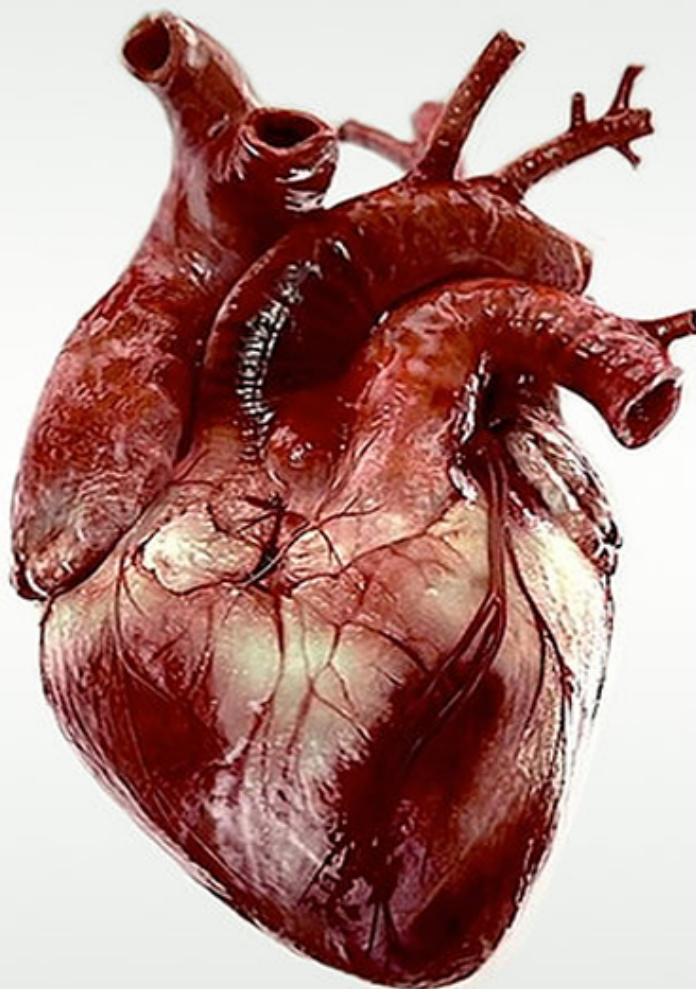


SPEAKing HUMAN



BRANDS ARE PEOPLE TOO



Not just practiced
mechanical responses

Real Heart, real relationships At Wonderland we believe that understanding people, the instincts that drive us as human beings, is at the heart of building brands that have true meaning within our lives. We are drawn to people we trust, and people with whom we share common values and beliefs, friends if you will. We must remind ourselves of this simple truth when building brands, that brands are people too. When a brand, organisation, service, truly connects with us in a meaningful way, it makes us feel an authentic connection. That brand has a far greater chance of building long term loyalty and is cherished as our own. Brands that don't put people at the heart of their identities but say they do are just offering mechanical responses to data and don't really like or know you at all and therefore are unworthy of your friendship or loyalty.

