



BRANDING LIKE WE MEAN IT.

Making Victory Break Through. Not Blend In.

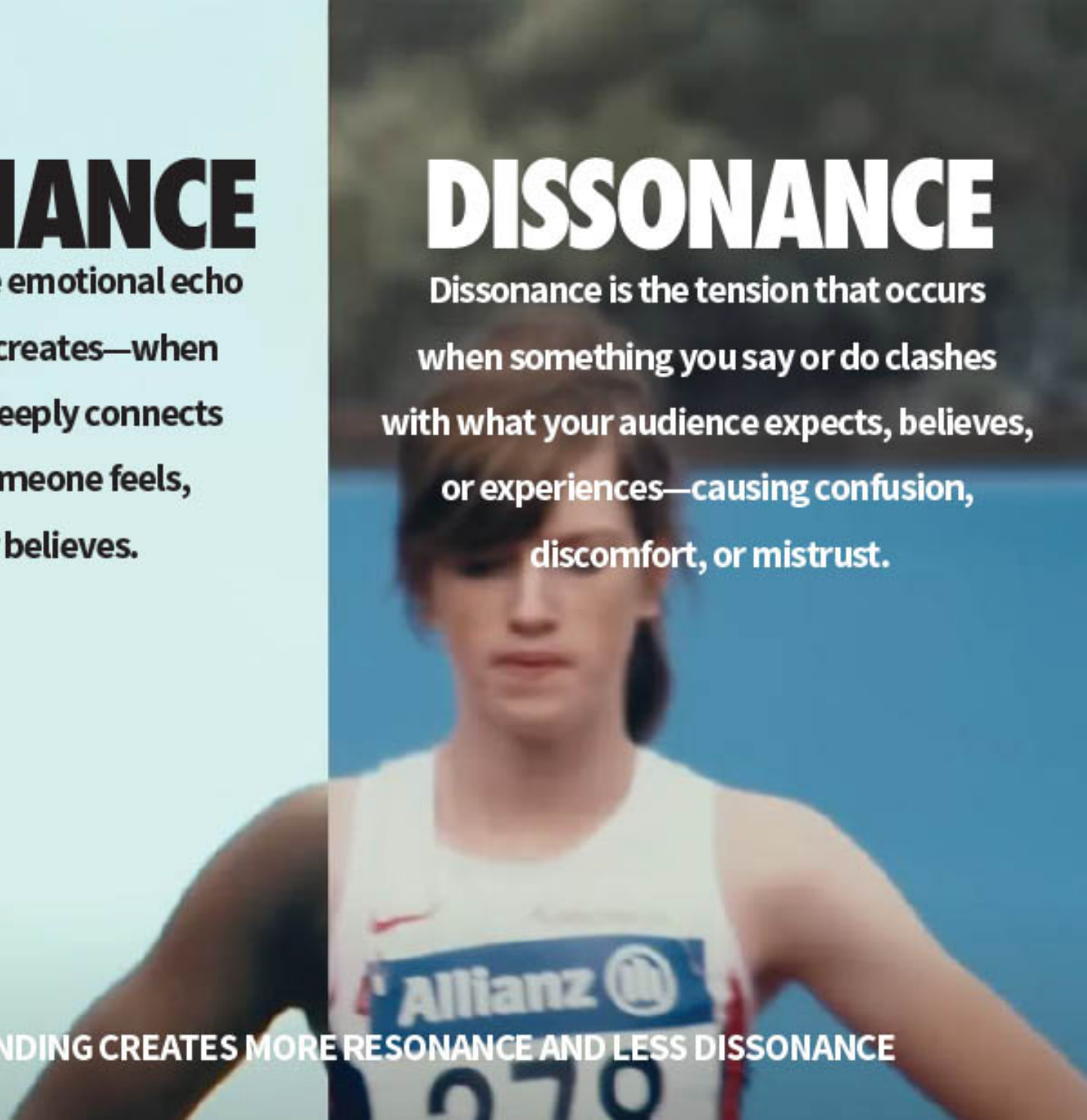
RESONANCE

Resonance is the emotional echo your message creates—when what you say deeply connects with what someone feels, needs, or believes.

DISSONANCE

Dissonance is the tension that occurs when something you say or do clashes with what your audience expects, believes, or experiences—causing confusion, discomfort, or mistrust.

GOOD BRANDING CREATES MORE RESONANCE AND LESS DISSONANCE





REACTIVE

SEEKS HELP WHEN A MORE
PAINFUL CONSEQUENCE IS LOOMING.



PROACTIVE

RELENTLESSLY FIGHTS THROUGH
THE BARRIERS TO GET HELP.

PERCEPTION ARCHITECTURE

YOU DON'T OWN YOUR BRAND.
PERCEPTION DOES.



PERCEPTION ARCHITECTURE

Perception architecture is how you intentionally shape what people think, feel, and believe about your brand over time. **IT'S INTENTIONAL OR IT'S DRIFTING.**

And in every moment, brand experience acts as the evidence of the brand's promises.

