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The Power of 'Simple'

By Helen Hope

50%

of UK creative industries are neurodiverse

35%

of UK entrepreneurs are dyslexic



dyslexic thinking was recognised by LI in 2023 as a valued skill



neurodiversity impacts communication



of the world fear public speaking more than than death



2+ decades in creative industries within Retail



Serial Entrepreneur (7 Start-Ups)



I live with Dyslexia



I live on LinkedIn



I fear Public Speaking

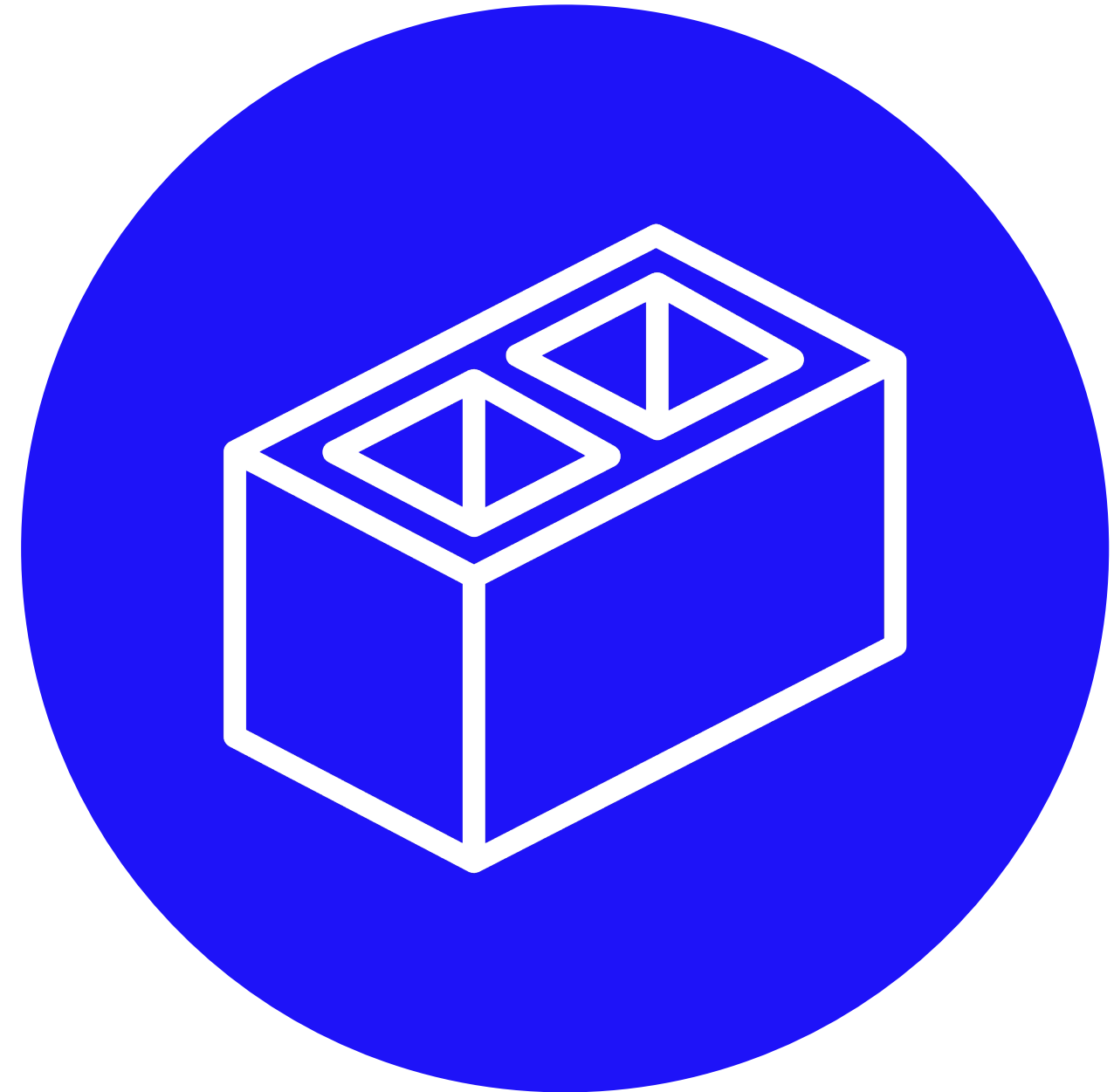
The Power of 'SIMPLE'

