



# DEATH BY A THOUSAND CUTS

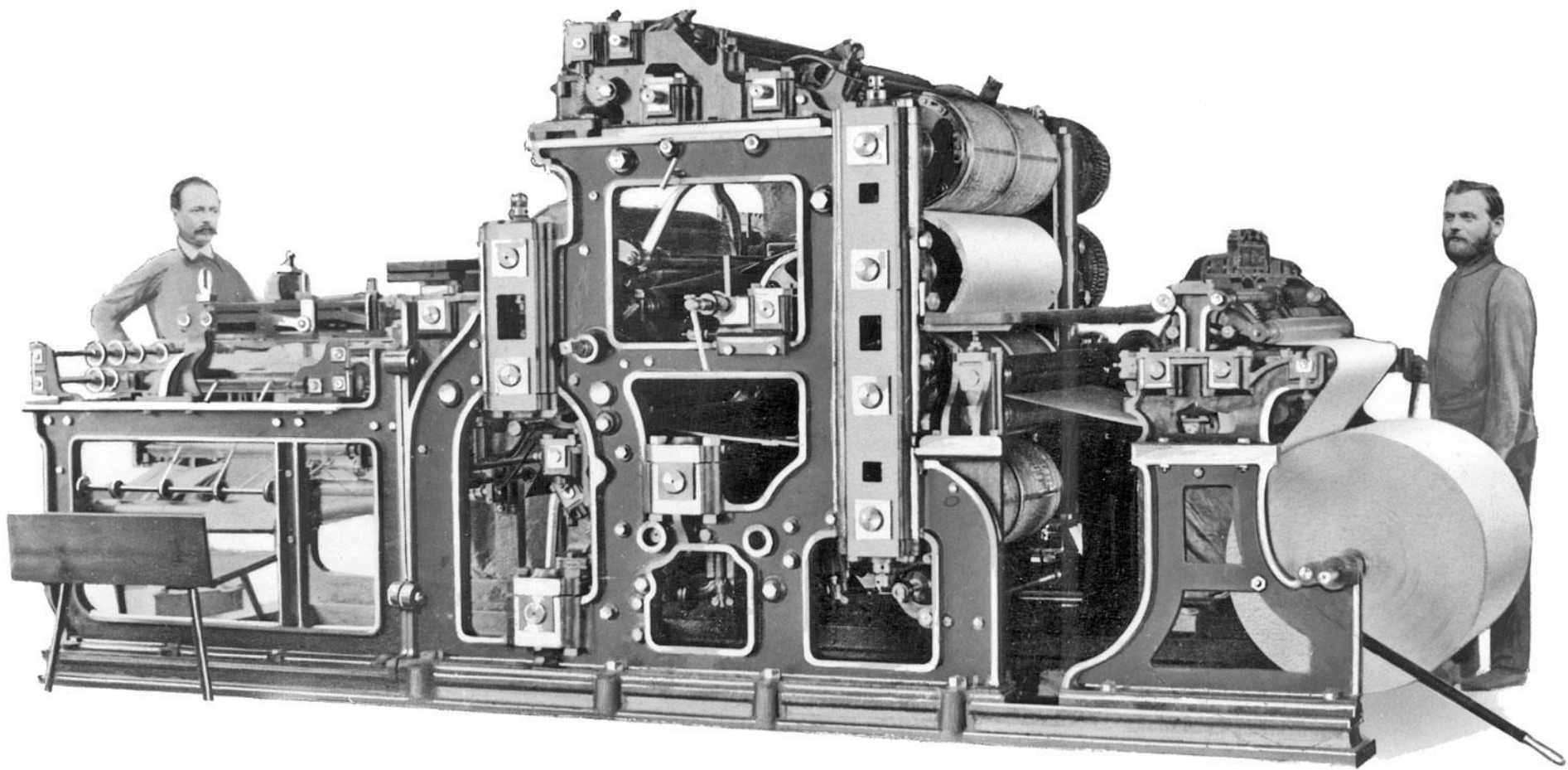
NICK VALE, HEAD OF CREATIVE STRATEGY

Thanks to Stuart Butler, John O'Keefe, Tom Standage and others



**WELCOME  
TO THE  
DARK  
AGES**







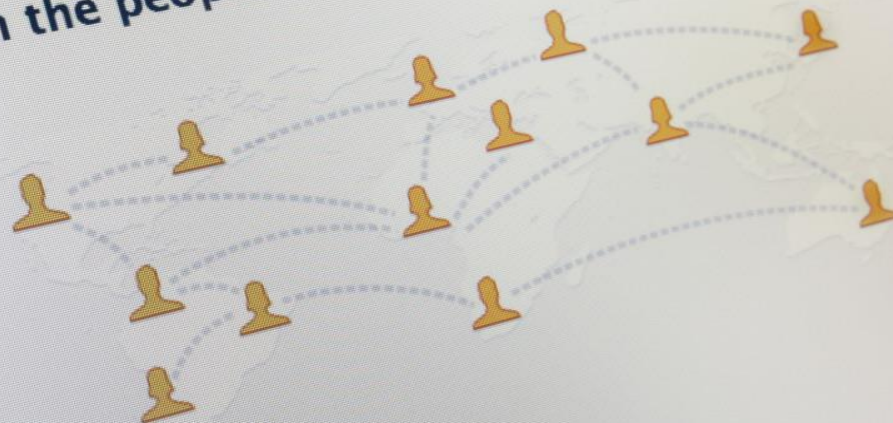
+  http://www.facebook.com/

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Re-enter Email:

New Password:

I am

Birthday:

