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23/7/21

THE **Jones.**



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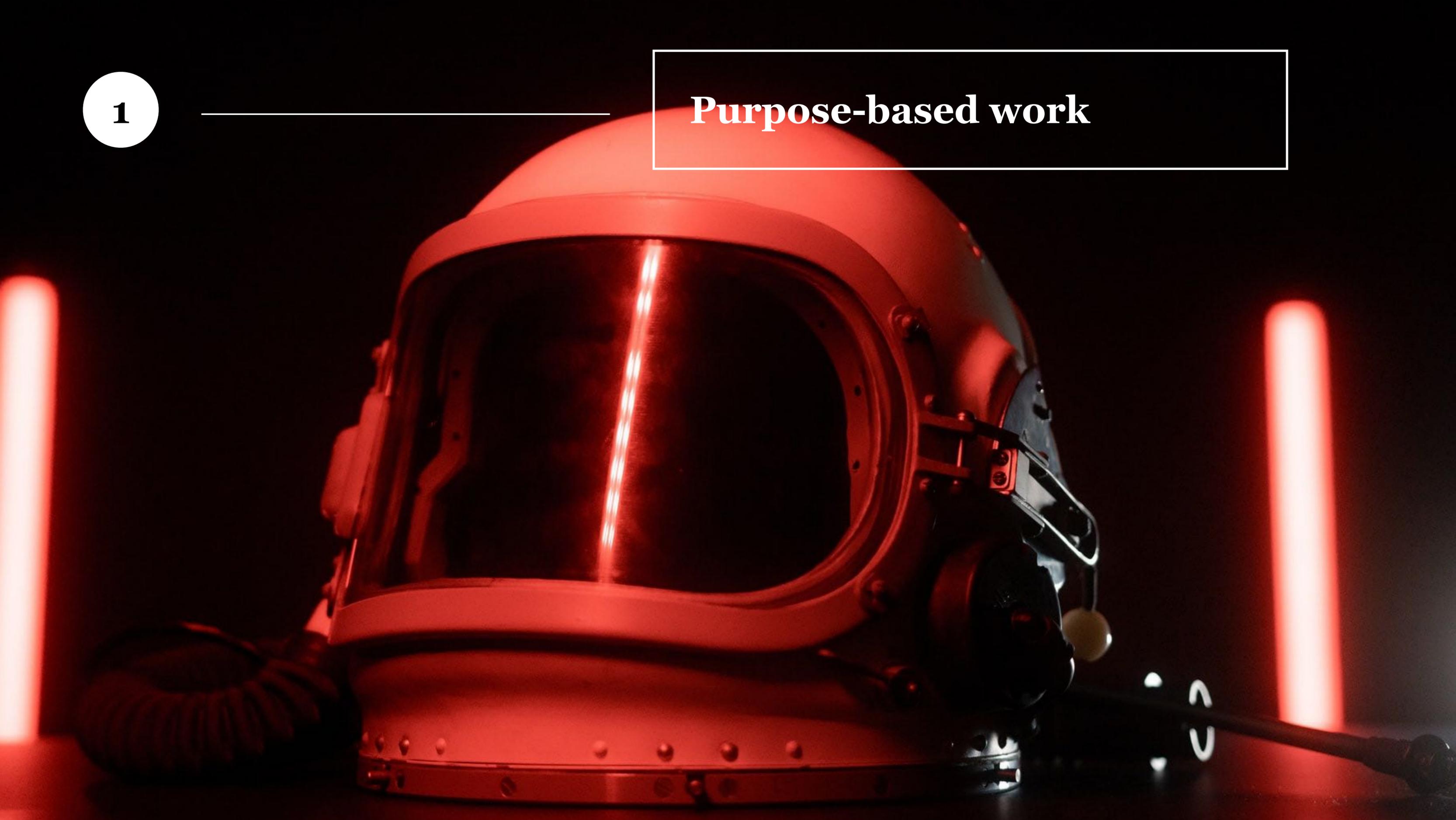


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1

Purpose-based work



A person wearing a white space suit with a helmet and various tubes and wires is lying on their back on a bed of straw. The scene is lit with warm, golden light, suggesting a sunset or sunrise. The person's right hand is raised, holding a small object. The overall mood is one of isolation and contemplation.

Purpose-based work

**Brands doing work that
aims to make a difference in
society**

Mastercard believes people should be accepted
no matter how they identify

The Bottom Line

Brands don't get credit for simply doing the right thing. They need to put something at risk to be considered brave.

2

It's not just about you



It's not just about you

**There is no reason to be
competitive, when you can
work together**





THE BREAKDOWN



THE BREAKDOWN

ECONOMIC IMPACT OF COVID-19

SMALL BUSINESSES STRUGGLING TO SURVIVE AMID PANDEMIC

**abc
NEWSLIVE**

The Bottom Line

Brands don't need to get credit for everything they do. They don't need to directly connect everything to their name.

If it helps the business, it helps you too.



3

Good content will save you!

