

# 5 HUMAN TRUTHS

AND THEIR IMPACT ON MARKETING



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**WE ARE ALL SELLING SOMETHING TO SOMEONE.**

THE PROBLEM:

**WE'RE NOT SELLING TO A "DEMOGRAPHIC" OR A  
"TARGET" AUDIENCE OR TO "CONSUMERS."**

A person with long brown hair, wearing glasses, a brown scarf, and a black leather jacket, is shown in profile from the back, looking out over a body of water. The background is a soft, hazy landscape with a warm, golden light, suggesting a sunset or sunrise. The text "WE'RE TRYING TO CONNECT WITH HER." is overlaid in white, bold, uppercase letters across the middle of the image.

**WE'RE TRYING TO CONNECT WITH HER.**

**WHAT IF WE BETTER UNDERSTOOD HOW HUMANS ARE WIRED?**

(THEN WHAT IF WE APPLIED THAT TO **MARKETING?**)

**95%** OF THE BUYING DECISIONS WE MAKE ARE DRIVEN BY **EMOTION.**

**THERE ARE SOME THINGS THAT MAKE US ALL THE SAME.**

**THESE ARE HUMAN TRUTHS**

(PROVEN THROUGH SCIENCE).





# HUMANS RESPOND TO EMOTION

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Make them *feel* something.

THE CARHARTT® BEANIE



## The beanie that changed it all.

You've got to tip your cap to Carhartt. They changed the game with one little beanie. Simple, practical, cozy and comfortable, the go-to hat of outdoor workers and indoor influencers alike is a must-have for your outerwear ensemble.

Don your cap at [Cintas.com](https://www.cintas.com)



#WearWeAre

LA Z BOY®



**THE MOST  
COMFORTABLE  
SHOPPING EXPERIENCE**

Visit a La-Z-Boy Furniture Galleries store, and you'll enter a world of comfort, service and selection. Whether you're searching for ideas to decorate your home, or that perfect piece to complete your room, our Design Center is the place to find it all.

*Qui doluptas consed magnisi quid et adis ma sita aut illabor rendel il illaut aut. Lorum reperum aut eum esequre repu dant, quat faceata non re, cum quo bereptae nis pro cor sequi-asitae. Itamus repudant quam, omnihil igenduc illuptatius a dolore nam*

*Consedti taspriet vluptatem excessi ut eos ad ut quaero volenisi dolupta tia dolupta tia custiorias ma quias nim experupti quodig, dolupta tia custiorias ma quias nim experupti quodig, custiorias ma quias.*



together time.

It's what you live for. That time after school, work and dinner are all done, or on that lazy Sunday afternoon. Just you and your crew piled on the couch. It's times like these that you'll appreciate La-Z-Boy® most, with its lasting quality, innovative design and ultimate comfort.

## SUIT YOURSELF

2ply English **HIGH-TWIST WOOL** in a fantastic Prince of Wales check makes these suit separates feel **QUINTESSENTIALLY** Sid Mashburn. Whether you go for just one piece or lean into the full look, it's powerful. The jacket is made in Portugal with full canvas construction, a natural, *spalla camiciata* shoulder, and a 3-roll-2 front, while the pants have single forward pleats and side-tab adjusters (so no need for a belt).

**VIRGIL NO. 2 JACKET**  
in Oat/Brown/Green Prince Of Wales High-Twist \$1,150

**PLEATED DRESS TROUSER**  
in Oat/Brown/Green Prince Of Wales High-Twist \$450

**SPREAD COLLAR DRESS SHIRT**  
in Sky Blue Roxford \$165

**SILK KNIT TIE**  
in Orange \$75

**LEATHER TOTE WITH TROLLEY STRAP**  
in English Tan \$595





Search for great gear & clothing



SIGN IN  STORES  CART 

[Camp & Hike](#) [Climb](#) [Cycle](#) [Paddle](#) [Run](#) [Snow](#) [Travel](#) [Yoga](#) [Men](#) [Women](#) [Kids](#) [Deals](#) [More](#) [REI GARAGE >](#)





Search for great gear & clothing

SIGN IN STORES CART

Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids Deals More REI GARAGE >



### REI is putting women front and center

We'll tell stories of adventurers, makers and rule breakers. We'll close gaps in gear design. We'll bring women together outdoors with over 1,000 classes nationwide. Let's make outside the largest level playing field on earth.

