



Building value for consumers by creating meaning

SANTY



S A N T Y



**Bona<sup>®</sup>**

**Pocky<sup>®</sup>**







S A N T Y



Brand meaning



This dress is made of 5 Gum wrappers



85% OF MILLENNIALS WILL  
CHANGE BRANDS BASED ON PRICE



Millennials are most likely to make a purchase decision based on **value for money**.

- JD Power 2016



100% natural

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

Made With  
**Real Honey**

**Heart  
Healthy** 

No High  
Fructose  
Syrup

Larger  
Size!

Made with  
**Organic  
Wheat**

EXCELLENT SOURCE OF  
VITAMINS & MINERALS

**FAT FREE**

**SUGAR FREE**

✓ **100% Vitamin C**  
**25% Vitamins A &**

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

**USDA**  
ORGANIC

Made With  
  
**REAL  
Fruit**

Excellent Source of Calcium, Vitamin D  
& Riboflavin. Good for you!  
35mg ISOFLAVONES

**NEW!**

NON-GMO  
Project  
**VERIFIED**

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

**NO  
DRIP**

**Immune support**  
TO HELP SUPPORT A HEALTHY IMMUNE SYSTEM





14,359

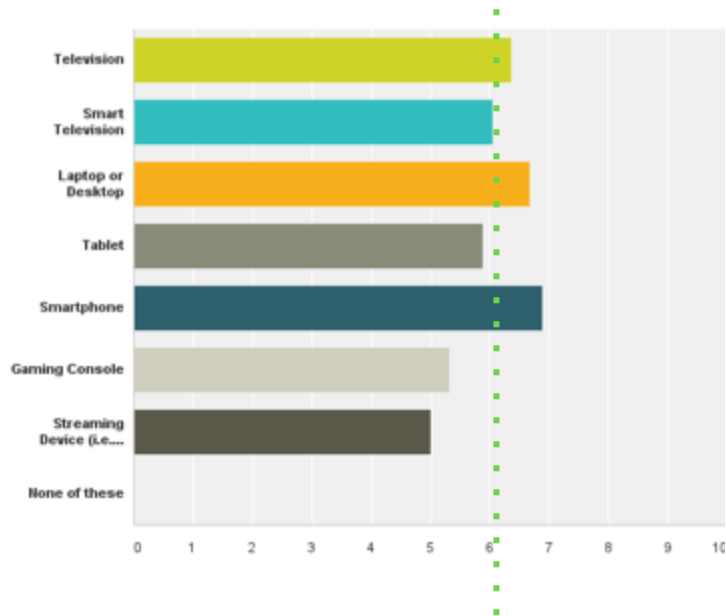


SLUGGING IT OUT  
2008 SEASON COMPARISON

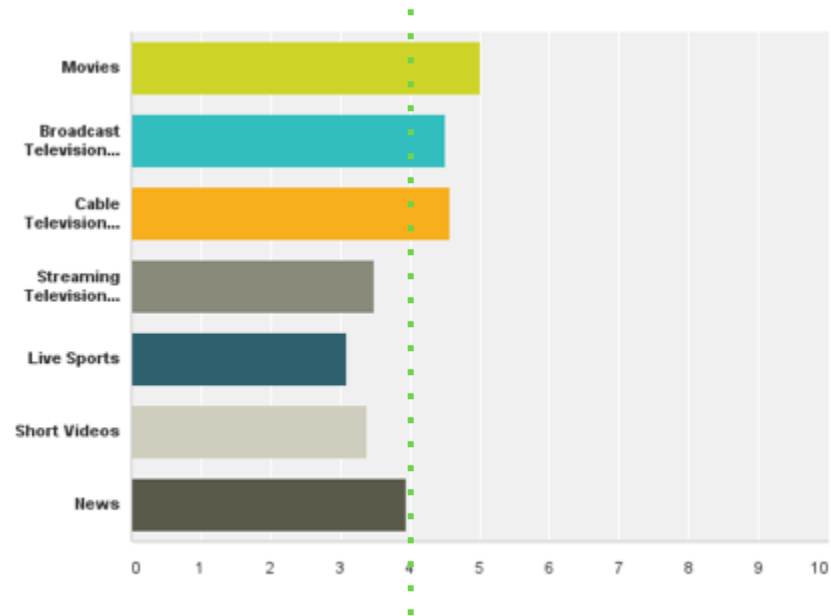
	FELDER	BA	BERKMAN
TEAM	YANKEES	YANKEES	YANKEES
POS	INF	INF	INF
OPS	.276	.276	.312
SLUGGING PCT	.34	.34	.29
HR	102	102	106
RBI	507	507	567
SLUGGING PCT			.567