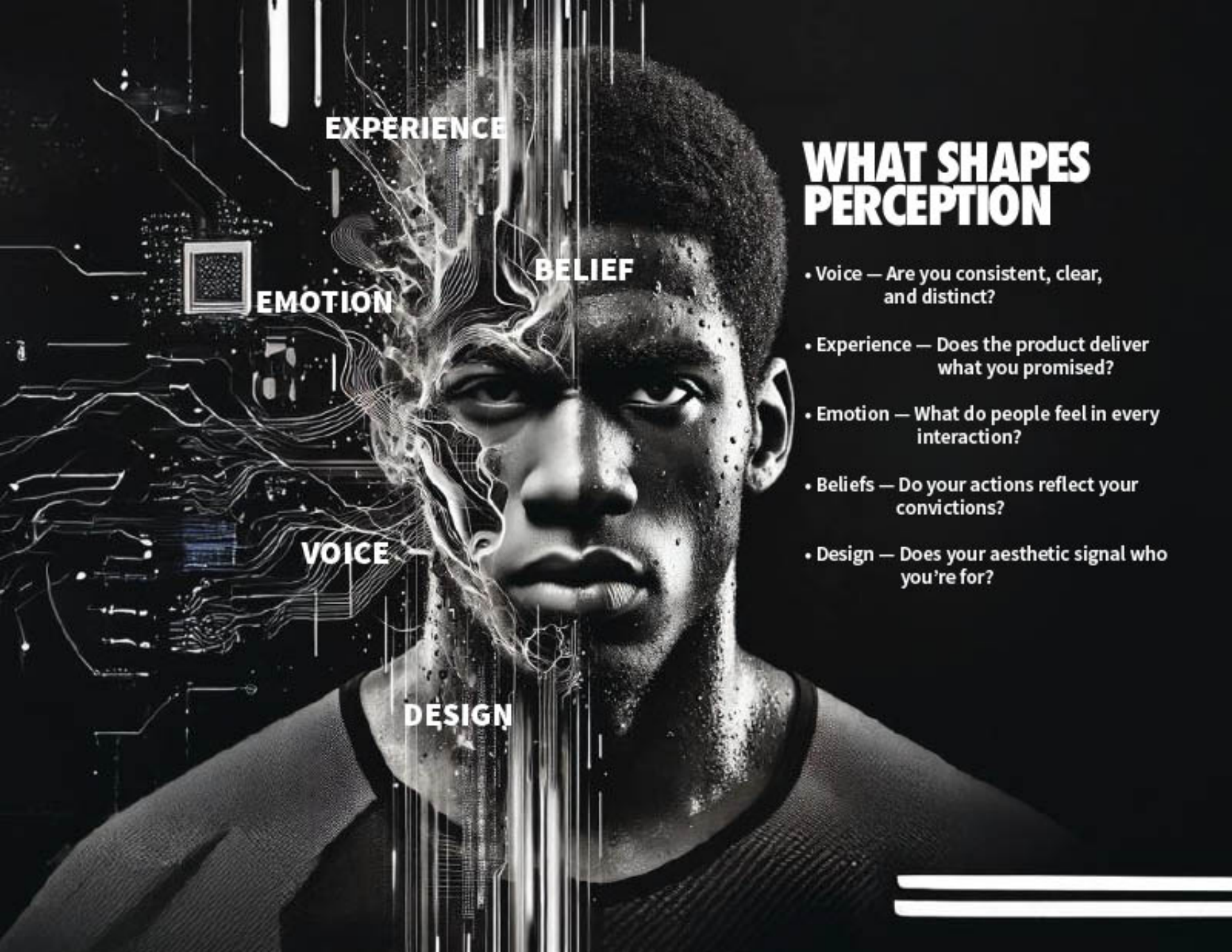
individuals

As it shapes brand perception, experience becomes the lens through which people decide what to believe. A brand can claim a variety of things—but the experience either confirms or contradicts that claim.

Over time, consistent, emotionally resonant experiences build trust and memory.

Inconsistent or friction-heavy experiences erode them.

individuals



EXPERIENCE

BELIEF

EMOTION

VOICE

DESIGN

WHAT SHAPES PERCEPTION

- Voice — Are you consistent, clear, and distinct?
- Experience — Does the product deliver what you promised?
- Emotion — What do people feel in every interaction?
- Beliefs — Do your actions reflect your convictions?
- Design — Does your aesthetic signal who you're for?



HOW TO ARCHITECT IT INTENTIONALLY

Audit the Gaps – Does perception match your intention?

Align the Voice – One brand, one tone, everywhere.

Anchor Emotion – Own a feeling they remember.

Build with Belief – Let your values shape your behavior.

Design the Memory – Make your brand felt, not just seen.

• **DOPAMINE**

- Anticipation
- Reward
- Achievement

• **Oxytosin**

- Connection
- Trust
- Belonging

• **Serotonin**

- Status
- Respect
- Pride

• **Endorphins**

- Laughter
- Joy
- Relief

• **Adrenaline**

- Excitement
- Urgency
- Challenge

• **Cortisol**

- Stress
- Anxiety
- Dissonance

PERCEPTION LIVES IN THE BODY

People don't just remember your brand—they feel it.

Every interaction triggers a chemical response that shapes what they believe about the product and the brand.

AESTHETICS ALONE

A Paint Job—Surface Only

Definition:

The brand is a visual layer—clean, polished, and attractive—but disconnected from the product's deeper purpose or user experience. It's decoration without integration.

Result:

It catches the eye but doesn't earn trust. The user may admire it, but they won't return for it.

FORM FOLLOWS FUNCTION

Useful But Not United.

Definition:

Here, the brand begins to shape how things look and feel based on what they do. Visuals, language, and design choices stem from utility—but the cohesion is still mechanical, not emotional.