[Here's why](#)





### Wear it like you mean it.


We're donating 72% of profits from the Force of Nature bandana and other special-edition gear to create more opportunities for women and girls to get outside.

Why the oddly specific number? Because in a recent national survey, 72% of women said when they're outdoors, they feel liberated and free.



Now online and in stores. [Get yours](#)



Show the world you're a **#ForceOfNature**




**THIS IS WHAT  
A FORCE OF NATURE  
LOOKS LIKE.**





You don't always see us in magazines, on outdoor websites or in videos, but we're on the trails, in the mountains and on the water. It's time to rock a boat, to start a fire, to step out—into the largest level playing field on earth.

[Join us](#)

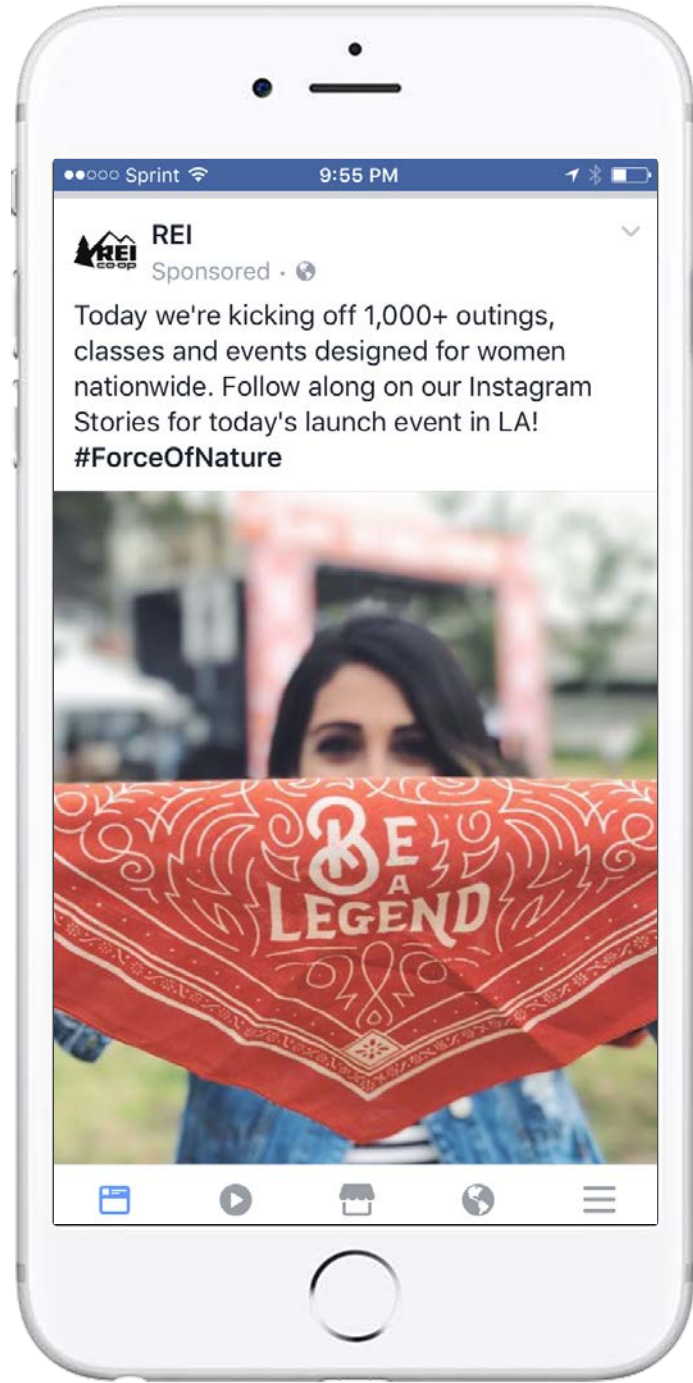


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**THE BRAIN  
CRAVES EASE  
AND ORDER**