WWW.YANKEES.COM

## Rank your devices:



## Rank content types:



S A N T Y







<http://significantobjects.com/>











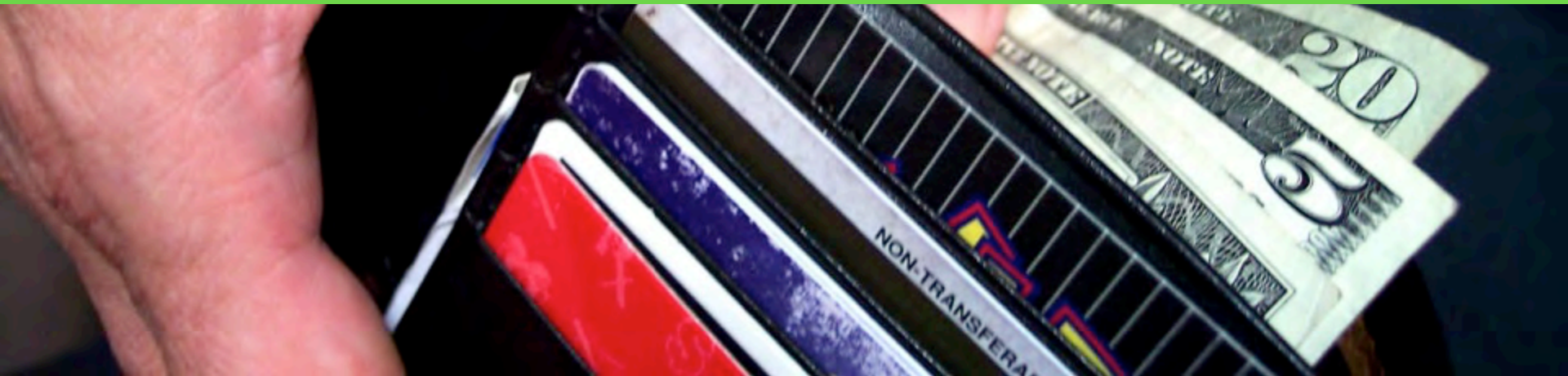
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How are you meaningful?



What is value, *really*?







# 1: Context

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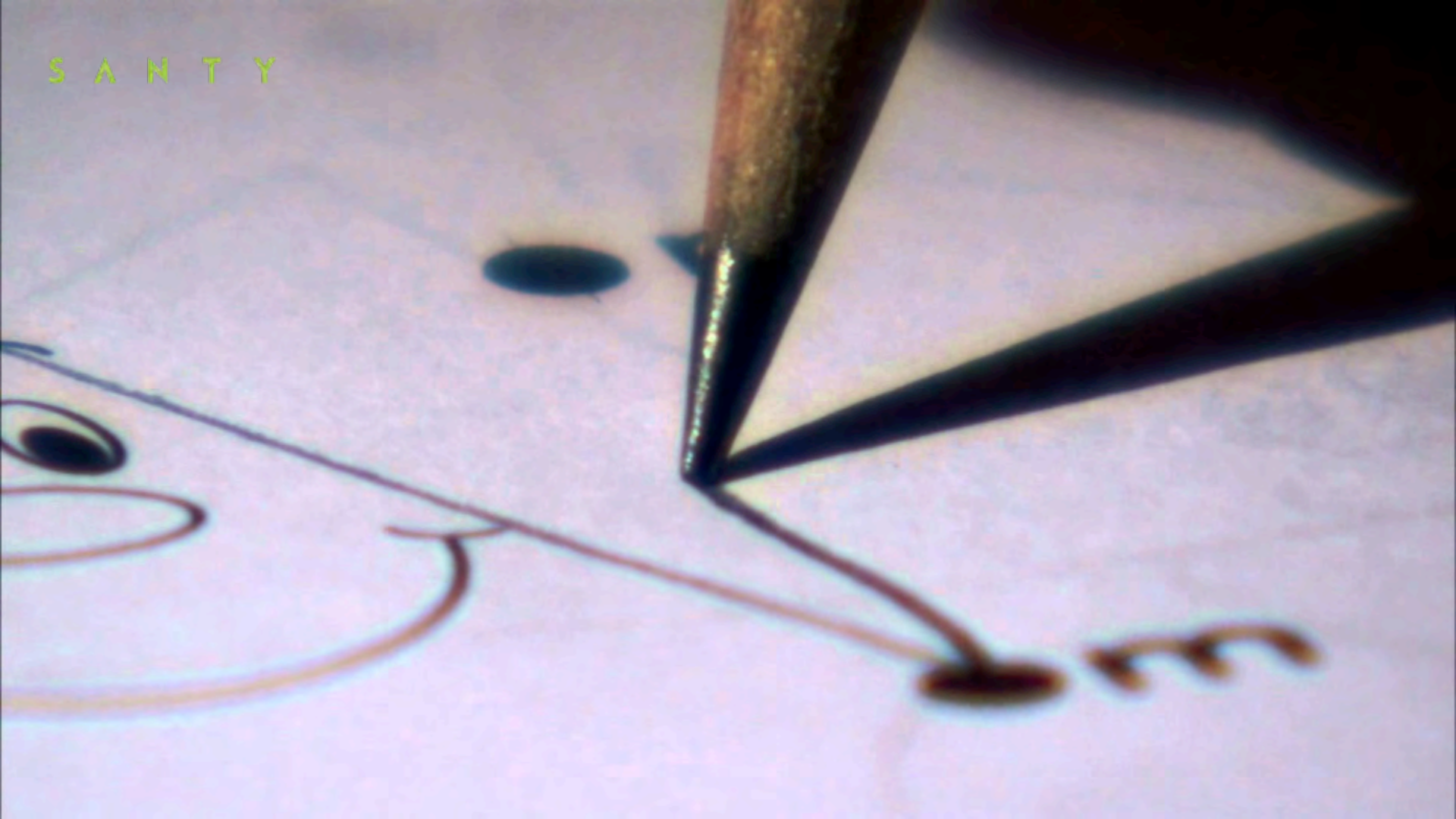


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2: Separate

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The image features four human hands, two on the left and two on the right, arranged in a square formation with palms facing outwards. A solid green horizontal banner is positioned across the center of the image, containing the text "Do what you say you are going to do. Plus." in white. The background is plain white.

Do what you say you are going to do. Plus.

# S A N T Y

Create context

Separate from field

Be emotionally consistent

Keep your promises

## Keys



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Questions?

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Let's discuss