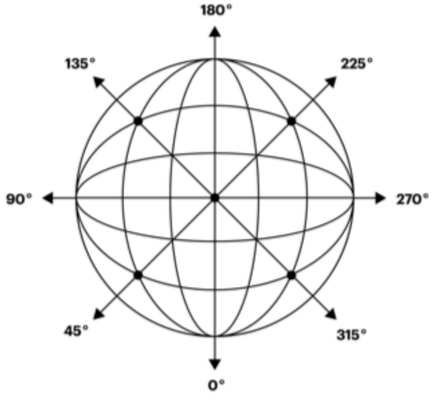
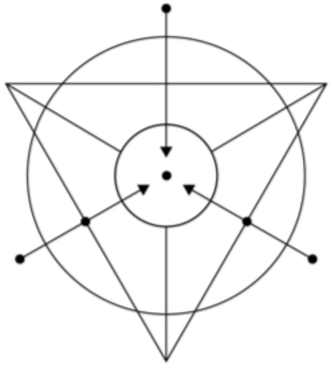
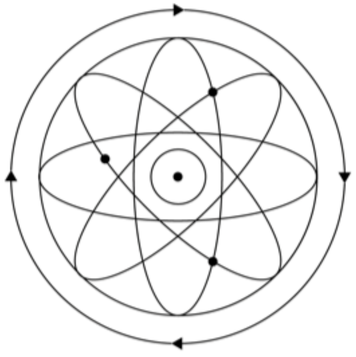
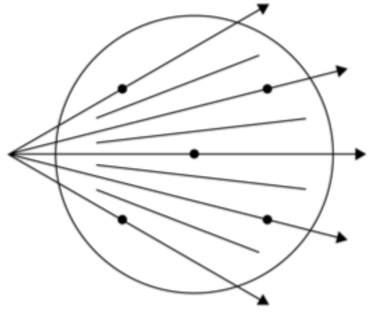
Matchstic × Brighter Web Conference

Radically Relevant Brands













Brain Rot



Brain Rot **TRIVIA!**

QUESTION #1

If a kid says “Skibidi,” what are they most likely referencing?

QUESTION #1

If a kid says “Skibidi,” what are they most likely referencing?

A) A type of dance move

B) A viral meme series with toilets

C) A slang word for “awesome”

D) A Snap Chat filter

QUESTION #1

If a kid says “Skibidi,” what are they most likely referencing?

A) A type of dance move

B) A viral meme series with toilets 🚽

C) A slang word for “awesome”

D) A Snap Chat filter

QUESTION #2

If a Gen Alpha kid says “cap,” what do they mean?

QUESTION #2

If a Gen Alpha kid says “cap,” what do they mean?

A) That’s awesome

B) That’s a lie

C) That’s a secret

D) That’s confusing

QUESTION #2

If a Gen Alpha kid says “cap,” what do they mean?

A) That’s awesome

B) That’s a lie 🤥

C) That’s a secret

D) That’s confusing

QUESTION #3

What does “rizz” mean?

QUESTION #3

What does “rizz” mean?

A) Having money

B) Agreeing with what was just said

C) Having a flirtatious charm

D) Making a comeback

QUESTION #3

What does “rizz” mean?

A) Having money

B) Agreeing with what was just said

C) Having a flirtatious charm 🎉

D) Making a comeback

QUESTION #4

When Gen Alpha kids hear “6” and “7,” what do they do?

QUESTION #4

When Gen Alpha kids hear “6” and “7,” what do they do?

A) Give hugs and high fives

B) Go play Roblox

C) Make crude jokes

D) Start yelling, screaming, and cheering

QUESTION #4

When Gen Alpha kids hear “6” and “7,” what do they do?

A) Give hugs and high fives

B) Go play Roblox

C) Make crude jokes

D) Start yelling, screaming, and cheering 📣

QUESTION #5

If a kid says “Fanum Tax,” what are they talking about?

QUESTION #5

If a kid says “Fanum Tax,” what are they talking about?

A) A Fortnite penalty

B) Taking someone’s food without asking

C) Stealing someone else’s girl/boy friend

D) Losing a bet online

QUESTION #5

If a kid says “Fanum Tax,” what are they talking about?

