

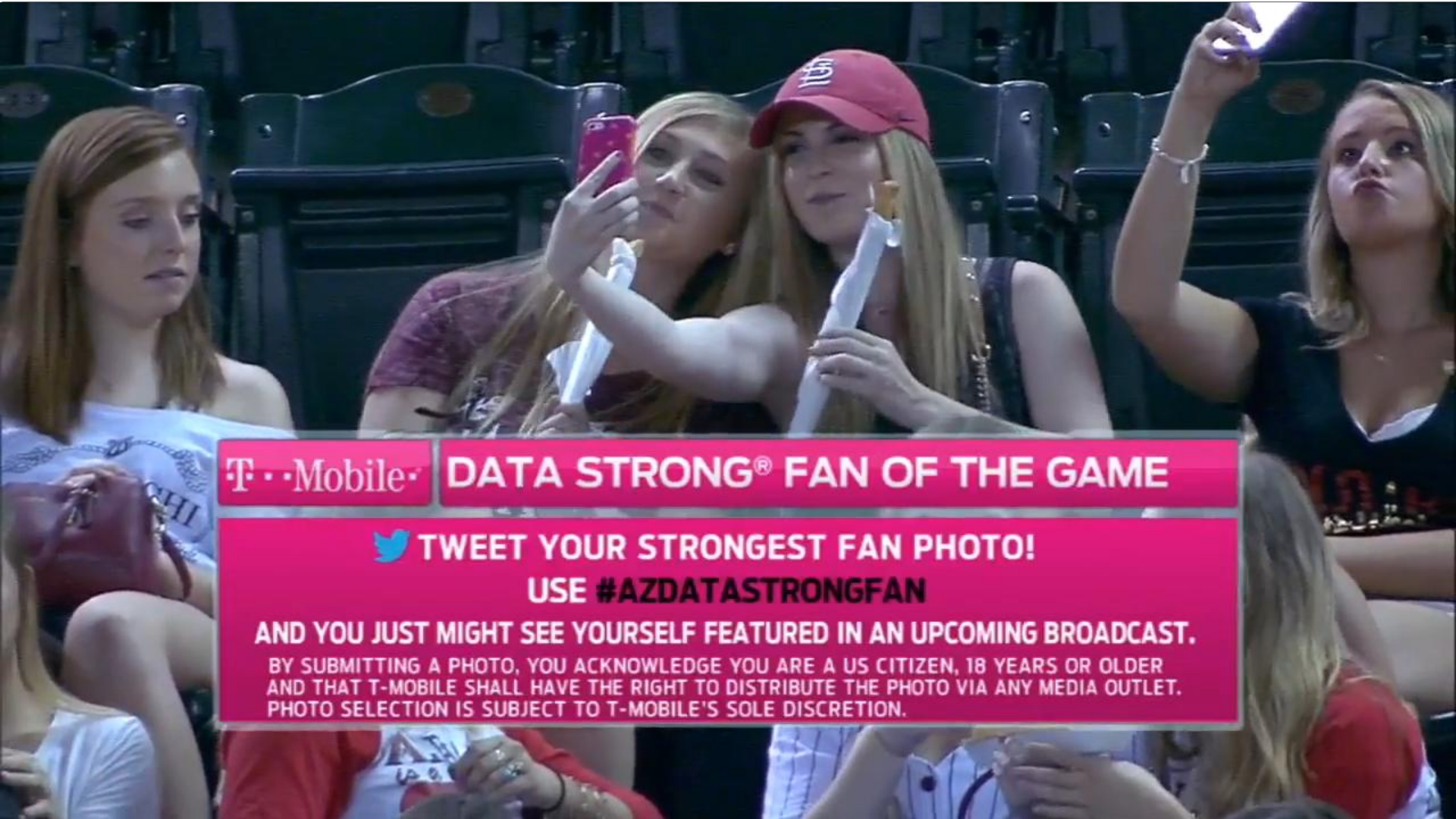
Influencing Modern Consumers

Building Connections & Sales
in the Age of Memes, GIFs, and Selfies

1. Embrace Change
2. Pay Attention to Attention
3. Cut Through Clutter

Embrace Change



A background image showing several young women sitting in stadium seats. One woman in the center is taking a selfie with a red phone. Another woman to her right is wearing a red baseball cap and holding a white object. A woman on the far right is holding up a glowing object. The scene is dimly lit, suggesting an evening game.