# THE BRAIN CRAVES EASE AND ORDER

- It will always choose the easy route. It takes shortcuts.
- Consumers want an **EASY** experience more than anything
- We've learned to filter content quickly

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Simplify everything.



## Find your perfect frames

Answer a few quick questions and we'll suggest some great-looking frames to try on at home—for free!

Take the quiz

EYEGLASSES



SUNGLASSES





## Home Try-On

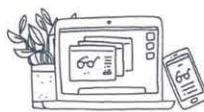
Select 5 frames to test out for 5 days and we'll ship them to you—for free!

### How it works



#### Pick 5 frames

We'll mail them to you for free. Try them out for 5



#### Buy at any time

Make it your own by purchasing online and we'll



#### Return your frames

Once your 5 days are up, place your box in the mail







**TORTOISE 101**

There's nothing quite like it. Tortoise goes with everything and looks like nothing else. It makes every eye color sparkle. We can't prove that it instantly adds 30 points to your IQ score, but it sure feels like it.

(Oh, and our tortoise is made from premium cellulose acetate, not from actual tortoises. We would never harm actual tortoises.)

FRAME: CHELSEA  
in Violet Magnolia, \$95

FREE SHIPPING. FREE RETURNS



LOUISE in Birch Tortoise, \$95



DURAND in Woodland Tortoise, \$95



WILKIE in Whiskey Tortoise, \$95



KIMBALL in Marzipan Tortoise, \$95

**FOUR THINGS  
OUR TORTOISE  
SHELL IS NOT  
MADE OUT OF**

- 1 Actual tortoises
- 2 Or turtles
- 3 Or any other animals
- 4 Gluten



## Try before you buy

Want to try on five pairs of glasses in the comfort of your very own home? It's easy. And fun. And free. Really, really, ridiculously free. Here's how.

- 1 Pick five frames from warbyparker.com. We'll ship them to you for free.
- 2 Try on a few pairs. Show your friends. Show your coworkers. Show your dog. Or get feedback from our personal stylists using the hashtag #warbyhometryon
- 3 Find a great pair? Buy online with a few clicks. We'll send a fresh version outfitted with your prescription.
- 4 Pop your sample frames back in the mailbox and send back to us. (Also free.)
- 5 Final step? Wear your new frames, and wait for the compliments to roll in.

[warbyparker.com/home-try-on](http://warbyparker.com/home-try-on)

WARRY PARKER

Let's get this Home Try-On started!



Ask around

Go where you  
hang out and  
ask about your  
vision solution.



We can help

Share signs of stress with  
the doctor using  
Warry Parker's  
and we'll give you  
the best eye solution  
for your lifestyle  
and vision.



Order

Just what you need  
looking for? Order a  
Warry Parker  
that is right for  
you.



Send 'em back

Remember to give  
us the card and  
we'll be on our way  
to the next step.



Kick up your feet

Now all you have  
to do is wait for  
your glasses to  
arrive in the mail.  
(We'll be there to help.)





## IT'S RAINING CANDY! (HALLELUJAH.)

...amongst other things. Frames *galore* up in here this season.



### Our sweetest video yet

It's part "ooh", part "ahh", and part "YAY".

[Have a look >](#)

### Hip to be square-ish

Looking fresh, Edgar.

[Have a look >](#)



### Chelsea chills

Violet Magnolia has never looked so crisp.