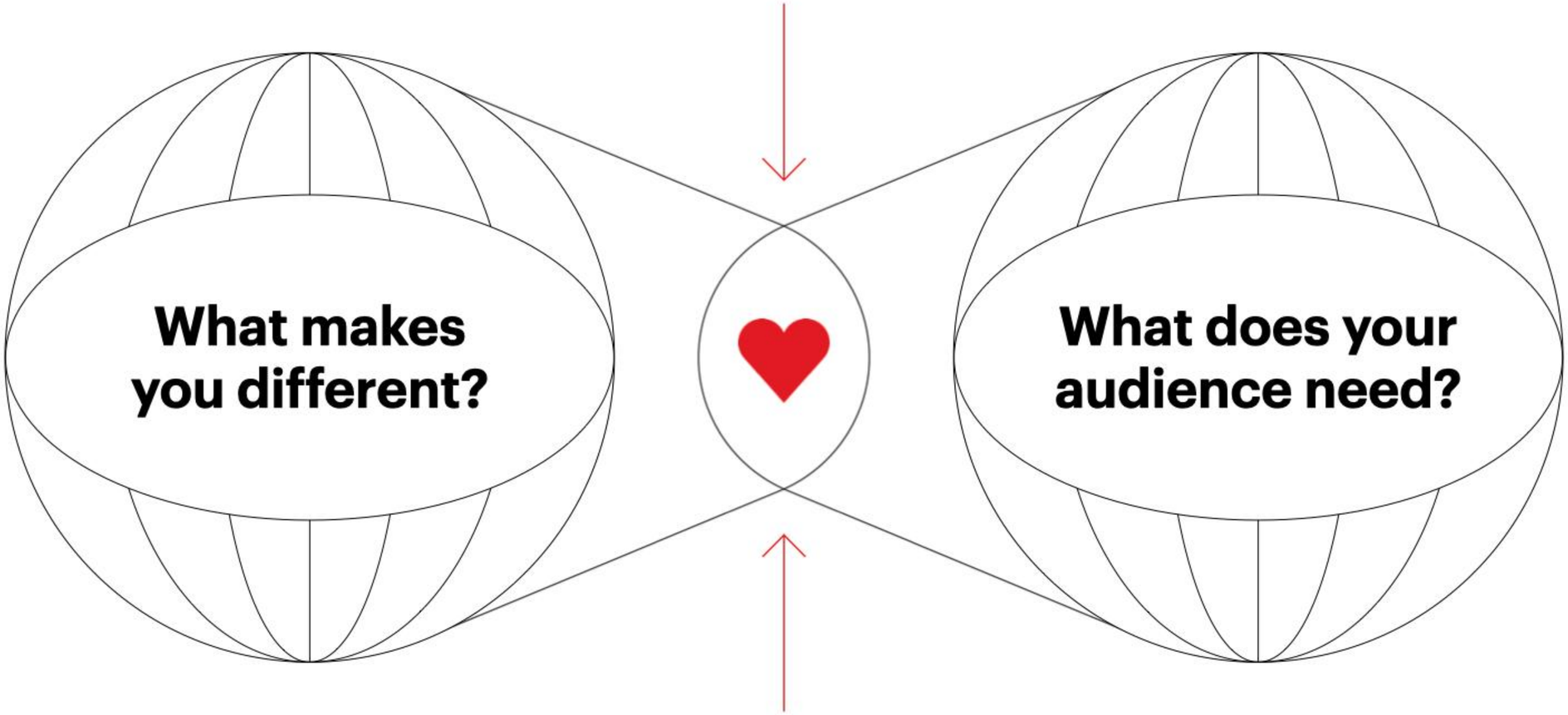
A) A Fortnite penalty

B) Taking someone’s food without asking 🍔

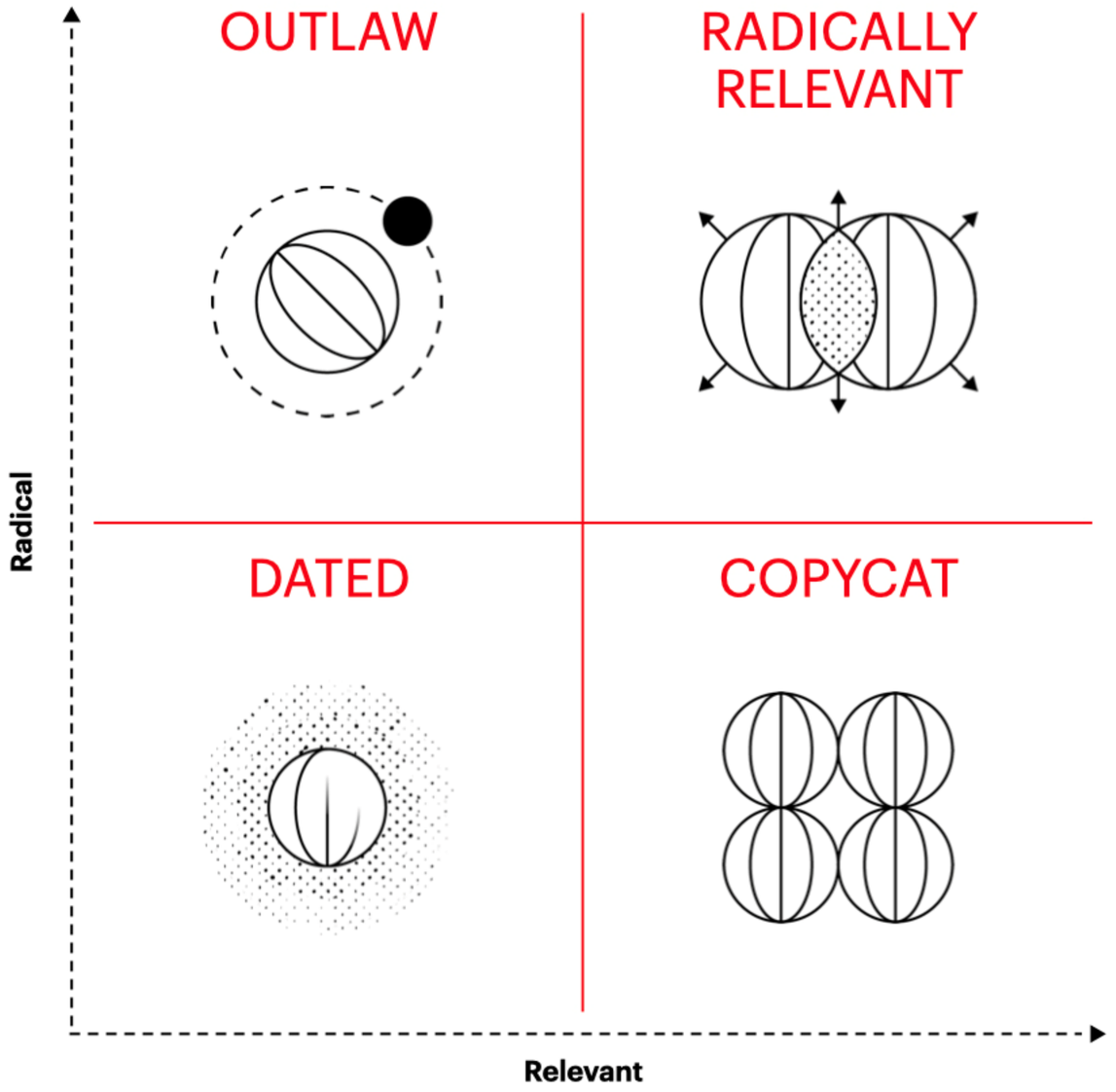
C) Stealing someone else’s girl/boy friend

D) Losing a bet online

Radically



Relevant


OUTLAW
RADICALLY RELEVANT
DATED
COPYCAT
Radical
Relevant

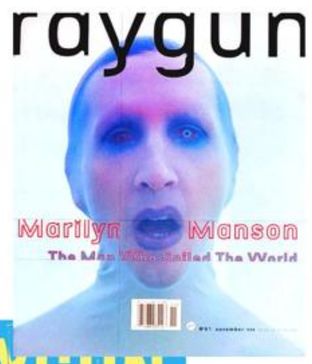
REASONS BRAND LOSE RELEVANCE

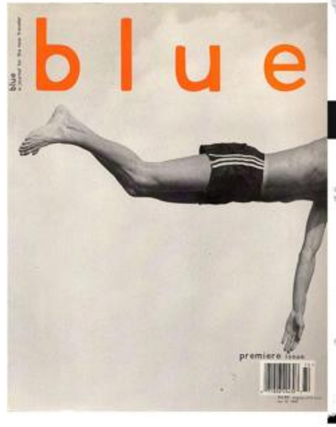
Brand is neglected or ignored
Internal subjective bias
Brand is seen as a marketing only thing
Brands don’t understand their audience

What is relevance?


david carson
brought a new
approach to type
and page design breaking
of
graphic design, particularly ty
sion


davidcarson:exhibition
free entry
01.04.09 until 31.05.09
tate liverpool, albert dock
tate.org.uk/liverpool
TATE


raygun
Marilyn Manson


blue
premiere issue


strip away humanity and
the facade of formality
and we are all animals
listen to yourself
act on your instincts
think things through
logically with absence
of ego
act on your instincts
fight for what you want
do more


i wanna
be young
have fun
drink PEPSI


Designer aspects


RAYGUN


love
trust your gut
intuitions
don't


music and style
rAY
GUn

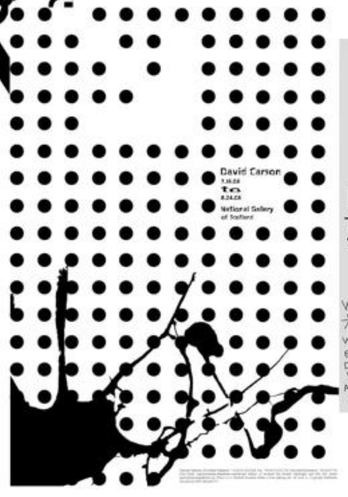

concours
commissions


January 14, 2012
SCAD
TRUSTEE'S THEATER


25
SURF
Portugal


DAVID
CARSON
CAS
TIME
AFTER
TYPE
NOV 13
7:00 PM
FS3
EBBS
AUDITORIUM
FULL SAIL


CARSON
SALE


David Carson


DAVID CARSON
Listen to
the MAN
SPEAK


few
inspired by david carson


L|i|s|t|e|n to many
speak to a


blue
GRUNGE
David
Carson
Fall

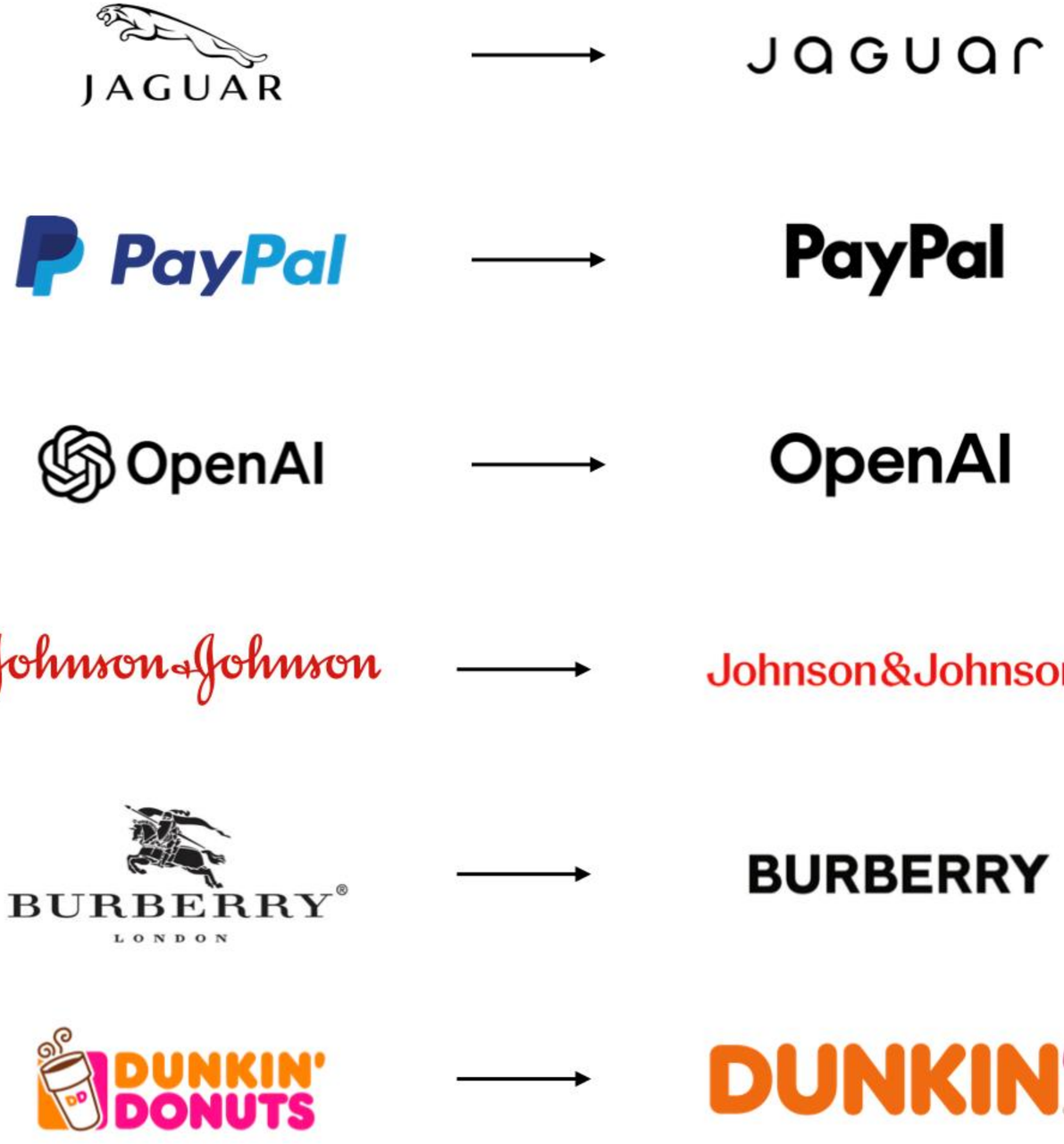




vicky






JAGUAR
JAGUAR
PayPal
PayPal
OpenAI
OpenAI
Johnson&Johnson
Johnson&Johnson
BURBERRY
LONDON
BURBERRY
DUNKIN' DONUTS
DUNKIN'

Cracker Barrel®

OLD COUNTRY STORE

Cracker Barrel™






N98VA
WARRIOR II
N4344C

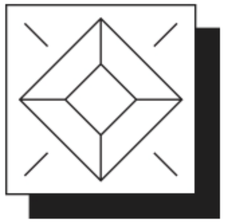



Kite surfing, camping

The Super Six

RADICAL

RELEVANT

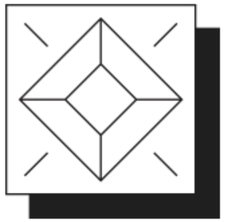


Clarity

The ability to be clearly and easily understood.

