

THRIVING IN THE EXPRESSION ECONOMY

@rontite • Growing the North • February 23, 2017







**YOU'RE
#4!**

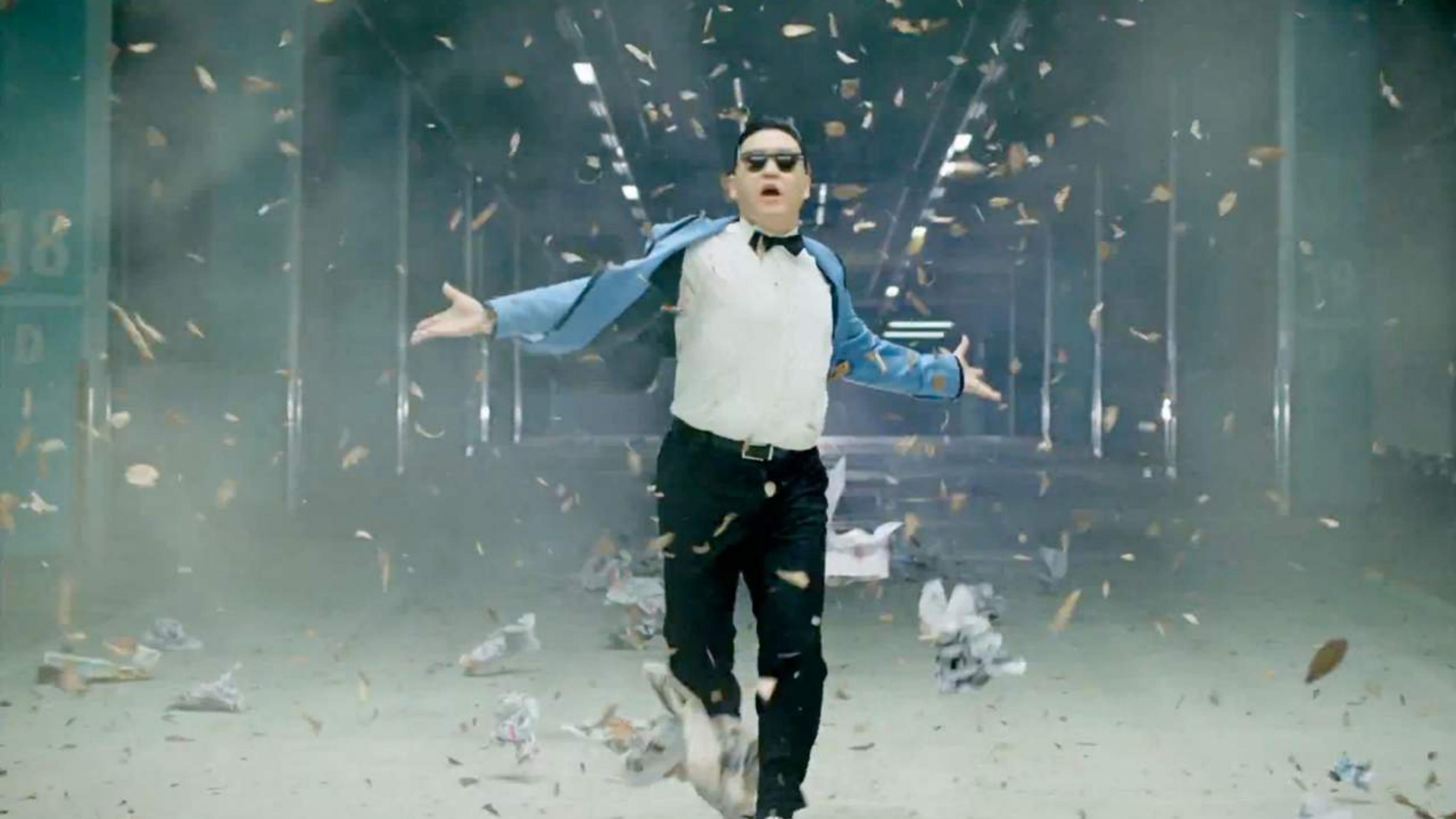
THRIVING IN THE EXPRESSION ECONOMY

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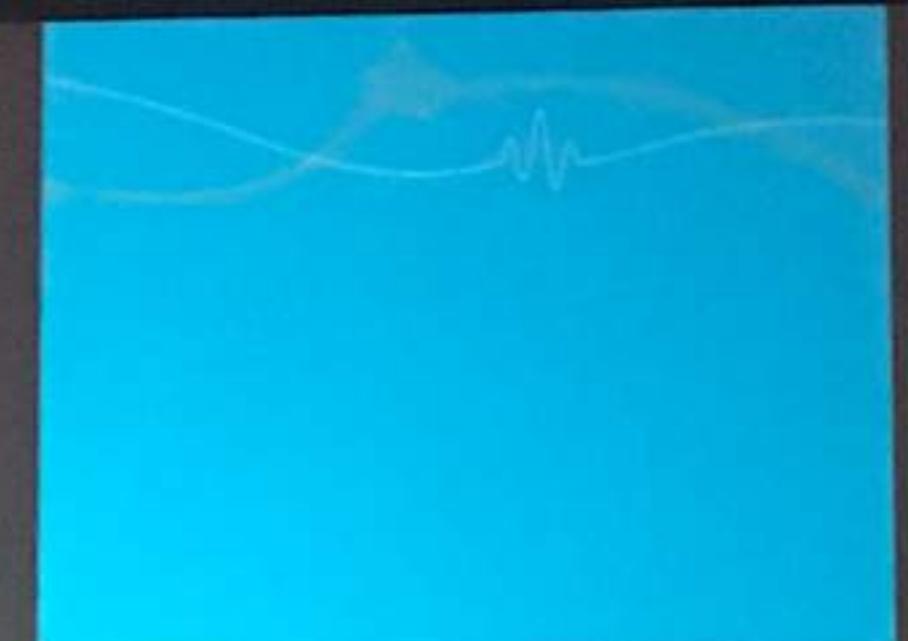