## A great big thank you

FOR SHOPPING WITH WARBY PARKER

We love our customers dearly. Your (honest!) feedback is very helpful for us to hear. If you have a second to answer one quick question, we'd be so grateful.

Yours,  
The Warby Parker Team

On a scale of 0 - 10, how likely are you to recommend Warby Parker to a friend?

Not at all likely Extremely likely

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

0 1 2 3 4 5 6 7 8 9 10

SUBMIT

WarbyParker.com | Buy a Pair, Give a Pair | 888.492.7297 (M-F 9AM - 9PM ET)



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**HUMANS  
HAVE LIMITED  
ATTENTION**

# HUMANS HAVE LIMITED ATTENTION

- We have an **8 second** attention span (a goldfish has 9)
- Consumers hate too many choices (3 options is ideal)
- Entertain, if possible

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Don't overwhelm. Be brief.



THE EASIEST JACKETS WE MAKE

Somehow both **CASUAL AND TAILORED**, our Nos. 1 and 2 jackets are made in Portugal with a **NATURAL**, *spalla camicia* shoulder. Most come with basted, ready-to-tailor sleeves so you can get the fit **JUST RIGHT**.

CLOCKWISE FROM RIGHT:

**VIRGIL NO. 1 JACKET \$695**

In **Red Corduroy**. Garment-dyed, Italian cotton with corozo buttons. Unlined and unconstructed, made with 3-roll-2 lapel, open patch pockets, welted chest pocket, and side vents.

**KINCAID NO. 2 JACKET \$995**

In **Brown/Oat Herringbone Tweed** from Italy with dark horn buttons. Made with full canvas construction, 2-button, darted front, flap pockets, ticket pocket, and welted chest pocket, and side vents. Half-lined in cupro.

**VIRGIL NO. 2 JACKET \$995**

In **Navy Leno Weave** — a special, textured cotton-wool hopsack we developed ourselves — with dark horn buttons. Made with full canvas construction, a 2-button undarted front, flap pockets, welted chest pocket, and side vents. Half-lined in cupro.



SM  
sidiashirt.com

**BUTCHER JACKET \$595**

In **Spruce Moleskin** from England with corozo buttons. Unlined and unconstructed, made with 2-button front, hybrid patch/flap pockets, patch chest pocket, pickstitched shirtsleeves, and side vents.

**OTTO HANDMADE SPORT SHIRT**

In **Brown/Tan/Charcoal Check**. Brushed twill \$350.

**GARMENT-DYED SPORT TROUSER**

In **British Khaki High Ridge Twill** \$195.



Product Name Goes Here Shown in color goes here \$0000

1 FURNITURE



*best seats in the house.*

Product Name Goes Here Shown in color goes here \$0000 Product Name Goes Here Shown in color goes here \$0000  
 Product Name Goes Here Shown in color goes here \$0000 Product Name Goes Here Shown in color goes here \$0000  
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# always take the scenic route.

Create a dramatic focal point with Calico window treatments. No two are exactly alike, as each treatment is made to order to complement your style, your furnishings, and of course, your view.

ENJOY THE VIEW AT [CALICOCORNERS.COM](http://CALICOCORNERS.COM)

1 SOFT WINDOW TREATMENTS



Product Name Goes Here Shown in color goes here \$0000 Product Name Goes Here Shown in color goes here \$0000  
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**HUMANS  
ARE VISUAL**

**4**

# HUMANS ARE VISUAL

- **90%** of what we learn is visual (we learn by seeing)
- People prefer images over words (process **60,000x** faster)
- Consumers tend to scan copy

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Make images impactful.

nothing about  
the space was  
working.  
we needed help.



**PROBLEM:**  
Our old  
furniture  
wasn't  
comfortable,  
and it just  
didn't fit our  
lifestyle.



After meeting with Lisa at La-Z-Boy, we were so excited she had helped us find a solution for our space. We told the kids that new furniture would be arriving any day, and they actually waited by the front door each morning because they were excited, too.

