



**Direct Line  
Group**



# THE FUTURE OF BRANDS IN A POST TRUTH WORLD

**PAUL GEDDES**  
**CEO DIRECT LINE GROUP**



direct line



churchill®

Privilege®



BRANDS EXIST FOR A REASON

THEY PREVENT DISASTER

**ANCHOR<sup>®</sup>**







THEY ENSURE QUALITY

BANK

# Wickes

It's got our name on it.

**John Lewis**  
Never Knowingly Undersold



THEY HELP PEOPLE FIT IN

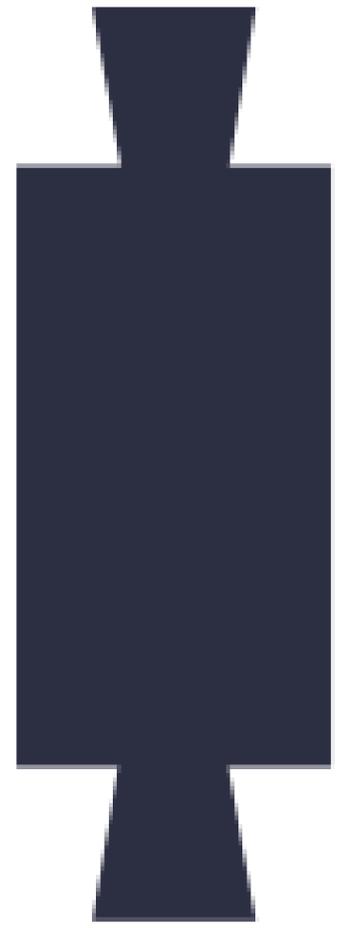


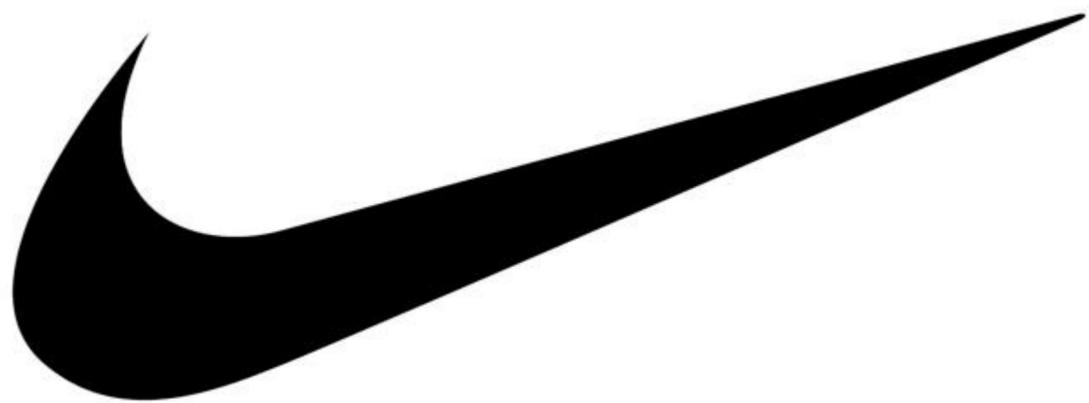