Result:

The brand makes sense. It serves the product well. But it lacks emotional resonance or cultural power. The user values its clarity, but doesn't feel deeply connected. It works—but doesn't move.

4 LEVELS OF BRAND QUALITY

The System Cohesive Engine of Meaning

A Cohesive Engine Of Meaning

Definition:

Now the brand becomes a unifying logic—aligning voice, visuals, behaviors, internal culture, and external experience. Brand decisions reinforce each other across all dimensions.

Result:

Everything works together. Every choice feels intentional. Teams work faster, create more on-brand, and the experience is unmistakably “you.” The brand begins to scale itself.

EXPERIENCE

A Meaningful Journey That Creates Belief

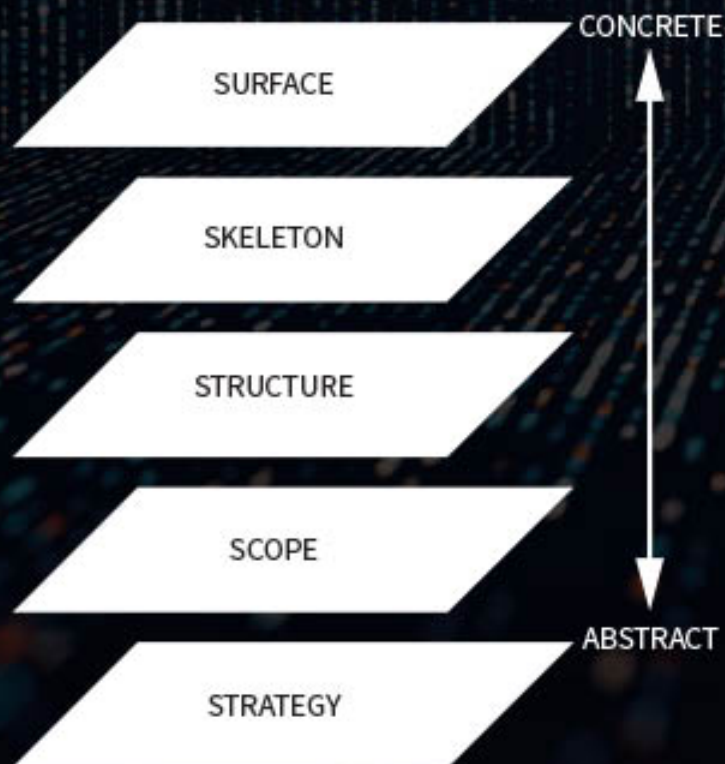
Definition:

This is where the brand transcends design and delivery. It creates a visceral, personal journey for the user—rooted in values, identity, and transformation.

Result:

The brand lives in the hearts and minds of its audience. Loyalty isn't about convenience—it's about belief. At this level, the brand becomes a memory, a story, a relationship.

TO BUILD AN EXPERIENCE WE HAVE TO THINK LIKE EXPERIENCE DESIGNERS



TWO BATTLES THAT WE HAVE TO WIN.

HELP THEM CHOOSE US:

- **Position:** We will unabashedly pursue being “The Christian One.”
- **Differentiation:** We fortify Science with Faith.

HELP THEM LOVE US:

- **Identity:** The one who won't stay down. Called to more.
- **Aspiration:** Leave Porn Behind and live with purpose
- **Affiliation:** The few who fight. No compromise.

A woman with dark hair, wearing a red and white boxing singlet, is in a boxing ring. The background is dark with strings of warm-toned lights hanging from the ceiling, creating a dramatic, high-contrast atmosphere. The woman's expression is focused and intense.

FOCUS ISN'T LIMITING. IT'S LIBERATING.

THIS IS ABOUT PURPOSE DRIVEN SIMPLICITY

TRYING TO BE ALL THINGS TO EVERYONE FORCES COMPROMISE
AND MUDDLED MARKET PERCEPTION. THIS IS THE OPPOSITE OF BRANDING.
(THIS IS A CLASSIC MARKETING MISTAKE)

AGENDA:

- DEFINE WITH PRECISION
- DESIGN WITH INTENT
- BUILD WITH MEANING





CLARITY WINS

MUDDLED BRANDS LOSE BY DEFAULT

CLARITY ISN'T OPTIONAL — IT'S OXYGEN. SAY LESS AND MEAN MORE.

POSITION OR DISAPPEAR

ASK THIS EVERYDAY:

- WHO'S ARE WE SERVING?
- WHAT PROBLEM ARE WE SOLVING?
- WHY DOES IT MATTER?