**TOP 10
GLOBAL
BRANDS
2016**

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



















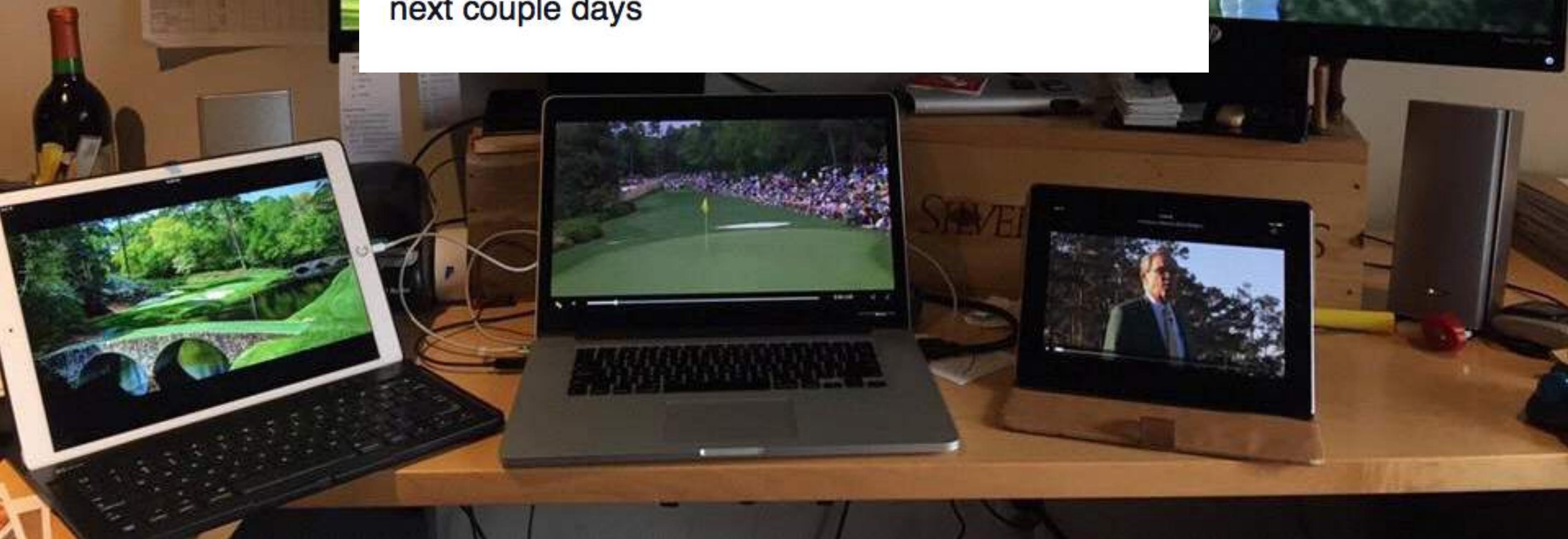




Warren Porter

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**







THERE HAS
TO BE A
BETTER WAY.





