

Understanding the 6 Human Needs.

By Bill Carmody, CEO of Trepont

**THE
IMPULSE, FRONT-END
& CHECKLANE
EPPS**



Bill Carmody

CEO, TREPOINT

The purpose of my life is to be an inspirational leader who solves problems and creates breakthroughs in myself and others.

The purpose of Trepont is to deliver breakthrough marketing and innovation that is as powerful as the clients we serve.



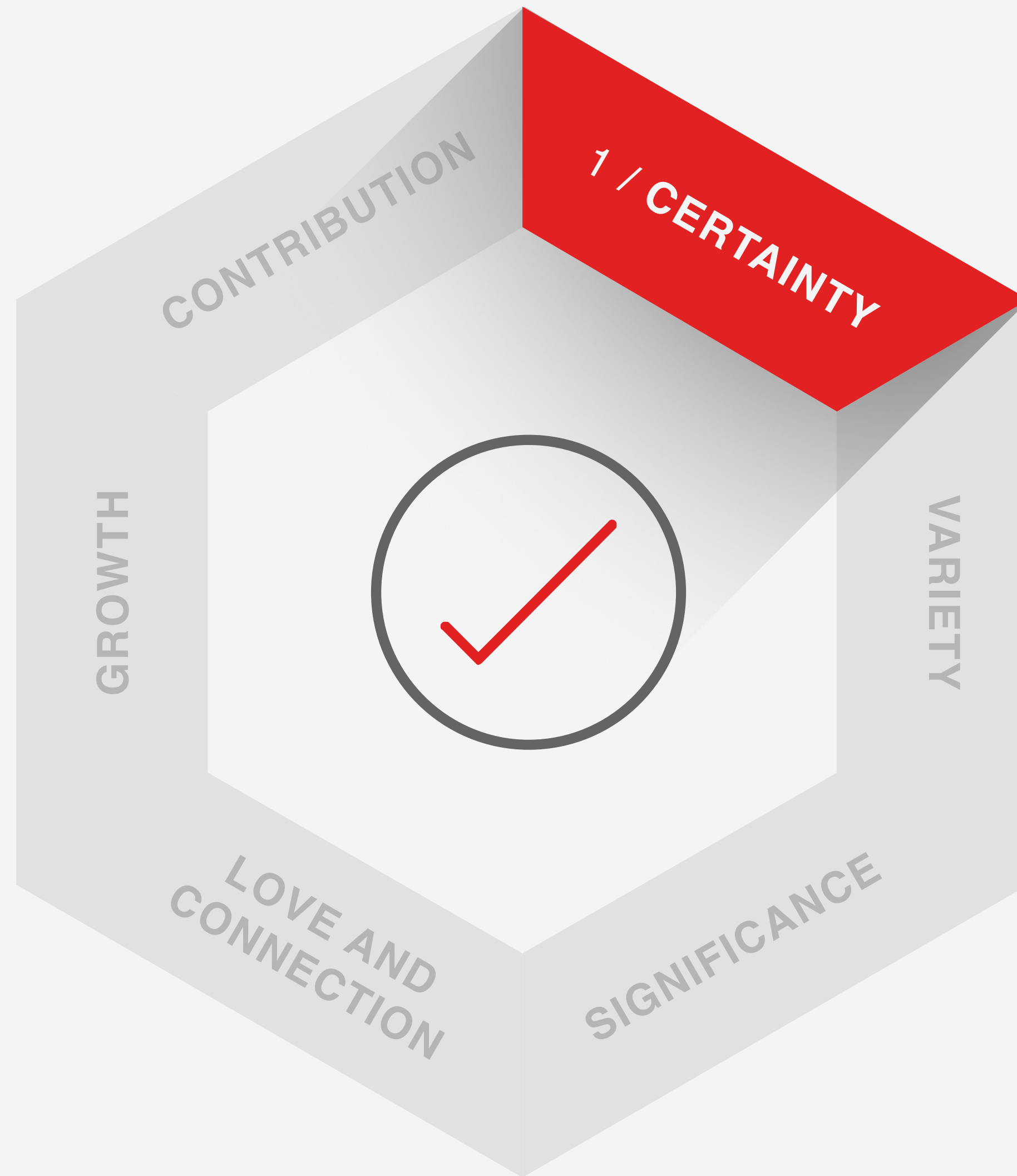


The Nasdaq logo, featuring a stylized white 'N' with a blue gradient and the word 'Nasdaq' in a blue, sans-serif font, is prominently displayed on a dark blue background above the crowd.

