

# **THRIVING IN THE EXPRESSION ECONOMY**

@rontite • Growing the North • February 23, 2017







**YOU'RE**

**#4!**

# **THRIVING IN THE EXPRESSION ECONOMY**

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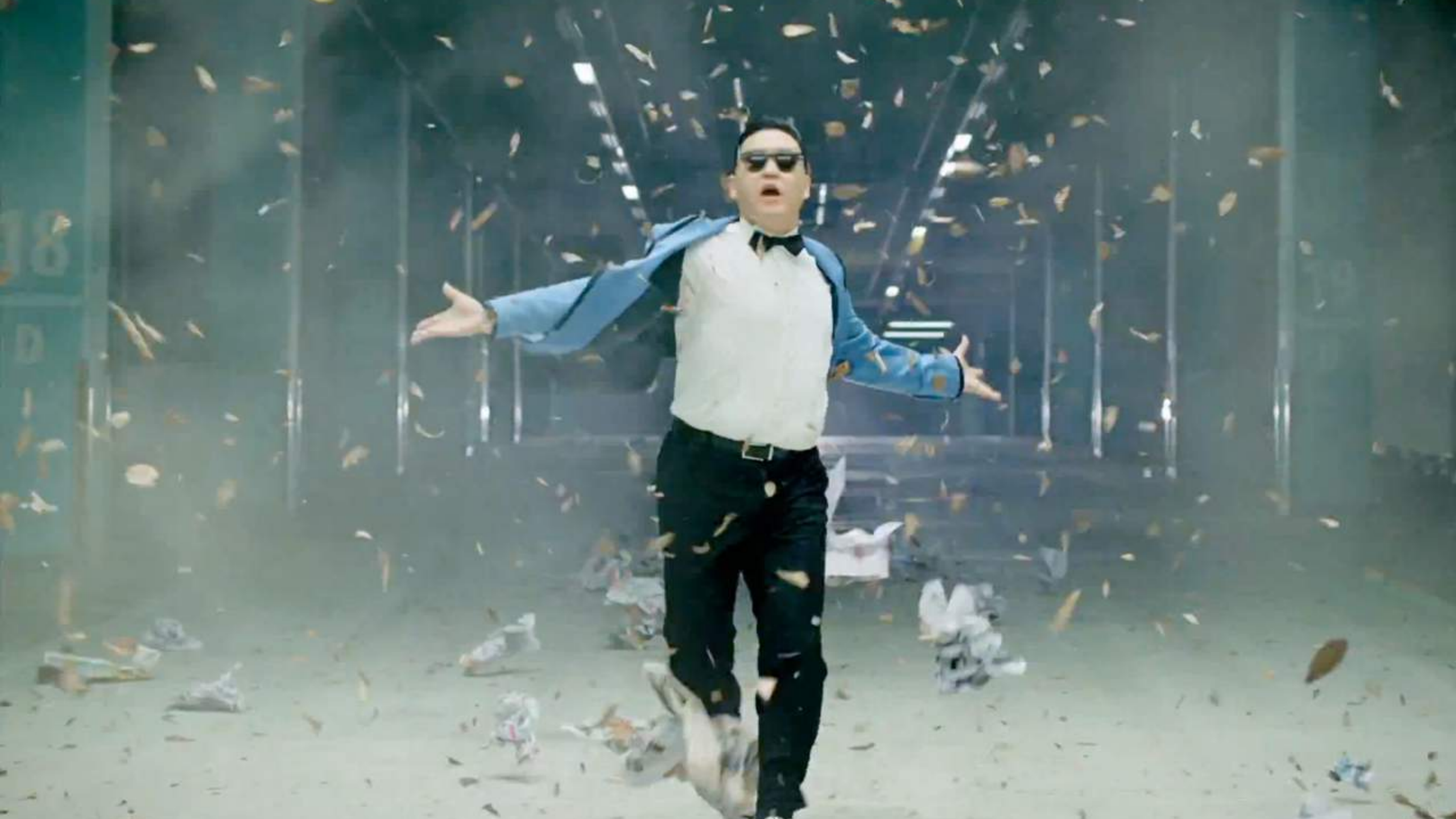