T-Mobile

DATA STRONG® FAN OF THE GAME



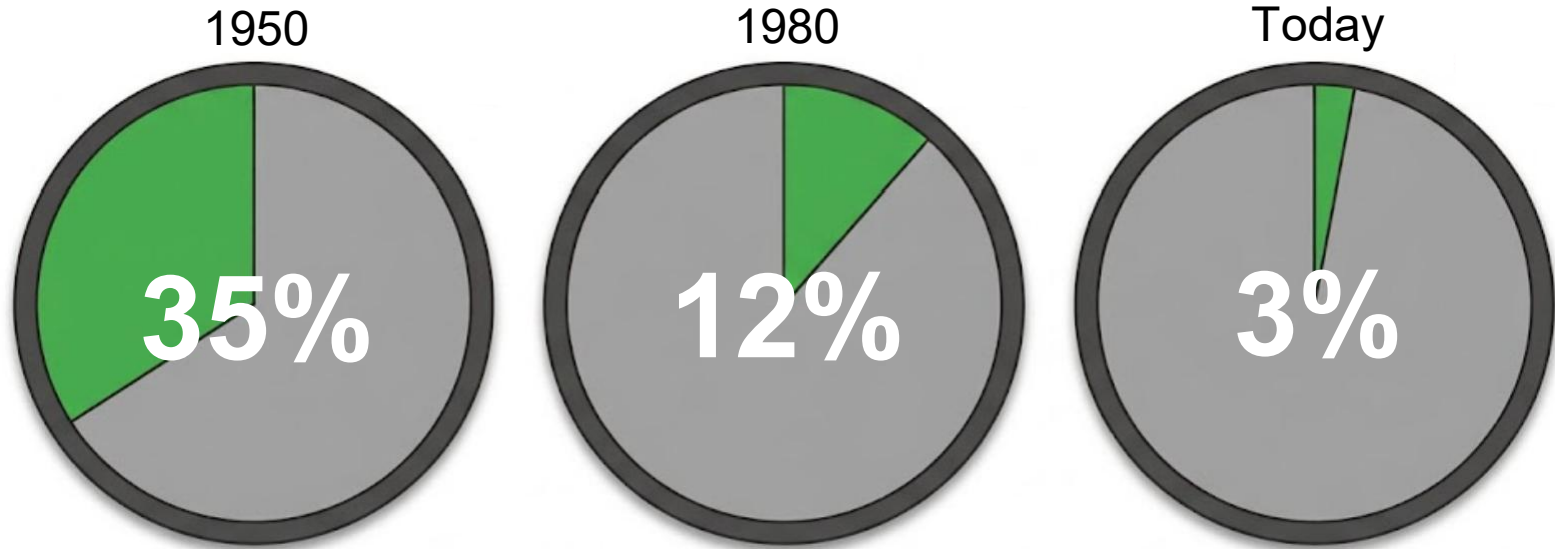
TWEET YOUR STRONGEST FAN PHOTO!

USE #AZDATASTRONGFAN

AND YOU JUST MIGHT SEE YOURSELF FEATURED IN AN UPCOMING BROADCAST.

BY SUBMITTING A PHOTO, YOU ACKNOWLEDGE YOU ARE A US CITIZEN, 18 YEARS OR OLDER
AND THAT T-MOBILE SHALL HAVE THE RIGHT TO DISTRIBUTE THE PHOTO VIA ANY MEDIA OUTLET.
PHOTO SELECTION IS SUBJECT TO T-MOBILE'S SOLE DISCRETION.