Jack Wills

asos  
discover fashion online

THEY MAKE PEOPLE FEEL  
GOOD ABOUT THEMSELVES



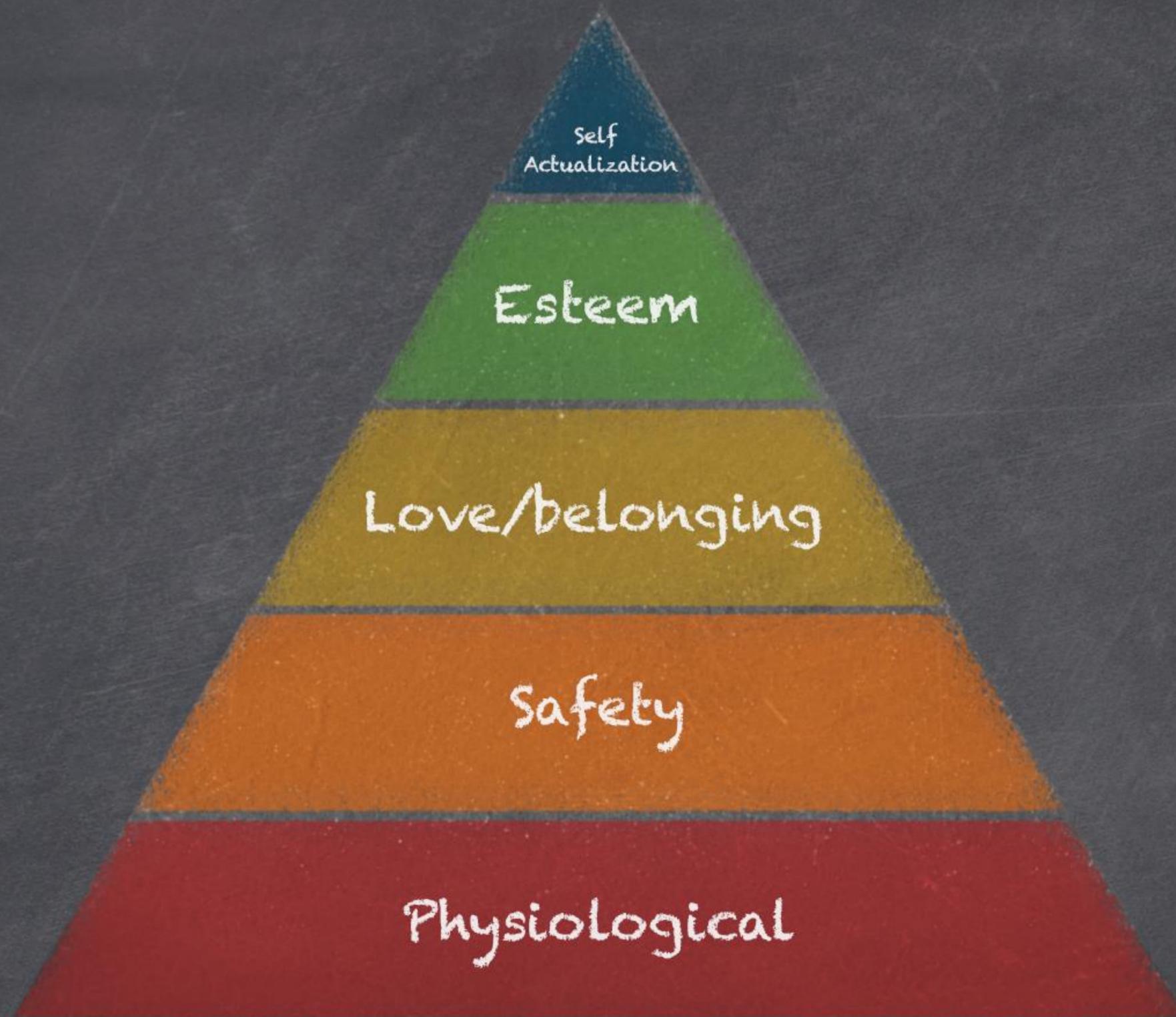




HAMLET

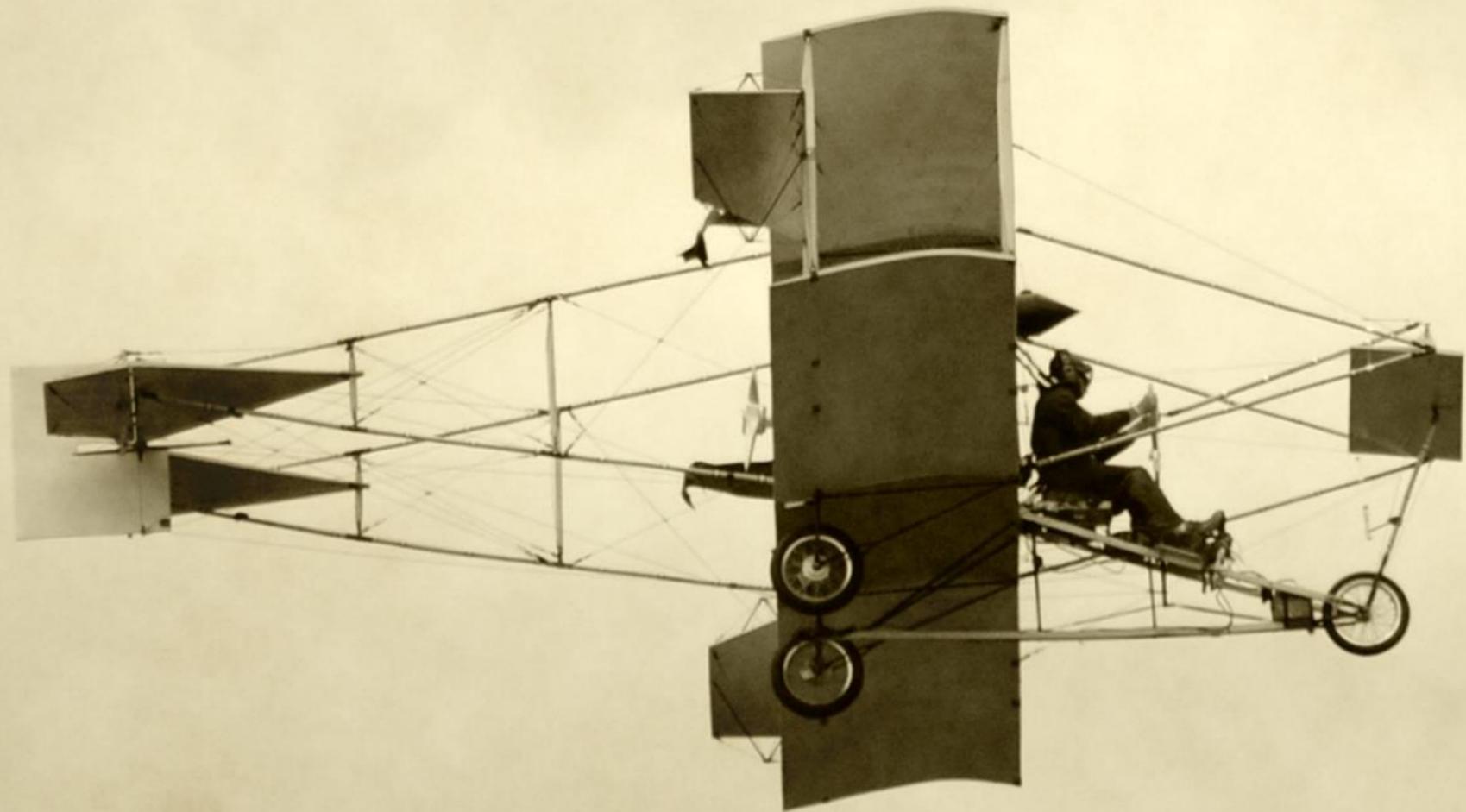


# THE THREE C'S





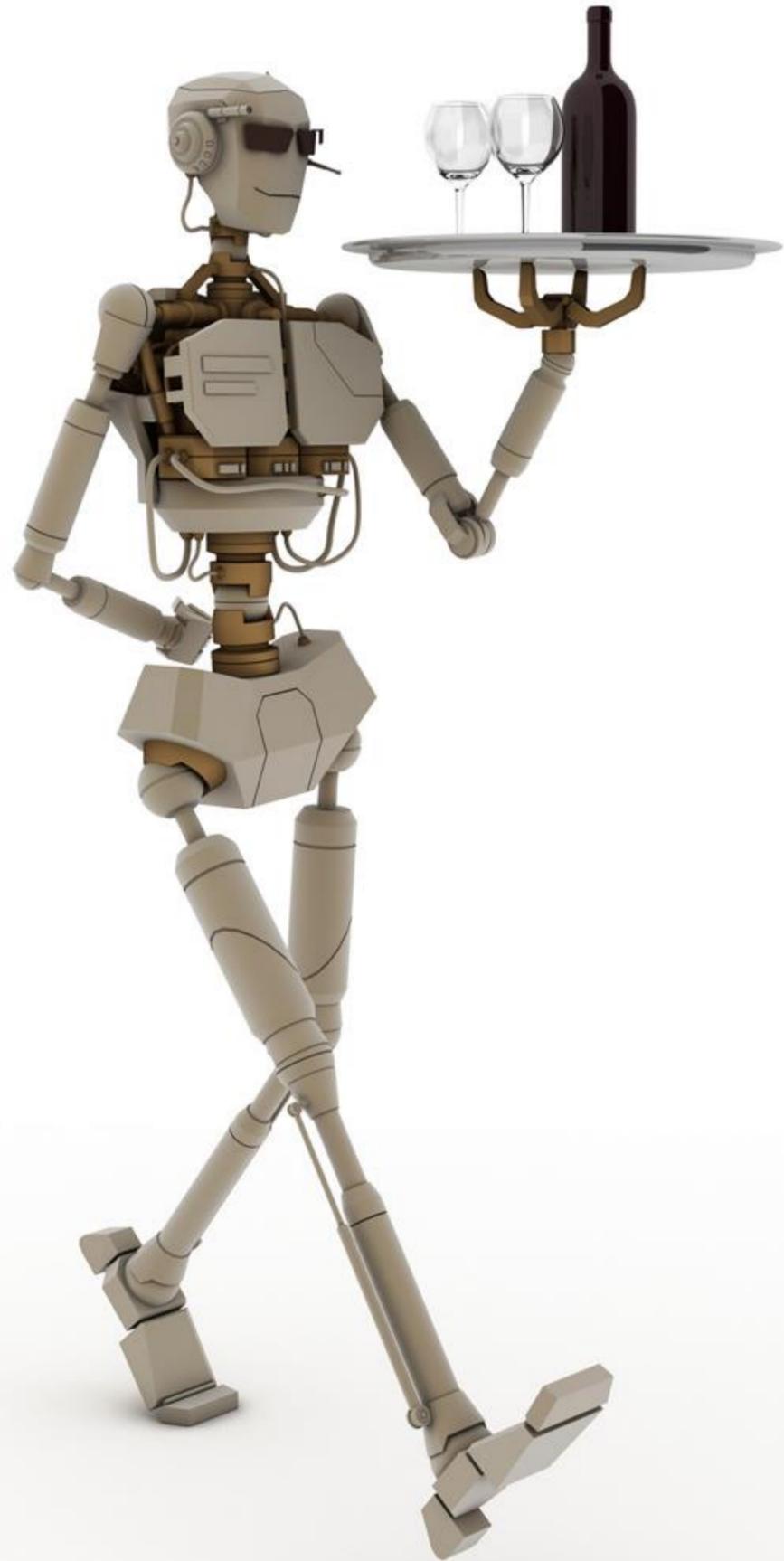