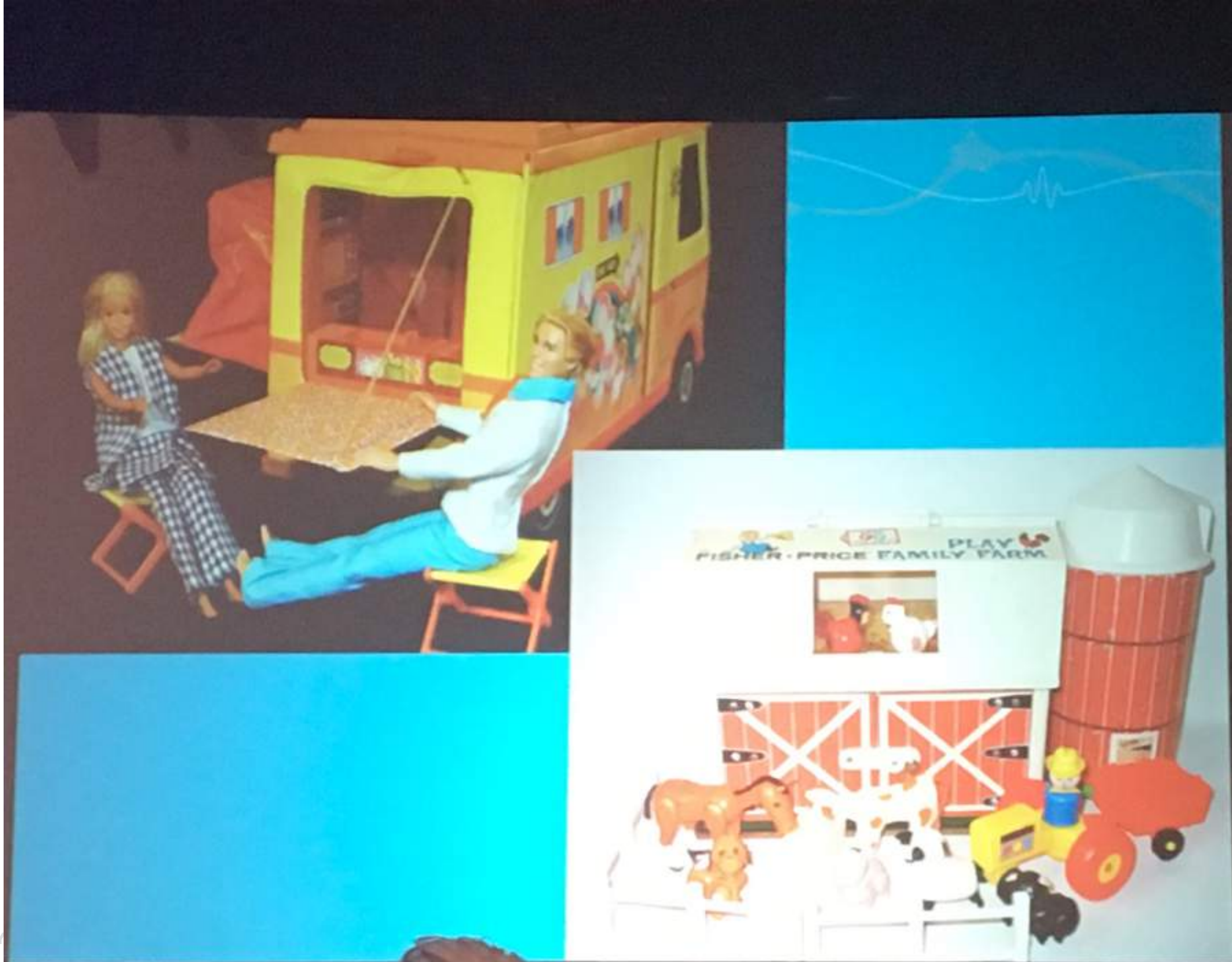


**TOP 10  
GLOBAL  
BRANDS  
2016**

- 1. Apple**
- 2. Google**
- 3. Coke**
- 4. Microsoft**
- 5. Toyota**
- 6. IBM**
- 7. Samsung**
- 8. Amazon**
- 9. Mercedes**
- 10. GE**









