Europeans Can No Longer Relate to Farmers



Percent of Europeans Working in Agriculture

Pay Attention to Attention

Google



Google Search

I'm Feeling Lucky

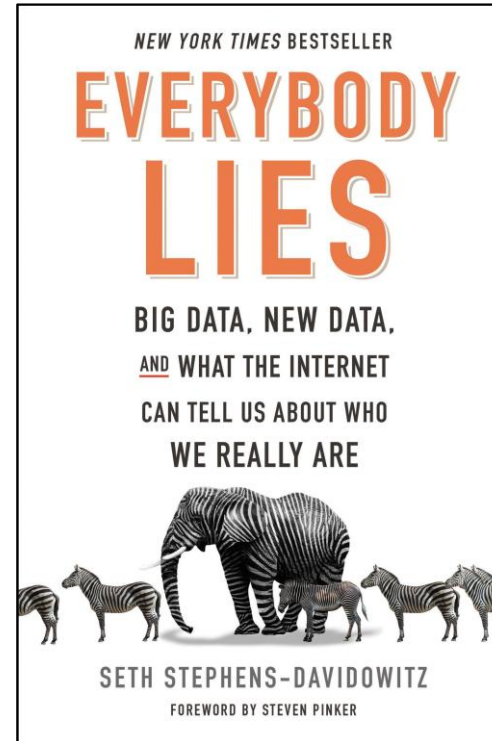
How Wives Describe Their Husbands

On Social Media

amazing

my best friend

the greatest



How Wives Describe Their Husbands

On Social Media

amazing

my best friend

the greatest

Google Searches

How Wives Describe Their Husbands

On Social Media

amazing

my best friend

the greatest

Google Searches

amazing

a jerk

annoying

coq au vin

Search term

chicken sandwich

Search term

chicken biryani

Search term

chicken fried rice

Search term

Worldwide

2004 - present

All Categories

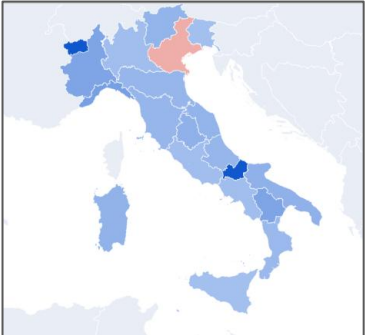
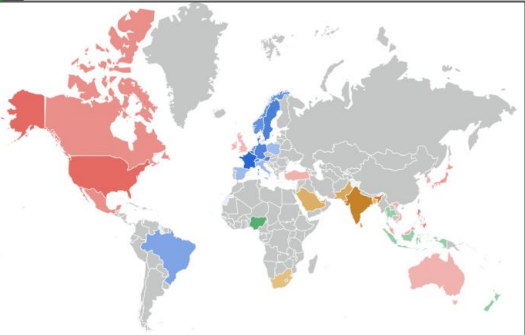
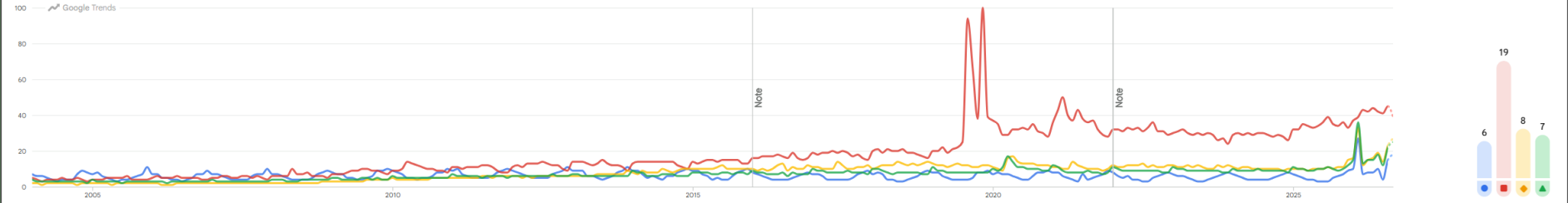
Web Search