Abstract Thinkers

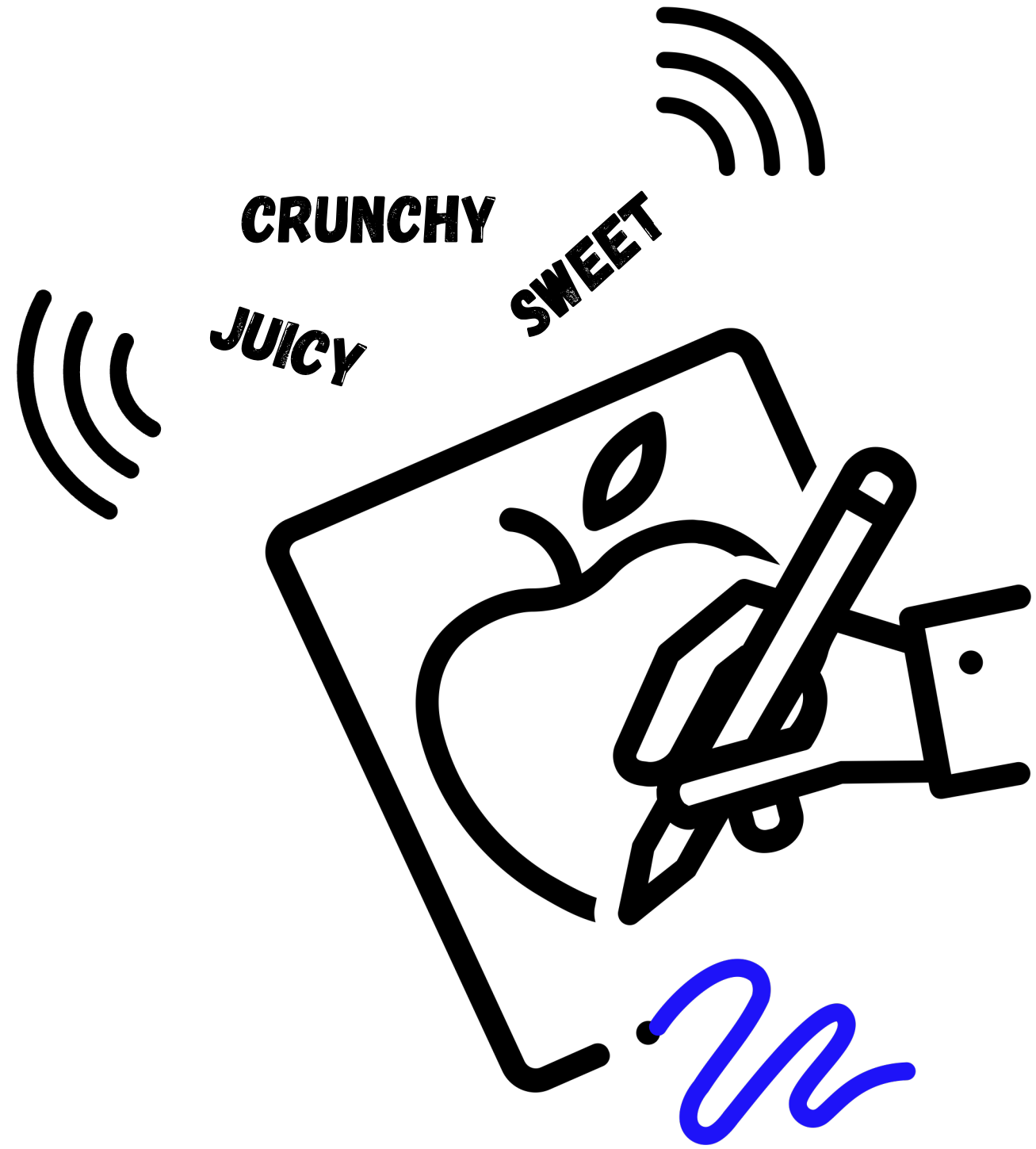


Versus

Concrete Thinkers