**Warren Porter**

8 mins near Toronto, ON, Canada ·

I'm predicting low productivity at the office for the next couple days





# THE EXPRESSION ECONOMY

PEOPLE USED TO VOTE  
WITH THEIR WALLETS

**NOW THEY VOTE  
WITH THEIR TIME**

**BE A REBEL  
WITH A CAUSE**



















**I DON'T CARE  
ABOUT YOUR VALUES**



“ ”

**...TO OFFER ATTRACTIVE, SAFE AND ENVIRONMENTALLY SOUND VEHICLES WHICH CAN COMPETE IN AN INCREASINGLY TOUGH MARKET AND SET WORLD STANDARDS IN THEIR RESPECTIVE CLASS.**

“ ”

**...TO OFFER ATTRACTIVE, SAFE AND ENVIRONMENTALLY SOUND VEHICLES WHICH CAN COMPETE IN AN INCREASINGLY TOUGH MARKET AND SET WORLD STANDARDS IN THEIR RESPECTIVE CLASS.**





**casa camper  
berlin**



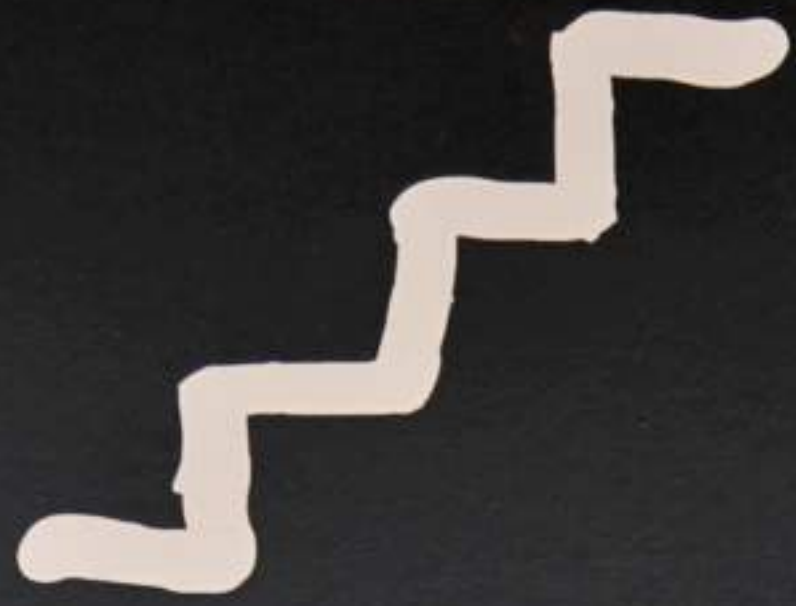






hotelinfo





WALK down,  
it's healthien.

# KNOW YOUR AUDIENCE



“ ”

**A PERSON'S LAST  
EXPERIENCE IS THEIR  
NEW EXPECTATION.**

**WARREN TOMLIN, IBM**  
**@warrentomlin**

NETFLIX

Who's watching?



Ron



Christy



Add Profile



## Netflix Originals



## Trending Now



## Recently Added



## Popular on Netflix





## Popular on Netflix



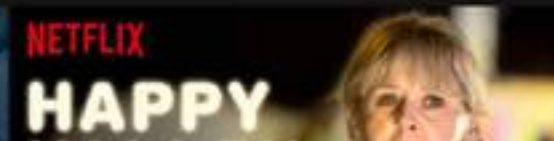
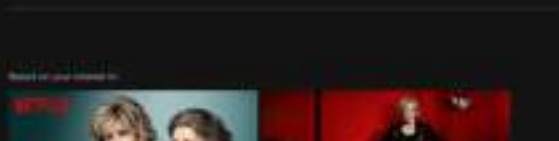
## Trending Now