**COMPETENCE**



# CONVENIENCE

Open 24 Hrs





CONNECTION

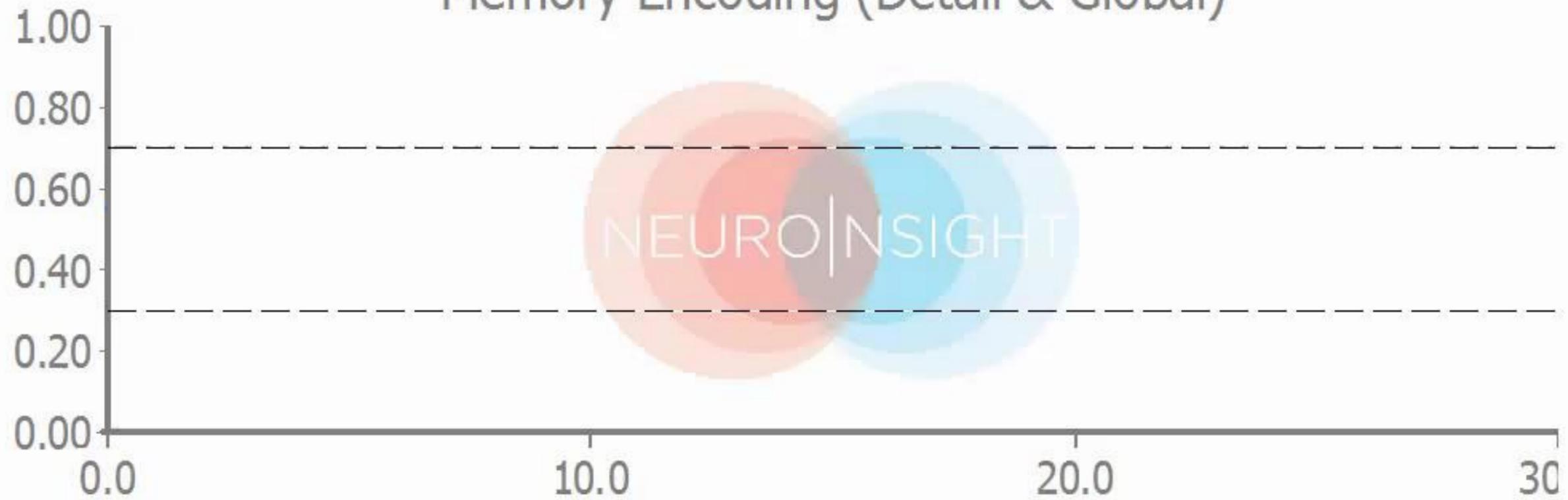


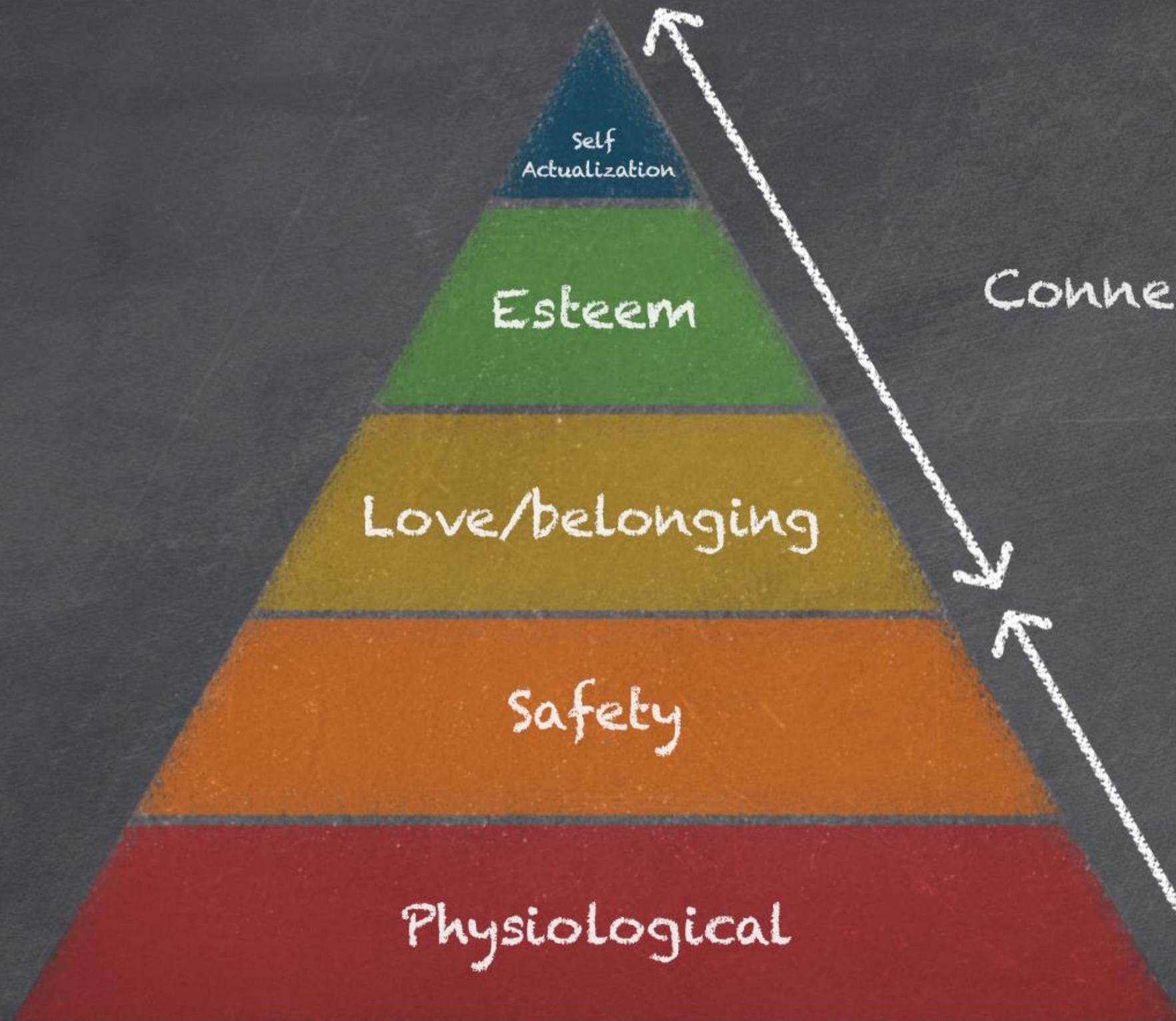




# Cadbury Gorilla

Memory Encoding (Detail & Global)