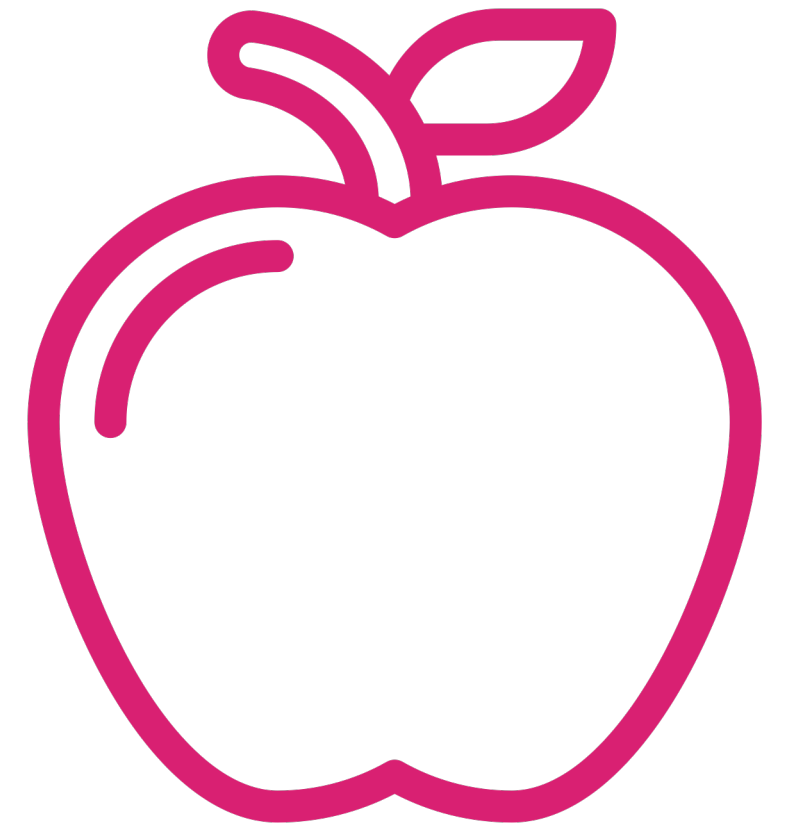
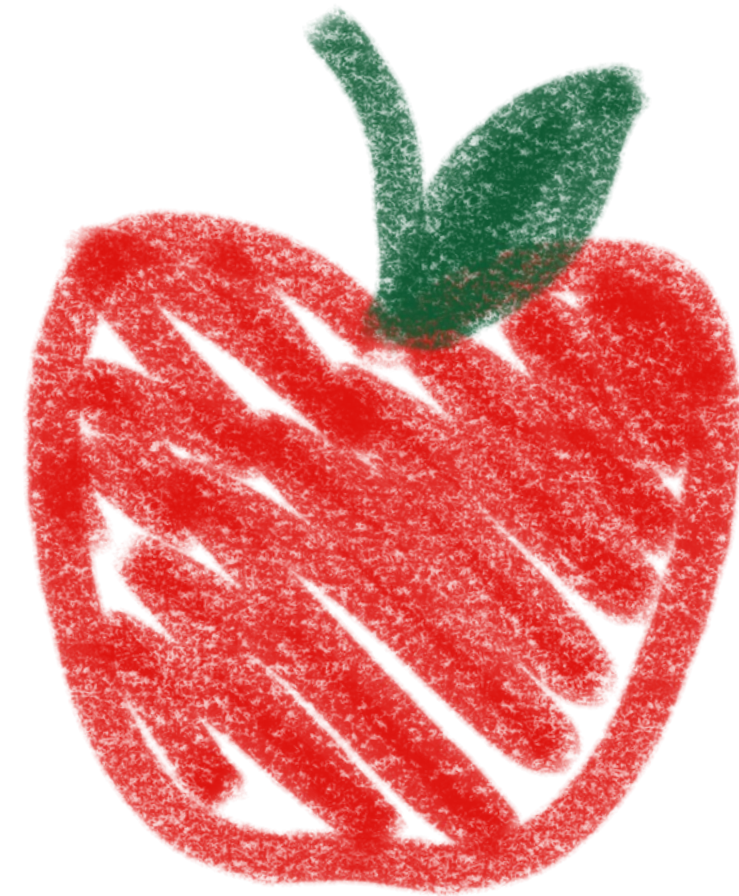