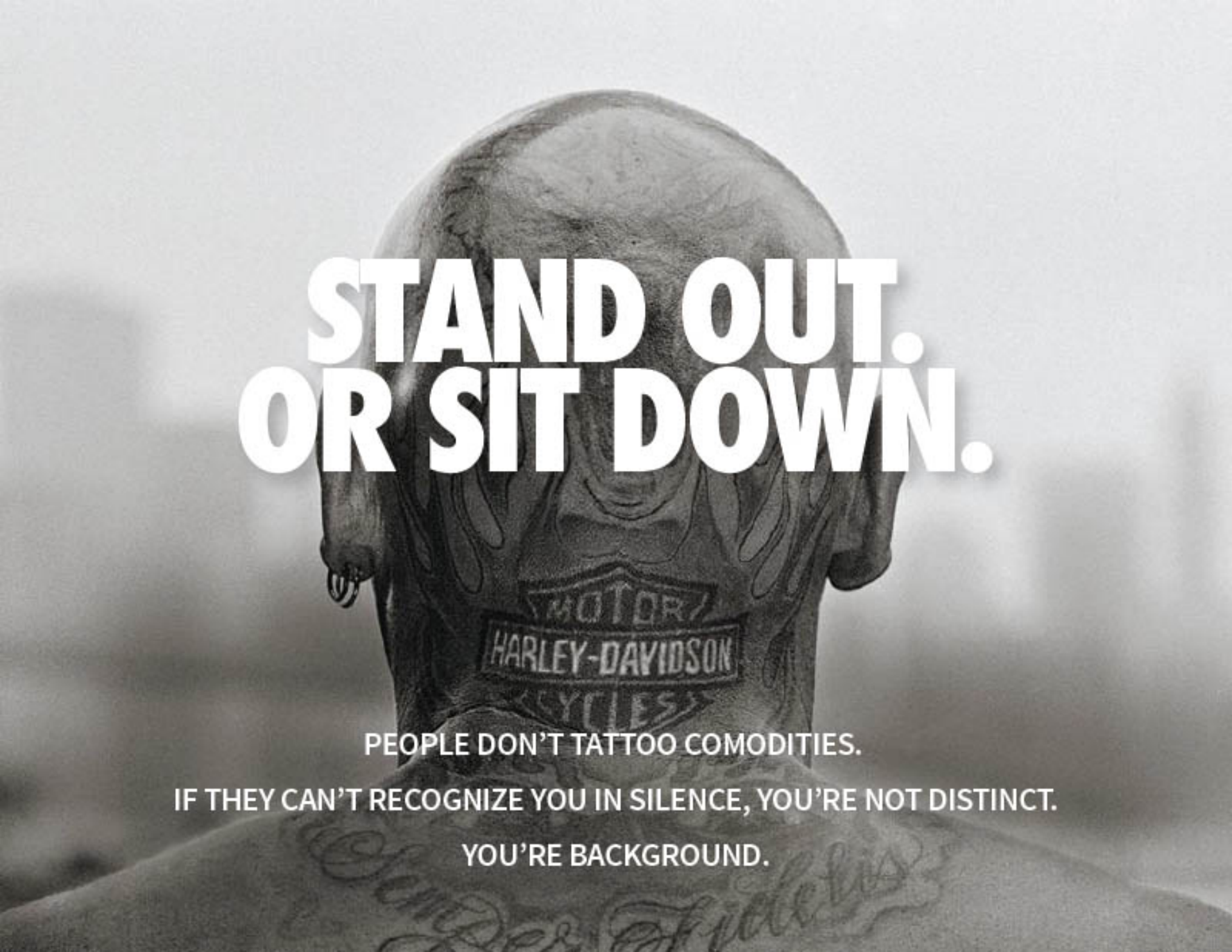
THIS IS YOUR MIRROR. IF YOU CAN'T ANSWER IT, YOUR BRAND IS ALREADY FADING.



DOESN'T SELL TECH

APPLE SELLS POWER TO THE CREATIVE REBEL

APPLE DIDN'T WIN BY MAKING FASTER COMPUTERS. THEY WON BY MAKING THE CREATOR THE HERO.



STAND OUT. OR SIT DOWN.

PEOPLE DON'T TATTOO COMODITIES.

IF THEY CAN'T RECOGNIZE YOU IN SILENCE, YOU'RE NOT DISTINCT.

YOU'RE BACKGROUND.

Liquid Death

**SELLS WATER IN A
DEATH METAL TALLBOY.**

A COMODITIZED PRODUCT WITH AN UNEXPECTED VOICE.

0 TO 1.4 BILLION VALUATION IN 4 YEARS

SELLS A COMODITY IN A SATURATED MARKET. (NO PUN INTENDED)
SAME PRODUCT MARKETED RADICALLY DIFFERENT. IN A SEA OF PEACEFUL TEALS AND BLUES THEY'RE THE ROCKSTAR.

RELEVANCE HAPPENS WHEN TRUTH MEETS TIMING.

RELEVANCE = RESONANCE

It's only crazy until you do it.

Relevance isn't about chasing trends. It's about emotional truth. People follow what feels real.

The Coca-Cola logo is rendered in its iconic white script font against a solid red background. The letters are fluid and connected, with a registered trademark symbol (®) at the end of the word "Cola".

The Real Thing.

COKE VS. PEPSI

PEPSI FOCUSED ON FLAVOR. COKE FOCUSED ON FEELING.

**Celebrate
with the
winning taste
of Pepsi!**

**PEOPLE DRINK PEPSI
IN THE LAB.**

**The Pepsi Challenge
showed who won.**

Over 275,000 Southern Californians
have taken The Pepsi Challenge.
60-12% prefer Pepsi over Coca-Cola.
So celebrate with the winning
taste of Pepsi!



**THEY DRINK COKE
IN THEIR MEMORIES**

Can't Beat The Real Thing.



TASTE

VS.

TRIBE



Coca-Cola

QUICK WIN

QUIET TRUST

LOUD MOMENT

LASTING MEMORY

SWEETER FLAVOR

SWEETER MEANING.

FLASH

FAMILIARITY

FEATURE

RITUAL

SUGAR

STORY

THIS ISN'T A FLAVOR WAR. IT'S A STORY WAR.

