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### Luxury Daily TEAM ONE





## team one



### AGENCY SERVICES

### WE ARE A FULL-SERVICE CREATIVE AGENCY

ready to take on marketing challenges and create remarkable solutions for TV, print, digital, social, out-of-home, experiential, collateral, web development and product innovation.





### LAUNCHING THE REMARKABLE SINCE 1987

#### OWNERSHIP

Team One is a division of Saatchi & Saatchi North America, Inc, a fully owned subsidiary of Publicis Groupe.

> **482** CURRENT SIZE



### OUR PHILOSOPHY

#### IF WE ARE NOT CONSTANTLY LOOKING AHEAD, WE WILL BE FOREVER FALLING BEHIND. AND WHILE IT SOMETIMES SEEMS OUT OF REACH, WE ARE RELENTLESS ABOUT SEARCHING FOR FORESIGHT.

-Mark Miller, Chief Strategy Officer



#### THE ART AND SCIENCE **OF AFFLUENCE**

Team One is here for a single purpose: to help brands build relationships of worth with a new generation of affluent customers. To understand them more deeply. Engage them more meaningfully. And influence the way they aspire to live.





## STRATEGIC INITIATIVES





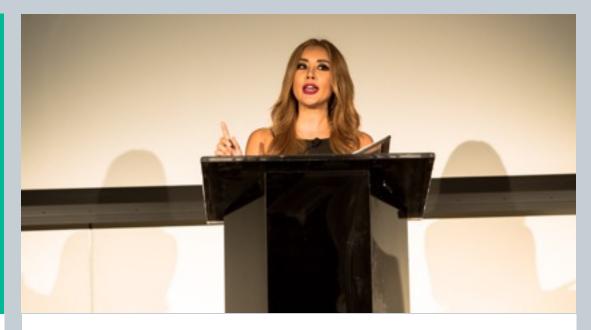
#### GLOBAL AFFLUENT TRIBE STUDY

The Global Affluent Tribe project is ongoing proprietary research that investigates what unites today's affluent and influential class around the world.

#### THE LEGACY LAB

The Legacy Lab unlocks the secrets of how the world's leading brands leverage their heritage to innovate for the future.

As an agency dedicated to long-term brand thinking, our Strategy Group investigates and provides expertise on helping brands build enduring impact and influence within global culture.



#### MOONSHOT

The Moonshot Speaker Series explores what brands across segments can learn about the art of launching successful ideas in the marketplace.



#### CULTURAL ANTHROPOLOGY

A discovery practice for investigating how cultural and contextual forces are experienced in affluents' everyday lives, utilizing an immersive, fieldwork-based approach.





