

Bruce HENDERSON

Global CCO/Jack Morton Worldwide



Do Something Extraordinary



STORYMAKING

50 Years Ago, Truman Capote Hosted the Best Party Ever

By GUY TREBAY NOV. 21, 2016



SLIDE SHOW | 11 Photos

Truman Capote's Black and White Ball

Lawrence Fried/Conde Nast, via Getty Images



TWEETABLE TIP #01

**BRAND EXPERIENCES
TURN PEOPLE INTO
STORYMAKERS.**

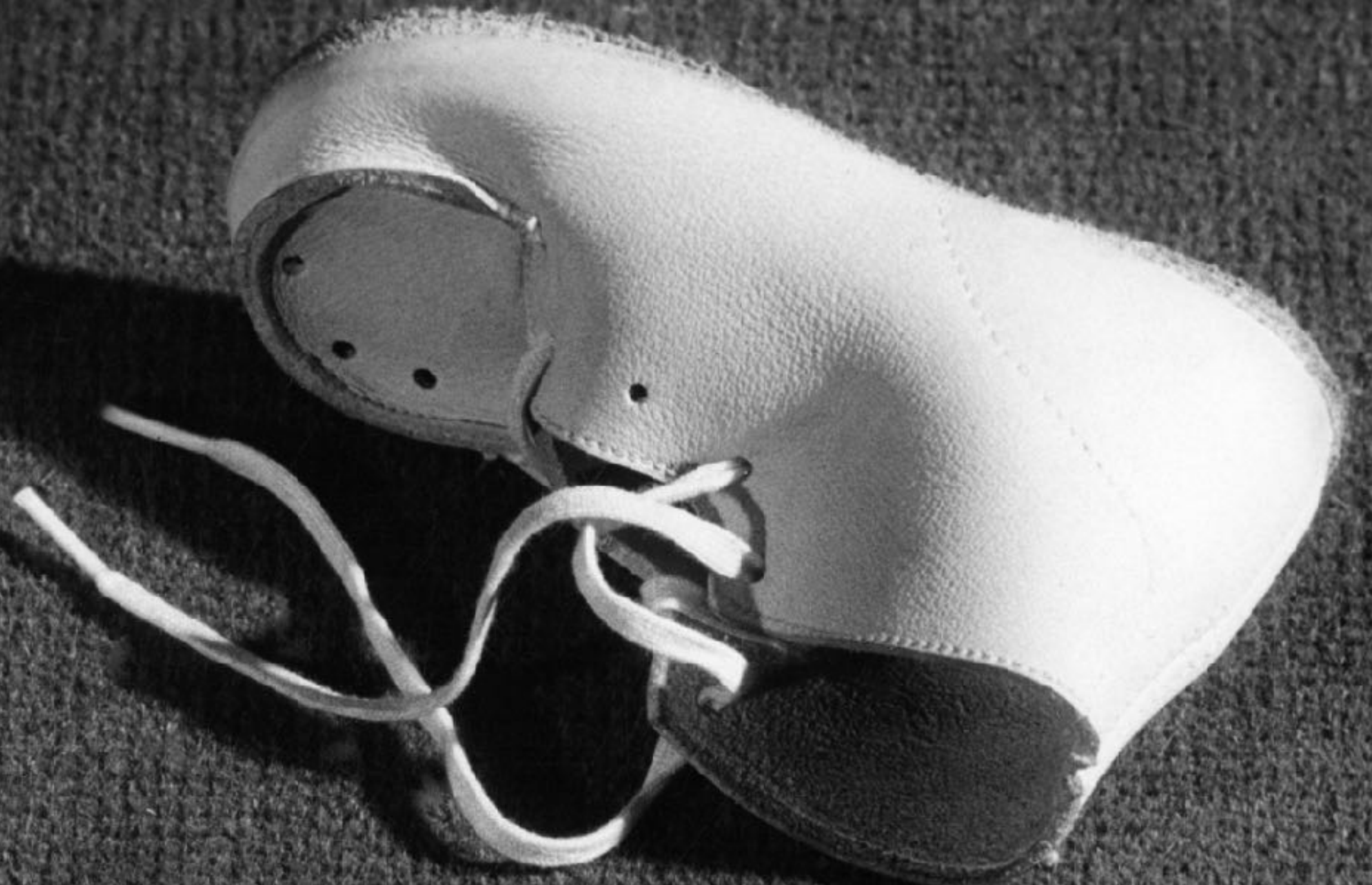
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TWEETABLE TIP #02

**GREAT STORIES ARE
SIMPLE, MOVING
AND ORIGINAL.**

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FOR SALE:



A pair of baby shoes, one white and one dark, are shown on a dark, textured carpet. The shoes are positioned behind two white rectangular text boxes. The first box contains the text 'FOR SALE:' and the second box contains 'BABY SHOES;'.