Interest over time

Worldwide · 2004 - present

Average interest

Worldwide · 2004 - present

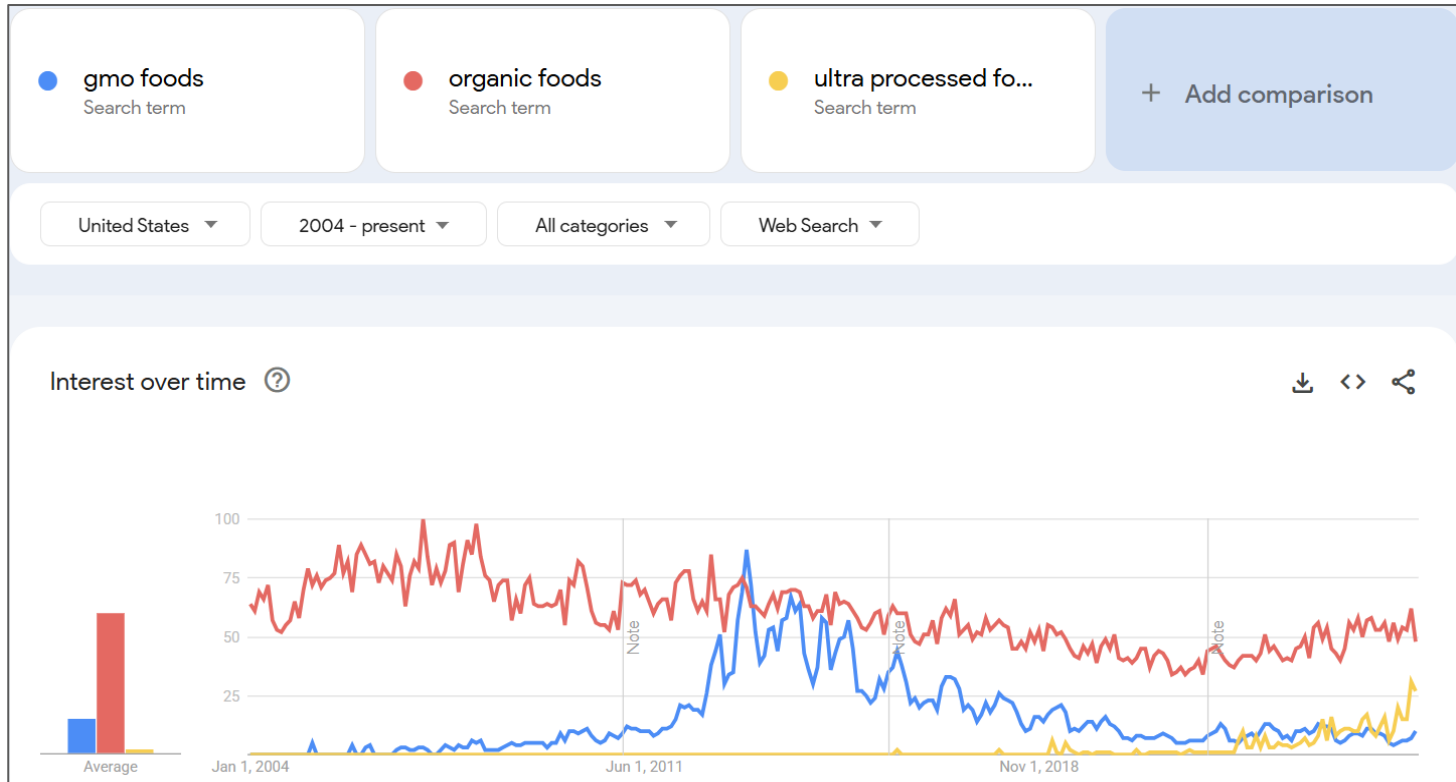


Sort by coq au vin

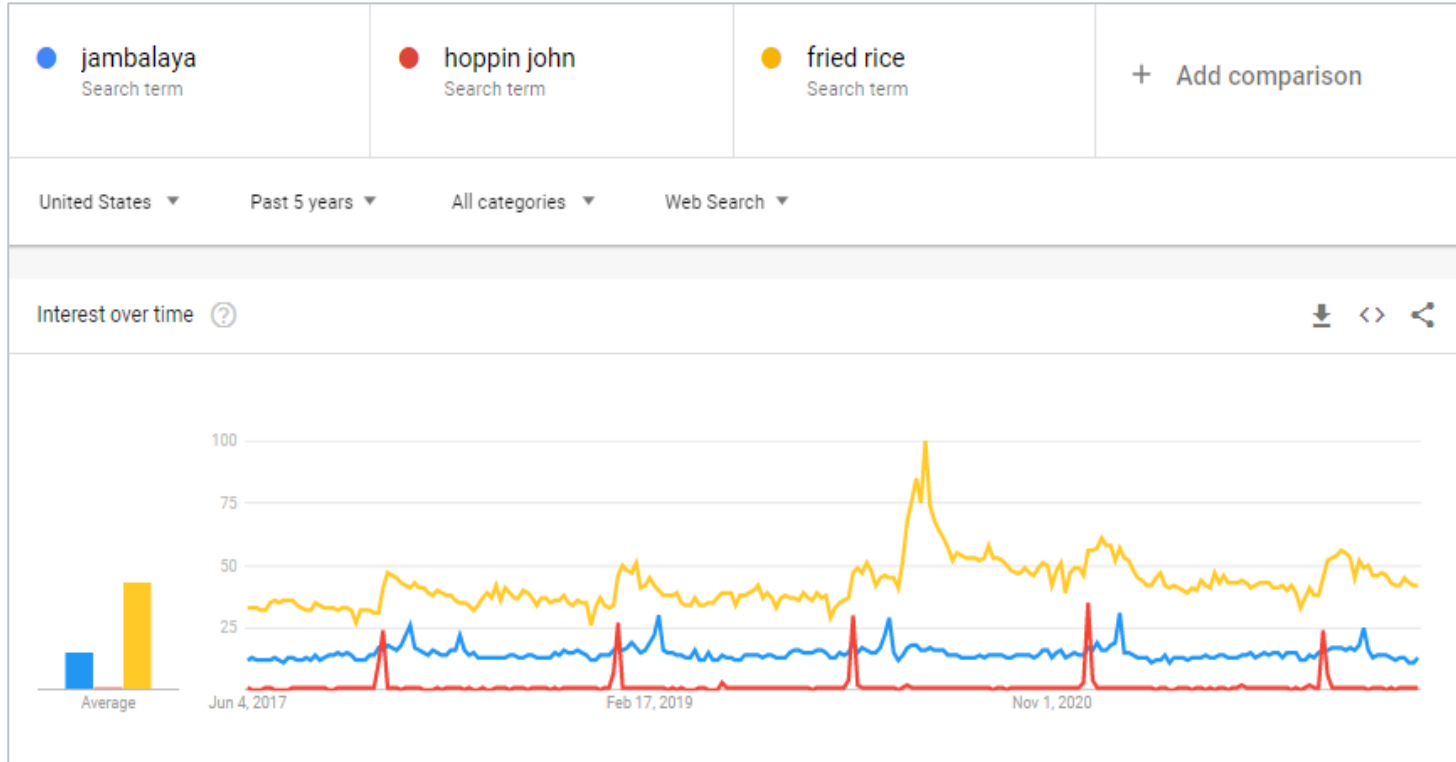
Region	Search interest
1 Aosta	
2 Molise	
3 Liguria	
4 Piedmont	
5 Basilicata	