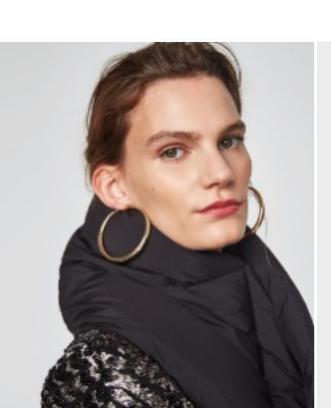






### UNDERSTANDING AND INSPIRING MODERN ASPIRATIONAL CONSUMERS











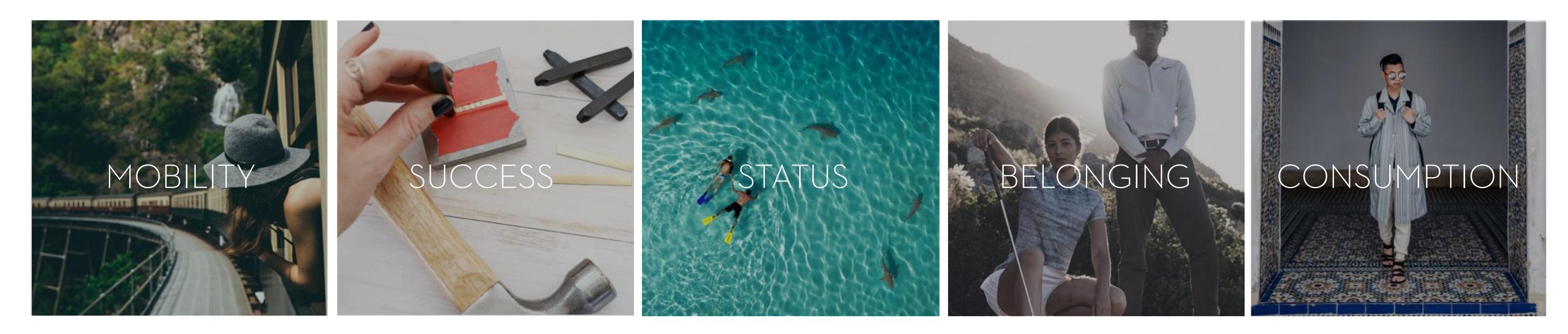








# THAT HOLD THE TRIBE TOGETHER



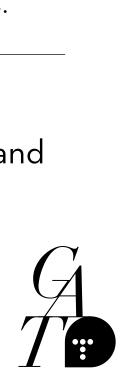
| Once prioritized portability. | Once prioritized things passed down. | Once r<br>ra |
|-------------------------------|--------------------------------------|--------------|
| Today it is the               | Today it is about                    | Too          |
| freedom to explore            | the things you                       | exp          |
| the world.                    | create yourself.                     | shari        |

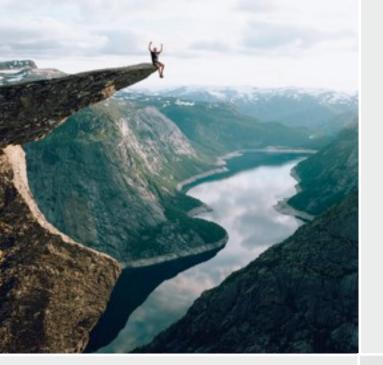
e meant collecting rare objects.

oday it is about **cperiencing and** aring rare stories. Once was exclusive and alienating.

Today it values rare bonds through shared passions. Once was opulent and ostentatious.

Today it is more purposeful and meaningful.