**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.**

“ ”

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IN THEIR RESPECTIVE CLASS.**









THERE HAS
TO BE A
BETTER WAY.



WALK down,
it's healthien.

KNOW YOUR AUDIENCE

“ ”

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

WARREN TOMLIN, IBM
@warrentomlin



Who's watching?



Ron



Christy



Add Profile

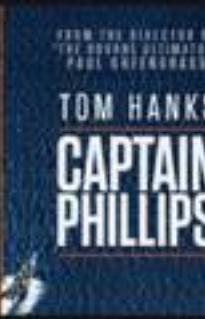
Netflix Originals



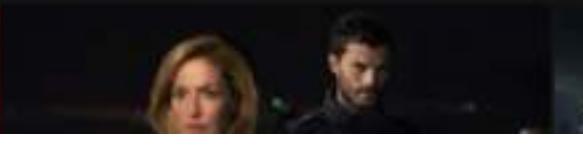
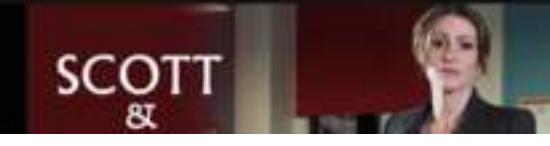
Trending Now



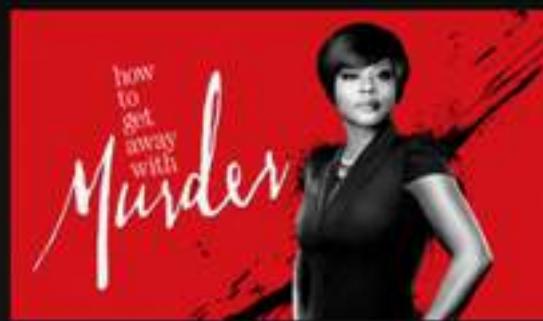
Recently Added



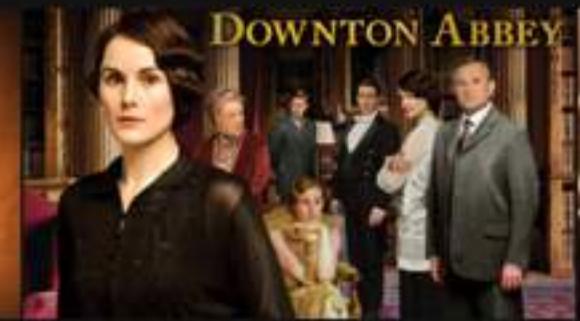
Popular on Netflix



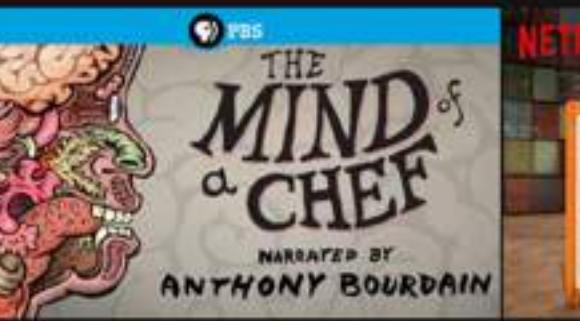
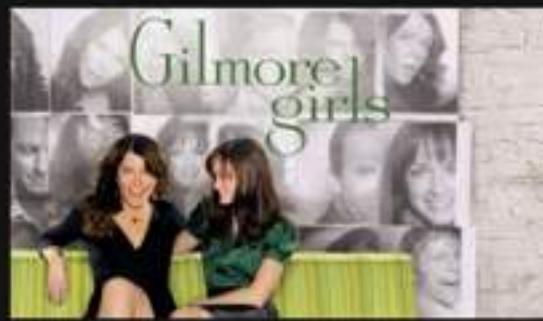
Popular on Netflix