STRATEGY, THE ULTIMATE SOCIALITE



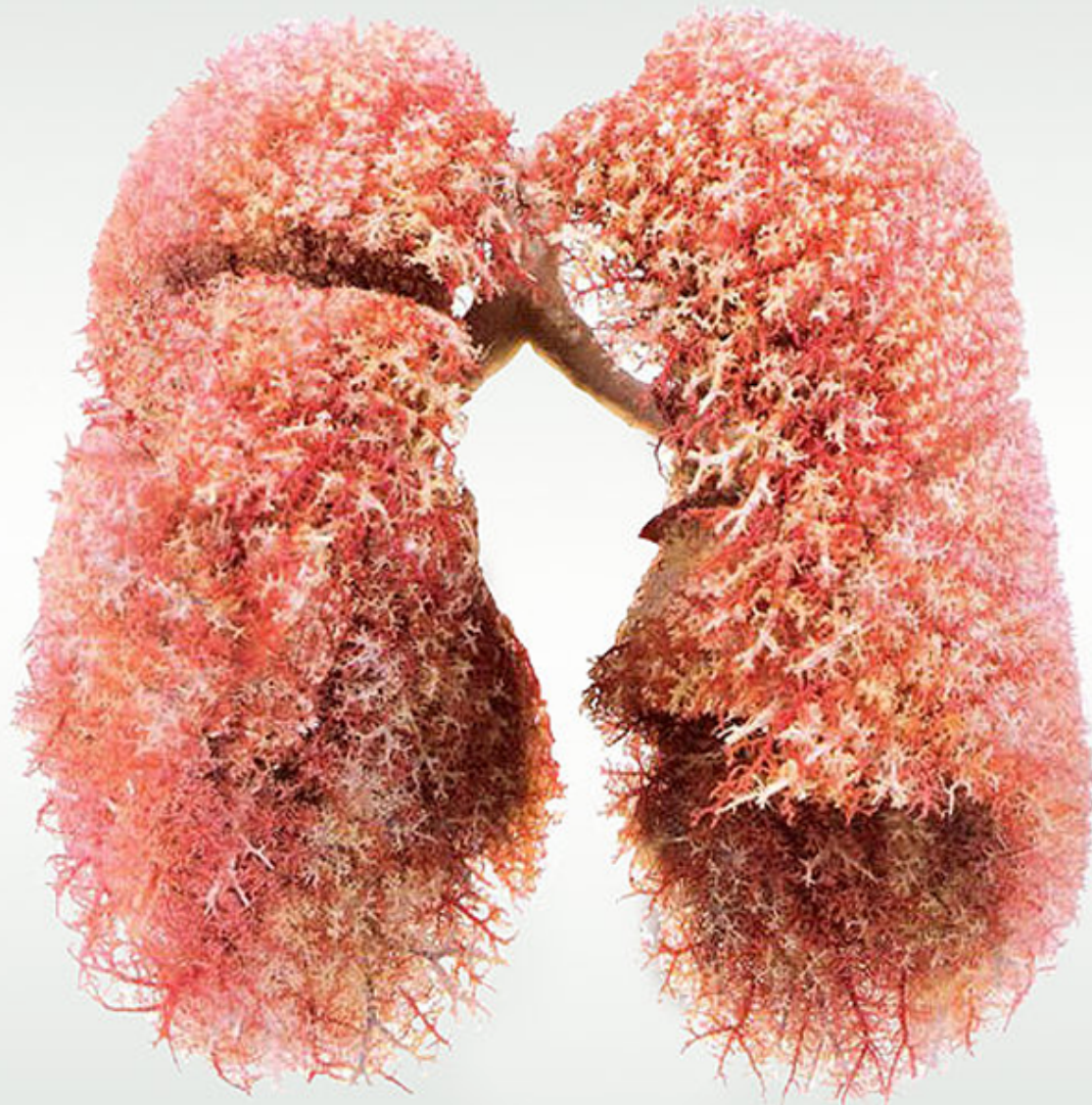
**Not just behavioural
data exchange**



Not just information exchange, it's Engaging Conversations

It's easy to think that what we do is all about us. It's not. We won't create Experiencers, Enjoyers, Loyalists, Fans or Cherishers by continuing to act this way. Human strategic conversational heart felt bonding, not just behavioural data exchange is where Wonderland builds brands. Lets leave the marketing speak in the classroom and really socialise with our followers and friends. It's about the people who choose to be cherished by the brand and become an experiencer and a fan. No different from allowing someone to love us and let them into our lives so we can love them. For people to invest in what we offer, we need to invest in their lives, dreams, hopes and wants. It's not about us, it's about them. Wonderland searches for new ways of finding and using simple human truths and to carefully observe and become inquisitive enough to ask profoundly simple questions. Because people's behaviours and values both directly influence, and are influenced by the identities of the brands they associate with.

GENUINENESS BREATHES LIFE



Not just recycling hot air



Genuine Value, Not just faking it. At Wonderland we strive to discover the deeper communication problems faced by our clients. Seeking simple human insights from our research & developing strategies that are clear & meaningful. Ensuring ideas are both accountable, measurable & involve the entire human experience around the brands we grow. Flourishing a greater return in customer loyalty & client relationships that moves beyond the transactional & into a far stronger place. At Wonderland we no longer use the word customer. Customer creates a differentiation between purchaser & seller when we are both looking for real mutual satisfaction. We believe that brands & their agencies are falling short in their relationship with their potential loyalists & this is leaving them short at the till. Wonderland bridges the final divide between current earnings & potential earnings. by growing brands with Loyalist relationships that both experiencers can believe in & can commit to in a meaningful way.



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