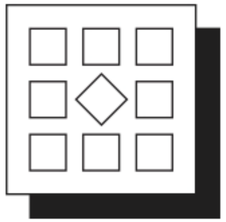
The Super Six

RADICAL



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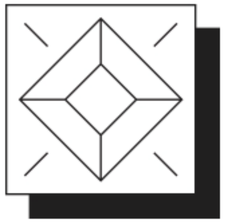
Distinction

The ability to dramatically stand out from your direct competitors.

RELEVANT

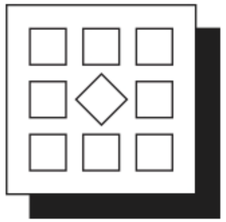
The Super Six

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Distinction

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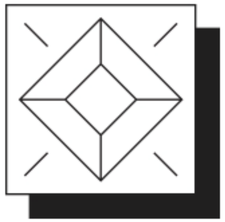
Control

The ability to produce consistent communications and experiences.

RELEVANT

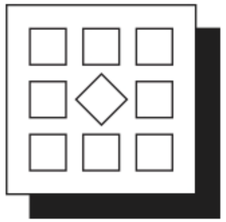
The Super Six

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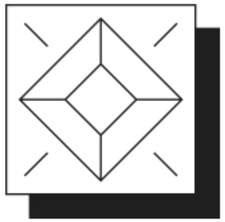


Attraction

The ability to draw in new, ideal audiences.

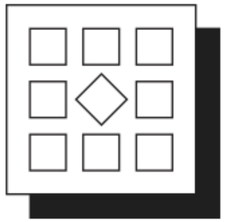
The Super Six

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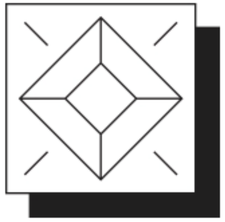


Devotion

The ability to add value to you audience over a long period.

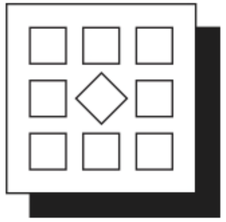
The Super Six

RADICAL



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RELEVANT



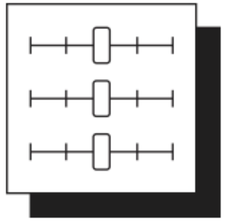
Attraction

The ability to draw in new, ideal audiences.



Devotion

The ability to add value to you audience over a long period.



Alignment

The ability for everyone in your organization to be in sync on your brand story and values.

RadicallyRelevantBrand.com

Matchstic

Work About Radically Relevant

Section 1

(01)

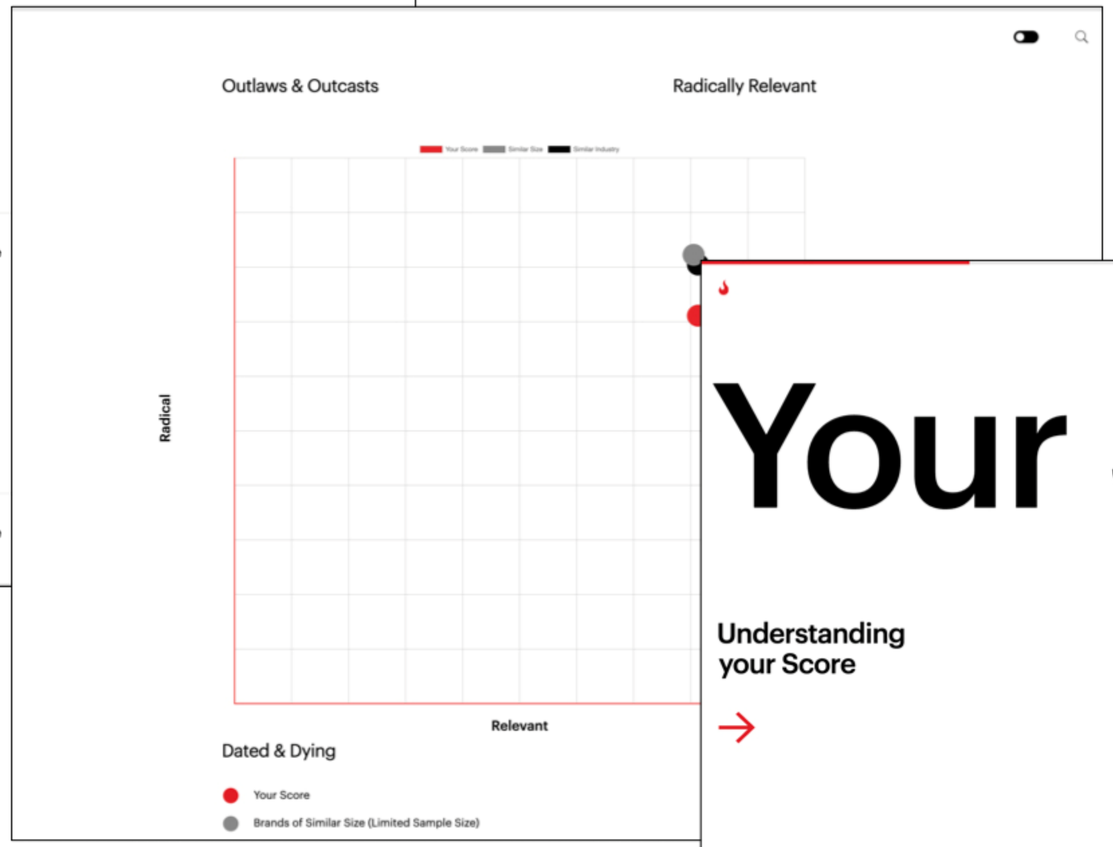
Our industry or category is well established and generally easy for outsiders to understand.

Strongly Disagree — Disagree — Agree

(02)

Customers generally know and understand what we offer.

Strongly Disagree — Disagree — Agree



Menu

Your Score

Understanding your Score

Good news, bad news. You are on the right track but you have some work to do. This score means your brand is not propelling your organization forward as much as it could. Review the individual scores below for tips on how to push your brand's effectiveness to new levels. Start with the lowest performing three of the Super Six and prioritize from there. Brands aren't built overnight, but you can chip away at this list to see growth and increased long-term value. Need more help fine-tuning what your brand needs? We offer free consultations.



Radical Score



Relevant Score



Clearly defined & documented brand strategy

STEPS TO BECOME RADICALLY RELEVANT

BRAND STRATEGY

Personality
Positioning
Personas
Value Proposition

Warm
Welcoming
Established
Transparent

PERSONALITY

Warm
Welcoming
Established
Transparent

Lively
Sharp
Audacious
Nurturing

Lively



Sharp





Audacious



Nurturing

Before


The Atlanta
Journal-
Constitution


AJC
Atlanta. News. Now.


AJC
The Atlanta
Journal-Constitution


The Atlanta
Journal-Constitution

Before


The Atlanta
Journal-
Constitution


AJC
Atlanta. News. Now.