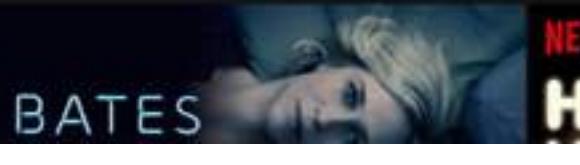
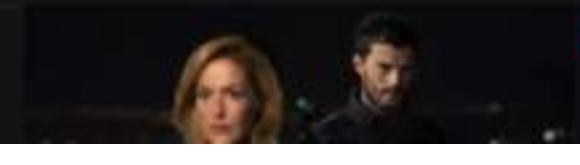
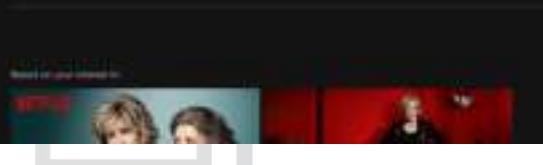
Trending Now



Top Picks for Christy



Binge-worthy TV Shows Featuring a Strong Female Lead

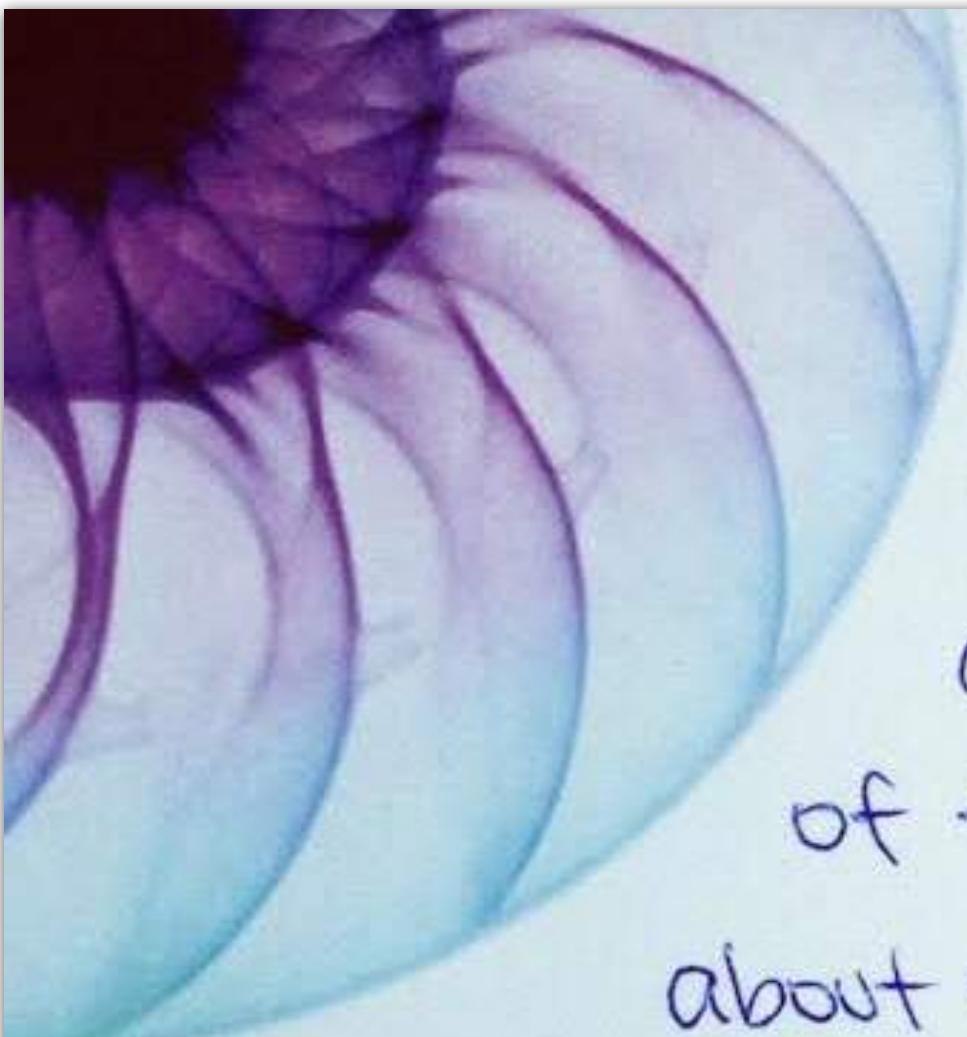




Dear @RONTITE,