Versus



WORDS IMAGES SOUNDS

How does abstract thinking help us?

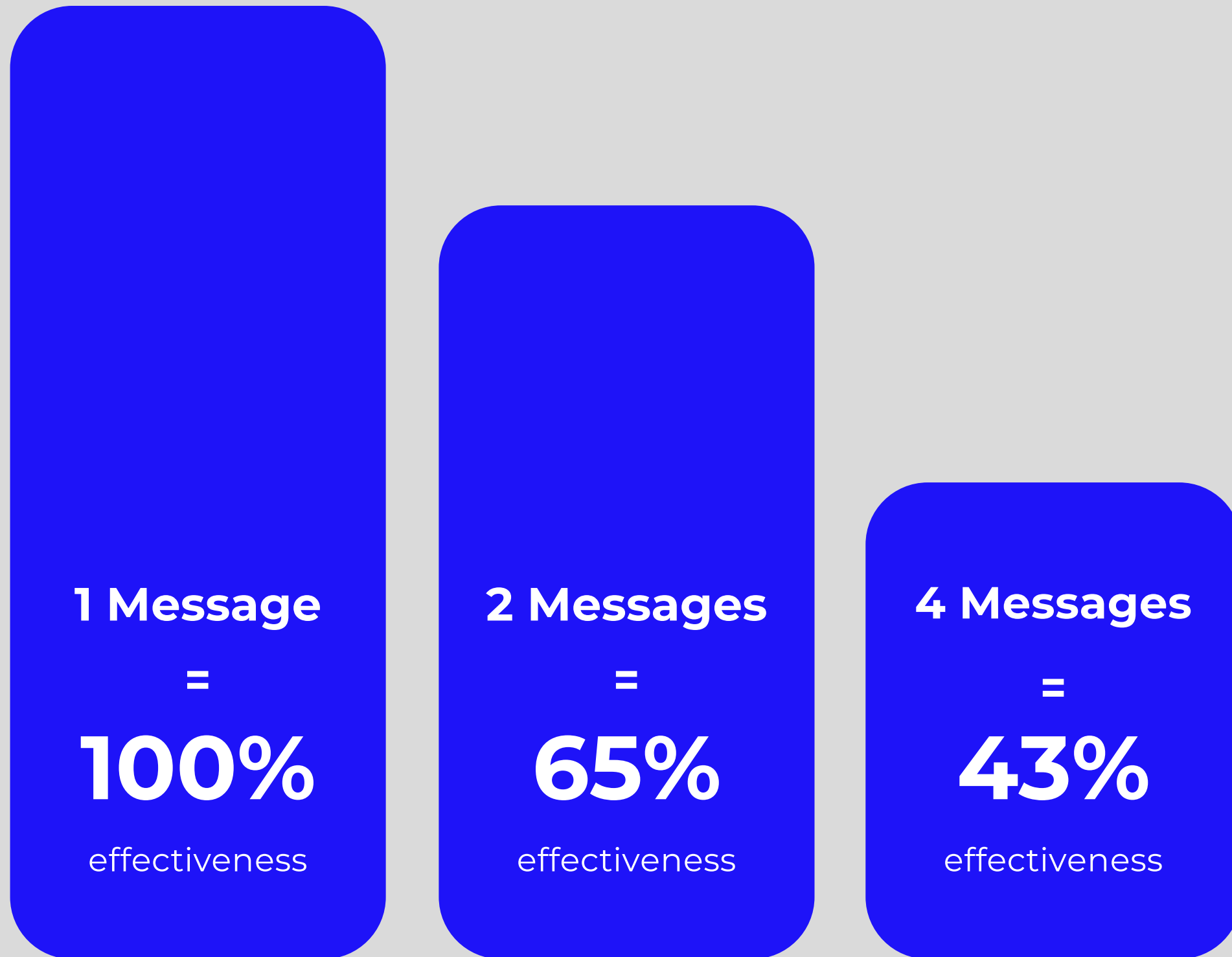


What's the danger of concrete thinking in business?



Why Does 'Simple' Matter?