A lot of our furniture was still from the first apartment we had after we got married, and admittedly, it wasn't the greatest quality even when it was brand new. The chair cushions were worn out, and our couch was barely big enough to seat all of us at one time. a dolore nam consedi taspriet voluptatem excessi ut eos ad ut quarro volenisi dolupta-tia custiorias ma quias nim experupti quodi ut volupta quate venditatum vellant. Inventin commos dolut et vel il inctatur?

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STORY NAME HERE

for MAKING NAPKINS  
THE EXCEPTION,  
**NOT THE RULE**

Smoking barbecue is a tough task for some. But not for my dad. The meat always comes out with that perfect smoke ring through it. So tender and juicy that you don't need sauce...but you do need extra napkins.

MEMORIES OF DAD  
FROM OUR FRIENDS & FAMILIES



**KANSAS CITY SMOKED BABY BACK RIBS**

*We hand rub them with a savory spice then carefully smoke them to ensure Kansas City's authentic flavor. With our spicy sweet barbecue sauce, these ribs are absolutely heavenly. Serves 2-3 per slab.*

#5080	3 Slabs, without Sauce	\$84.95
#5085	6 Slabs, without Sauce	\$149.95
#5090	3 Slabs, with Sauce	\$84.95
#5095	6 Slabs, with Sauce	\$149.95



★★★★★  
FIVE STAR GIFT





Trail running a loop in the Bernese Alps connecting Melchsee-Frutt and Hasliberg, Switzerland. Photographed by Patlucci Photo

**Focus on FKTs and PRs, not on your pack.**

RUN HYDRATION



**DURO® | DYNA**

Trail running: the outdoor experience distilled to its simplest form. Everything we've learned about carrying gear was poured into our vestpack solutions with supporting hydration products. Designed for 5K road and unsupported ultrarunners alike. Our legs are just getting warmed up.

- MEN'S DURO 1.5 | \$90
- MEN'S DURO 6 | \$110
- MEN'S DURO 15 | \$140

- WOMEN'S DYNA 1.5 | \$90
- WOMEN'S DYNA 6 | \$110
- WOMEN'S DYNA 15 | \$140



**TANK 7**  
Takes you there

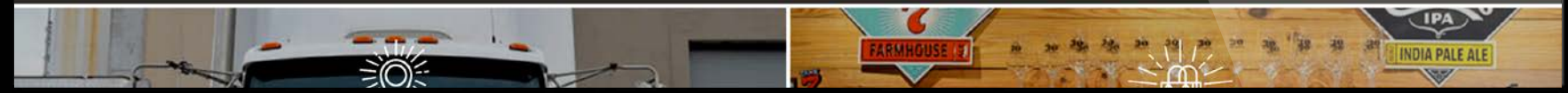
**FIND YOUR FORTUNE**

**TANK 7**

**TAKES YOU THERE**

BOULEVARD BREWING CO. TANK 7 AMERICAN SAISON

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# OUR STORY

THE WORDS



## EPIPHANY

It was the summer of 1984, and John McDonald was thirsty. On vacation in Europe, the future founder of Boulevard Brewing Company wandered into a bar specializing in Belgian beers. He tried one, then another and another, amazed by the variety, the aromas, and the flavors. He was hooked.



## OPPORTUNITY

Back home, John couldn't stop dreaming about those beers. But dreaming was all he could do, because American beers of the time were homogenous and unremarkable. Kansas City, once home to more than a dozen breweries producing a



## YEAR 'ROUND



These fine ales and lagers are available 365 days a year, meaning your go-to beer can always be found in your fridge or your local watering hole.



## SEASONAL

Calculated to complement the calendar and Mother Nature, these seasonal releases are perennial favorites – get 'em while you can.