## Top Picks for Christy



## Binge-worthy TV Shows Featuring a Strong Female Lead





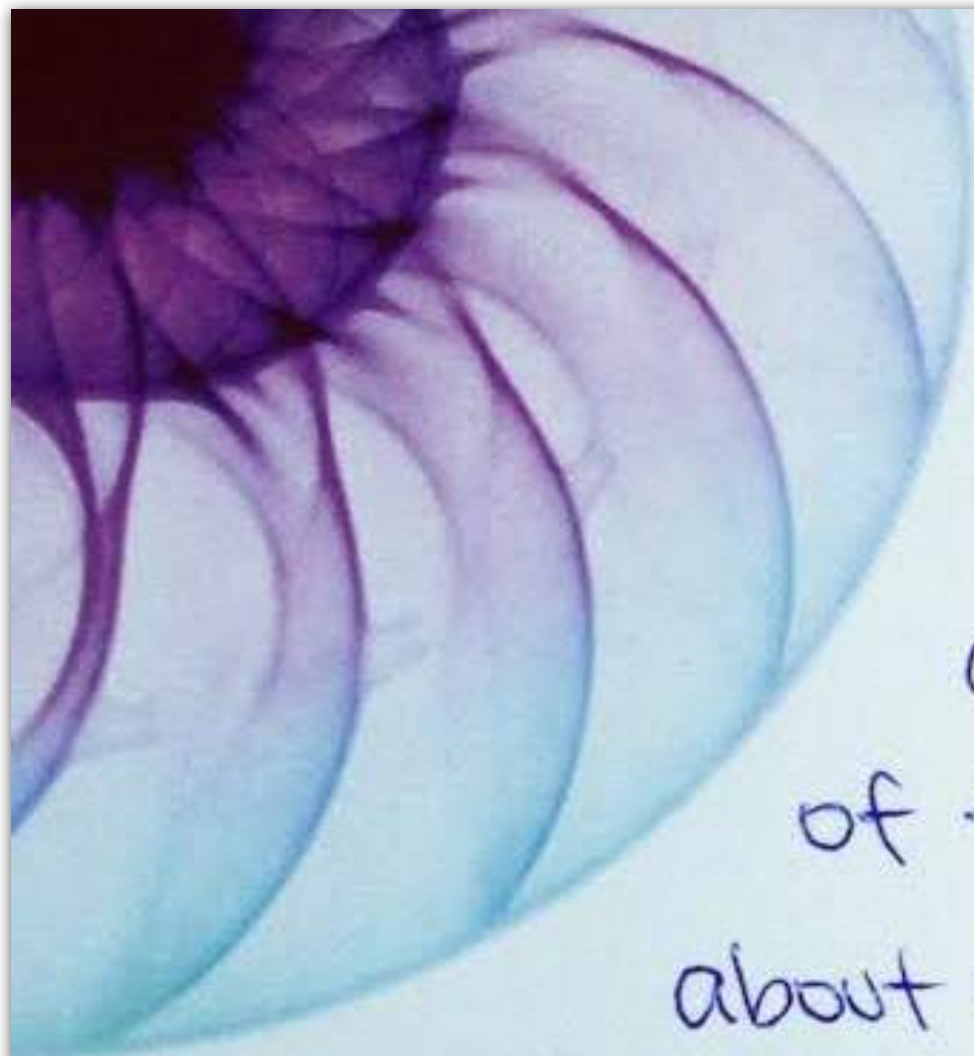


DEAR @RONTITE,

THANK YOU FOR BEING A LOYAL  
GUEST (AND FOLLOWER!) WE  
HOPE YOU ENJOY THE REST  
OF YOUR STAY AND A LITTLE  
TREAT FROM US.  
(TWEET)

SINCERELY,  
@THEWESTINGRAND





Dear Ron,

Welcome Back! It's a pleasure to have you stay with us again, and we are truly grateful for all of the kind words you say about us during your speaking engagements. To show our appreciation please enjoy these snacks (we hear they're your favourite) as well as a couple of personal touches in your Suite.