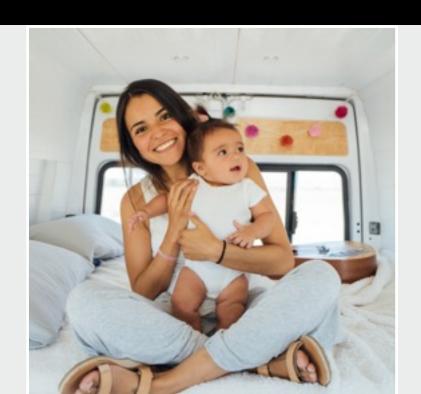


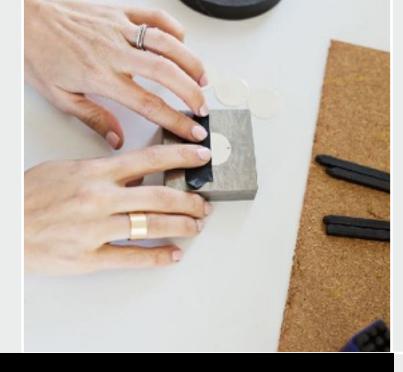


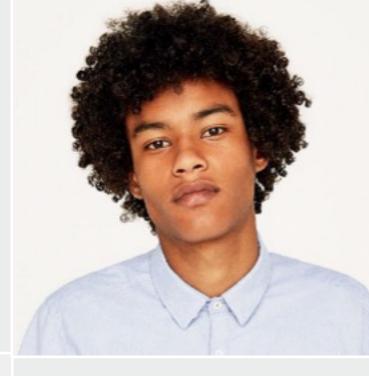












### THE NEW LUXURY REQUIRES NEW WAYS OF THINKING ABOUT AFFLUENT CUSTOMERS AND HOW TO ADDRESS THEIR NEEDS









# ASK BETTER QUESTIONS

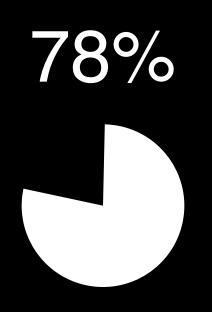


### WHAT CAN WE DO TO CAPTURE THEIR ATTENTION?

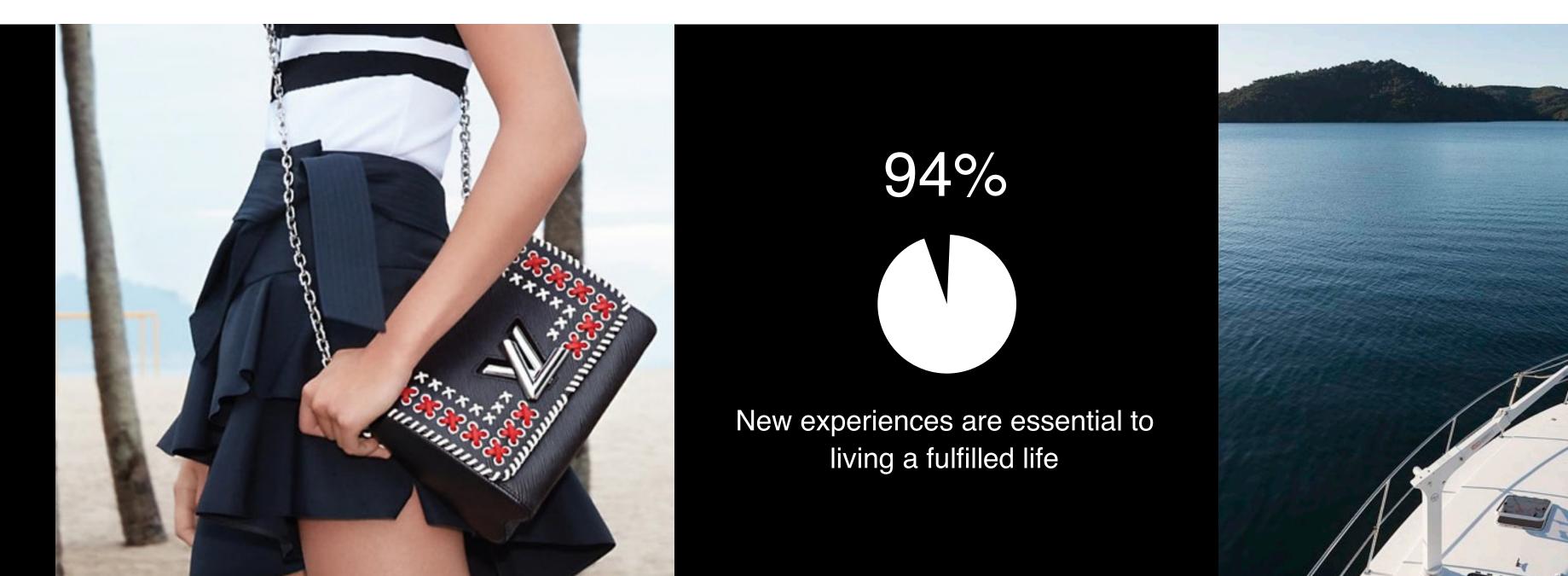


WHAT CAN WE DO TO **CAPTURE THEIR ATTENTION?** 

### HOW CAN WE CAPTURE THEIR IMAGINATION?



I love the brands I own



#### NEW QUESTION



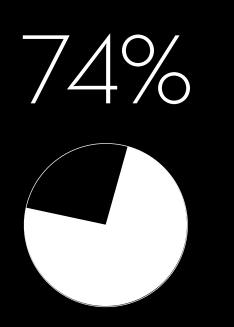


### WHAT'S OUR BRAND STORY?



WHAT'S OUR BRAND STORY?

### WHAT'S A SECRET WE WANT TO SHARE?



"I like brands that have interesting stories"

NEW QUESTION



### The Ritz-Carlton Hotel Company

THE RITZ-CARLTON

Wednesday at 8:36 PM · 🕤

#### Service Perfected Over a Century. Hotels & Resorts That Tell Unique Stories. LET US STAY WITH YOU.



THE RITZ · CARLTON®







...

### 3 Comments 10 Shares

## HOW DO WE INCREASE LOYALTY?

#### OLD QUESTION



HOW DO WE **INCREASE LOYALTY?** 

### HOW CAN WE INCREASE INTIMACY?



#### NEW QUESTION

TATTOO INK MADE WITH CARBON FROM • AN INDIAN MOTORCYCLE •







# HOW CAN WE CREATE NEW USES FOR OUR PRODUCT?

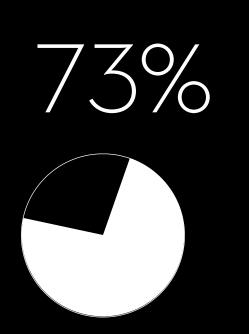
#### OLD QUESTION



HOW CAN WE CREATE NEW USES FOR OUR PRODUCT?