FOR SALE:

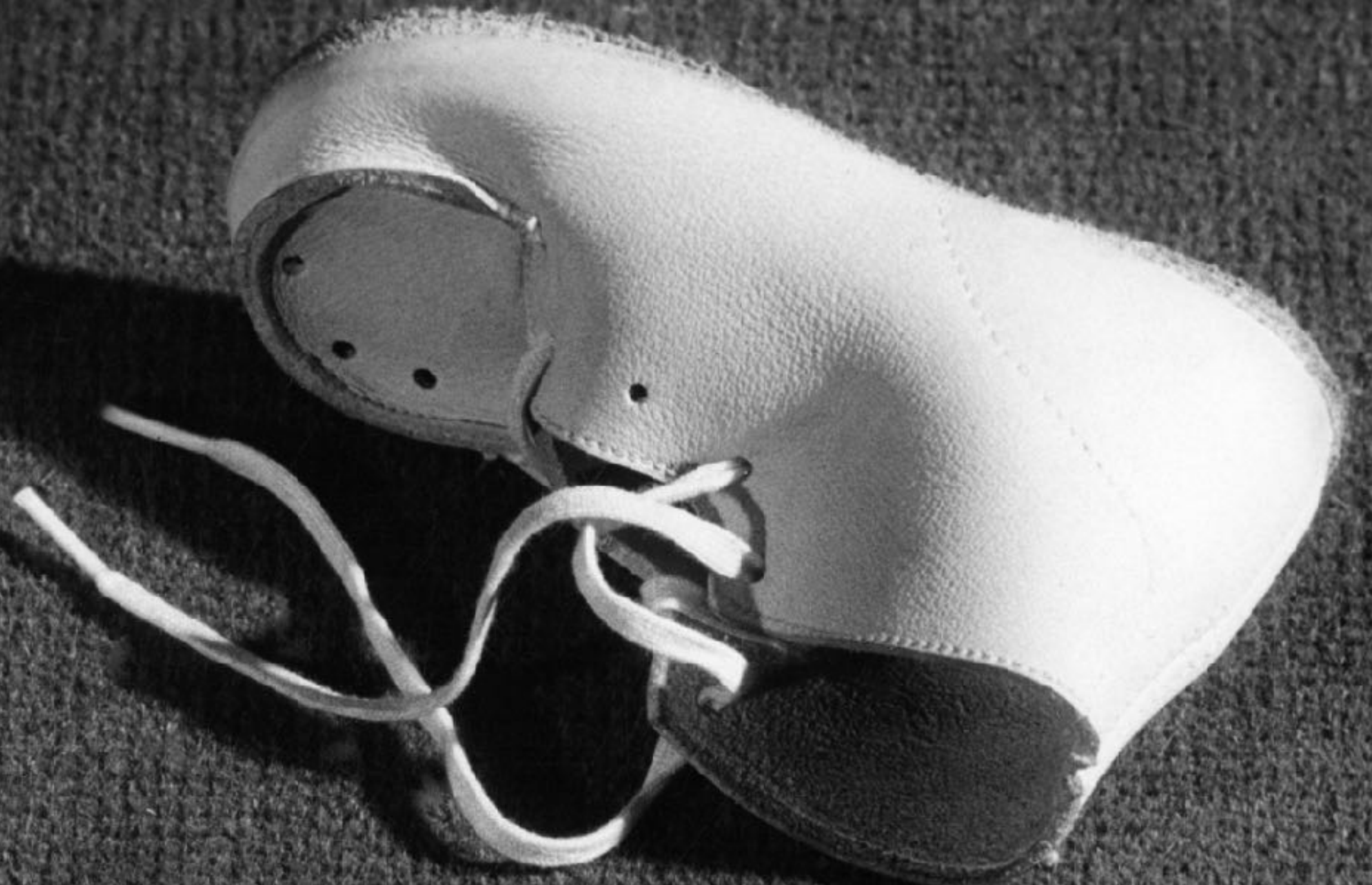
BABY SHOES;

A pair of baby shoes, one white and one dark, are shown on a dark, textured carpet. The shoes are positioned in the background, with the white shoe on the right and the dark shoe on the left. The text is overlaid on the image in three white rectangular boxes.

FOR SALE:

BABY SHOES;

NEVER WORN.