Self  
Actualization

Esteem

Love/belonging

Safety

Physiological

Connection

Competence  
&  
Convenience

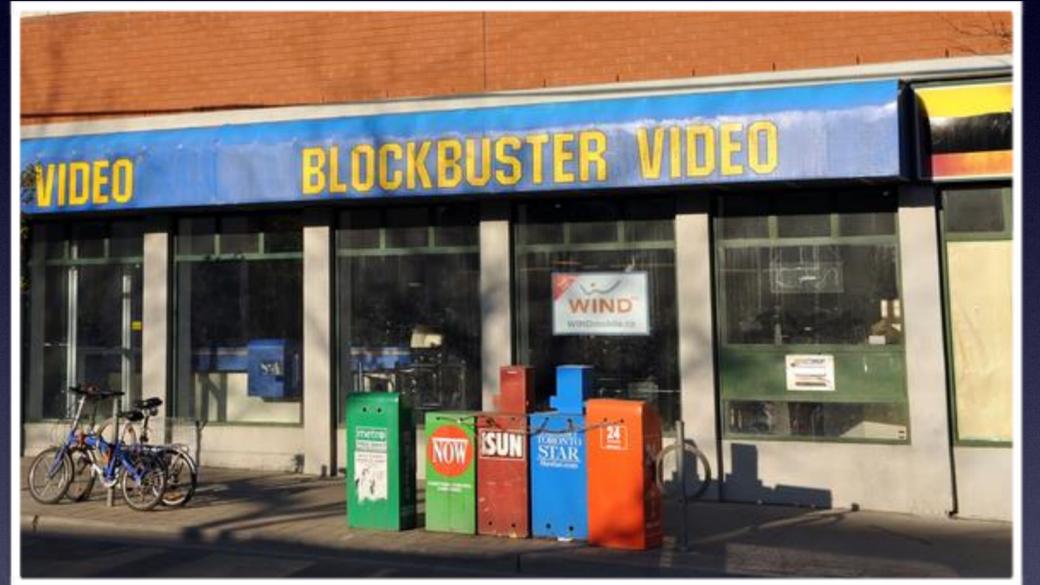


1990'S

CONNECTION



CONVENIENCE



COMPETENCE





CONNECTION



2000'S

CONVENIENCE



COMPETENCE

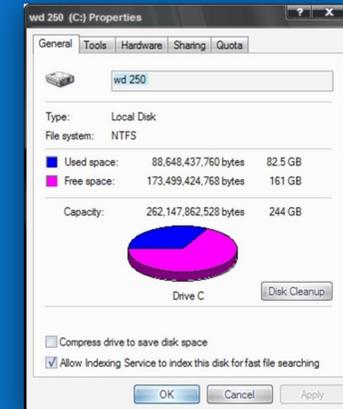


**Microsoft**<sup>®</sup>

**CONNECTION**

“There is no chance that the iPhone is going to get any significant market share.  
No chance.”

**CONVENIENCE**



**COMPETENCE**

 Windows Vista™



**CONNECTION**

“Our industry does not respect tradition. It only respects innovation.”

**CONVENIENCE**



**COMPETENCE**

 Windows 10



**CONNECTION**



**CONVENIENCE**



**COMPETENCE**



amazon

CONNECTION

amazon  
*Prime Air*

CONVENIENCE

amazon *Prime*

COMPETENCE





# CONNECTION

# CONVENIENCE

# COMPETENCE

**WE THINK YOU'LL LIKE...**

			
Philips Sonicare HX8212 AirFloss Rechargeable Power Flosser <b>£64.99</b> <small>Save £15.00   Was £79.99</small>	Tassimo by Bosch T40 Fidelia Multi Drinks Machine - Silver. <b>£84.99</b> <small>Save £15.00   Was £99.99</small>	Tefal GV7341 Compact Pressurised Steam Generator Iron. <b>£149.99</b>	Yvolution Y Flicker A3 Air Scooter - Red. <b>£84.99</b>

● ● ●



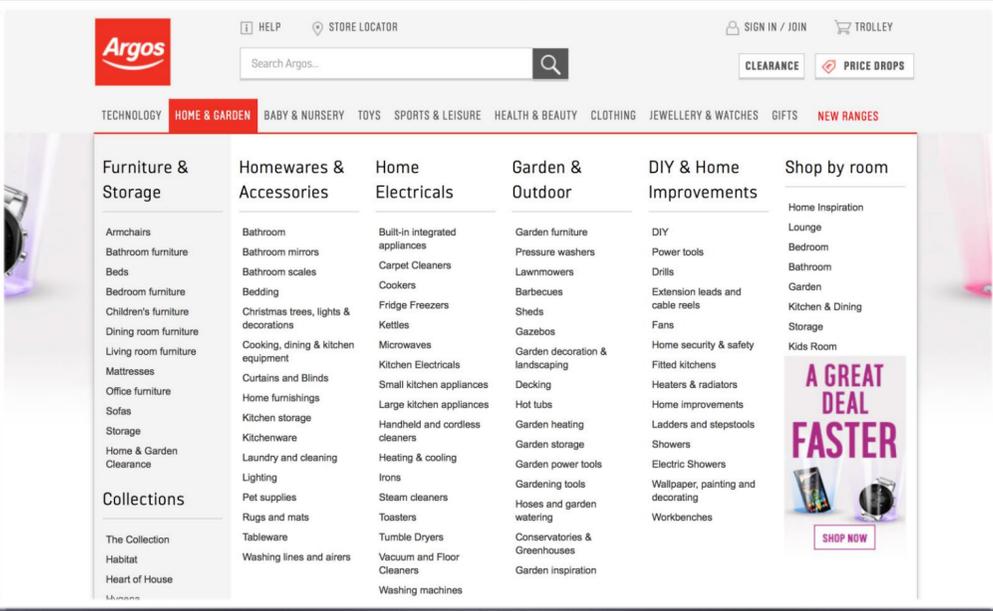
**BUY NOW PAY LATER**  
REPRESENTATIVE 29.9% APR VARIABLE  
APPLY FOR AN ARGOS CARD

For Buy Now Pay Later plans, if you don't pay in full by the plan end date or keep your account up to date, you'll be charged interest on the daily balance from the date of purchase | [Ts & Cs apply](#)

**GET WHAT YOU WANT TODAY**



Choose Fast Track for Same Day Delivery or Faster In-Store Collection for free.