AND COKE TELLS THE SAME GREAT STORY OVER AND OVER WHILE PEPSI CHANGES THESES EVERY COUPLE YEARS.

LOYALTY ISN'T BOUGHT, BUT BUILT:

- **IDENTITY—SHARED BELIEF**
- **ASPIRATION—SHARED VISION**
- **AFFLIATION—SHARED STORY**

PEOPLE STAY LOYAL TO WHO THEY BELIEVE THEY ARE, WITH YOU.



IDENTITY

THE BRAND THAT CONNECTS

BIKERS WITH BANKERS.

- REBELLION
- FREEDOM
- BELONGING

IF THAT'S YOUR SONG, YOU BELONG IN HARLEY DAVIDSON

HARLEY DIDN'T BUILD A BRAND. THEY BUILT A BROTHERHOOD.



A child wearing a red jacket and a blue helmet with white stars and stripes is riding a small tricycle. In the background, a motorcycle is parked on a sandy beach with the ocean in the distance.

ASPIRATION

**THEY'RE NOT BUYING WHAT WE SELL.
THEY'RE BUYING WHO THEY WANT TO BE.**

THEY'RE THE HERO. WE'RE THE GUIDE.
THE PRODUCT IS A SYMBOL FOR THEIR GREATNESS.
HELP THEM BELIEVE THEY'RE MOVING TOWARD THE PERSON THEY WANT TO BE.



**NIKE DOESN'T SEE
AN OBESE KID.**

**JUST A KID
CHASING HIS GREATNESS.**

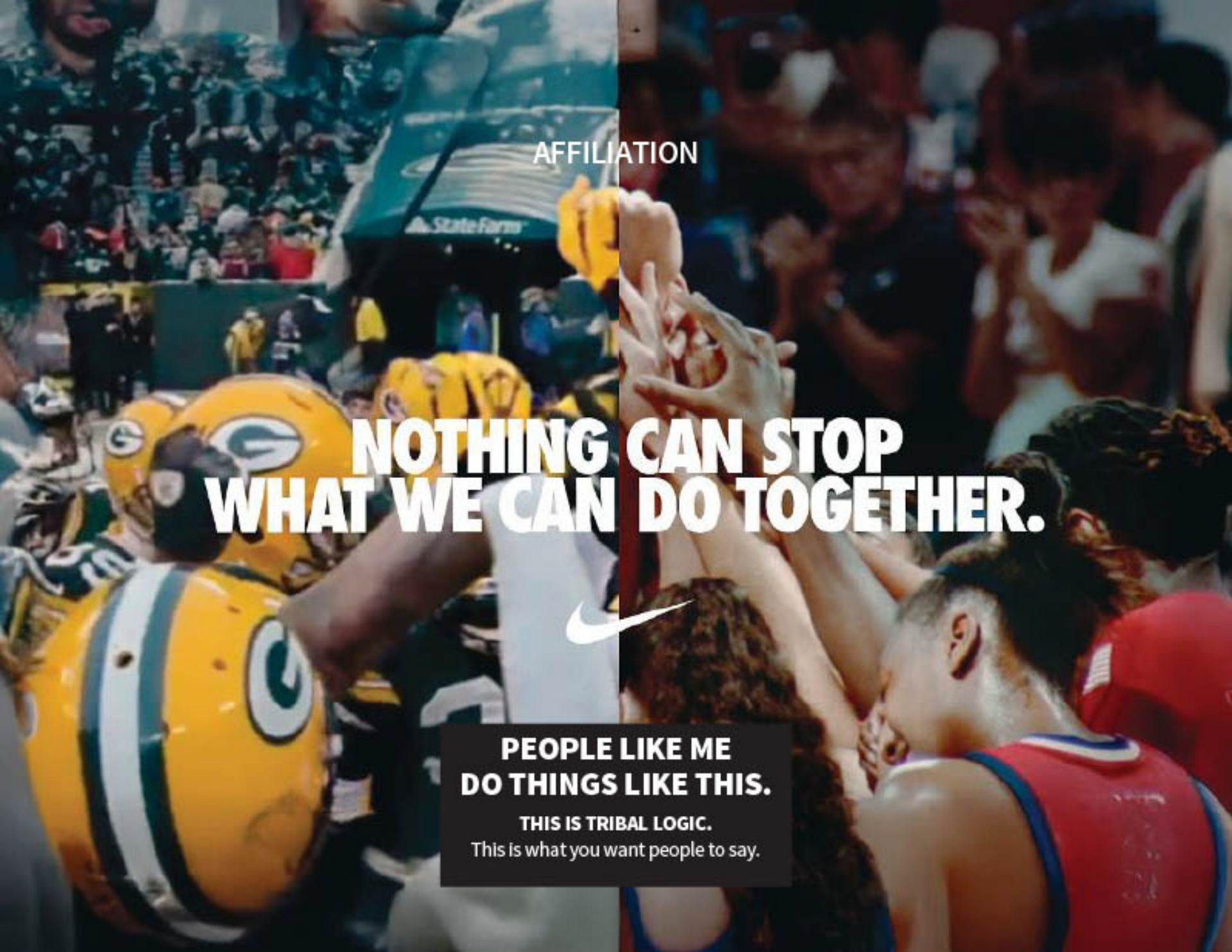
Can Victory Do This For Christians Struggling With Porn?

