And that emotional investment makes your message stick. Give them the pen. Let them care. Then watch how much louder the story lands.



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IN A NUTSHELL





Know your people

Build real personas, not generic profiles. Understand who your audience really is—what they feel, fear, want. Link every campaign to a trait they care about. Test small, adjust fast. Use data not just to optimize media, but to refine the story you're telling.



Emotional hook

Use an emotional trigger in every piece of communication. Whether it's empathy, nostalgia, humor or fear of missing out, emotions drive decisions. Rational messages inform, but emotional hooks make people care. Make sure every ad, caption, or headline hits a nerve, not just a KPI.



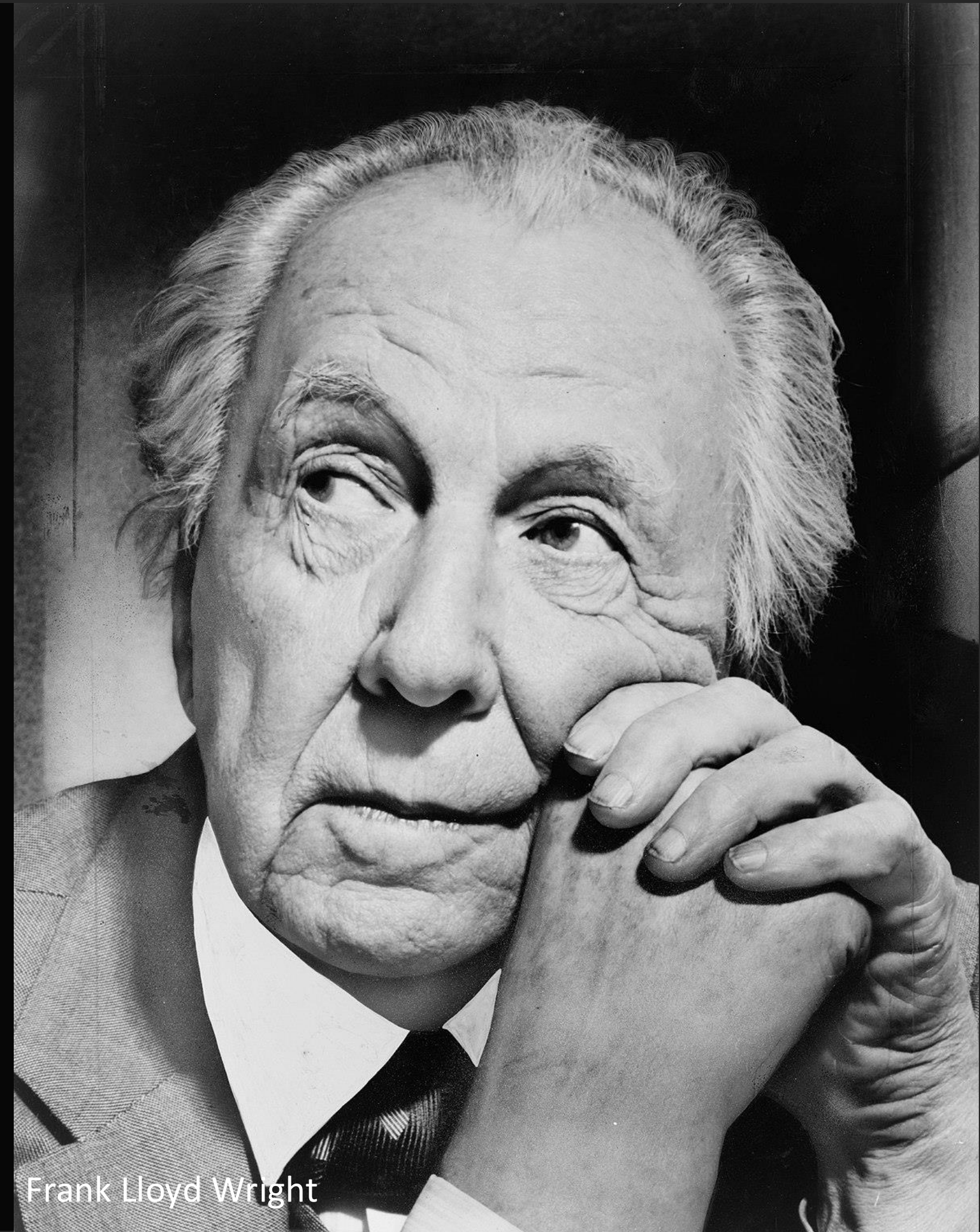
Be fair

Balance what you ask with what you give. If you want attention, data, loyalty or time—offer something of value in return. Information, inspiration, entertainment, utility. Keep the exchange fair and make it feel good. When brands give first, people come back willingly.