TWEETABLE TIP #03

**EXPERIENCES BUILT
ON INSIGHTS ARE
MORE VALUABLE.**

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SEVENTYFIFTH &



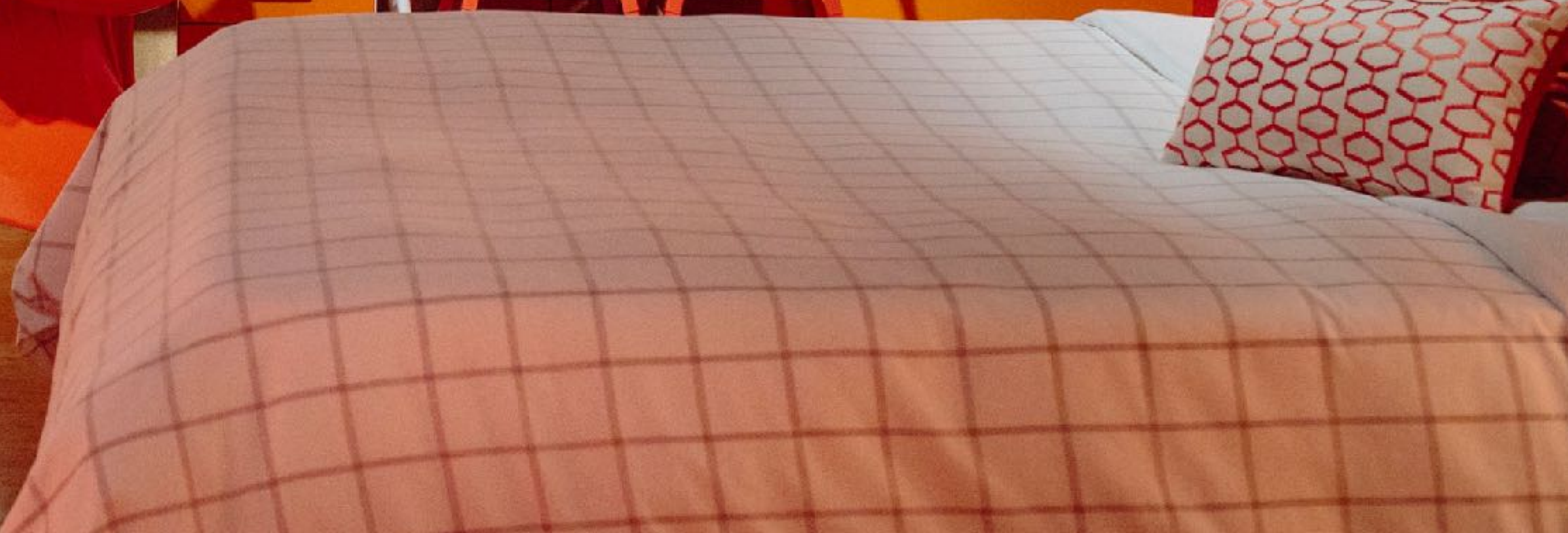
CELEBRATE
1941 **75** 2016
YEARS

SEVENTYFIFTH &









*melts in your
mouth
not in your
hand*





TWEETABLE TIP #04

**GOOD IDEAS LIVE AT
THE INTERSECTION
OF BRAND, AUDIENCE,
AND CULTURAL INSIGHTS.**

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RANTIN'

&

RAVEN

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PRESENTS
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TWEETABLE TIP #05

- **BE USEFUL**
- **BE HUMAN**
- **INVITE PARTICIPATION**
- **BE SHAREABLE**
- **BUILD COMMUNITY**

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DEAD!

TEEN WOLF
THE FINAL SEASON

NOVEMBER 12



ZOMBIES
JUST
WANT
G'S





Today's Leaders

1	LEADER A
2	LEADER B
10	LEADER C
11	LEADER D
12	LEADER E
13	LEADER F
14	LEADER G







TWEETABLE TIP #05

- **BE USEFUL**
- **BE HUMAN**
- **INVITE PARTICIPATION**
- **BE SHAREABLE**
- **BUILD COMMUNITY**

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LET'S REVIEW



TWEETABLE TIP #01

**BRAND EXPERIENCES
TURN ATTENDEES INTO
STORYMAKERS.**

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TWEETABLE TIP #02

**GREAT STORIES ARE
SIMPLE, MOVING
AND ORIGINAL.**

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TWEETABLE TIP #03

**EXPERIENCES BUILT
ON INSIGHTS ARE
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TWEETABLE TIP #04

**GOOD IDEAS LIVE AT
THE INTERSECTION
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TWEETABLE TIP #05

- **BE USEFUL**
- **BE HUMAN**
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THANK YOU.



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