Nasdaq







Feeling — this will make me happy

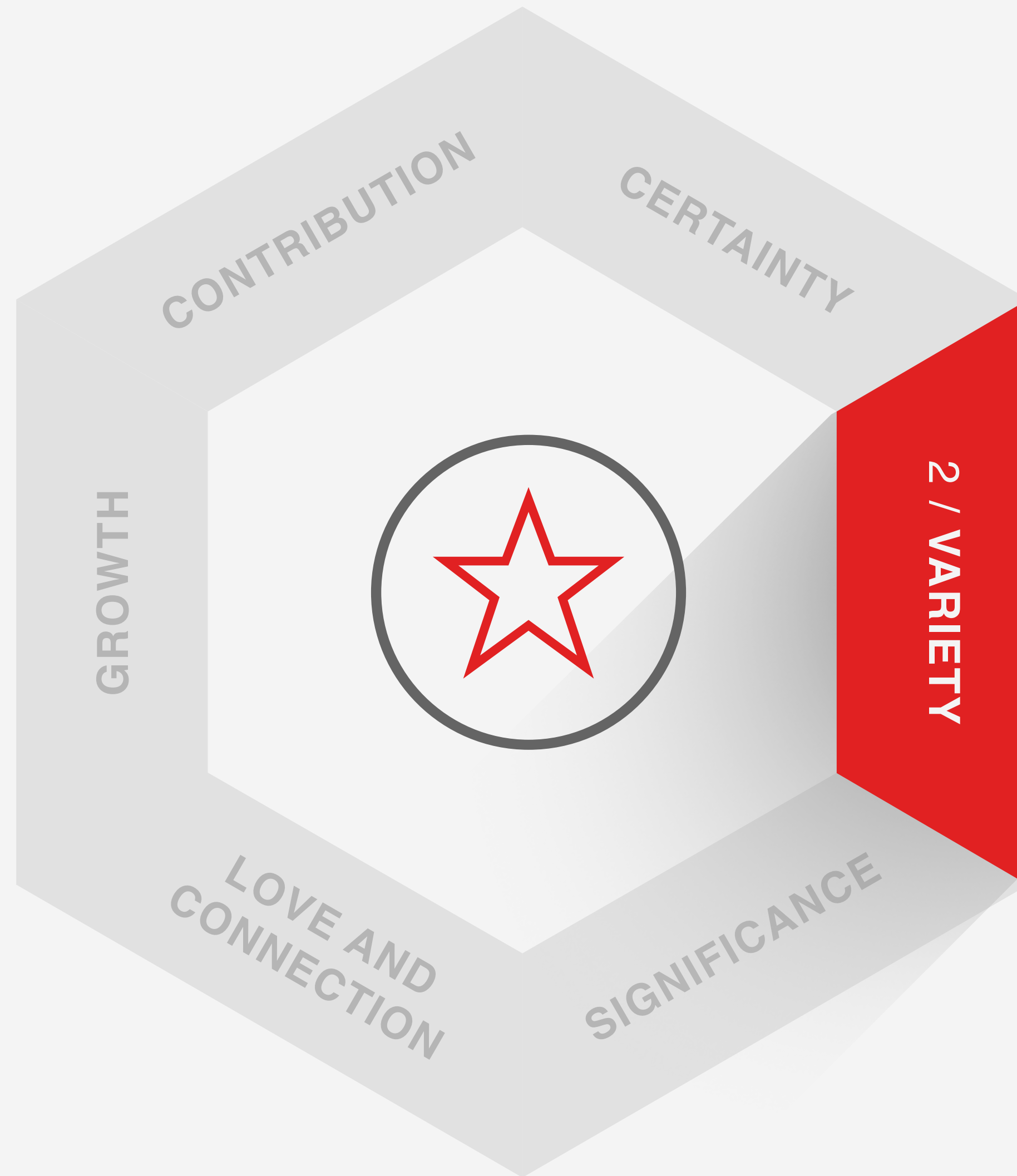
Flavor — I will enjoy the taste

Sensation — I will feel more awake

Price — I know exactly what this costs

History — This has worked for me before

Confidence — Someone I trust told me



Surprise — Something unexpected

Change — A break from the routine

Variation — Slightly different

Seasonality — Appropriate timing

Updated — Made better in some way

Luck — A chance to win something



Previous Order — I remember your order