NIKE DIDN'T JUST BACK ATHLETES. THEY BELIEVED IN US.

ORDINARY PEOPLE WITH EXTRAORDINARY DRIVE.

GREATNESS ISN'T IN ONE PLACE. IT'S IN EVERYONE. IF THEY WANT IT BAD ENOUGH.
NIKE OWNS THAT ASPIRATION. NIKE BELIEVES PEOPLE ARE BIGGER THAN THEIR CIRCUMSTANCES.
NIKE OWN ASPIRATION. THAT'S WHAT MAKES IT POWERFUL.

THIS WAS NIKE'S HEART EXPOSED. NOT ELITIST. NOT EXCLUSIVE. JUST "WE SEE YOU."



AFFILIATION

**NOTHING CAN STOP
WHAT WE CAN DO TOGETHER.**



**PEOPLE LIKE ME
DO THINGS LIKE THIS.**

THIS IS TRIBAL LOGIC.
This is what you want people to say.

A photograph of an outdoor swimming pool with a yellow diving platform. A person is in mid-air, diving from the platform into the pool. Other people are visible around the pool, and a tall light pole stands in the background.

BELIEF > SAFE

PLAY IT TOO SAFE AND WE WILL MISS OUT.

CONVICTION DRAWS CLARITY AND COURAGE.

CONFIDENCE IS MAGNETIC—IT ATTRACTS MORE OF THE RIGHT PEOPLE EVEN IT REPELS SOME.

THEY WERE GONNA LEAVE ANYWAY.



NIKE—NO HUMAN IS LIMITED CAMPAIGN
ELIUD KIPCHOGE

GREAT BRANDS HAVE A POV.

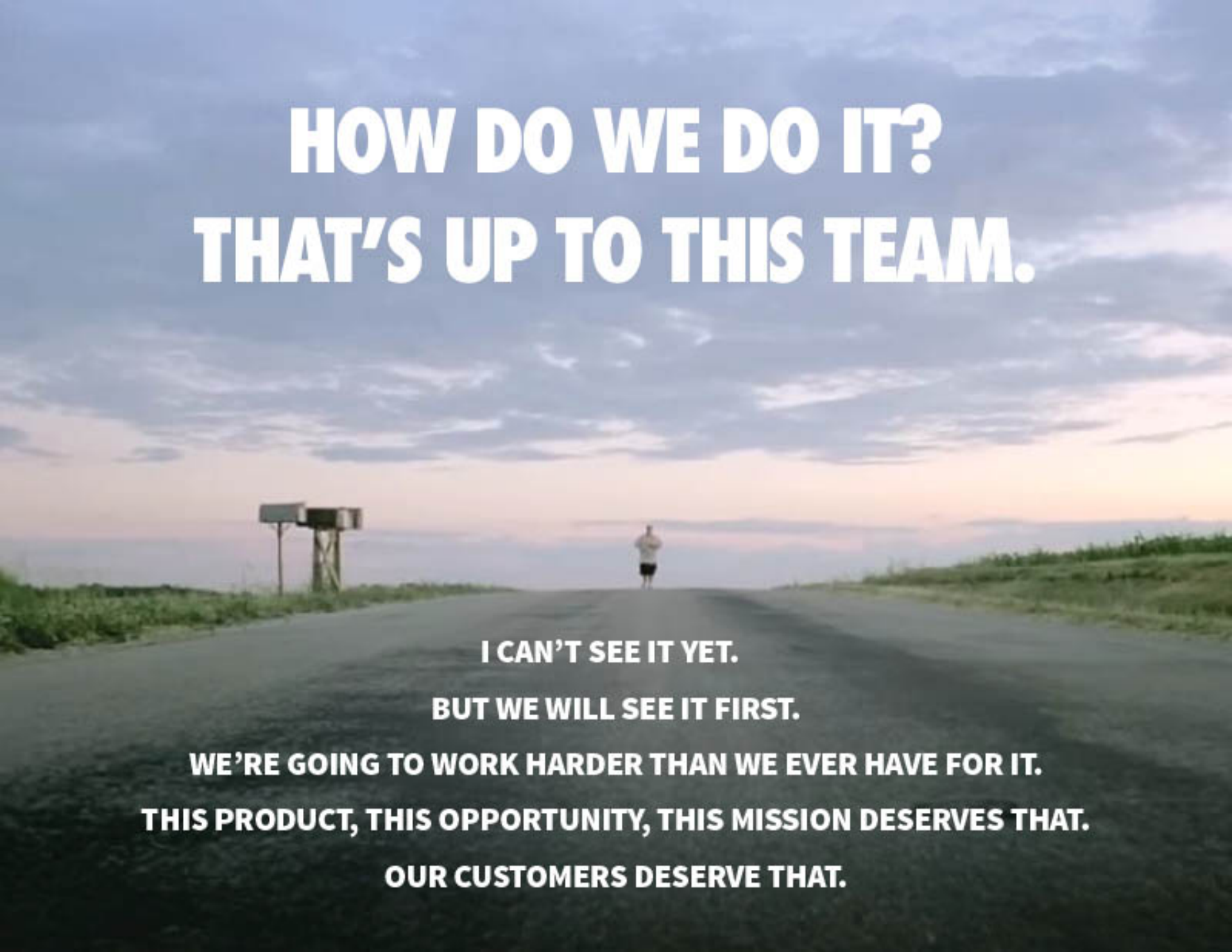
THEY SAY WHAT THEY BELIEVE
THEY LIVE THEIR VALUES
THEY LOVE THEIR CUSTOMERS
THAT'S AUTHENTICITY

A person is running on a paved road that stretches into the distance. The sky is filled with soft, colorful clouds from a sunset or sunrise, with a mix of blue, purple, and orange. On the left side of the road, there is a small wooden structure, possibly a signpost or a utility box. The overall mood is one of perseverance and hope.