Stay well, @TheWestinGrand

**THE WESTIN**  
GRAND  
VANCOUVER











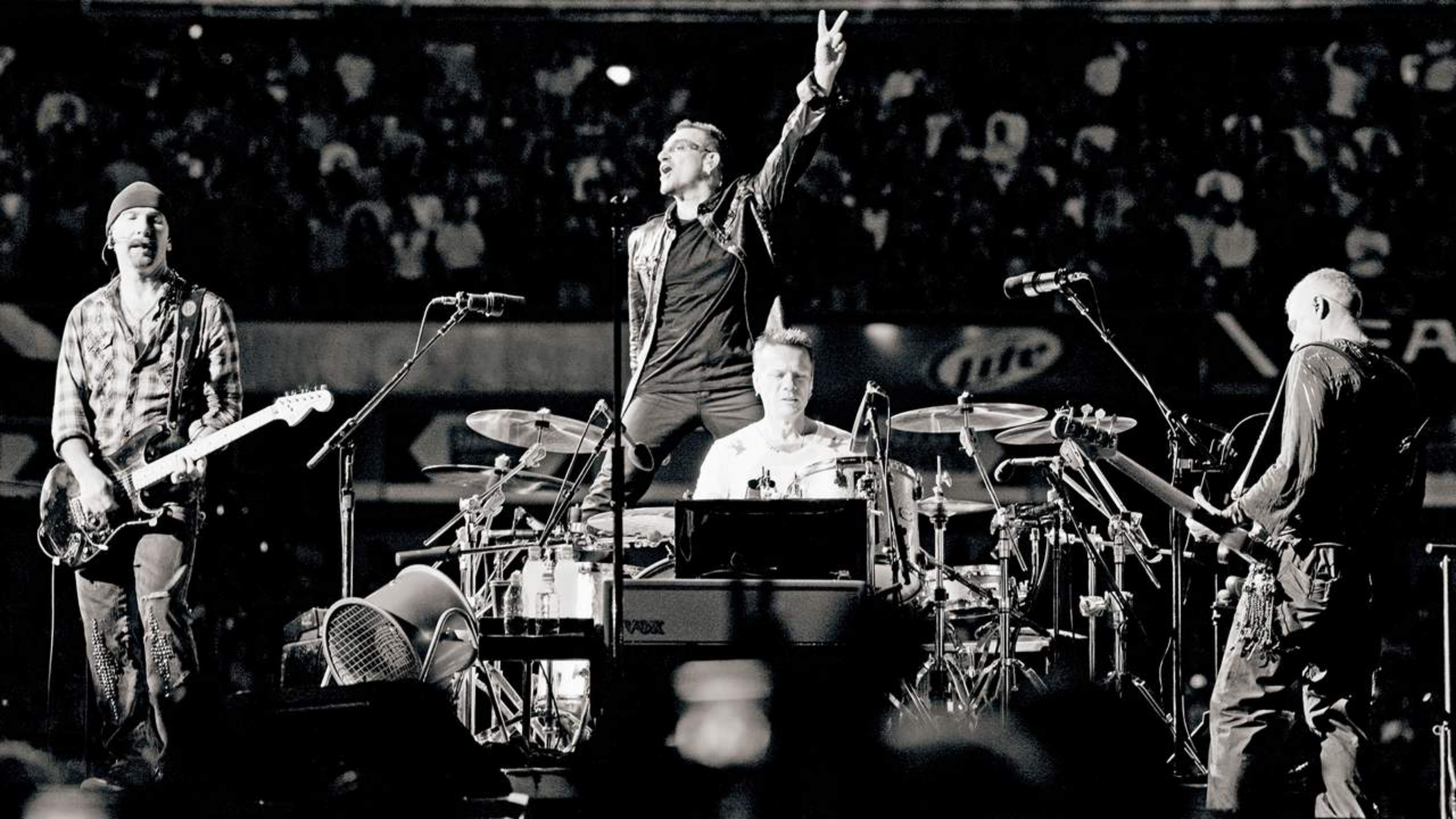


**BE A  
ROCK STAR**











# VINYL SALES



Source: Nielsen





Johanna Basford

# Secret Garden

An Inky Treasure Hunt  
and Coloring Book





**NO CHARGER NEEDED**





# **BE ANTI-ESTABLISHMENT**



**LET YOUR ROCK  
OUT TO PLAY.**  
JAZZ • BLUES • GOSPEL • COUNTRY  
[LEAGUEOFROCK.COM](http://LEAGUEOFROCK.COM)





OUR  
BLADES  
ARE  
F\*\*KING  
GREAT



**THE  
REVOLUTION  
WILL NOT BE  
TELEVISED**





**BE ANTI-ESTABLISHMENT:  
SOLVE PROBLEMS**



**SHUT UP**

**AND SOLVE MY  
PROBLEM**

















# 11:01

Monday, September 22



**(540) 384-0959** 1m ago

Early flight arrival? Who knew? We did. We adjusted your pick up time to 22:59 so you're not waiting.