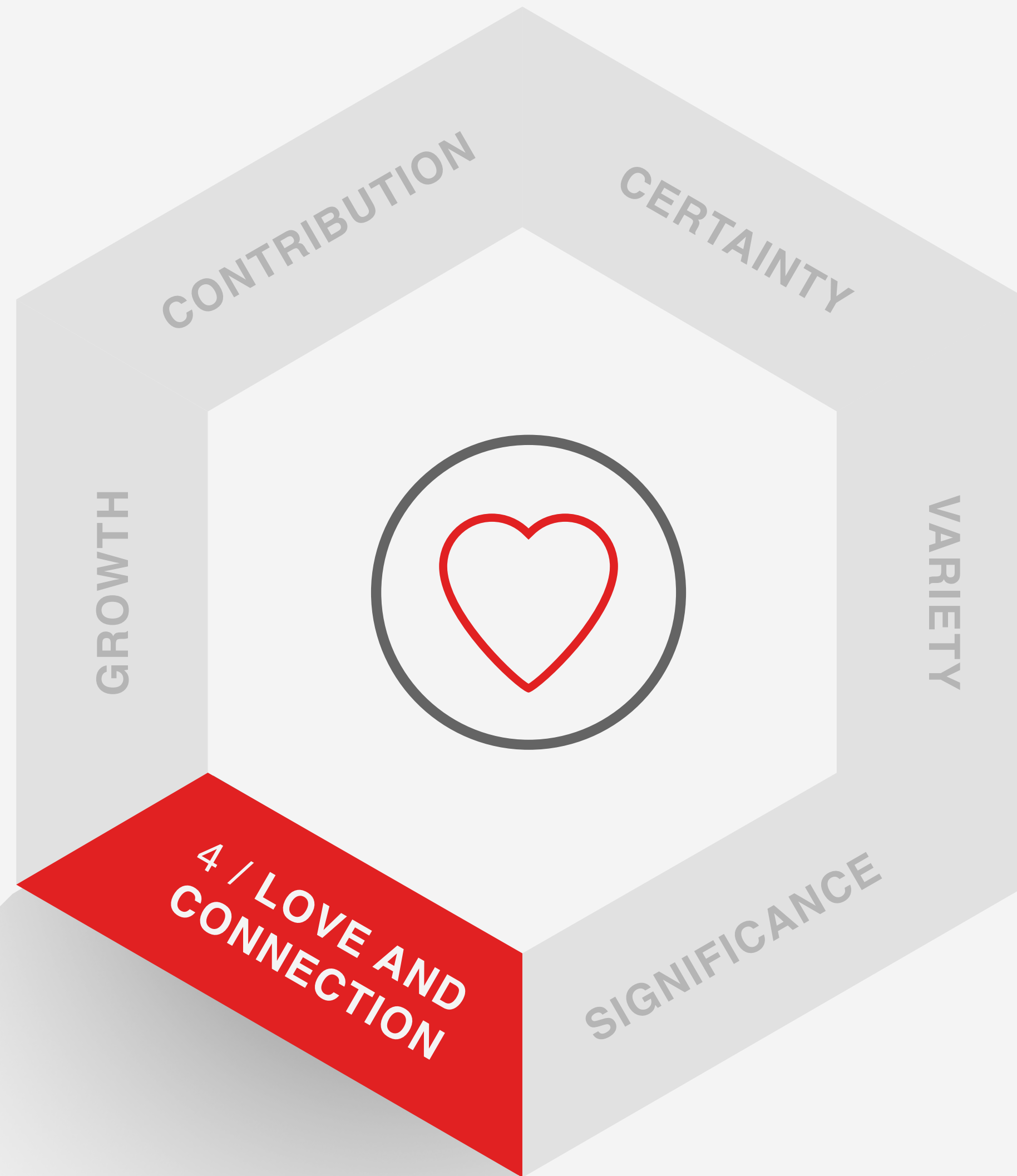
Award — Customer of the month

Special Line — I'm your best customer

Secret Menu — I'm in the tribe that knows

Level Up — I've achieved the next level

Badge of Honor — I'm part of the brand



Smile — You belong here

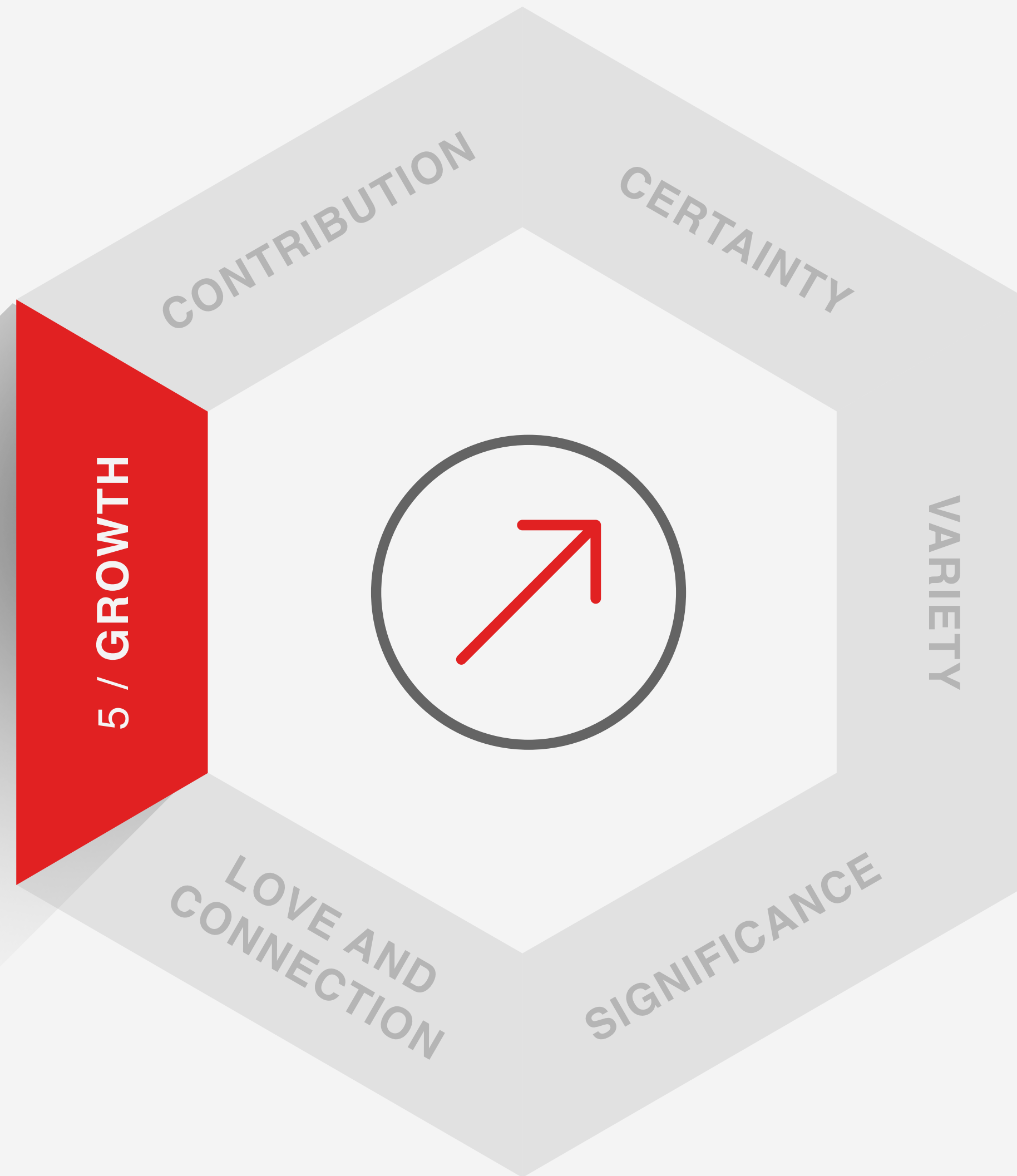
Name Recognition — I know who you are

Identity — I'm part of this tribe

Appreciation — Thank you

Share & Care — Who else should we know

Good Vibes — Makes you feel special



Stronger — I'm becoming better