**OUR COMPETITION REMINDS
THEM WHO THEY WERE.**

**VICTORY WILL HONOR
WHO THEY ARE BECOMING.**

**WE'LL MIRROR THAT STORY FOR THEM
UNTIL IT'S WHAT THEY SEE IN THEIR OWN MIRROR.**



**HOW DO WE DO IT?
THAT'S UP TO THIS TEAM.**

I CAN'T SEE IT YET.

BUT WE WILL SEE IT FIRST.

WE'RE GOING TO WORK HARDER THAN WE EVER HAVE FOR IT.

THIS PRODUCT, THIS OPPORTUNITY, THIS MISSION DESERVES THAT.

OUR CUSTOMERS DESERVE THAT.

RISE & SHINE.

THERE IS GLORY IN GRIT.
NIKE DOESN'T SHOUT ABOUT STRUGGLE.
IT CELEBRATES EVERYDAY EFFORT
AS QUIET GREATNESS.



THEY HONOR THE REAL GRIND.
THEY CELEBRATE THE STRUGGLE AND THE STRUGGLER.
THEY TELL A STORY WE ALL LIVE—AND RARELY SAY ALOUD.



POLARIZATION WINS

**IF NO ONE HATES YOU,
NO ONE LOVES YOU
BECAUSE NO ONE IS PAYING ATTENTION.**

NIKE GOT A TON OF BACKLASH FOR THE KAPAEARNICK AD.
AND THEN SALES SPIKED.

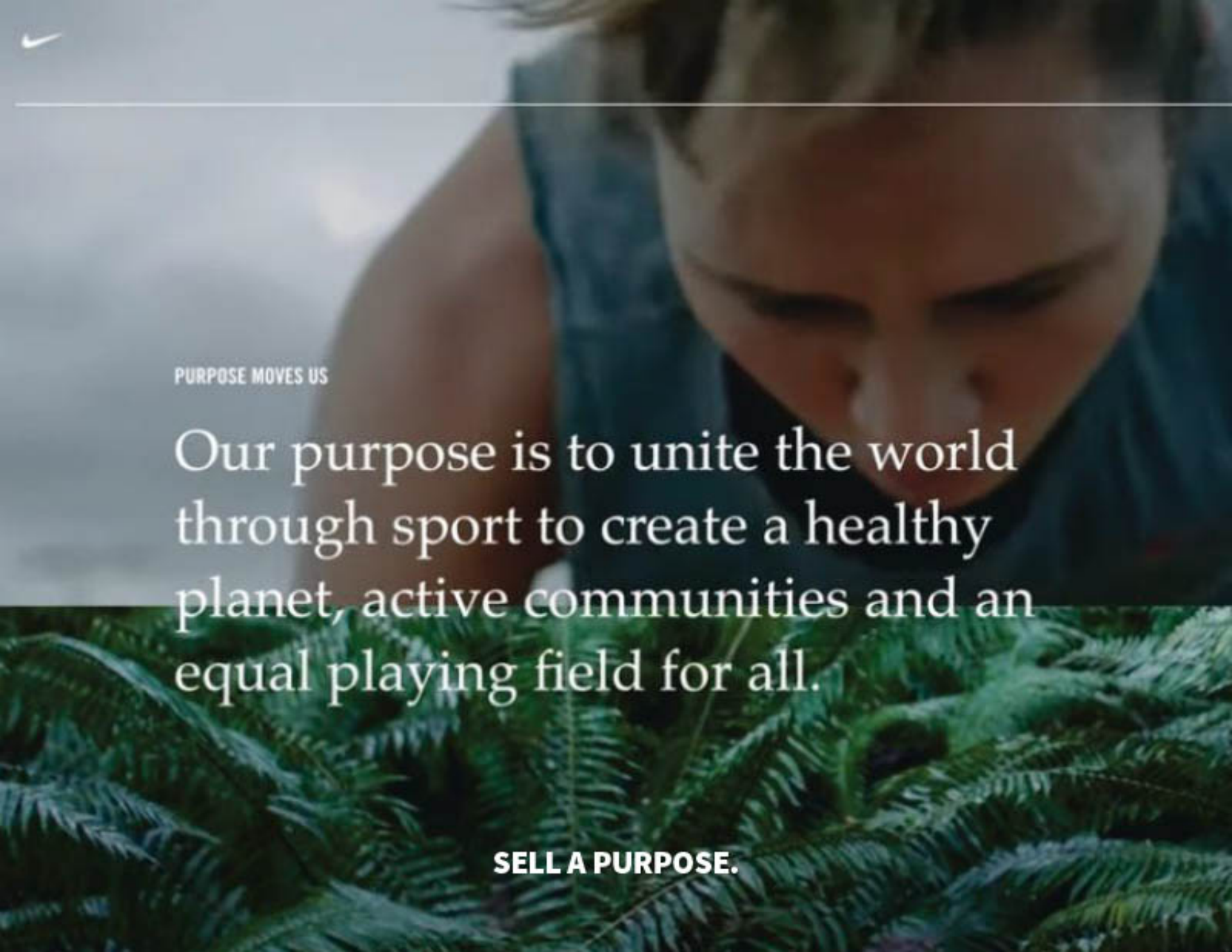
A person in a yellow shirt is running on a paved path that winds through a dense forest. The path is made of asphalt and has a dashed white line down the center. The trees are tall and green, and the sunlight filters through the leaves, creating a dappled light effect on the path. The overall mood is peaceful and active.