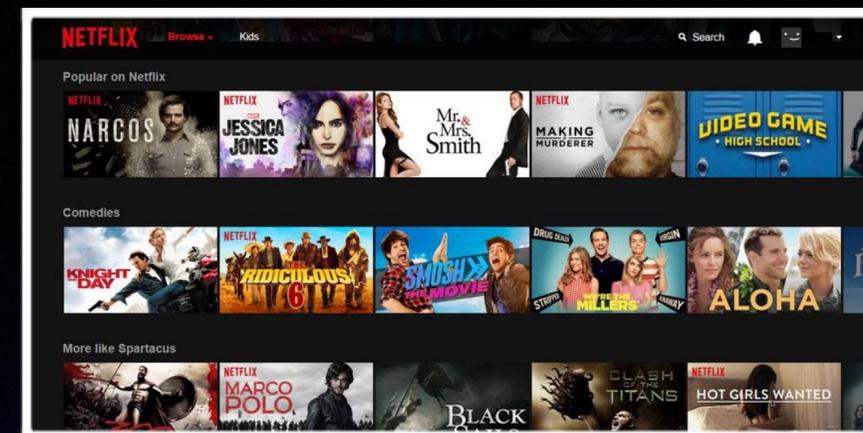
The screenshot shows the Argos website interface. At the top, there is a navigation bar with the Argos logo, a search bar, and links for 'HELP', 'STORE LOCATOR', 'SIGN IN / JOIN', and 'TROLLEY'. Below the search bar are buttons for 'CLEARANCE' and 'PRICE DROPS'. The main navigation menu includes categories like 'TECHNOLOGY', 'HOME & GARDEN', 'BABY & NURSERY', 'TOYS', 'SPORTS & LEISURE', 'HEALTH & BEAUTY', 'CLOTHING', 'JEWELLERY & WATCHES', 'GIFTS', and 'NEW RANGES'. The 'HOME & GARDEN' category is expanded, showing sub-sections: 'Furniture & Storage', 'Homewares & Accessories', 'Home Electricals', 'Garden & Outdoor', 'DIY & Home Improvements', and 'Shop by room'. Each sub-section lists various products such as armchairs, bathroom furniture, kitchenware, garden furniture, and power tools. A 'A GREAT DEAL FASTER' banner is visible on the right side of the page.