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

Sincerely,
©The Westin Grand



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,
@TheWestinFairand

THE WESTIN
GRAND
VANCOUVER



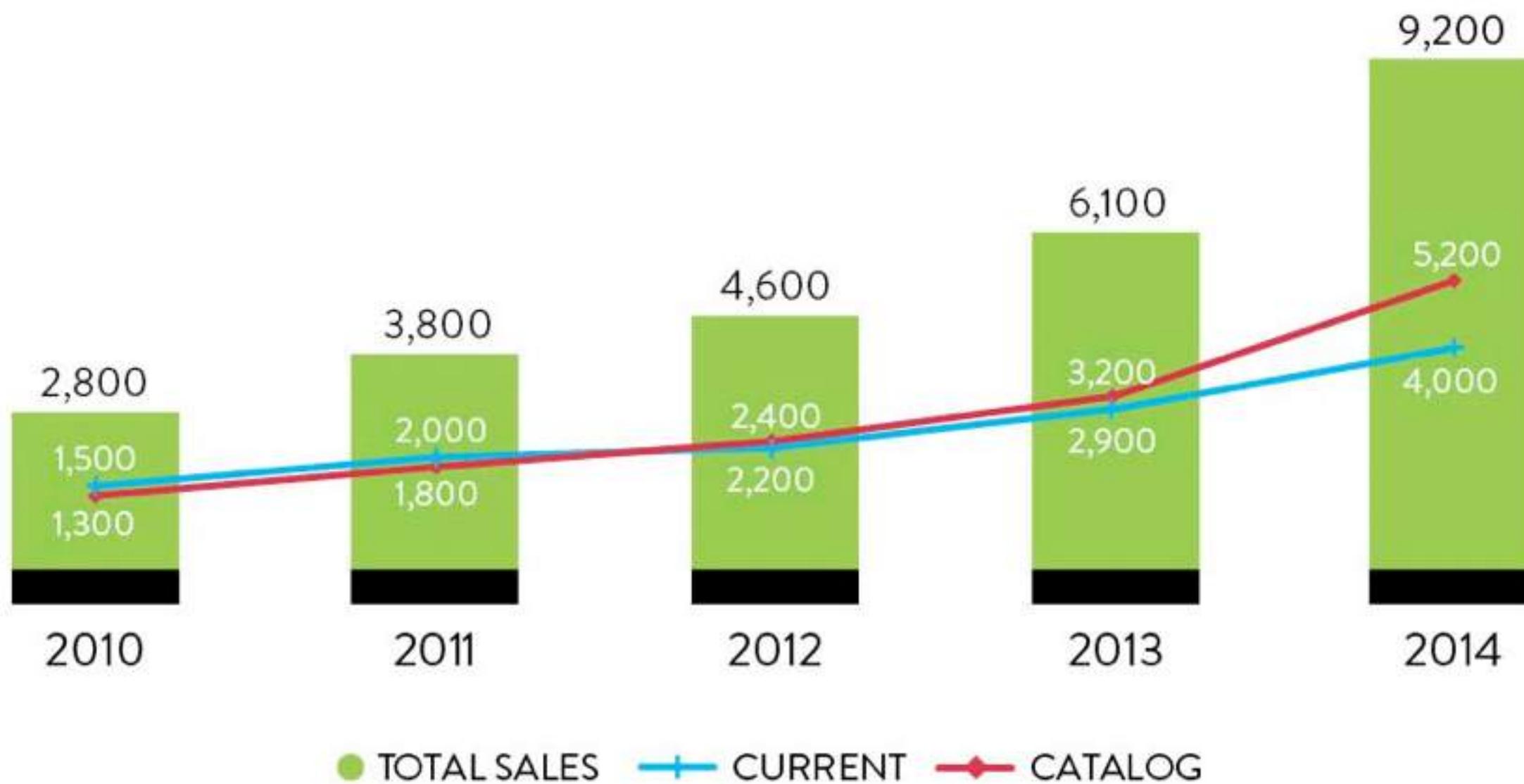




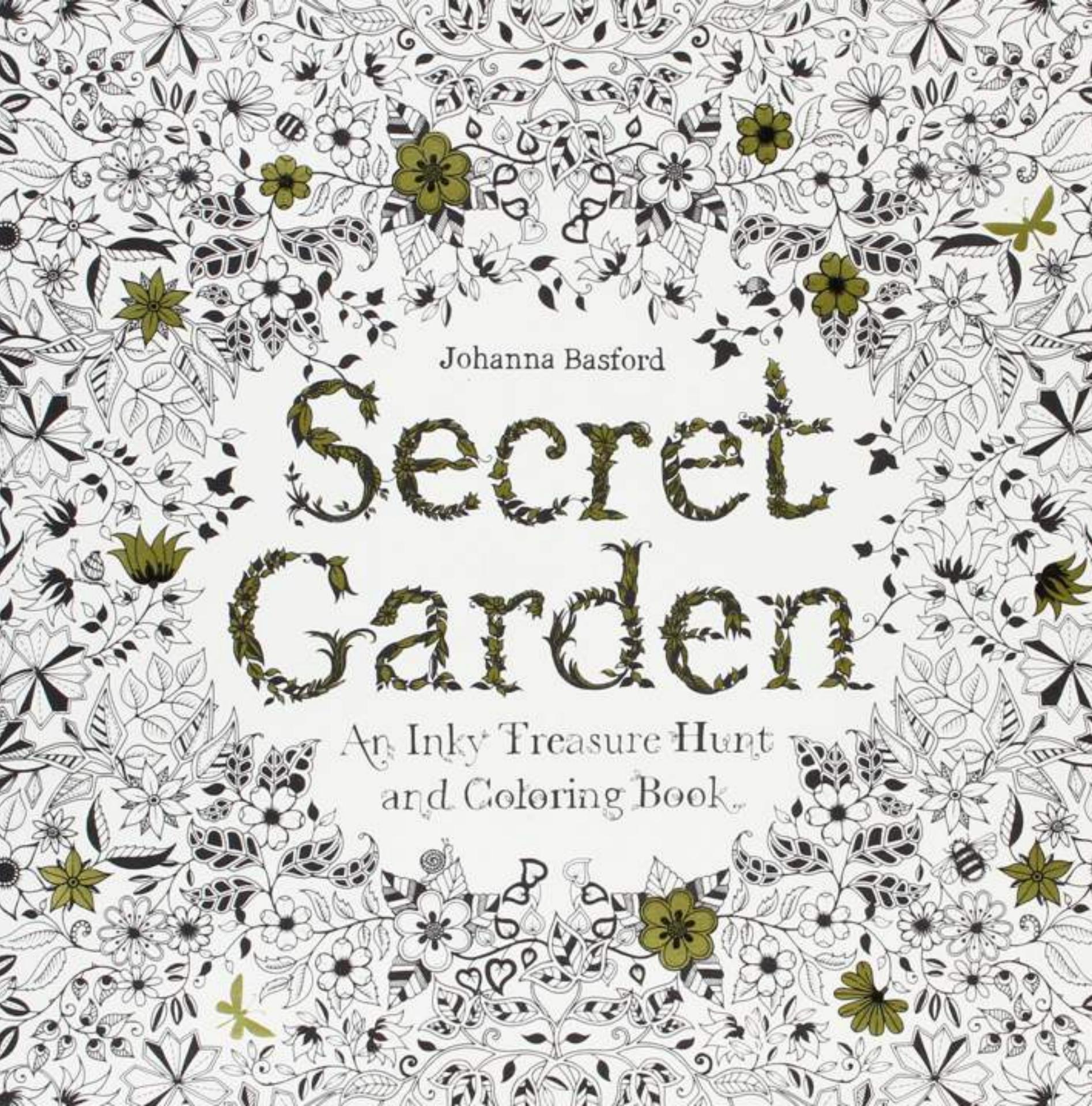
**BE A
ROCK STAR**