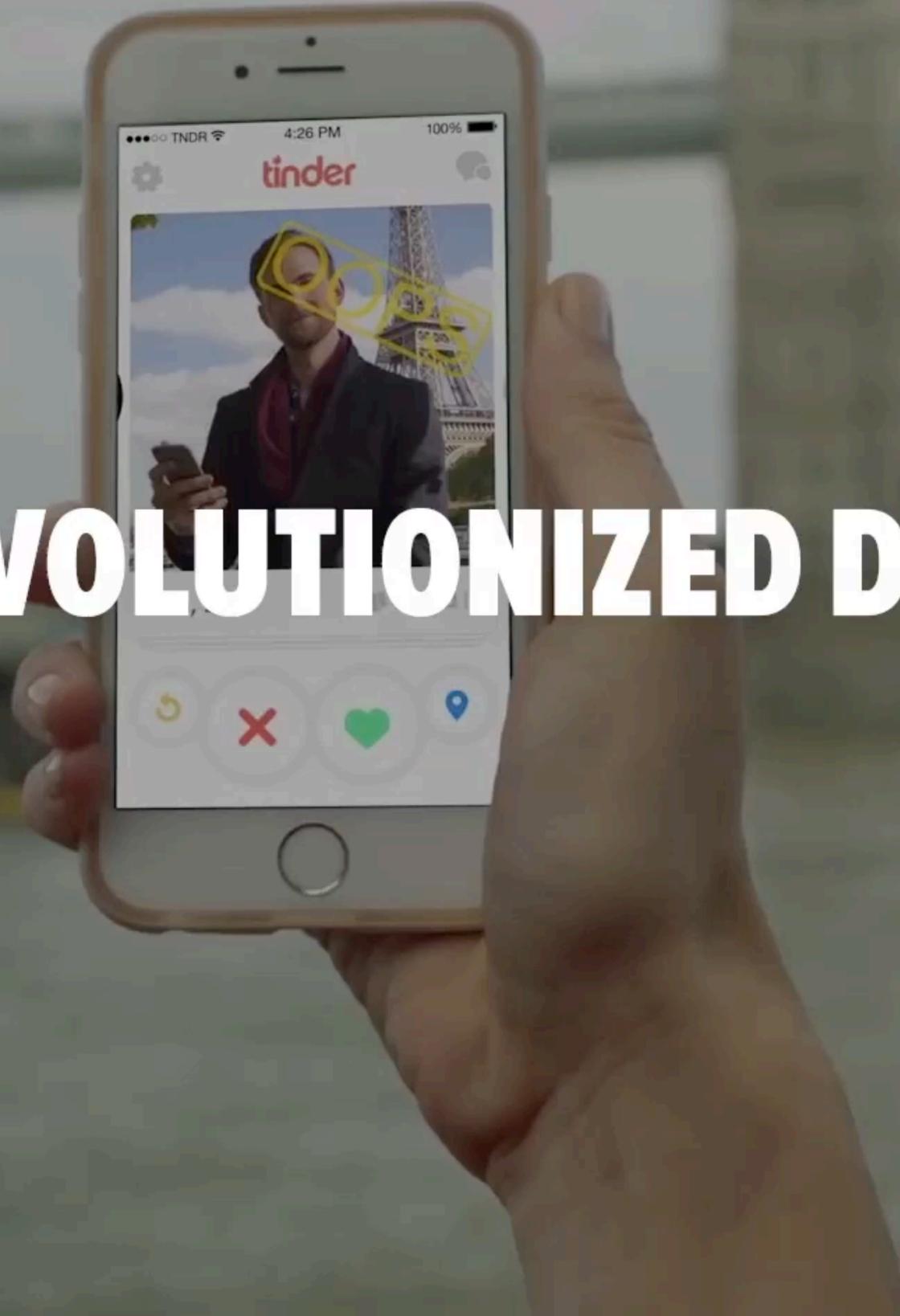


PERFORMANCE IS GOOD

BUT IT CAN GET BETTER

imgflip.com

TINDER REVOLUTIONIZED DATING



The Bottom Line

Did you ever hear anyone say: performance is king? Nope.

Content is still the queen!



4

Ecommerce as communication

Ecommerce can be

**Good distribution model
AND communication asset
for absolutely everything**

A person in a space suit stands in the center of the frame, facing forward. The suit is light-colored with a circular patch on the chest. The background is a dark, gradient sky or space, and the ground is a dark, flat surface. The overall mood is futuristic and expansive.



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LONDON. HYPERFAST BROADBAND HAS LANDED



The Bottom Line

Finding new ways to get your message in front of your audience that reflect the world we live in.



5

**Brands that stand out act
generously**

Stand out

Act Generously





AM

6:13

The Bottom Line

Put real resources against the issue of the campaign.



1

Purpose-based work

2

It's not just about you

3

Good content will save you!

4

Ecommerce as communication

5

**Brands that stand out act
generously**

A person wearing a full white space suit, including a helmet with a clear visor, is riding a motorcycle. The motorcycle is positioned in the center of the frame, facing forward. The rider is in a desert-like environment with a flat, white ground and dark, hazy mountains in the background under a cloudy sky. The motorcycle's headlight is on, casting a bright glow. The overall scene is surreal, combining elements of space exploration with a terrestrial mode of transport.

Rethink your brand for the
Rise of Digital Commerce

**The new consumer is not prepared for change –
change has already happened.**



**Think it's difficult?
Here's a Greek Cannes Shortlisted social media post.**

GET THE LOOK.

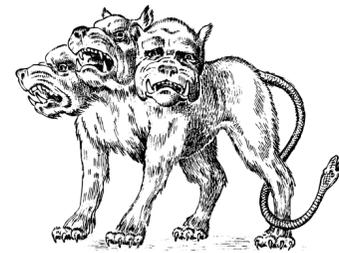


GUNDE
Folding chair
6,99€



VARDAGEN
Oven glove
3,99€





Thank You