1-5 of 20

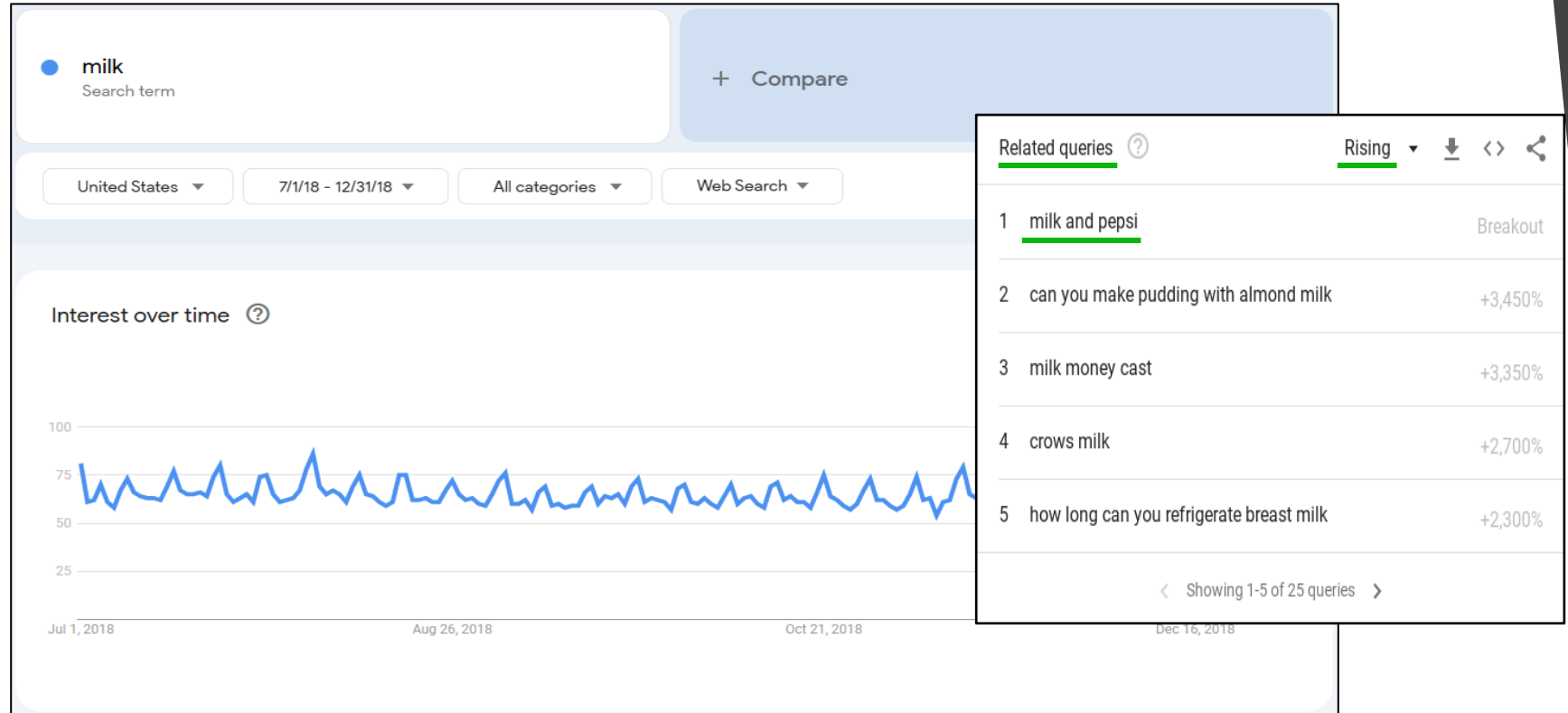
Google Trends



Google Trends



Google Trends

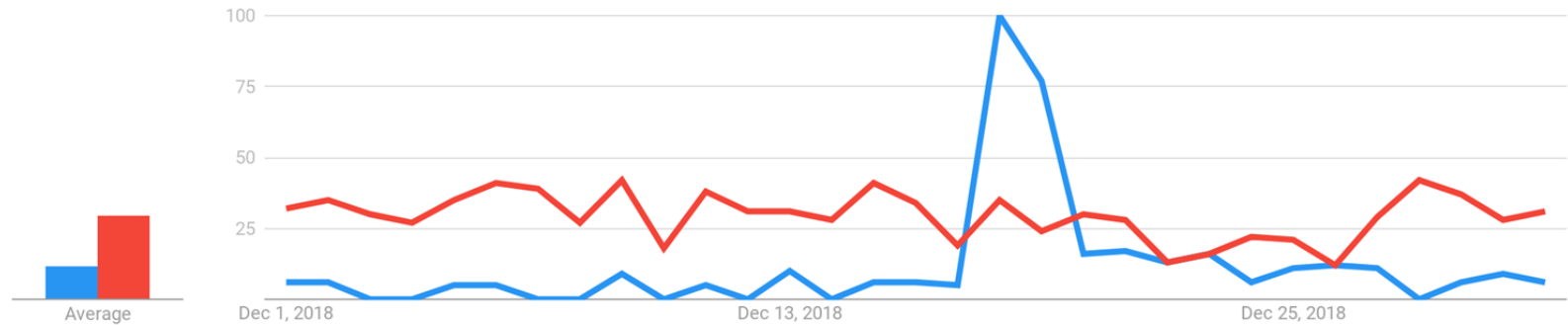


Google Trends