AJC
The Atlanta
Journal-Constitution


The Atlanta
Journal-Constitution


AJC
THE ATLANTA
JOURNAL-CONSTITUTION

Unmatched, Premium Content

Product Leadership

Deep Understanding of Atlanta

Customer Intimacy

Convenient Delivery

Operational Excellence























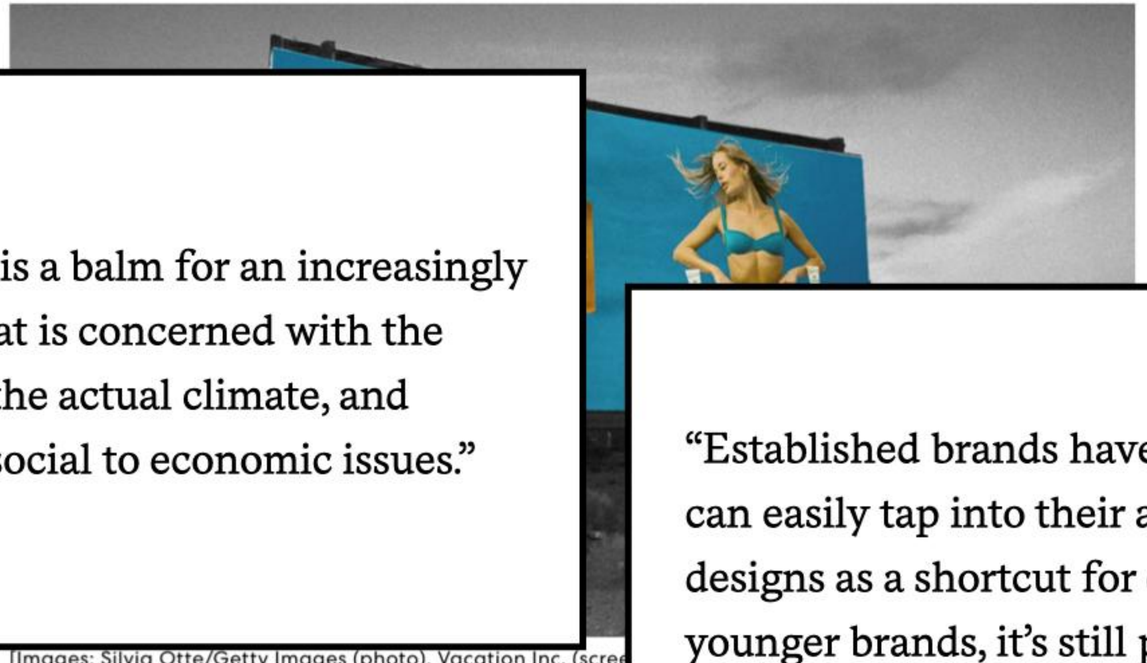


We have the opportunity to reinforce a position as the “product leader” in our market.

07-20-23

‘Fauxstalgic’ branding is having a moment

Nostalgia is an effective marketing tool, but brands don’t need a long legacy to harness the same feeling.



[Images: Silvia Otte/Getty Images (photo), Vacation Inc. (scree

> “Today, nostalgia is a balm for an increasingly anxious public that is concerned with the political climate, the actual climate, and everything from social to economic issues.”

> “Established brands have an advantage: They can easily tap into their archives, using past designs as a shortcut for evoking nostalgia. For younger brands, it’s still possible, albeit more difficult to pull off in an authentic way.”

BY NATALIE REDFORD 3 MINUTE R

The smell of sweet coconut. Th
sea foam green. Vacation sunscreen’s packaging and product conjures a sensorial universe that harkens back to a simpler, neon-tinged time when the sun was always shining and every day was a carefree romp on the beach.

ADVERTISEMENT
DWEN Dell Women’s Entrepreneur Network
DELL Technologies
Women Empowering
What’s Next
Join the network that helps you advance your business.
Join Now

There are hundreds of media brands in Atlanta.

But only one has served Atlanta for 150+ years.

RADICALLY

WHAT ARE OUR DIFFERENTIATORS?

150+ years of history
Award-winning journalism
Deep commitment to integrity

RELEVANT

WHAT DOES OUR AUDIENCE NEED?

Exclusive content
Relevant news
Local context
Trustworthy source

The AJC is a premium, legacy brand. Built on hard hitting, deeply dedicated reporting and service to the South.

Summary

Position

The AJC is the Southern media company known for...

substance and soul.

- A premium brand with essential journalism and engaging storytelling as our legacy
- Suggests integrity, humanity, and care with a Southern flair

Attributes

Plugged-In
Sincere

Fearless
Intelligent

Acclaimed

Audience

The Existing



"I take the news seriously, and so does the AJC."

The Emerging



"They have unique takes on the subjects I care about."

EXTRA EDITION

The Atlanta Journal-Constitution

It's Worth Knowing What's Really Going On.

THE INDICTMENT OF DONALD TRUMP

BOOKED

Former president is fingerprinted, released in about 20 minutes during his Thursday evening appearance.



Vision, Mission, & Values

AJC

AJC VISION

To transform the AJC from a storied daily newspaper into a sustainable modern media company with 500,000 subscribers.

AJC MISSION

To be the most essential and engaging source of news for the people of Atlanta, of Georgia and the South.

COX PURPOSE:

Empower people today to build a better future for the next generation.

AJC VALUES

REDEFINE WHAT'S POSSIBLE

We operate with courage and optimism, pushing the boundaries and raising the bar. We apply the lessons of the past to make informed decisions about the future. We take big swings, rooted in careful planning. We understand that what got us here won't get us to where we need to go.

SEEK KNOWLEDGE, SHARE KNOWLEDGE

We are wildly curious. Our journalism reflects this spirit, and so does our team. We seek the truth. We aim to understand, and we are never afraid to ask hard questions. When we don't know the answer, we seek one out. When we're asked for help, we give it.

FOCUS ON THE CUSTOMER

We exist to serve our community and to play an essential and engaging role in their lives. We listen to our audience and use their feedback to help make our products better. We obsess over the needs of our customers and always put them at the center of our work.

WE ARE ONE TEAM

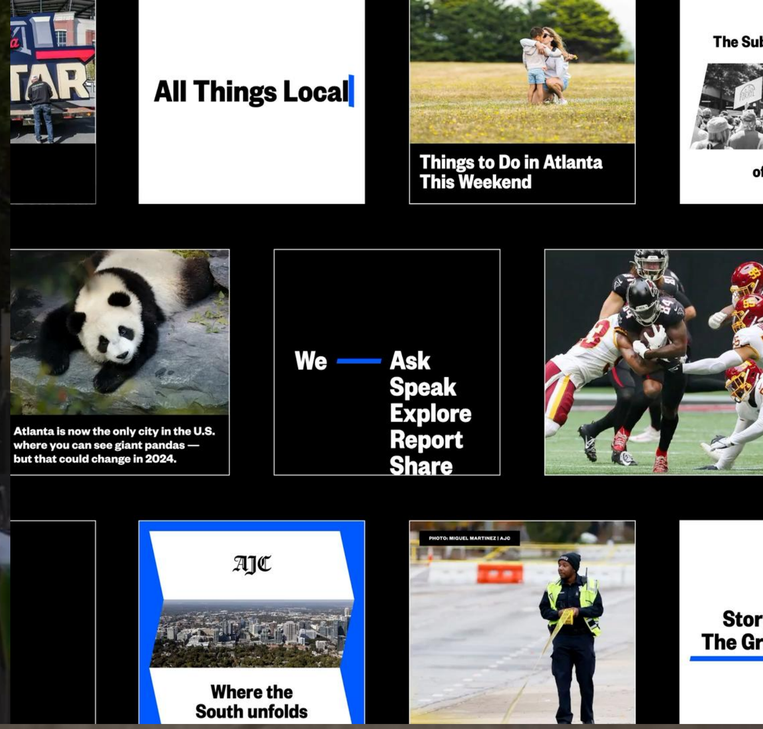
We invest in our people. Our success depends on activating a diverse range or expertise, perspectives, and backgrounds in pursuit of a common goal. We assume positive intent, and we seek to understand each other. We champion inclusion, diversity and equity. We believe in a big tent, not in silos.

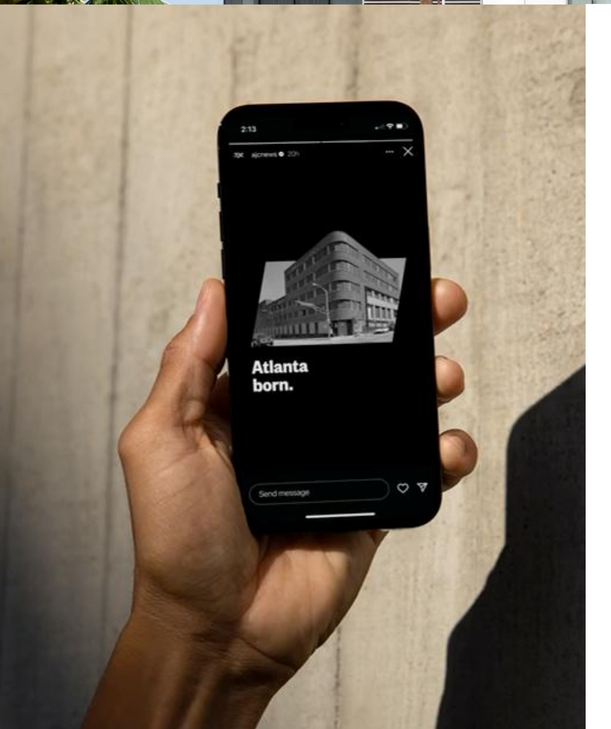
DO THE RIGHT THING. ALWAYS.











World-renowned. Southern-made.

