

# WHY MARKETING WORKS

A photograph of a crowd of people at a seminar or event. The image is overlaid with a dark blue gradient. In the foreground, a man with a beard and short hair is looking towards the right, holding a glass. To his left, a woman with blonde hair and glasses is smiling. The background is filled with other people, some looking towards the camera and others looking away. The overall atmosphere is professional and engaged.

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# What do you want to accomplish?

Define your brand.

Build awareness.

Displace competitors.

Unite your team.

Grow revenue.

Enhance loyalty.

Ensure your relevance.

Create experiences.

Tell better stories.

Be a best practice marketing organization.

**Interactive seminars  
based on the book.**

**WHY  
MARKETING  
WORKS**

**7** *TIME-TESTED, BRAND-BUILDING PRINCIPLES*

**JEFF SWYSTUN**

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**Seminar content is based on the seven principles revealed in the book.**

**marketing offers solutions**

**marketing tells stories**

**marketing leverages emotions**

**marketing builds relationships**

**marketing creates community**

**marketing delivers experiences**

**marketing demands authenticity**

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**This is not your average talk.**

**It is customized and  
interactive.**

**The content is made relevant  
to your situation.**

**Your people will leave fired  
up, ready to apply fresh  
thinking to your business  
and brand.**

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# **WHY MARKETING WORKS**

**The experience is flexible.**

## **Timings:**

**50 minute fast break option**

**120 minute mini marketing mba**

**Half day case study option**

**Full day masterclass**

## **Format Enhancements:**

**Pre- and post- assignments**

**Case study on your business**

**Participant presentations**

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# WHY MARKETING WORKS

We work with a range of audience sizes.  
From six to six hundred.

We build the experience with you to  
ensure maximum value.

Copies of the book can be made  
available with progressive discounts on  
certain quantities.

Your company can include its own  
message in a special printed edition on  
orders of 500 or more.

**SWYSTUN COMMUNICATIONS**

business and brand strategy

# AUTHOR & SPEAKER

Jeff's expertise in branding and marketing led to the opening of Swystun Communications in 2012, an agency focused on the intersection of business and brand strategy.

Prior, Jeff was Chief Communications Officer at DDB Worldwide. DDB has over 11,000 people in more than 90 countries with amazing clients including AT&T, Clorox, Unilever, J&J, McDonalds, Volkswagen, PepsiCo, IKEA, and Philips.

At Interbrand, Jeff was Global CMO overseeing marketing and business development. While at PW, led the marketing and customer management practice.

A prolific speaker, Jeff has appeared at over 115 conferences in over 25 countries.

Over 200 publications have quoted Jeff including The Wall Street Journal, Newsweek, Advertising Age, Fast Company, BusinessWeek, Forbes, BrandWeek, Marketing, Rolling Stone, and Managing Intellectual Property.

CNBC, Nightly Business Report, USA Today and Business News Network recognize him as an authority in branding and marketing. ABC, NBC, CNN, CTV, CBC and BBC television and radio have featured Jeff.

**SWYSTUN COMMUNICATIONS**

business and brand strategy



Advance praise for Jeff Swystun's book...



## Why Marketing Works

"A wonderful read! It applies lessons from more than a century of great marketing to illustrate seven ways to improve your strategy and business. All with Jeff's entertaining and instructive gift of storytelling."

**David Aaker**

Vice Chairman of Prophet

Author of 15 books including *Creating Signature Stories*

Professor Emeritus, University of California, Berkeley's Haas School of Business

Advance praise for  
Jeff Swystun's book...

## Why Marketing Works

"For a great many businesses, "marketing digitally", is a solution or a campaign idea all on its own. They confuse tactics with strategy. Jeff smartly reminds us all that while marketing channels have evolved over the last century, the fundamentals of marketing have not. Get inspired, read on."

**James Connell**

Vice President,  
Ecommerce & Customer Experience  
Roots



MORE THAN A SEMINAR

Advance praise for Jeff Swystun's book...

## Why Marketing Works

“Jeff has done the improbable. Not only has he developed a simple framework that business builders need to employ to establish enduring customer relationships, he’s also written a page-turner of a book. I read it in a single, compelling sitting.”

Howard Belk  
Co-CEO, CCO  
Siegel+Gale



“At a time when the role of marketing is being both elevated yet hyper-scrutinized in large organizations, Jeff does an outstanding job extracting the essence of marketing in seven core principles. This is a great tool for marketers, but an even greater asset for those organizations who appreciate but may be a bit incredulous of the true value of marketing in today’s changing world.”

Wes Wilkes

VP, Head of Global Brand Strategy  
MetLife

Advance praise for Jeff Swystun's book...

## Why Marketing Works



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# WHY MARKETING WORKS

Contact us for more information.

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