VINYL SALES



Source: Nielsen





Play-Doh

NO CHARGER NEEDED



BE
ANTI-ESTABLISHMENT

**STICK IT TO
The MAN.
even if you are
The MAN.**



LET YOUR ROCK
OUT TO PLAY.
JIVE - MADDO - PERFORM
LEAGUEOFROCK.COM

CONTENTS

The
Pessimist

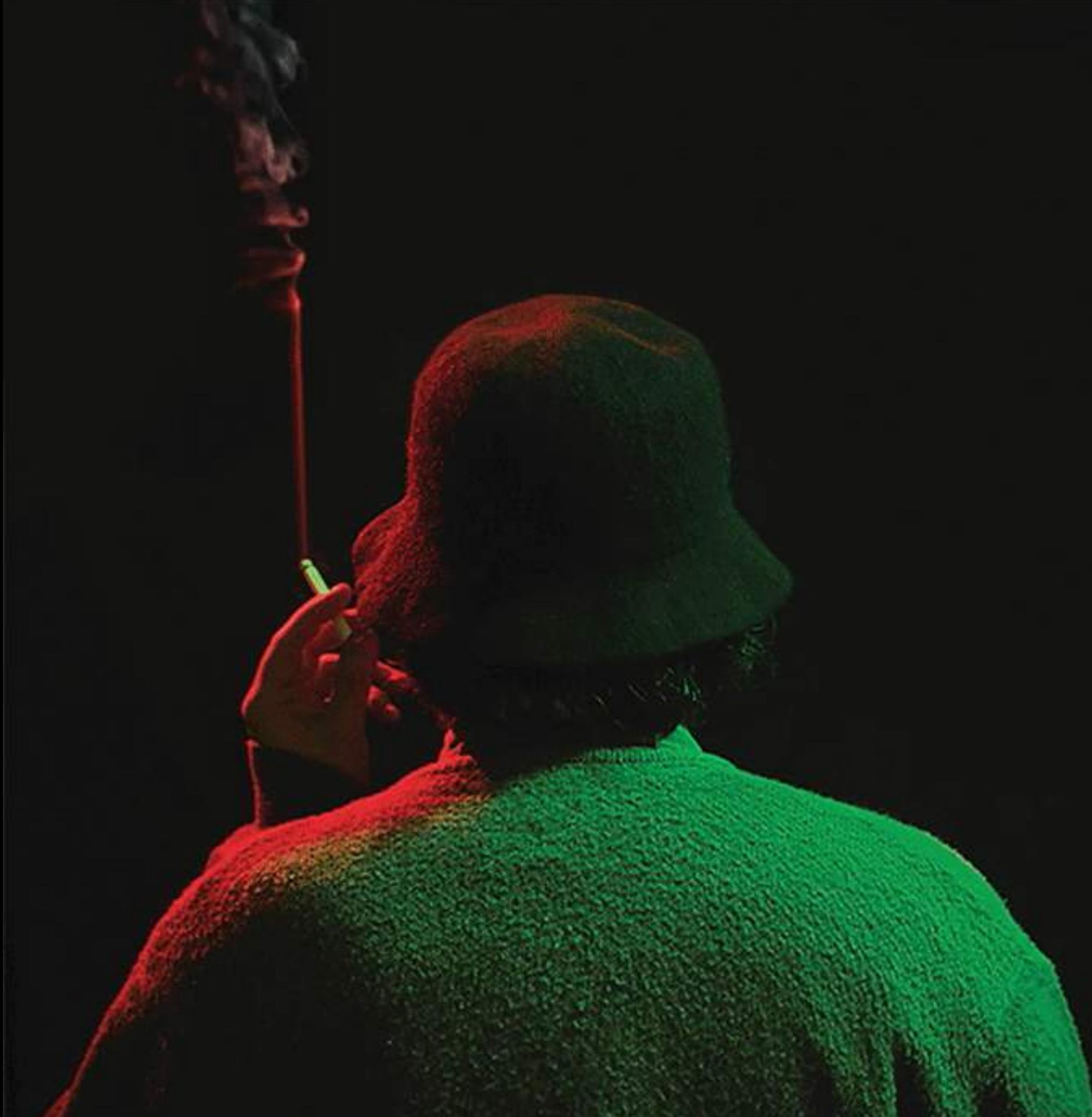
Explaining the
Gas price
Sack, drugs



OUR
BLADES
ARE
F**KING
GREAT



THE
REVOLUTION
WILL NOT BE
TELEVISED



BE ANTI-ESTABLISHMENT: SOLVE PROBLEMS

**SHUT UP
AND SOLVE MY
PROBLEM**







THERE HAS
TO BE A
BETTER WAY.





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.