Cr



# INVISIBLE MEDIA









**SERENDIPITY**  
**COMMON EXPERIENCE**  
**IDEAS BRAND**

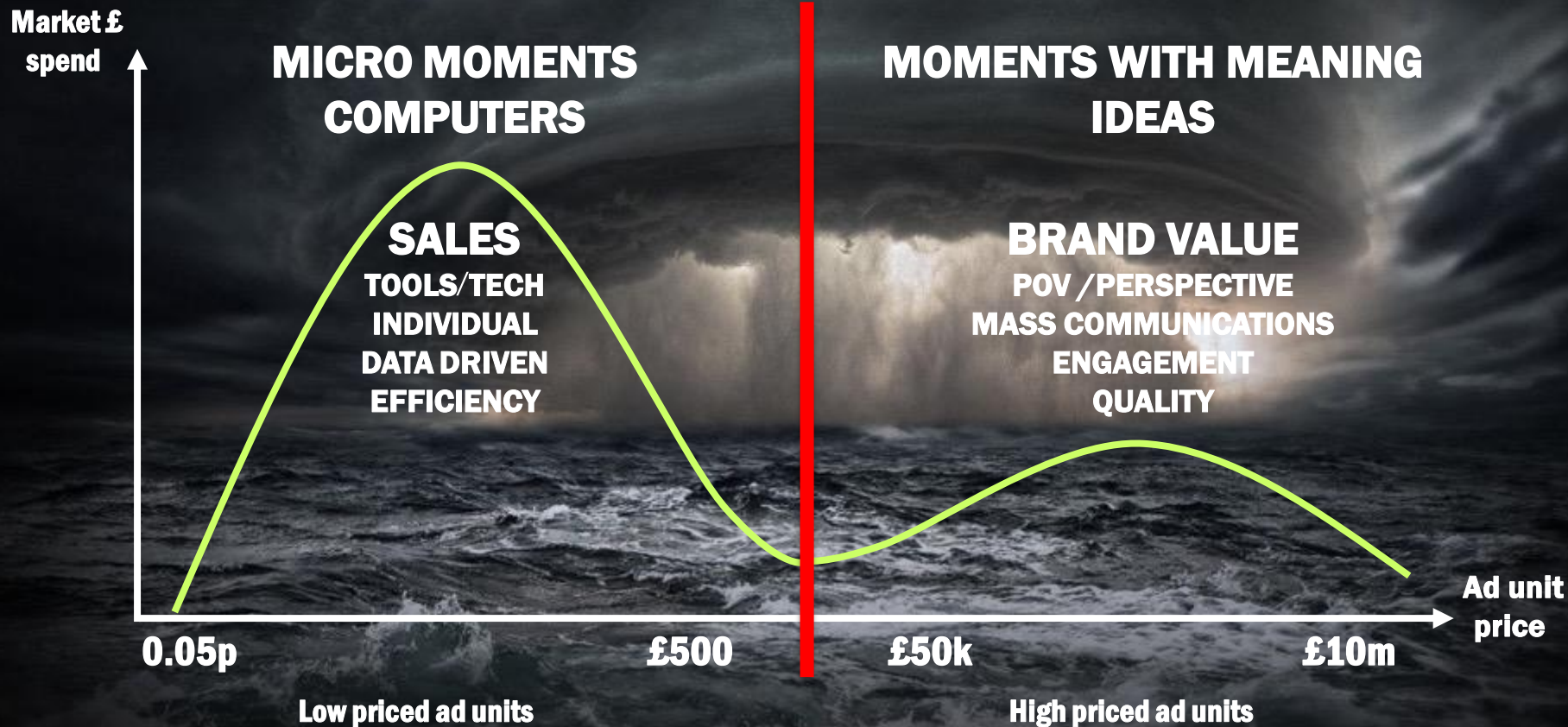


# MICRO MOMENTS

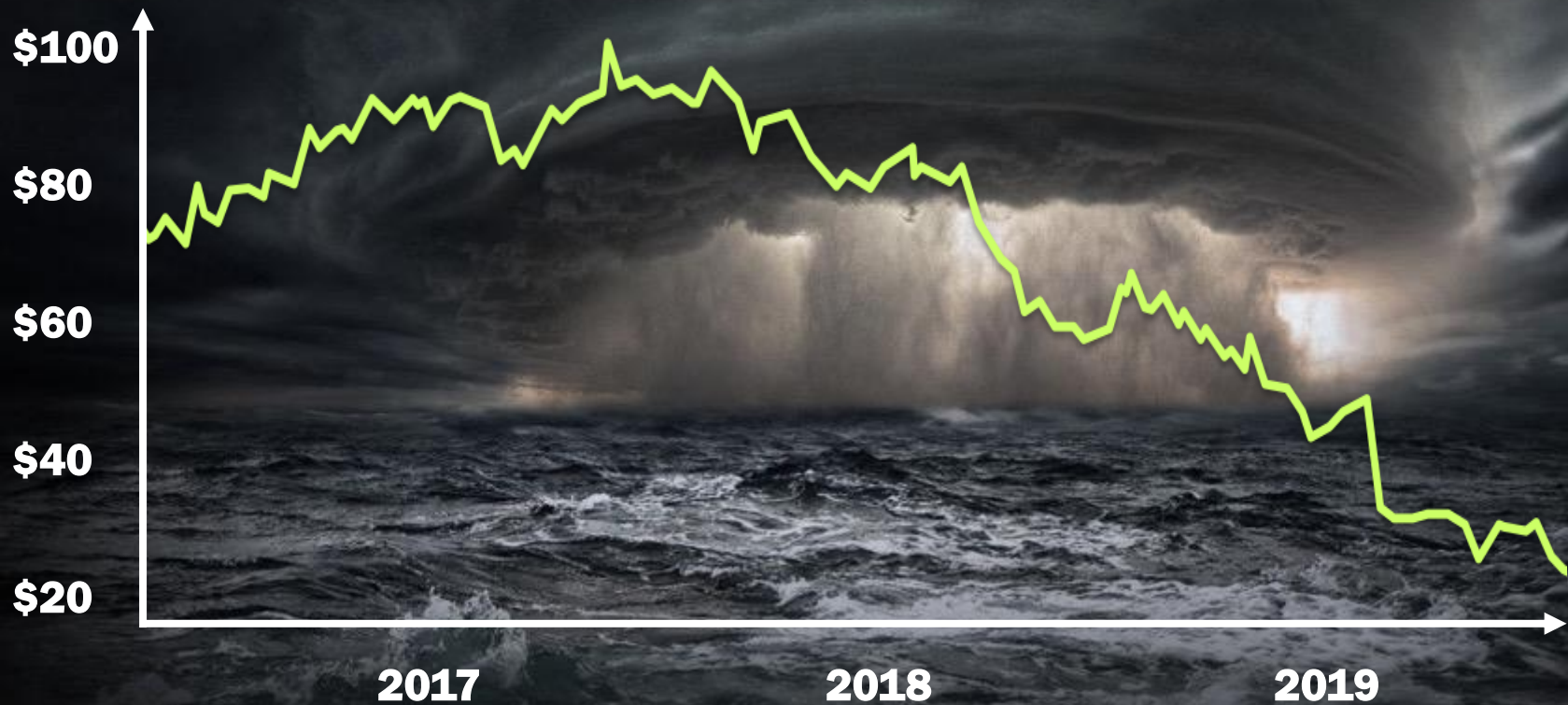


# MOMENTS WITH MEANING

# AD INVESTMENT



# KRAFT HEINZ





**NEW  
RENAISSANCE  
THINKING**

This bullet  
stopped,  
but history  
continues  
to be written.

# 1. DELIGHT IN PHYSICALITY

  
15, was  
in fair condition at  
Western Baptist  
Hospital after being  
shot in the neck.

on prayer circle

# 2. BE UNASHAMEDLY MASS

O CRACK CONSUME.

Associação  
Parceira  
Londra (Brasil)





# **3. COMPLEMENT THE DIGITAL WORLD**



# 4. MAKE BEAUTIFUL ENJOYABLE EXPERIENCES

A classical painting depicting a man and a woman, likely a religious scene. The woman on the left has reddish-brown hair and is wearing a red garment. The man on the right has dark hair and a beard, wearing a white garment. The background is a textured, aged surface. The text "THANK YOU" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**THANK YOU**