WHEREVER IN THE SOUTH YOU ARE

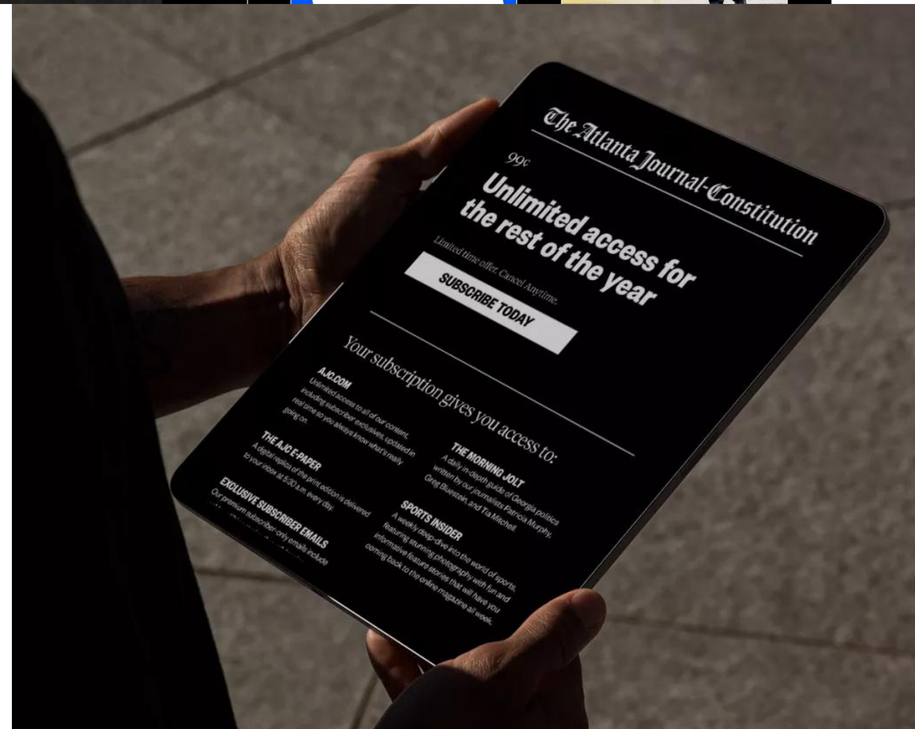
At The Atlanta Journal-Constitution, we're proud of what we've built — a 150-year legacy of trustworthy journalism. We're even more excited about what we're building.

The AJC is evolving beyond a print-focused product into a truly modern media company, expanding the scope of our coverage, the reach of our reporting and the ways we serve Greater ATL and the rest of the South. That means more ways than ever for you to reach the people who live here. Across our digital and print editions and into podcasts, documentaries, videos and social, there's never been a better opportunity to speak directly to the heart of the South.

the South. Uncover t

rt. Sharp. Southern.

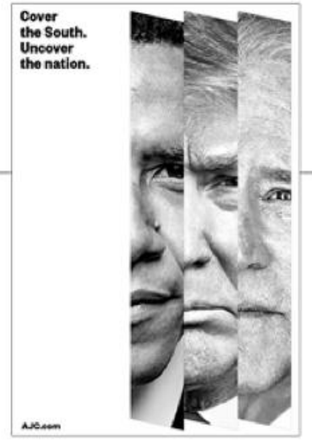
anta-born. Atlanta-m











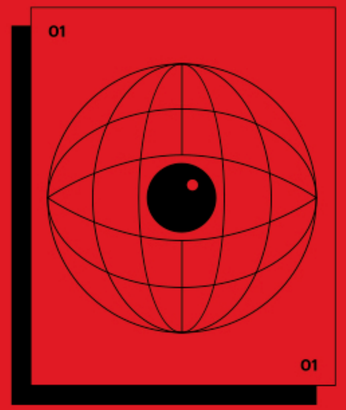


Functional **Expressive**









Be obsessed with your audience

STEPS TO BECOME RADICALLY RELEVANT


STANLEY


STANLEY
SINCE 1913

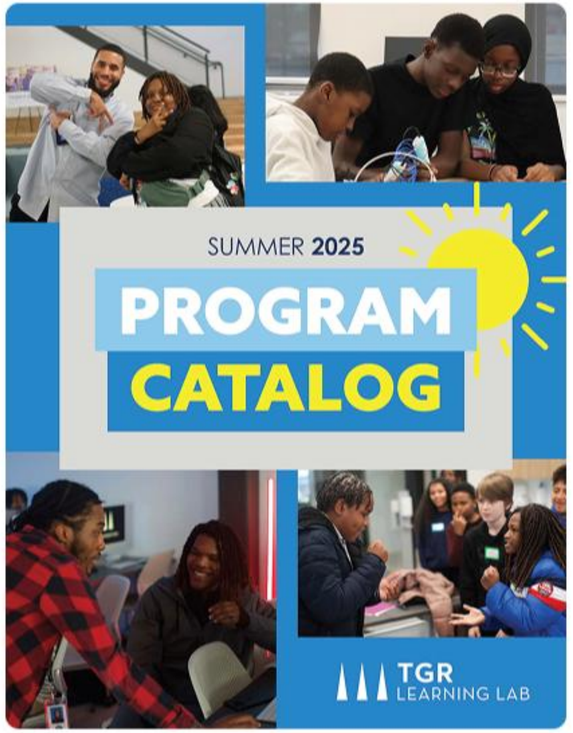

STANLEY
SINCE 1913


STANLEY




STANLEY

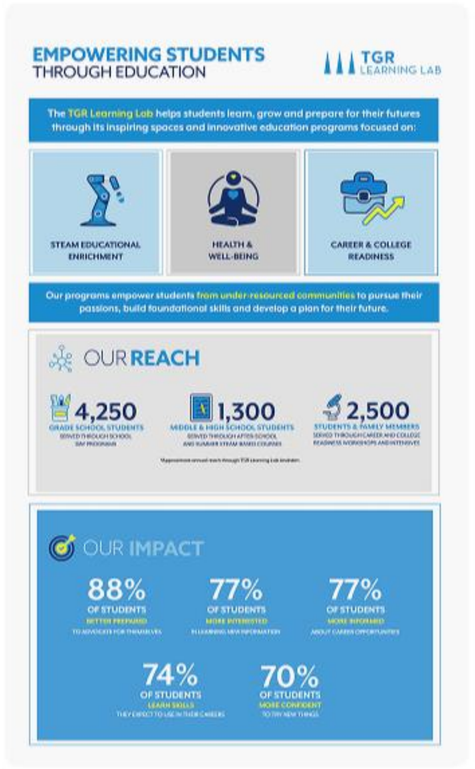
Before


SUMMER 2025
PROGRAM CATALOG
TGR LEARNING LAB


WE ARE PROVIDING OPPORTUNITIES
TO HELP STUDENTS PREPARE FOR THEIR FUTURE.


WE ARE EMPOWERING STUDENTS
TO PURSUE THEIR PASSIONS THROUGH EDUCATION.




EMPOWERING STUDENTS THROUGH EDUCATION
TGR LEARNING LAB
The TGR Learning Lab helps students learn, grow and prepare for their futures through its inspiring spaces and innovative education programs focused on:
STEAM EDUCATIONAL ENRICHMENT
HEALTH & WELL-BEING
CAREER & COLLEGE READINESS
Our programs empower students from under-resourced communities to pursue their passions, build foundational skills and develop a plan for their future.
OUR REACH
4,250
GRADE SCHOOL STUDENTS
1,300
MIDDLE & HIGH SCHOOL STUDENTS
2,500
STUDENTS & FAMILY MEMBERS
OUR IMPACT
88%
OF STUDENTS
77%
OF STUDENTS
77%
OF STUDENTS
74%
OF STUDENTS
70%
OF STUDENTS


PARTNER WITH US
BE A CHAMPION FOR YOUTH!
WE ARE CHAMPIONS FOR YOUTH
TGR LEARNING LAB


WE ARE CHAMPIONS FOR YOUTH


TGR FOUNDATION
WE ARE CHAMPIONS FOR YOUTH
At TGR Foundation, we empower students to pursue their passions through education. Our programs provide opportunities for youth from under-resourced communities to learn, grow and prepare for their future.
BE A CHAMPION
Learn more at TGRFoundation.org
@TGRFoundation
@TGRFound
@TGRFound


JACOBS FAMILY IMAGINATION LAB

“I heard it was a place to take classes… I didn’t know they would be as fun.”

– TGRLL Student

“I heard it was a place to take classes... I didn’t know they would be as fun.”

– TGRLL Student

“Learning Lab sounds boring. When kids go, they go to play not to learn. Learning is the byproduct of play. It’s the secret sauce.”