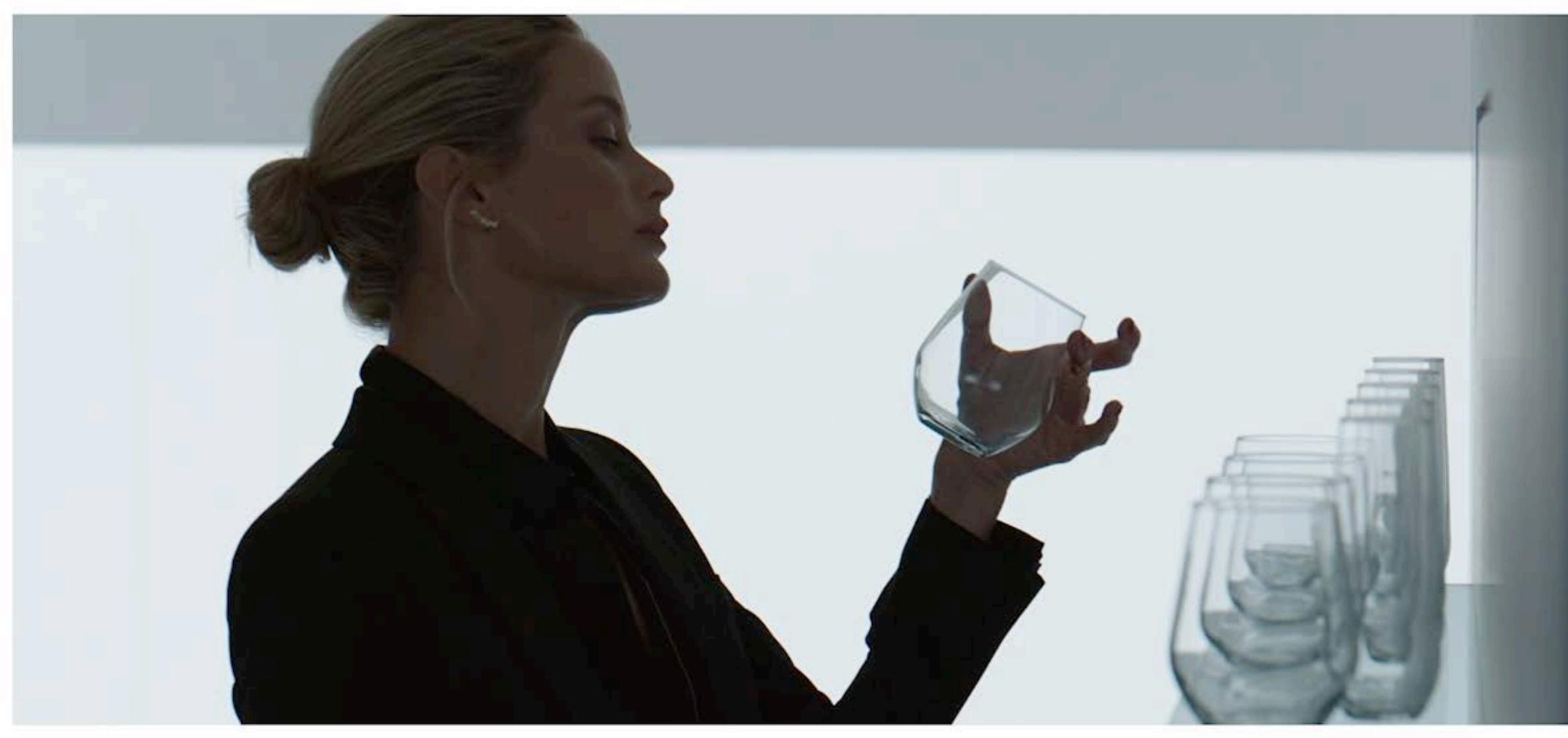
#### NEW QUESTION

### HOW CAN WE CREATE NEW MEANING IN THEIR LIVES?



"I am able to experience more of what life has to offer because of my wealth"







### OLD QUESTION HOW DO WE PULL THEM INTO OUR WORLD?



HOW DO WE PULL THEM INTO OUR WORLD?