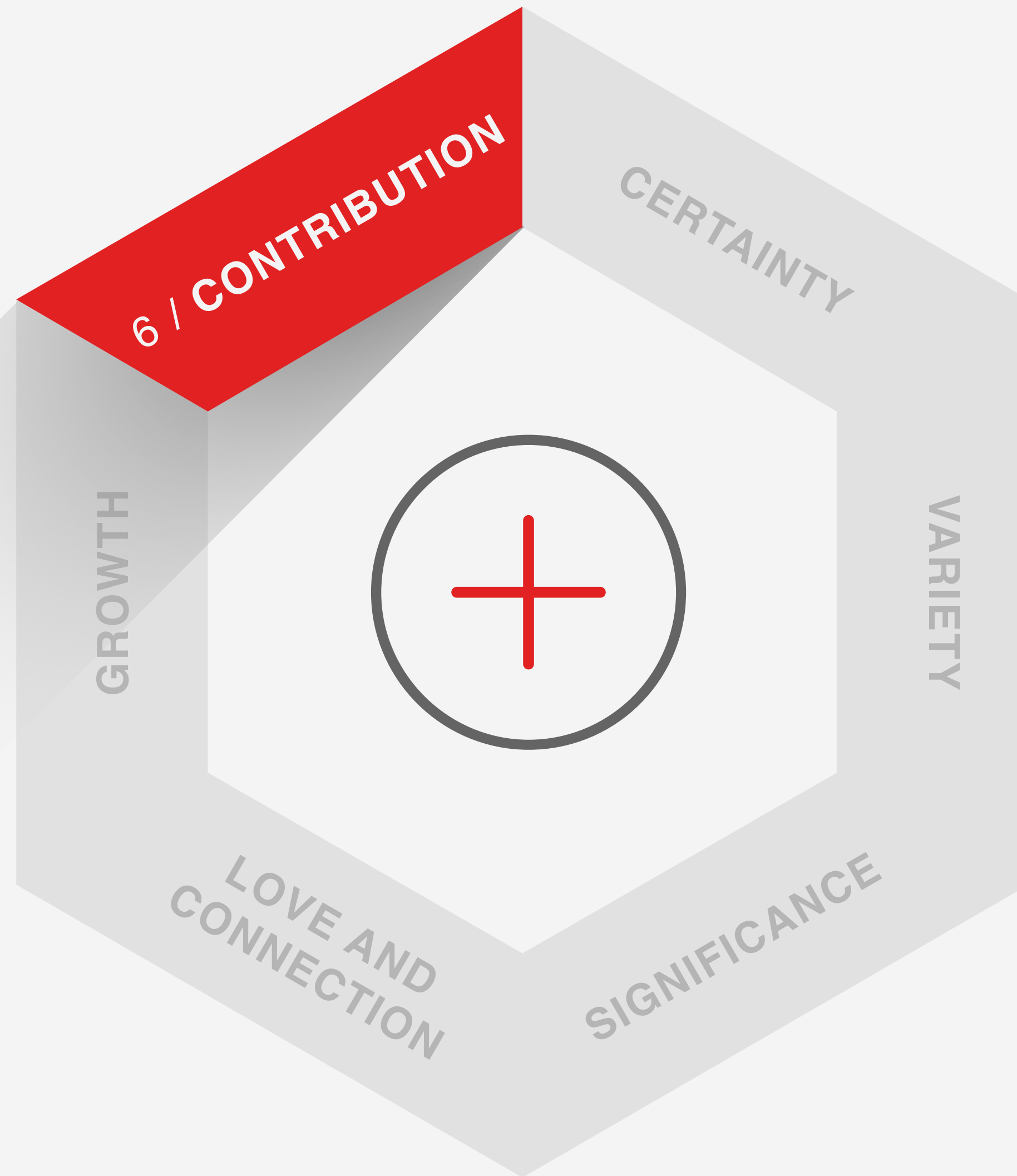
Improvement — A little better each day

Stretch — Not easy, but worth it

Energized — Full of vitality

Healthy — I feel better about myself

New — Trying something better for me



Cause — Something I support

Donation — I want to help out

Volunteer — Even more I can do

Give Back — Sharing what I have

Difference — What I'm doing matters

Share — Random act of kindness

The background of the slide is a dark, grayscale image of a map with two pushpins. One pushpin is on the left, and another is on the right, both pointing downwards. The map shows some geographical features and lines. In the top-left corner, there is a red geometric pattern consisting of overlapping triangles. The text "Applying What You've Just Learned." is centered in white, with a small red dot at the end of the sentence.

Applying What You've Just Learned.

WHICH NEED IS THE "HAPPY KIDS" SIGN SATISFYING?



THE SIX HUMAN NEEDS: HOW ABOUT “SHOP WITH CONFIDENCE”?



THE SIX HUMAN NEEDS: "WHAT NEED TO MAGAZINES APPEAL TO?"