– TGRLL Parent

Brand Architecture: Current

PARENT BRAND

TGR
TIGER WOODS VENTURES

BRAND EXTENSIONS

TGR FOUNDATION

TGR LEARNING LAB

TGR LIVE
A TIGER WOODS VENTURE

TGR DESIGN
BY TIGER WOODS

THE WOODS
JUPITER

CONSUMER BRAND

SUN DAY RED

Brand Architecture: Current

PARENT BRAND

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CONSUMER BRAND

TGR LEARNING LAB

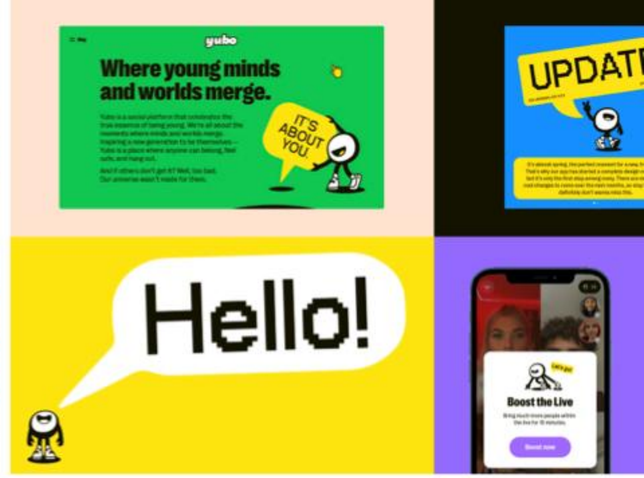
SUN DAY RED

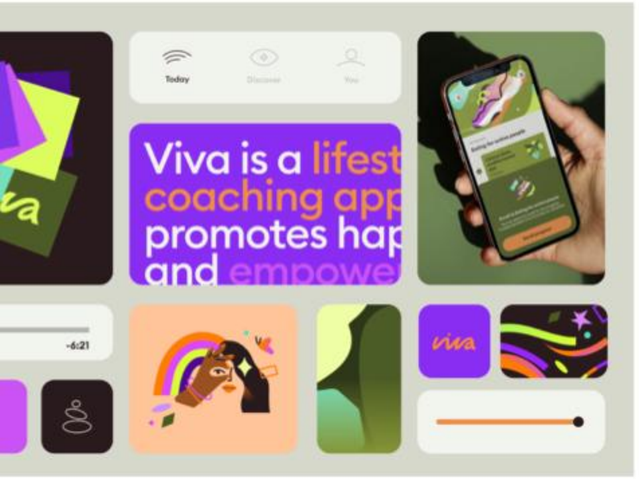
Vibes are valuable.


Gamification of education
Courslia
Digital skills for children
coursla.com
Unleash the potential of your child
Game Development
Digital Design
Animation
Courslia
ONLINE
coursla.com
We have 70+ online courses for kids to try this year!
ISC
Certified experts




Girl Scouts
Self-starters.
Dreamers.
Trailblazers.
Deep-divers.
Be yourself with us.
Poets.
Inventors.
Artists.
Coders.
Filers.
Trailblazers.
Engineers.
Coders.
Change-makers.
Designers.
Filmmakers.
girlscouts.org/join

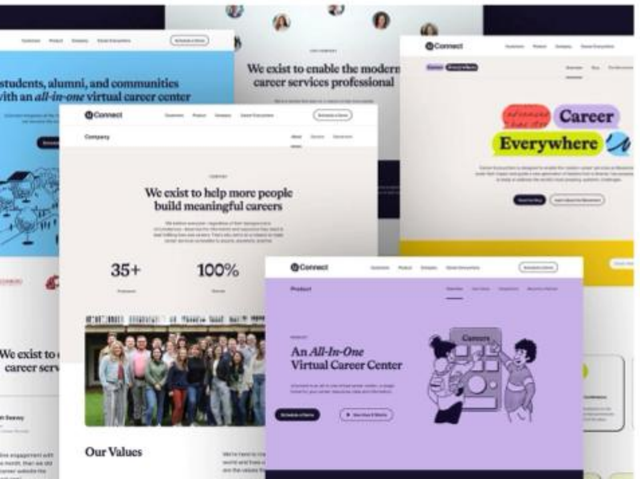

yubo
Where young minds and worlds merge.
IT'S ABOUT YOU.
UPDATE
Hello!
Boost the Live


Today
Viva is a lifest
coaching app
promotes hap
and empowe
viva



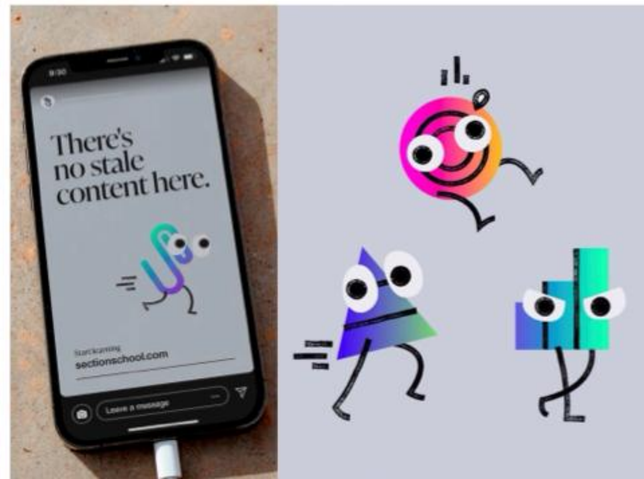

Collage
Rings
Portals


Education for Better Communities
CivEd
©2022
EDUCATION FOR BETTER COMMUNITIES

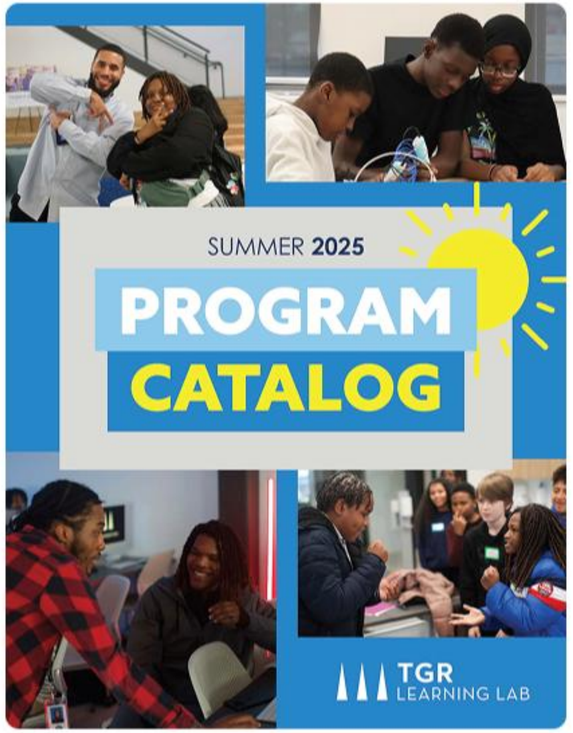

We exist to help more people build meaningful careers
Career Everywhere
35+
100%
An All-In-One Virtual Career Center
Our Values




Open House & Portfolio Review
6th Annual Review
Registration this way
Saturday, Jul 22, 10:00 AM
225 Baldwin St NW Atlanta


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sectionschool.com
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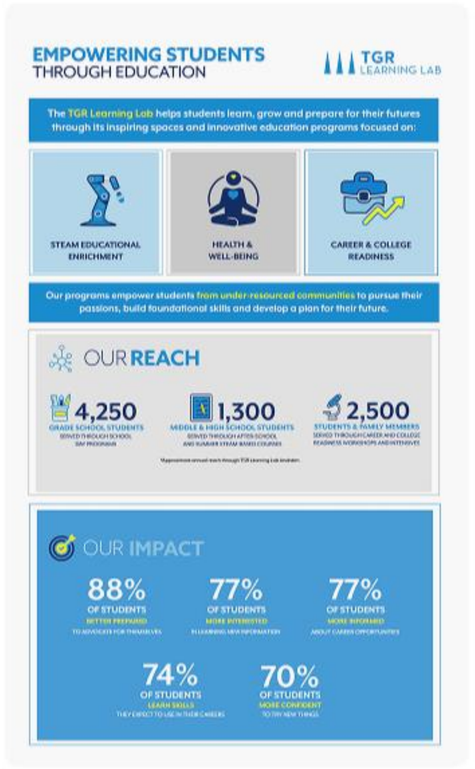
Before


SUMMER 2025
PROGRAM CATALOG
TGR LEARNING LAB


WE ARE PROVIDING OPPORTUNITIES
TO HELP STUDENTS PREPARE FOR THEIR FUTURE.


WE ARE EMPOWERING STUDENTS
TO PURSUE THEIR PASSIONS THROUGH EDUCATION.