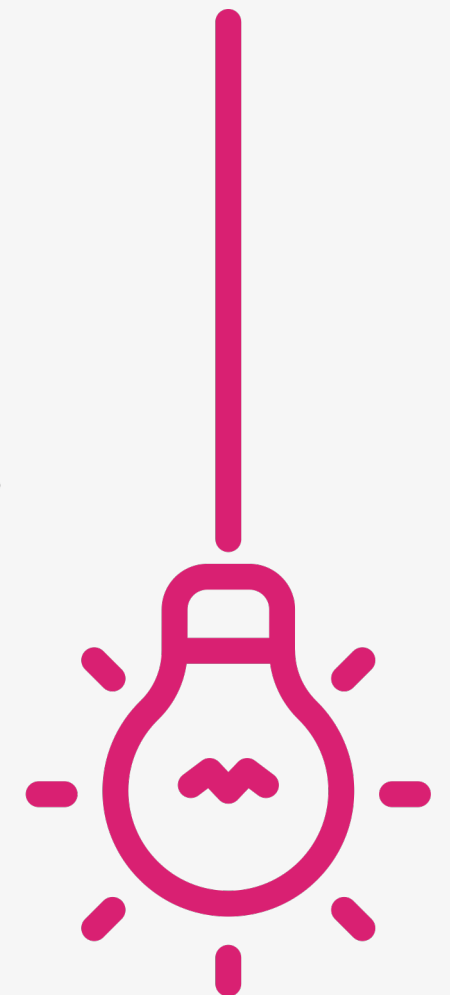
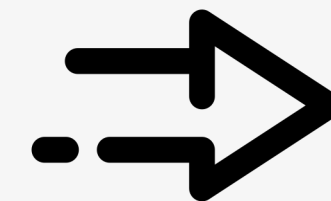
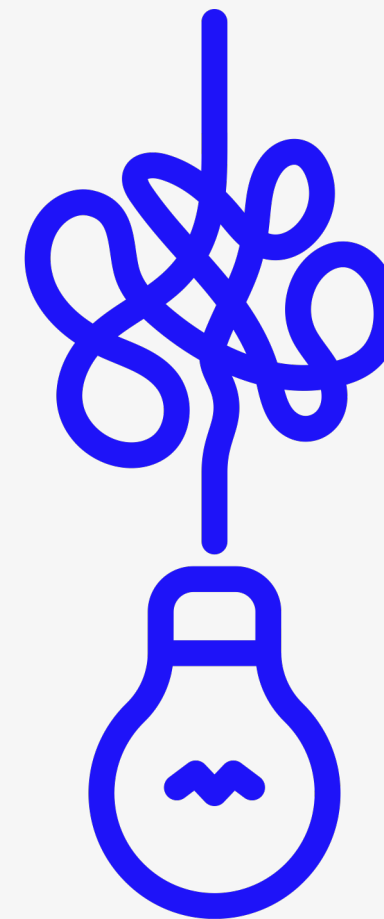
Too Many Options = Decision Paralysis



Message Effectiveness

How can we use abstract thinking to help us?