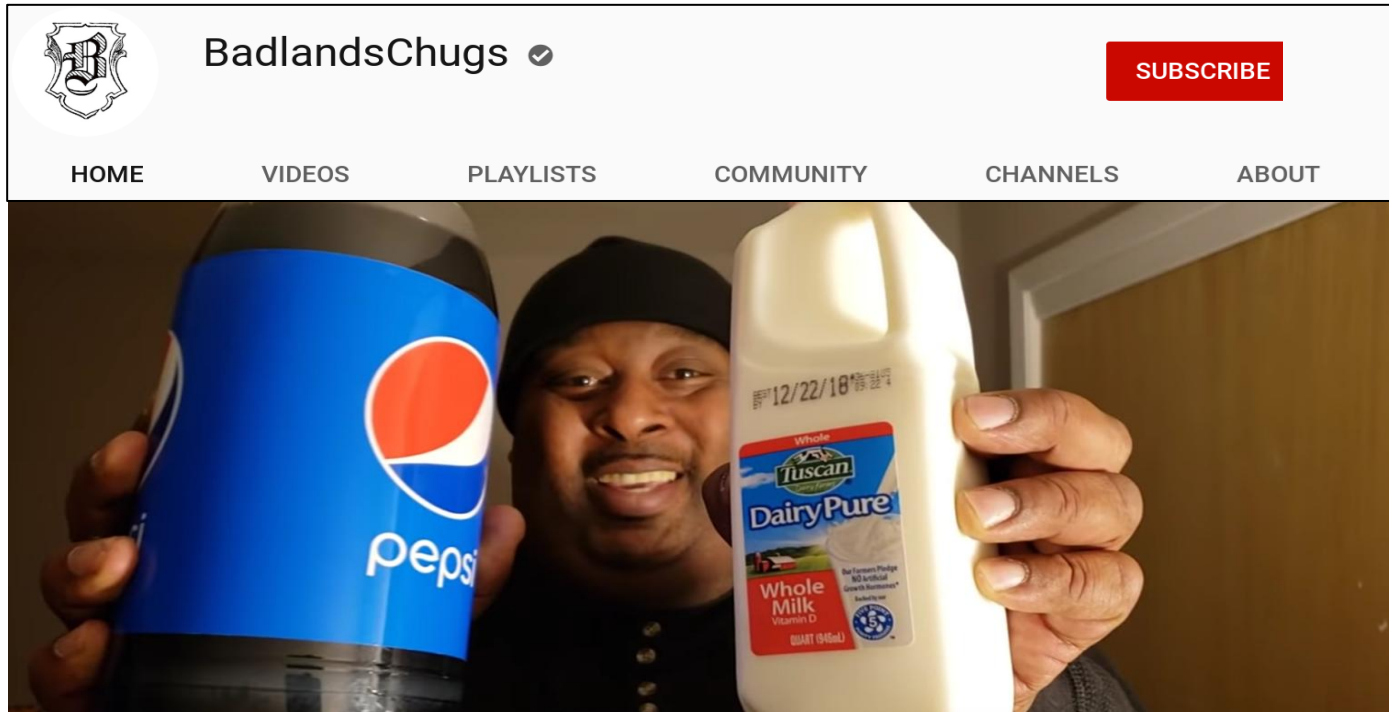
● Pepsi Milk

● Diet Pepsi

Interest over time 



Google Trends







MrBeast 

@MrBeast · [Follow](#)