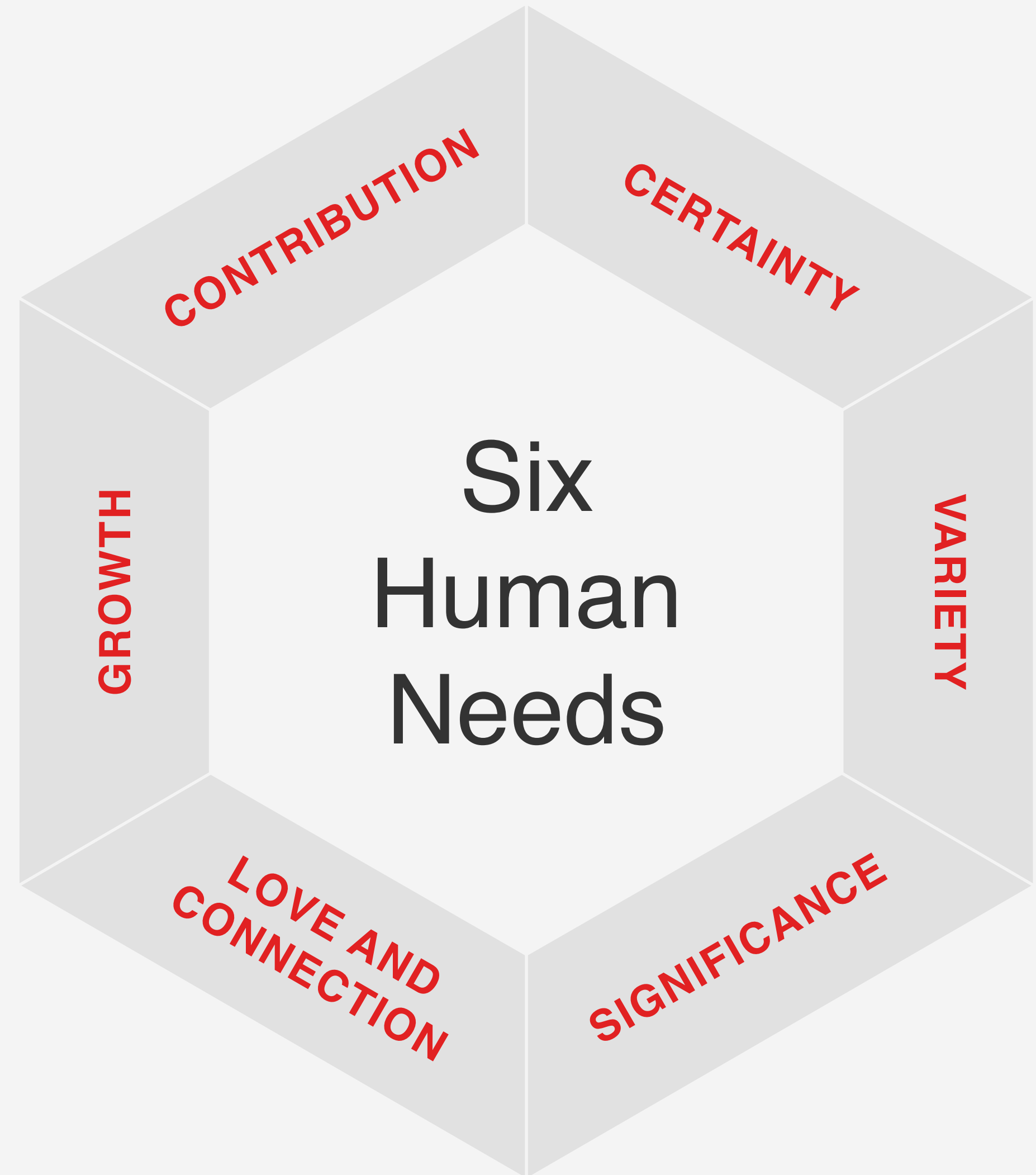
THE SIX HUMAN NEEDS: HOW ABOUT GIFT CARD DISPLAYS?



THE SIX HUMAN NEEDS: WHAT ABOUT WALMART'S DISPLAY IN AISLE 12?









Thank You.

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Trepont.com



Questions?



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Trepont delivers breakthrough marketing and innovation that is as powerful as the clients we serve. With a blend of CPG and B2B Enterprise clients, we have consistently cracked the code on our client's customer journey.

In doing so, we help you get discovered by your ideal customer, then engage with these customers in the ways that lead them to buy your products and ultimately become raving fans.

The purpose of business today is NOT to get customers. Today, the purpose of business is to get customers that get you more customers. We welcome the opportunity to work with you to deliver outstanding marketing programs that matter.