#### NEW QUESTION

### HOW CAN WE AUGMENT THEIR OWN REALITY?





# HOW DO WE PERSONALIZE FOR EACH CUSTOMER?

#### OLD QUESTION



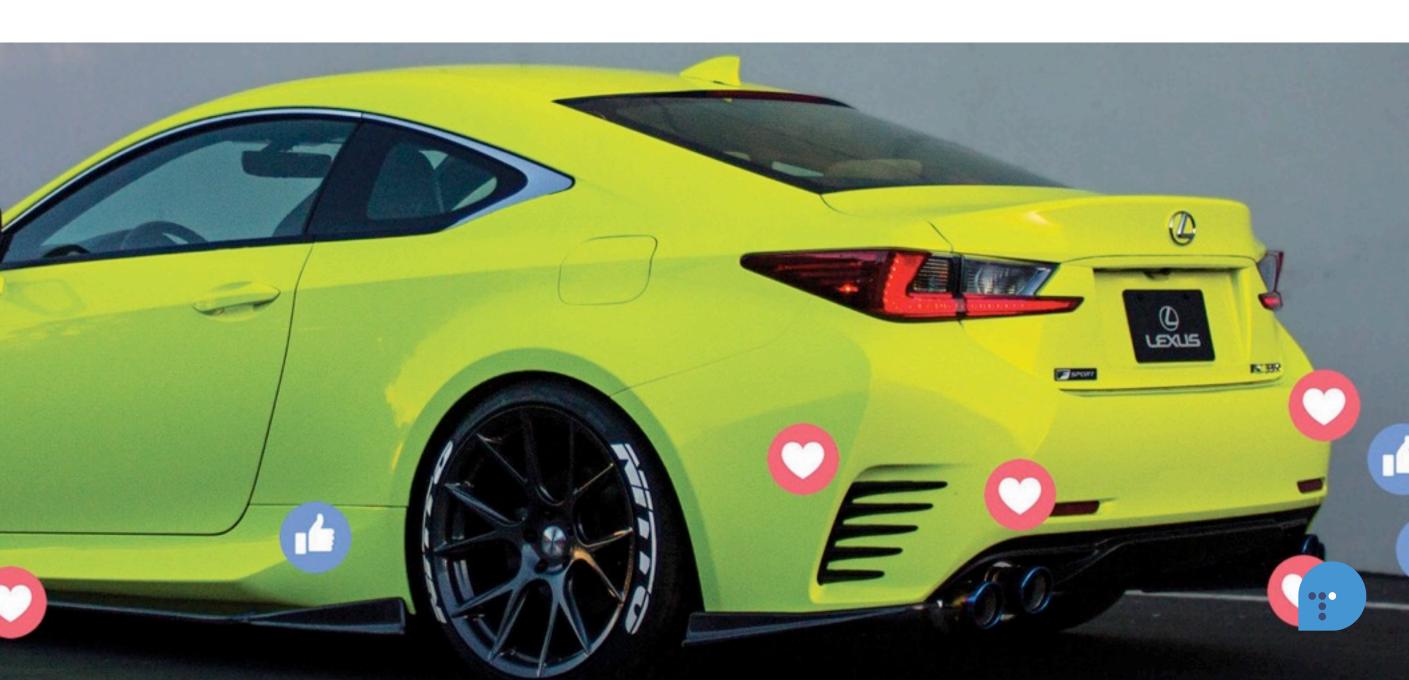
HOW DO WE PERSONALIZE FOR EACH CUSTOMER?

#### NEW QUESTION

### HOW DO WE TURN OUR CUSTOMERS INTO CO-CREATORS?

75%

"My definition of luxury is unique to me"











THE MODERN DIGITAL EXPERIENCE



#### HOWARD.MOGGS@TEAMONE-USA.COM

HEAD OF BUSINESS DEVELOPMENT

### WANT MORE?



UNDERSTANDING AND INSPIRING MODERN ASPIRATIONAL CONSUMERS

### THANK YOU

#### HOWARD.MOGGS@TEAMONE-USA.COM

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