Search Site



Beer Finder

Find Your Flavor

Media + PR

FAQs

Contact

#BoulevardBrewing

Join the Mailing List

SEND



BEER

ABOUT

VISIT US

EVENT SPACES

COMMUNITY

STORE



NOW POURING  
IN THE BEER HALL



## UNFILTERED WHEAT BEER

### AMERICAN-STYLE WHEAT BEER

Boulevard Unfiltered Wheat Beer is a lively, refreshing ale with a natural citrusy flavor and distinctive cloudy appearance. This easy drinking American-style wheat beer has become our most popular offering, and the best-selling craft beer in the Midwest.

Recommended Glassware: Pint Glass

[Need one? Get it here](#)

ABV <sup>?</sup>

ALCOHOL

4.4%

IBUs <sup>?</sup>

BITTERNESS

14

EBC <sup>?</sup>

COLOR

7.3

AVAILABLE Available

SHARE

#blvdwheat

UNTAPPD PROFILE

FIND BEERS NEAR YOU



Draft



12 oz.



16 oz.



12 oz.





**HUMANS ARE  
ATTRACTED  
TO BEAUTY**

# HUMANS ARE ATTRACTED TO BEAUTY

- We are naturally drawn to what is visually pleasing
- First impressions (what something looks like) last forever
- Consumers have developed an **elevated design aesthetic**

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 Design matters.