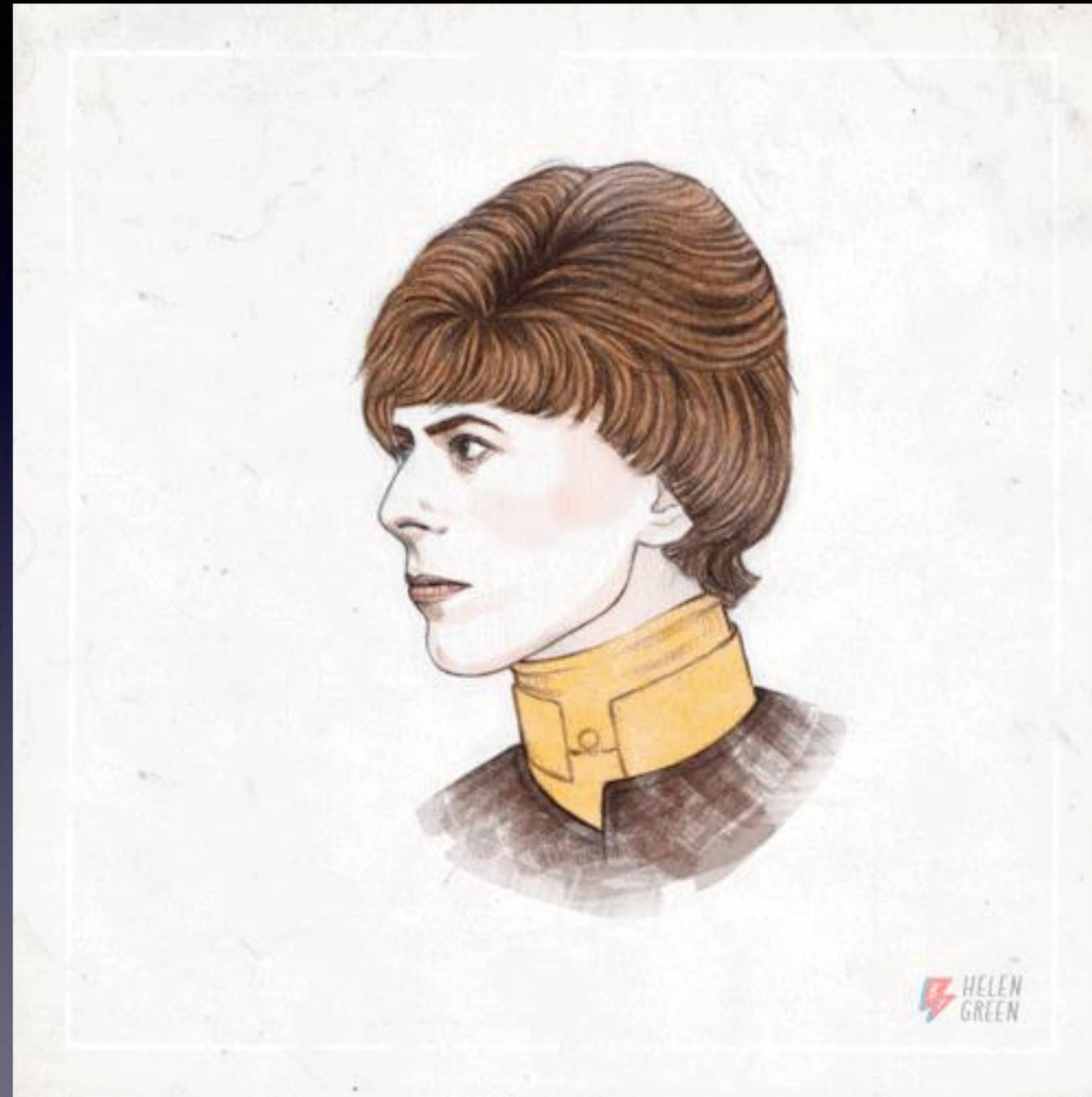
# NETFLIX

# CONNECTION

# CONVENIENCE

# COMPETENCE





Helen Green



CHOICE



1982



2016



All ▾ More ▾

**NEW PIRATES**



# Spam Rebellion Email

Do not show this message again

Yes

No

- ★ me, customer info ...
- ☆ email
- ☆ me
- ☆ customer
- ☆ me, customer
- ☆ me, customer
- ☆ Join us
- ☆ me, customer (1)
- ☆ email
- ☆ customer no.001
- ☆ customer
- ☆ me, customer
- ★ me, customer (2)
- ☆ email
- ★ me, friends (6)
- ☆ customer no.249
- ☆ me, customer (2)
- ☆ me, customer
- ☆ Join us
- ☆ me, customer (1)

- Inbox (169) ▾
- Starred
- Sent Mail
- Drafts (10)
- Notes
- More ▾

New Sign-in on Computer ... Aug 25  
Re : On 11 Sep at 11:00, ... Aug 22

REBELLION



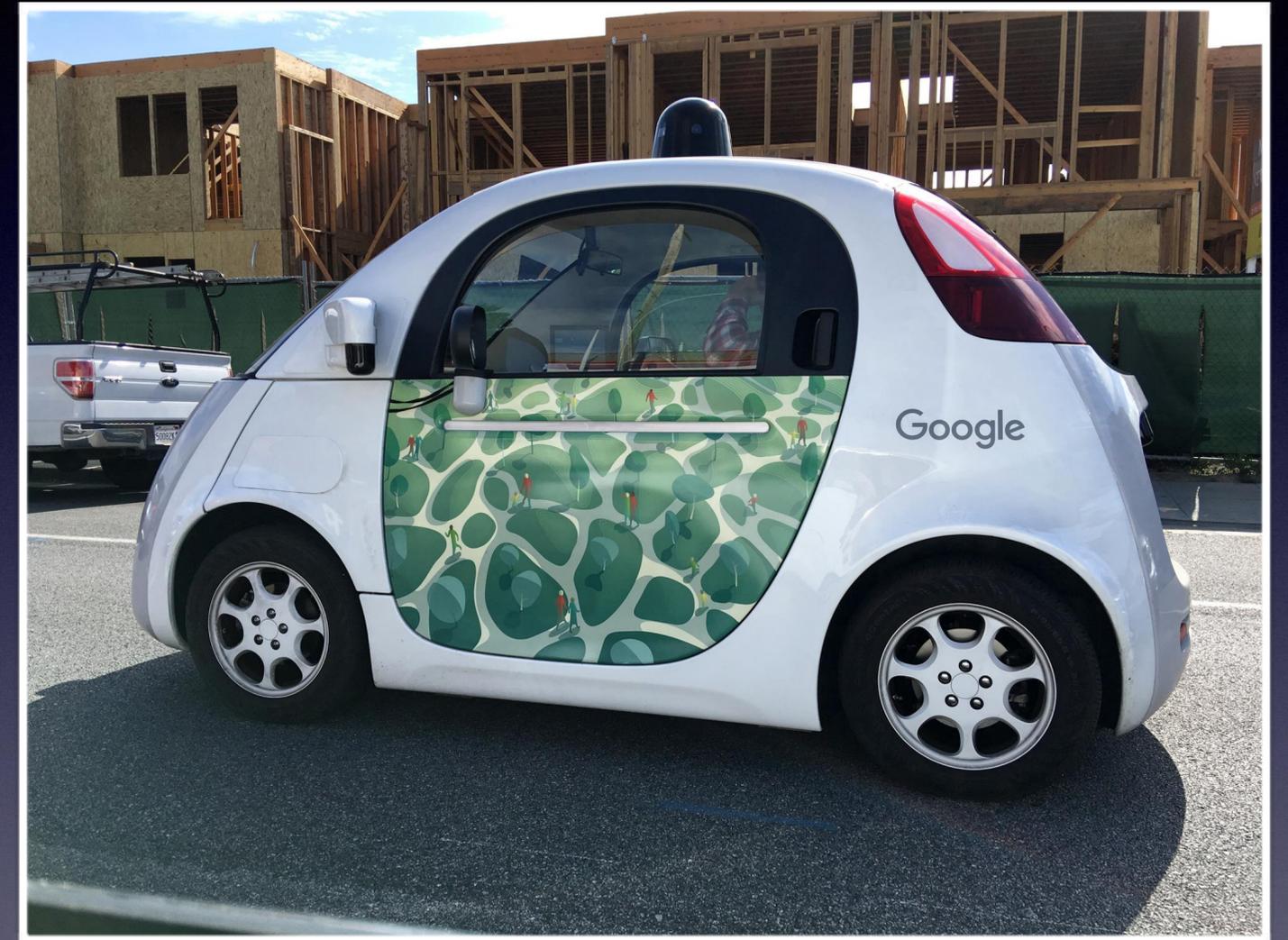
# SPEED OF CHANGE



TRUST IN BUSINESS



**COMPETENCE**



**CONVENIENCE**



CONNECTION



**DIRECT LINE** IN THE NEW WORLD



SURBANA

MNO

*[Blue scribbled-out text]*



**CONNECTION**



**direct line**

**CONVENIENCE**

**NO AMENDMENT FEES**

**COMPETENCE**





REPLACEMENT CAR FOUND FOR YOU



CAN YOUR CAR INSURANCE DO THAT?