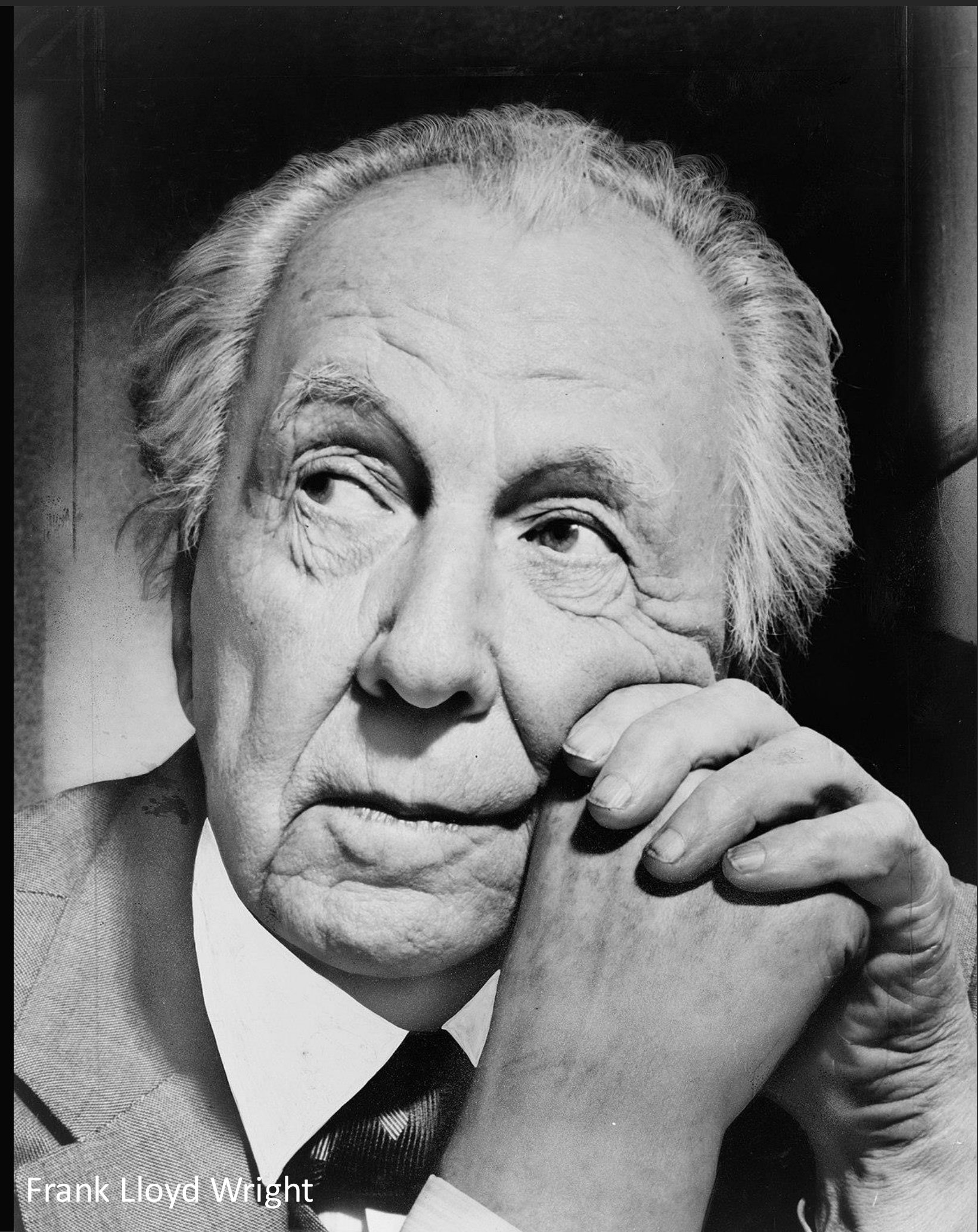
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Organic architecture seeks superior sense of use and a finer sense of comfort, expressed in organic simplicity.



Frank Lloyd Wright

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Frank Lloyd Wright



THE SHOW MUST GO ON

ANDREI DRAGU

CHIEF INTEGRATION OFFICER @ **GRF+**



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