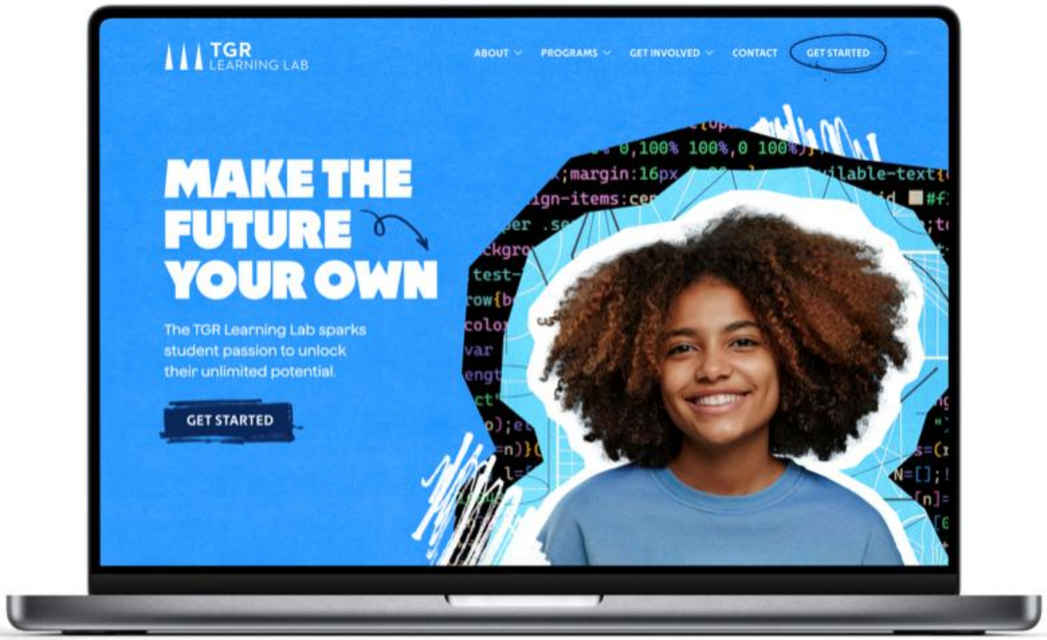

EMPOWERING STUDENTS THROUGH EDUCATION
TGR LEARNING LAB
The TGR Learning Lab helps students learn, grow and prepare for their futures through its inspiring spaces and innovative education programs focused on:
STEAM EDUCATIONAL ENRICHMENT
HEALTH & WELL-BEING
CAREER & COLLEGE READINESS
Our programs empower students from under-resourced communities to pursue their passions, build foundational skills and develop a plan for their future.
OUR REACH
4,250
GRADE SCHOOL STUDENTS
1,300
MIDDLE & HIGH SCHOOL STUDENTS
2,500
STUDENTS & FAMILY MEMBERS
OUR IMPACT
88%
OF STUDENTS
77%
OF STUDENTS
77%
OF STUDENTS
74%
OF STUDENTS
70%
OF STUDENTS


PARTNER WITH US
BE A CHAMPION FOR YOUTH!
WE ARE CHAMPIONS FOR YOUTH
TGR LEARNING LAB


WE ARE CHAMPIONS FOR YOUTH


TGR FOUNDATION
WE ARE CHAMPIONS FOR YOUTH
At TGR Foundation, we empower students to pursue their passions through education. Our programs provide opportunities for youth from under-resourced communities to learn, grow and prepare for their future.
BE A CHAMPION
Learn more at TGRFoundation.org
@TGRFoundation
@TGRFound
@TGRFound


JACOBS FAMILY IMAGINATION LAB


TGR LEARNING LAB
ABOUT
PROGRAMS
GET INVOLVED
CONTACT
GET STARTED
MAKE THE FUTURE YOUR OWN
The TGR Learning Lab sparks student passion to unlock their unlimited potential.
GET STARTED


WHERE LIFE GAINS STEAM

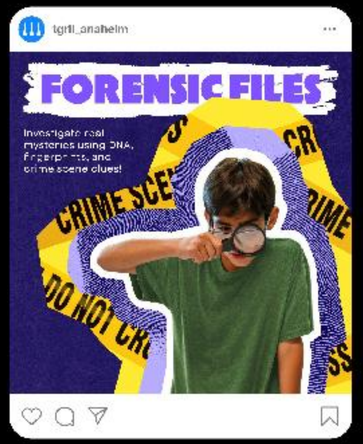

What
will
your
chain
reaction
be?


UNLOCK THE GREAT INSIDE
A Shared Legacy

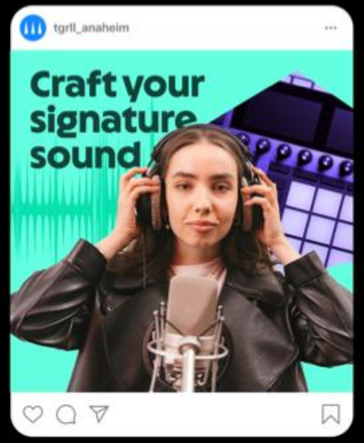

TGR LEARNING LAB
Igniting passions. Unlocking potential.


TGR LEARNING LAB
TECH
SAMPLE PROGRAM OFFERINGS
→ Game Design
→ Cybersecurity
→ Drone Technology
→ Computer Science
→ Programming & Coding


TGR LEARNING LAB
JOIN THE ROAR
2025 ANNUAL FUND CAMPAIGN


tgrll_anaheim
FORENSIC FILES
Investigate real mysteries using DNA, fingerprints, and crime scene clues!


tgrll_anaheim
Student Spotlight

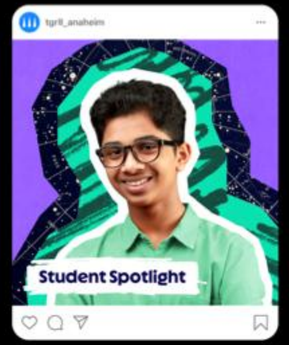

tgrll_anaheim
Craft your signature sound










Student Spotlight


Craft your signature sound


FORENSIC FILES
Investigate real mysteries using DNA, fingerprints, and crime scene clues!




Tomorrow starts with a spark


Science


TECH
→ Game Design
→ Cybersecurity
→ Drone Technology
→ Computer Science
→ Programming & Coding


BUILD THE FUTURE
Engineering


ARTS
Wonder. Uncover. Create.


Learn how math makes the world go 'round.


Unlock the great inside


Make the future your own

FIXED

TGR LEARNING LAB

Logo

Primary Colors

MELUN DISPLAY

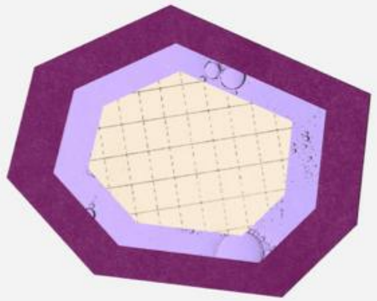
Melun High

MELUN HIGH

Jokker

Typography

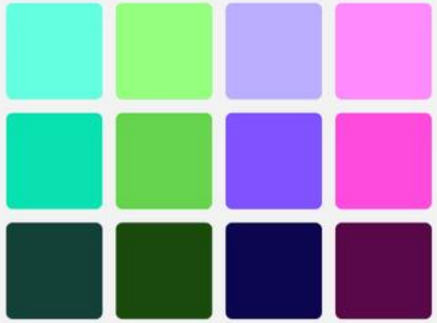
FLEX



Collage Elements



Scribble Elements



Secondary Colors



Iconography



B&W Isolated STEAM Objects



Photography



Build a fixed and flexible system

STEPS TO BECOME RADICALLY RELEVANT


JAWS


STRANGER
THINGS

RAIN BIRD®



FIVE-YEAR 5 WARRANTY
Workmanship

SEVEN-YEAR 7 WARRANTY
Environmental Stress Cracking (ESCR)

UNWIND THE SAVINGS
with Rain Bird® Dripline



FREE XF FITTINGS COMBO PACK

Pack includes Rain Bird's most popular XF 17mm insert fittings



CONTACT YOUR LOCAL RAIN BIRD REP FOR DETAILS!

Offer valid through 03/31/22 while supplies last. One bag of XFFCOMBOPK will be provided with proof of purchase.



Introducing the ESP-LXIVM.
A breakthrough in two-wire control.

- Supports up to 40 programs and 240 stations
- 50% fewer splices for increased reliability
- Faster response time and enhanced diagnostics

iQ4 Pair with ***Rain Bird's IQ4 Platform*** for 100% browser-based remote irrigation management.