Brands



Marketer

Let's play a game!

Complex Stories - Simple Statements



Taken



Jaws



Frozen



**CRISPY,
REFORMED
POTATO SNACK,
STACKED IN A
TUBE, AND
AVAILABLE IN A
VARIETY OF
FLAVOURS!**



**CAN YOU ADD
ANOTHER LOGO??**

**MAKE IT
BIGGER!**

MORE COPY!!

DIFFERENT FONT?!

**MAKE IT A
DIFFERENT COLOUR!**

**DONT FORGET
THE T&Cs?**

**ADD A PRICE
ROUNDEL!**

**CAN YOU ADD A
QR CODE TOO?**



CTAs

SUB COPY

PROMO CODES

LOGOS

INFOGRAPHICS

NO TRESPASSING
NO DUMPING
VIOLATORS WILL
BE PROSECUTED

QR CODES

PHOTOGRAPHY

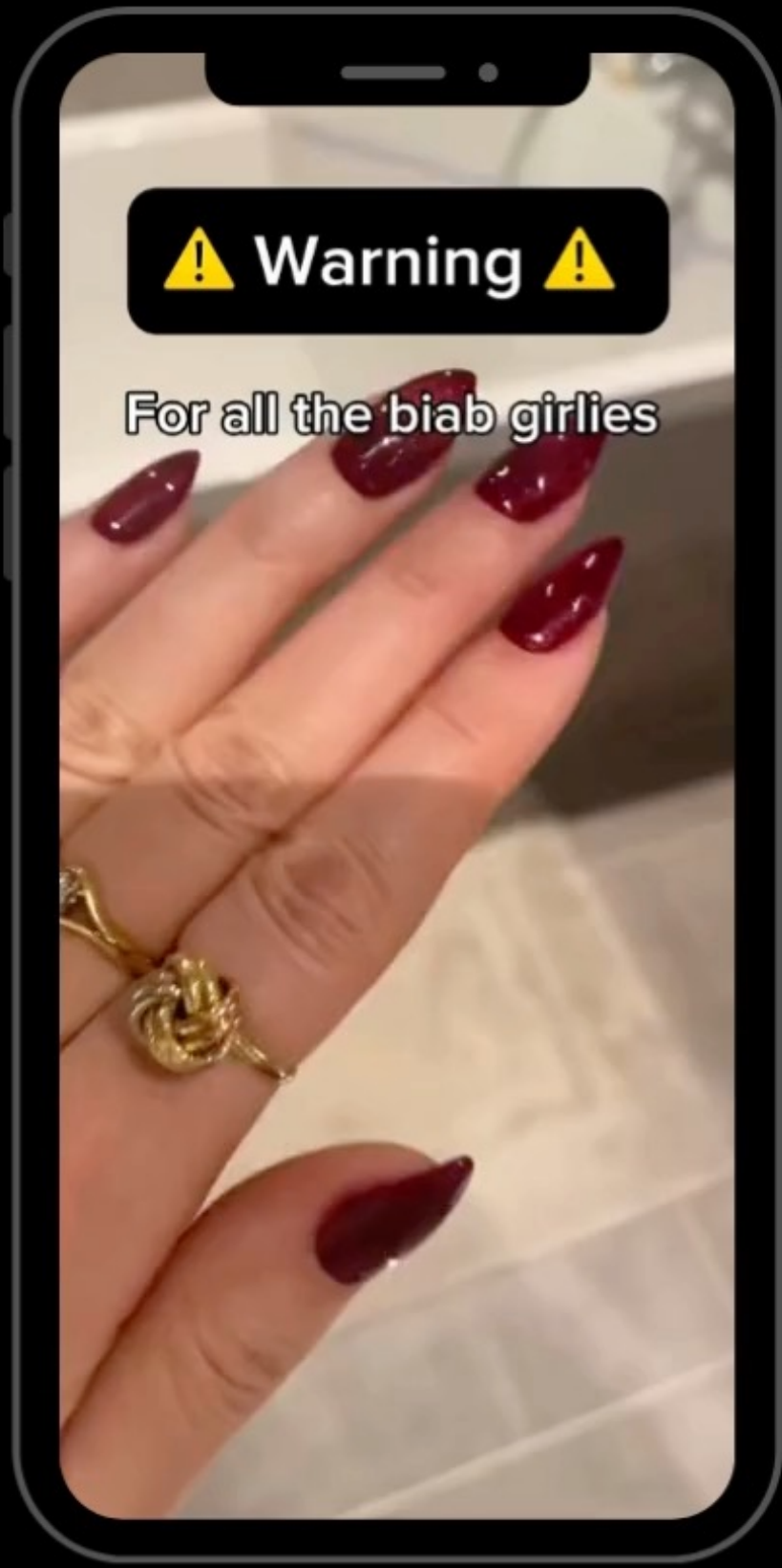
NO
DUMPING
VIOLATORS
WILL BE
PROSECUTED

SOCIAL HANDLES

T&Cs

PRODUCT INFO