[directline.com/wolf](https://directline.com/wolf)



REPLACEMENT ITEMS READY  
TO SEND IN 8 HOURS



CAN YOUR HOME INSURANCE DO THAT?

[directline.com/wolf](https://directline.com/wolf)



ALTERNATIVE ACCOMMODATION  
FOR YOUR TENANTS



CAN YOUR LANDLORD INSURANCE DO THAT?

[directline.com/wolf](https://directline.com/wolf)







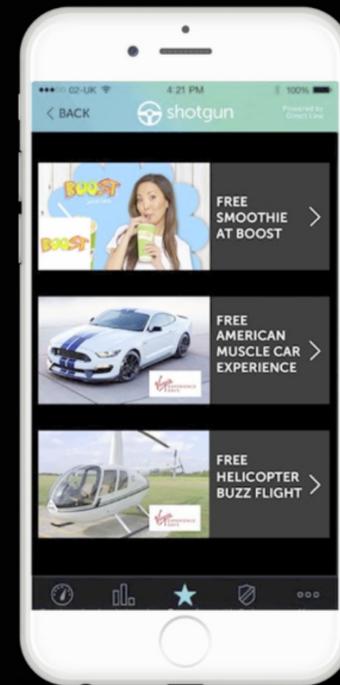
ARE YOU SAFE?  
SHALL WE LEAVE YOU?





# FLEETLIGHTS

A direct line INITIATIVE

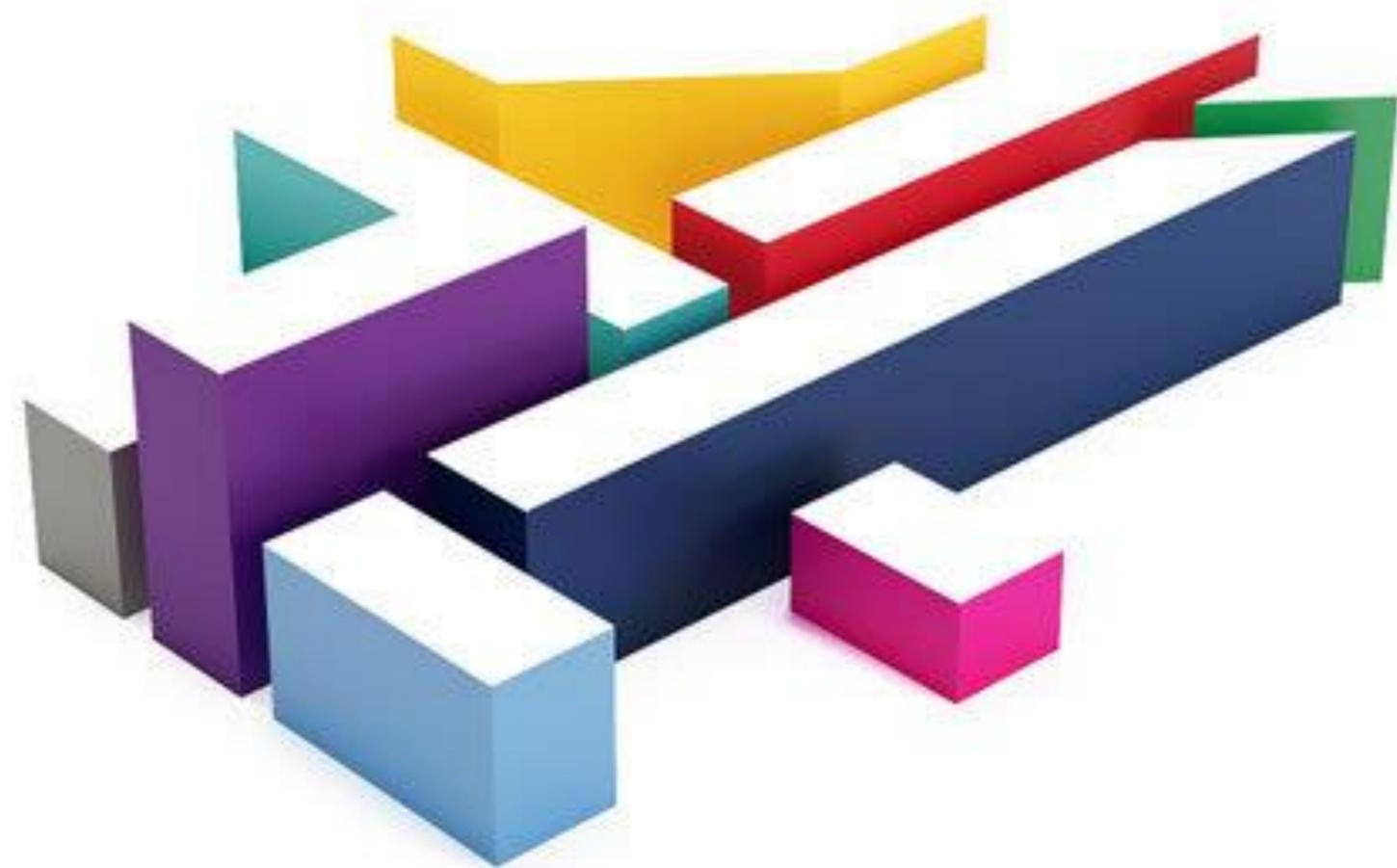


 **shotgun**<sup>®</sup>

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BRANDS NEED THE THREE C'S  
MORE THEN EVER



**Direct Line  
Group**



# THE FUTURE OF BRANDS IN A POST TRUTH WORLD

**PAUL GEDDES**  
**CEO DIRECT LINE GROUP**