I'm gonna give 10 random people that repost this and follow me \$25,000 for fun (the \$250,000 my X video made)

I'll pick the winners in 72 hours

1:32 PM · Jan 22, 2024



2.1M



Reply



Copy link

[Read 417.8K replies](#)

“HELP ME PLEASE. A MAN NEEDS HIS NUGGS”

-Carter Wilkerson



Carter Wilkerson @carterjwm · 1m

Yo @Wendys how many retweets for a year of free chicken nuggets?



1



Wendy's ✓

@Wendys

Replying to @carterjwm

18 Million

4/5/17, 7:32 PM



United
@united

Follow

If you get the 18 million RTs, we'll give you a free flight to take you to any @Wendys in the world in a city we serve. Good luck!



Carter Wilkerson @carterjwm
HELP ME PLEASE. A MAN NEEDS HIS NUGGS

RETWEETS

27,177

LIKES

38,083



3:12 AM - 8 Apr 2017



4.2K



27K



38K

Cut Through the Clutter

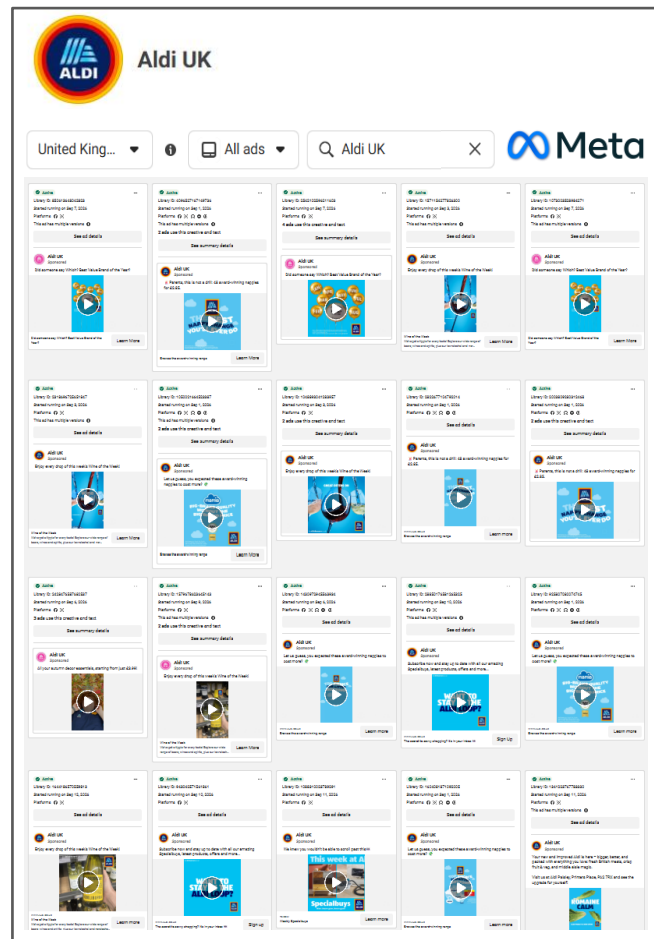


Understand the Clutter



Google Ads Transparency Center

LinkedIn Ad Library



100% natural

NO HIGH
Fructose
Corn Syrup
GMO FREE

OUR FARMERS JUST SAY NO
MILK
*from cows
not treated
with rBST
OUR FARMERS GUARANTEE

Made With
Real Honey

Heart
Healthy



Excellent Source of Calcium, Vitamin D
& Riboflavin. Good Source of Vitamin A
35mg ISOFLAVONES PER SERVING

Made with
Organic
Wheat

EXCELLENT SOURCE OF
10 VITAMINS & MINERALS

FAT FREE

SUGAR FREE

✓ 100% Vitamin C DV
25% Vitamins A & E Per Serving

100%
WHOLE
GRAIN
31g or more
per serving
WholeGrainsCouncil.org
EAT 48g OR MORE OF
GRAINS DAILY