U B E R



**BE ANTI-ESTABLISHMENT:
BE YOURSELF**





WESTJET 





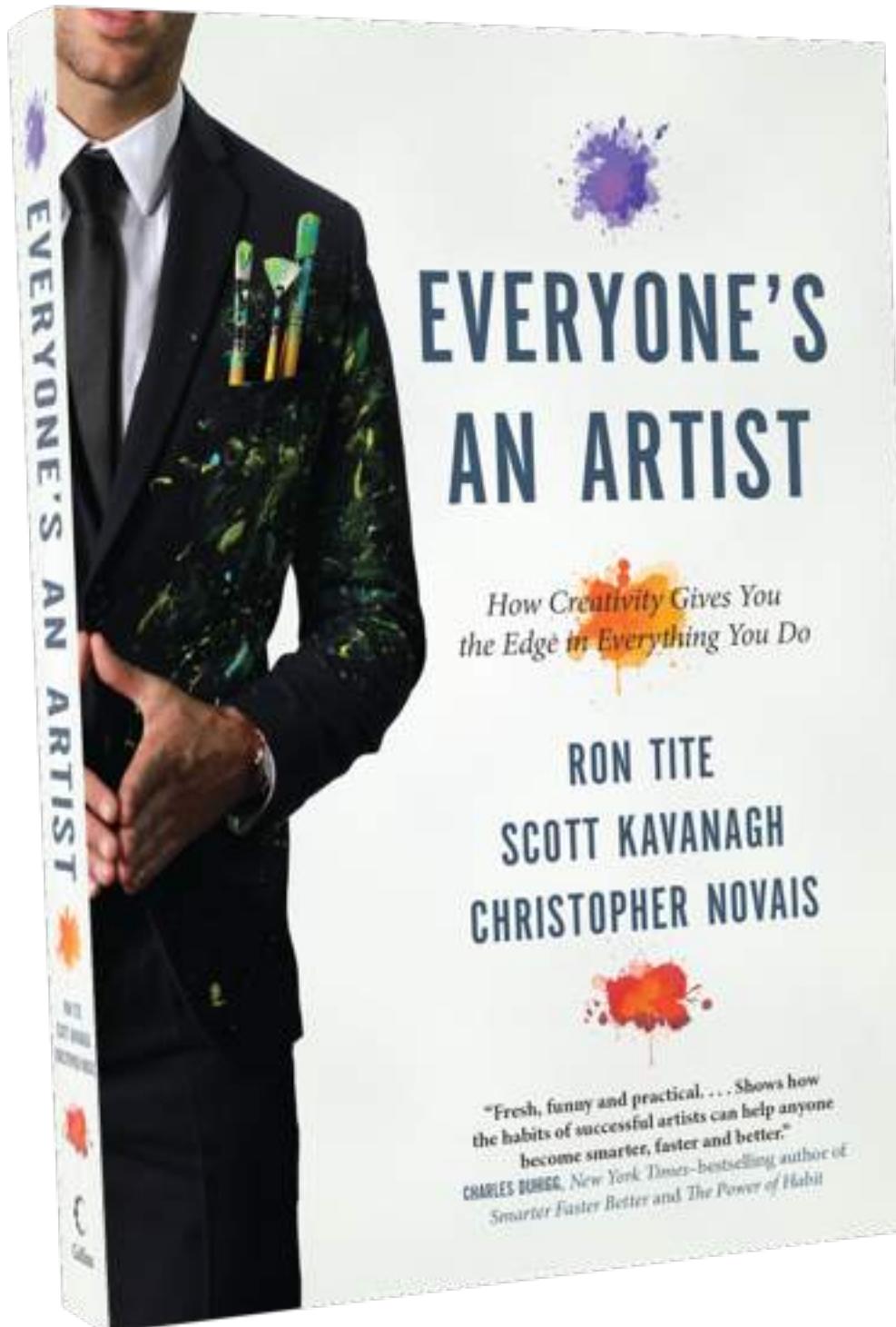


 **alex bloomfield** @alex_bloomfield 1d
@tdsb it's rly chilly outside r u shore I
have to go 2 skool tmrw

 **Toronto DSB**
@tdsb

@alex_bloomfield Hello again
Alex, your spelling indicates that
you should go to school
tomorrow. #schooliscool

1/22/2014, 9:24 PM



THANKS
@rontite