

Nicholas Graham

Award Winning Marketer, Renowned Designer, Entrepreneur

A Brief History of Underwear. Graham leads the audience through his *"has to seen to be believed"* history of building the Joe Boxer brand with no advertising money and achieving an 87% brand awareness in the United States. The stories are remarkable in their scope, eccentricity and hysterical humor: human cannonballs, space travel and Richard Branson in drag to name a few, all supporting the theme of the "Amusement Park".

Emotional Gross Margin. Using his own and other entrepreneur's experiences as examples, Graham defines what he calls "emotional gross margin". EGM is the relationship between the cost of goods sold and what a consumer is willing to pay, and Graham analyzes other brands success in achieving a high EGM.

How to Create A Community. Graham believes that all brands are communities, and there are many different ways to build a community. Graham uses different examples of how communities begin and survive, and how they can become stronger over many decades.

People Buy Stories Not Moments. For Graham, telling a great story is one of the most important parts of building a brand. Using examples such as Walt Disney, Ralph Lauren, Coco Chanel and Sam Walton, Graham looks into the history of storytelling and how valuable it can be to your brand.

Where Does Inspiration Come From. Using examples such as David Bowie, Elon Musk and others, Graham analyzes the birth of inspiration and shows that inspiration does not necessarily need to come from obvious sources, but can also be determined by generational forces that were defined even before you were born.

Building Brand Scale. Graham shows that building success in your personal or professional life is not so much a linear journey, but more based on a scale that goes from the inside out, and becomes more and more powerful through time. Graham leads the audience through a clearly defined guide to achieve what he terms the Brand Map.

100 Questions. At the end of the presentation Graham runs a video of 100 questions every 3 seconds that use the Brand Map as its basis. The first question is "Who are you?", and the final question is "How do you want to be remembered?". It is a moving and impactful closing that leaves audiences inspired and motivated.