NO ONE RALLIES FOR A MAYBE.

**DESIGN IS ABOUT DECISION
INDIFFERENCE IS DESIGN FAILURE.**

YOU CAN'T INSPIRE ACTION IF YOU WON'T TAKE A STANCE.

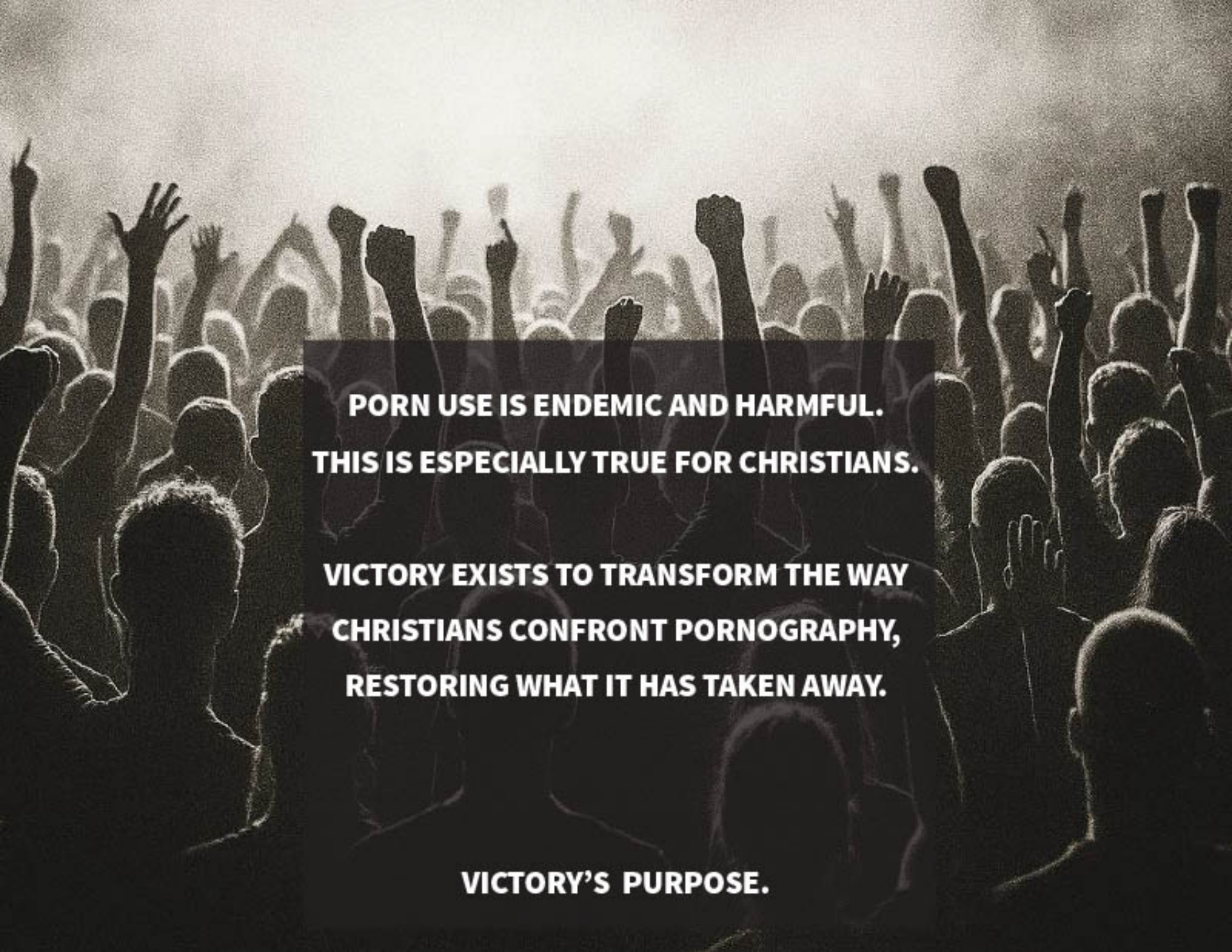
THE BOLD ARE REMEMBERED.

A person with blonde hair, wearing a blue tank top, is looking down at a dense patch of green ferns. The background is a soft, out-of-focus sky with a bright light source. A small white Nike swoosh logo is in the top left corner.

PURPOSE MOVES US

Our purpose is to unite the world
through sport to create a healthy
planet, active communities and an
equal playing field for all.

SELL A PURPOSE.



**PORN USE IS ENDEMIC AND HARMFUL.
THIS IS ESPECIALLY TRUE FOR CHRISTIANS.**

**VICTORY EXISTS TO TRANSFORM THE WAY
CHRISTIANS CONFRONT PORNOGRAPHY,
RESTORING WHAT IT HAS TAKEN AWAY.**

VICTORY'S PURPOSE.