USDA
ORGANIC

Made With
REAL
Fruit



NON
GMO
Project
VERIFIED

NO NITRATES OR
NITRITES ADDED
*EXCEPT FOR THE NATURALLY OCCURRING
NITRATES IN CELERY & CHERRY POWDER

immune support
VITAMINS A, C & E TO HELP SUPPORT A HEALTHY IMMUNE SYSTEM

Declutter Your Message



2015
\$1.4M

Declutter Your Message



2015
\$1.4M

Declutter Your Message

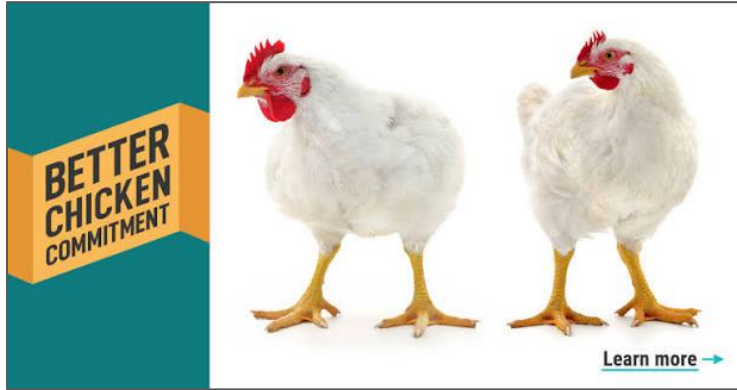


2015
\$1.4M

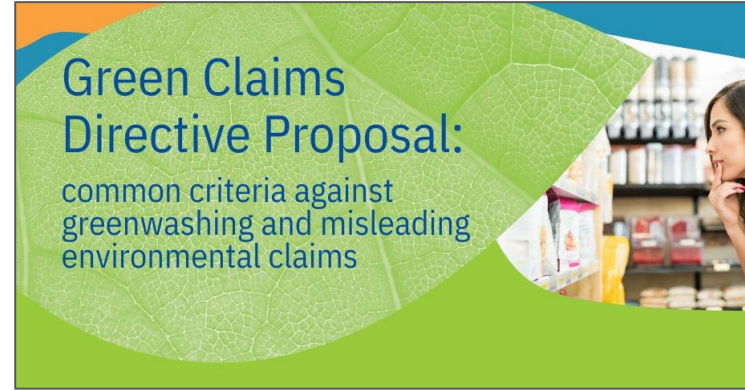
2016
\$44M

2017
\$350M

Boring Is Forgettable



- Raised with Care
- Higher Welfare Standards
- Raised by Local Family Farmers
- Fed a 100% Vegetarian Diet
- Never Given Growth Hormones
- Responsible Farming



- Working Towards Net Zero
- Cage Free
- Fed Deforestation-Free Soy
- 100% Traceable from Farm to Fork
- Sustainably Packaged
- Recyclable Tray

Boring Is Forgettable



Mobile Games

+200M

Downloads

Song

3 Countries

Billboard Charts

YT Video

+185M

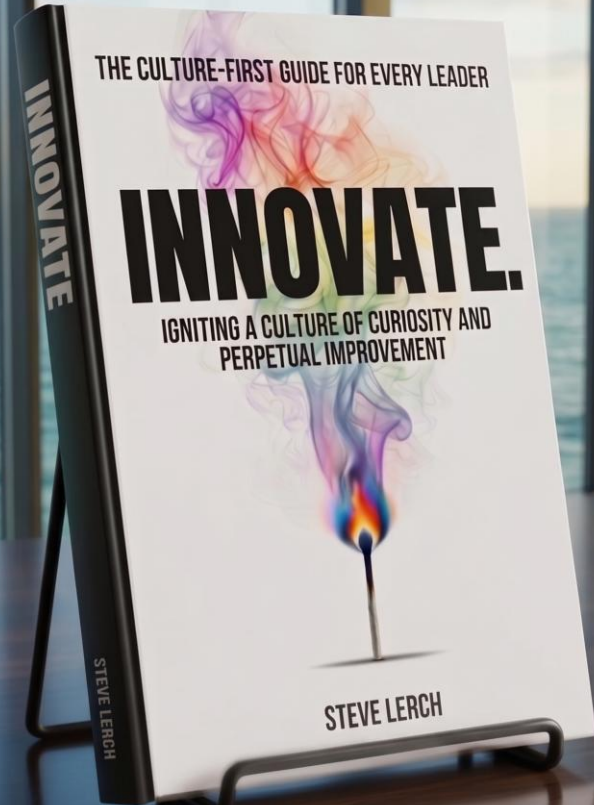
Views



30%

Reduction in Accidents

1. Embrace Change
2. Pay Attention to Attention
3. Cut Through Clutter



Thank You!

Email: Steve@SteveLerch.com

Website: www.SteveLerch.com

Book: www.SteveLerch.com/book