Learn about the ESP-LXIVM and our full lineup of control solutions at **rainbird.com/TakeControl**

RAIN BIRD®



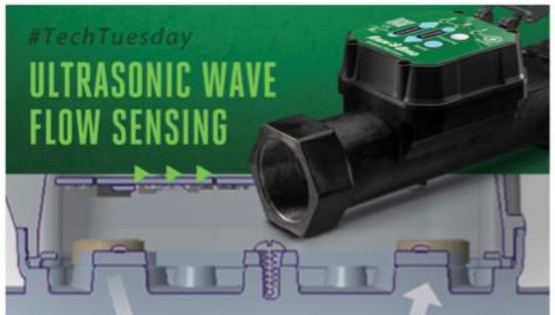
The Intelligent Use of Water™

Install with experience. Get the world's leading irrigation system and access 90 years of expertise at your fingertips.

www.rainbird.com





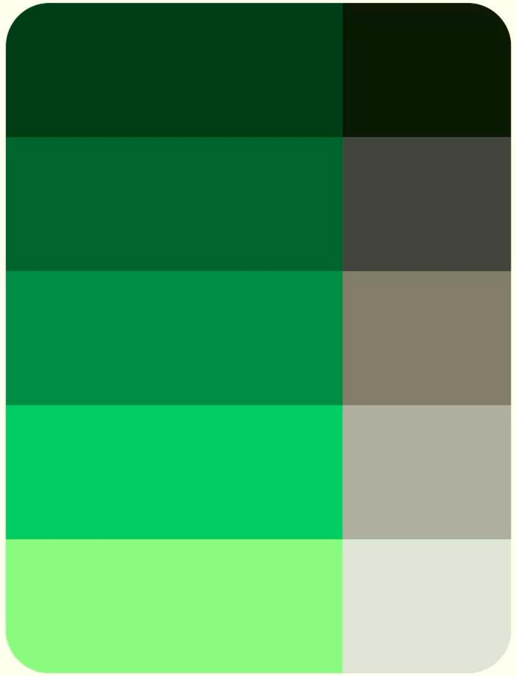


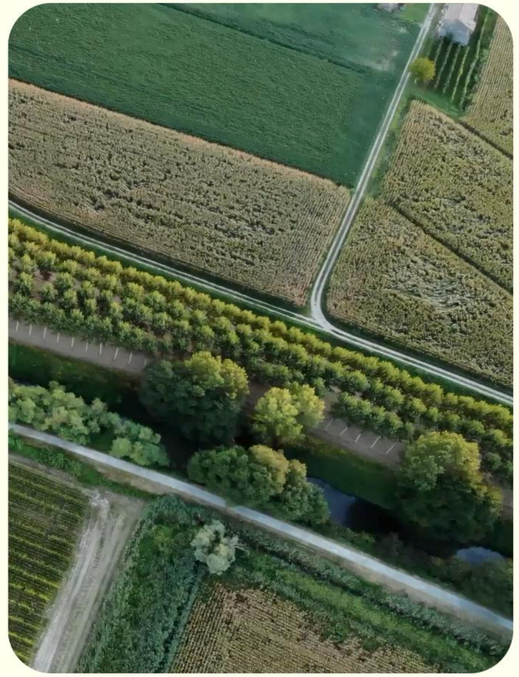




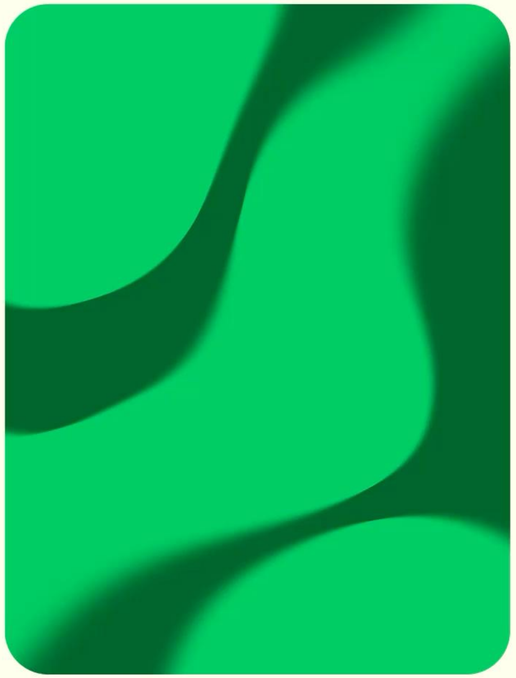
AaBbCc
DdEeFf

AaBbCc
DdEeFf





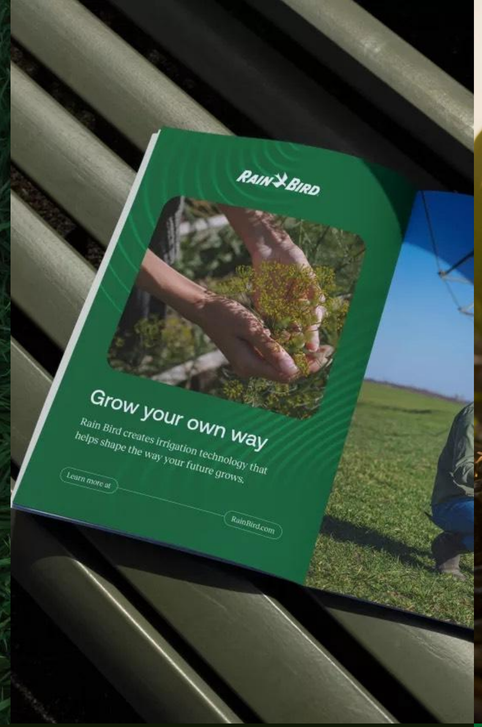









Green looks good on you


RAIN BIRD
Grow your own way
Rain Bird creates irrigation technology that helps shape the way your future grows.
Learn more at
RainBird.com


RAIN BIRD®


We measure performance in generations

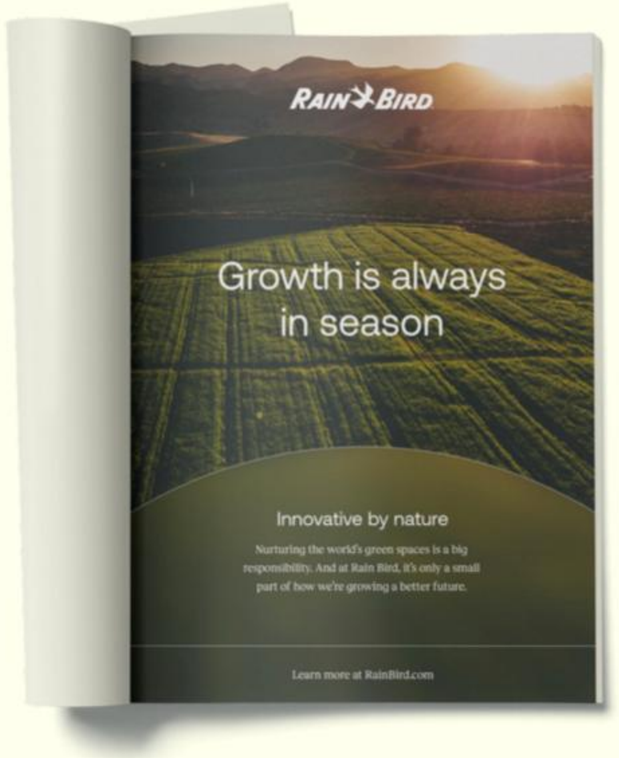

RAIN BIRD


We make water work for everyone
Rain Bird creates irrigation technology that helps shape the way your future grows.
RainBird.com
Where wild meets wonderful
Innovate to the last drop
"The most impactful aspect of this project is the hose with copper plate technology (Copper Shield) which has allowed us to save between 30-40% in terms of water consumption. We now use water in a smarter way ... It's a considerable difference."
Jorge Caramanos
Larena Group, Landscape Coordinator


RAIN BIRD
Growth is always in season
Innovative by nature
Nurturing the world's green spaces is a big responsibility. And at Rain Bird, it's only a small part of how we're growing a better future.
Learn more at RainBird.com

Visual Framework







Product-Focused

Market-Specific

Brand Forward

RAIN BIRD

Clean, serene, and most importantly...still green

Learn more

RAIN BIRD

Guardians of green

Learn more

RAIN BIRD

RAIN BIRD

Where you want it, when you want it. Not one drop more.

Learn more

RAIN BIRD

Get your greens as good as gold

RAIN BIRD

Engineered to grow your business

Learn more



RAIN BIRD



RAIN BIRD

RAIN BIRD

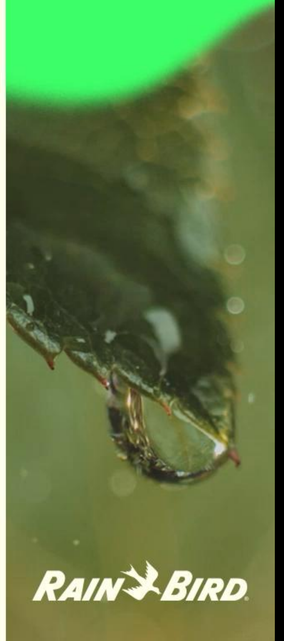


These roots run deep

Learn more

Not a drop out of place

Learn more



RAIN BIRD


RAIN BIRD
A little reclaimed water.
A lot of growth.
RainBird.com/ALittleWater


A little water.
A lot of growth.
Discover how the future grows
A little reclaimed water.
A lot of growth.
Discover how the future grows
A little water.
A lot of growth.
Discover how the future grows
A little water.
A lot of growth.
Discover how the future grows


A little water.
A lot of growth.
A little reclaimed water.
A lot of growth.
A little water.
A lot of growth.
A little water.
A lot of growth.


A little water. A lot of growth.
Learn more
A little reclaimed water. A lot of growth.
Learn more
A little water. A lot of growth.
Learn more
A little water. A lot of growth.
Learn more

Radically Relevant brands constantly evolve.

YEAR 1

Research

Brand Strategy

Brand Identity

Brand Guidelines

Train & Launch

→

YEAR 2

Measure

Review & Adjust

Train

→

YEAR 3

Measure

Review & Adjust

Train

→

YEAR 4

Research & Measure

Redefine

Adjust, Train, & Launch


Kite surfing, camping



Matchstic

Questions?

Blake Howard

blake@matchstic.com