

The 52 Secrets Behind the Magic of Marketing

The magic marketing kit is an original and unique thinking tool for dealing with today's marketing challenges. The kit contains 52 cards – similar to the number in a regular deck – divided into four categories, following the playing cards suites, each with an innovative meaning:

- ➔ **Inspiration** - 13 quotes, illustrations and examples of well-known magicians, famous thinkers and successful brands whose entire role is to stimulate the imagination and lead to the way of marketing magic.
- ➔ **Direction** - 13 models and thinking tools that together form the skeleton for the marketing plan.
- ➔ **Knowledge** - 13 facts, ideas, numbers and examples.
- ➔ **Action** - 13 prescriptions for action.

At the forefront of each of the 52 cards appears a stimulus, provocation, creative message and question mark or a sophisticated and unsolved clue that causes the observer passion, desire and curiosity to learn, solve, cope or receive an explanation.

On the other side of the cards are the decoding and insight into the reader, with them the added value. How to switch in a different way. How to simplify the complicated. How to inspire passion for the brand, how to create dramatic differentiation, reliability, customer experience focusses The 52 Secrets Behind the Magic of Marketing and other sophisticated and unconventional weapons in the battle for the heart of the consumer in the third millennium.