Need to call us? 877-227-7260....

slide to reply

> slide to unlock



The wakeup call  
we've all been  
waiting for.





**BE ANTI-ESTABLISHMENT:  
BE YOURSELF**









**WESTJET**



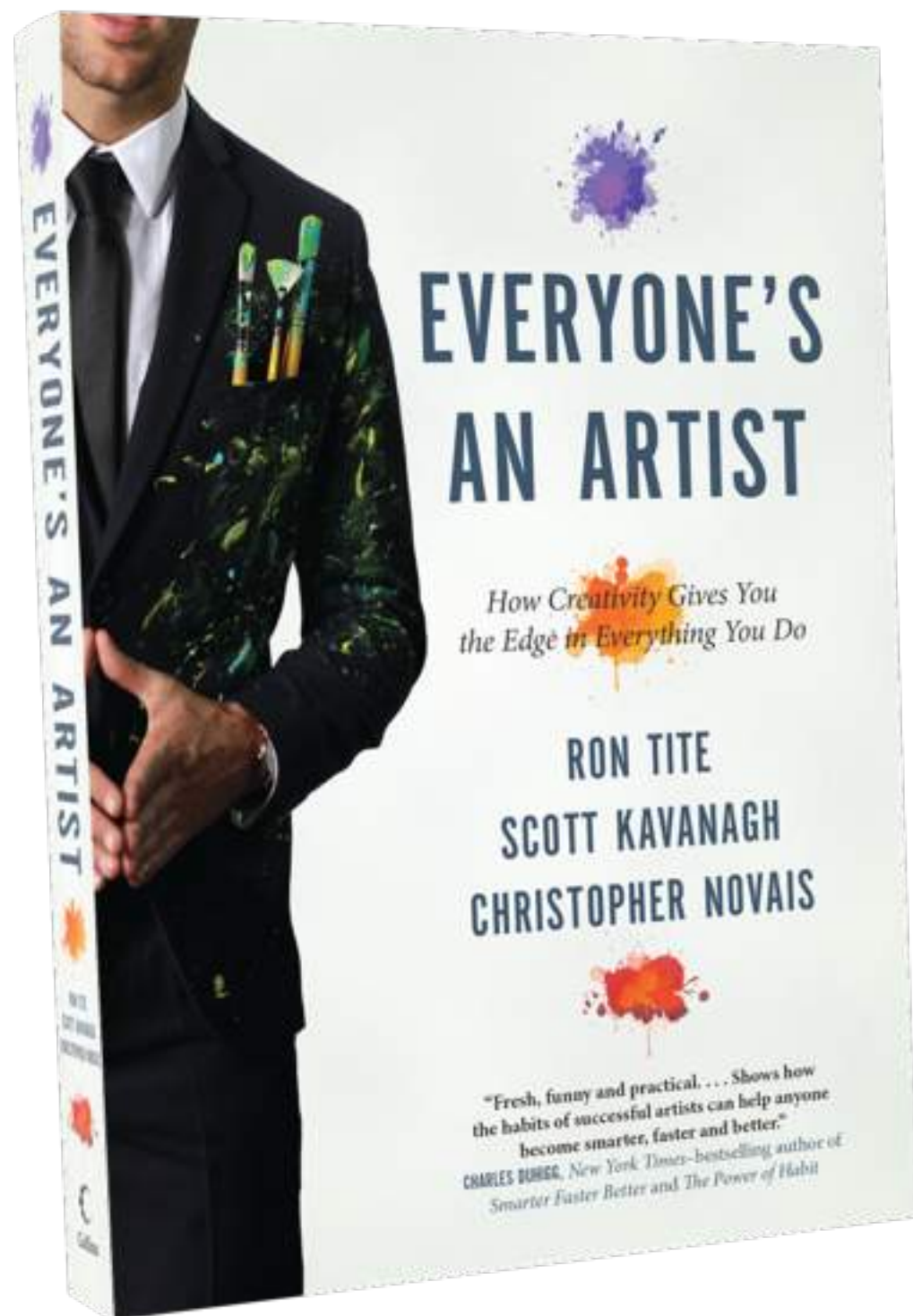












**THANKS**  
@rontite