# SUMMER LOOKS GOOD ON YOU

OUR CLASSIC BIRDY IS READY TO TAKE ON  
YOUR SUMMER LOOK

SHOP WOMEN'S  
→

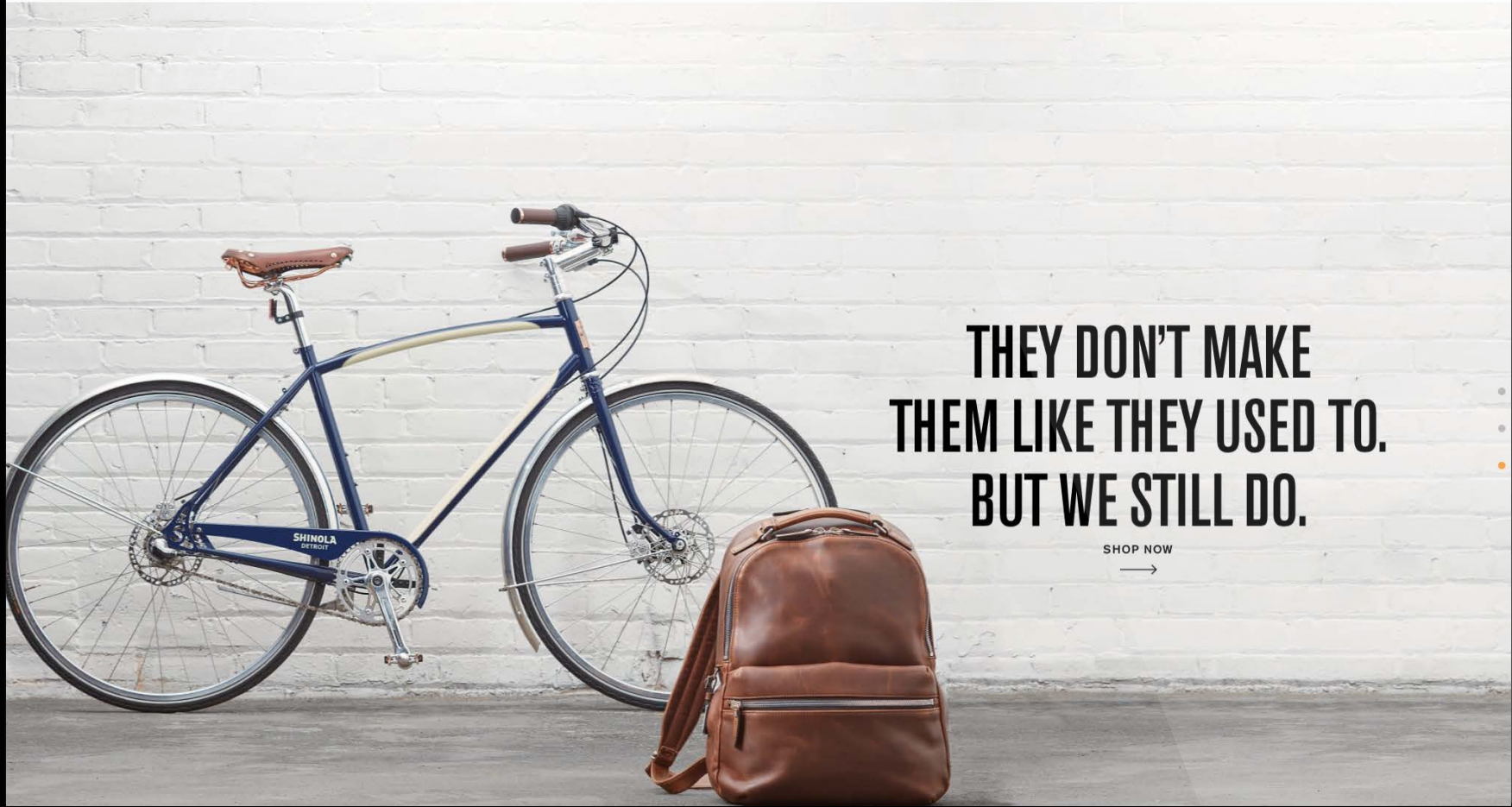


# HANDSOME, SQUARED

THE GUARDIAN WATCH IS BACK IN STOCK

SHOP NOW  
→





THEY DON'T MAKE  
THEM LIKE THEY USED TO.  
BUT WE STILL DO.

SHOP NOW  
→





Product Name Goes Here (shown in color goes here) \$0000



# why not get what you really, really want?

Calico is where it happens. Where design dreams come true. Where "done" will make you as happy as a good boy in his favorite chair. It's where custom comes to life. Details like fabric, frame and finish are yours to decide, and we'll take it from there. It can be as small as an accent pillow or as big as a room remodel—whatever it is, let's create what you've always wanted.

DESIGN DREAMS START AT [CALICOCORNERS.COM](http://CALICOCORNERS.COM)

#WearWeAre

# What you wear tells a story.

With the new fall outerwear collection from Cintas, you'll get the job done in hard-working, high-quality apparel. It's made for any job, inside or out, and personalized to unify your team. Because what you wear is who you are.



New outerwear is in at [Cintas.com](https://www.cintas.com)