Simple
=
Confidence



HONA



Intentional



Customer centric solution

Single minded



Distinctive

HEMA Free

Hypoallergenic

Safer Nail System

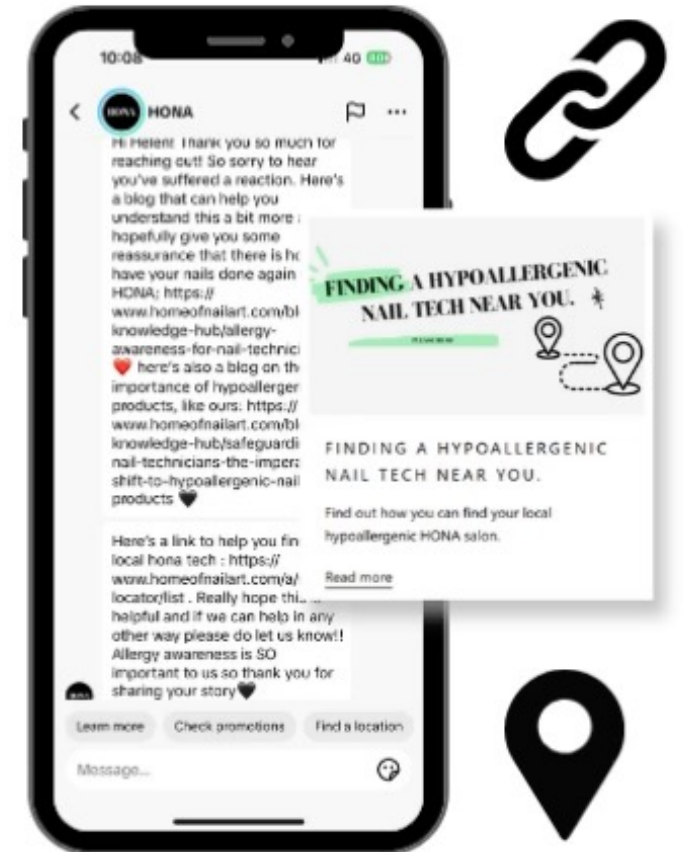
US Made Uk Bottled

USP focused - Helpful brand

Consistent customer journey



Memorable



Sounds like Hema

Disruptive human touch

**Live The
'Simple' Life**



***Simplicity
Resonates***



***Communication
Matters***



***Storytelling is
Memorable***



K I S S

Keep It Simple Stupid



Intentional



Distinctive



Memorable

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Thank You



@HelenHope



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