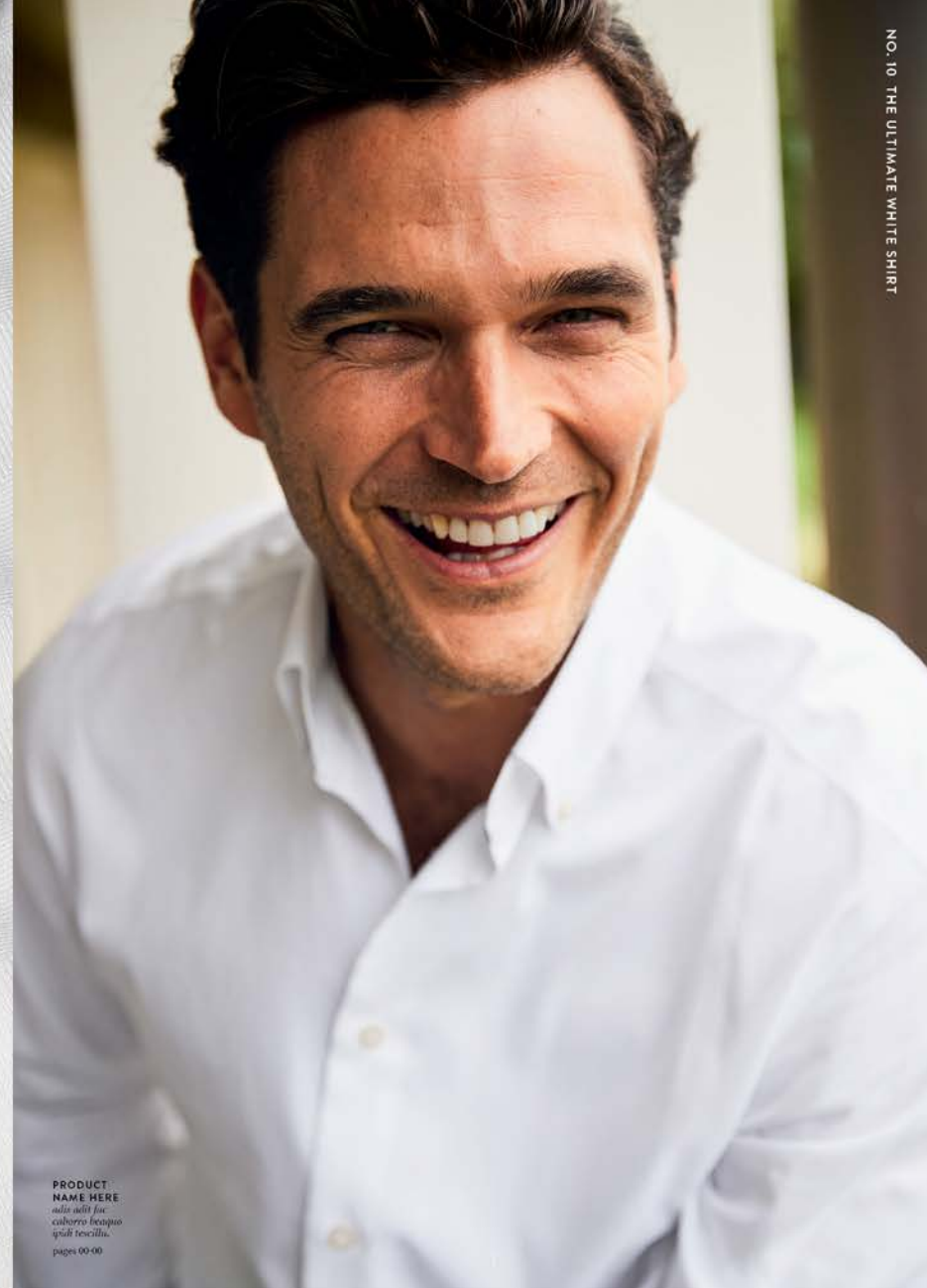


Nº  
**10**

# WHITE ALBUM

STEP WEAVE | TWILL | POPLIN | HERRINGBONE  
COTTON STRETCH OXFORD | ROYAL PANAMA

Genihil in possin es evel iu recto et  
laboreperum harum quunt ommo-  
luptatet parum, ommod quodis-  
quias ex et re estinimus, autatin  
ctempos seniam, aut molessequia  
sim poris nus res endae a debis do-  
lorpore ima conse nes eab rhic  
iasperae es quam lachi psant, que  
niscil id que etur aute mod quis  
aditia aut et.Sedia soluptate cori  
dolorepudae lanti ducipiet as nat.  
Ehenis aceaquidelis etur ad mil



NO. 10 THE ULTIMATE WHITE SHIRT

PRODUCT  
NAME HERE  
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calorro bequo  
quid tescilla.  
pages 00-00

# 5 BASIC HUMAN TRUTHS

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1. HUMANS RESPOND TO **EMOTION**
2. THE BRAIN CRAVES **EASE & ORDER**
3. HUMANS HAVE A **LIMITED ATTENTION SPAN**
4. HUMANS ARE **VISUAL**
5. HUMANS ARE ATTRACTED TO **BEAUTY**



THE ANSWER:

**BE MORE HUMAN.**



# THANK YOU!



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**J.SCHMID**