



Kevin
Leahy

Senior Director, Content
& Brand Strategy

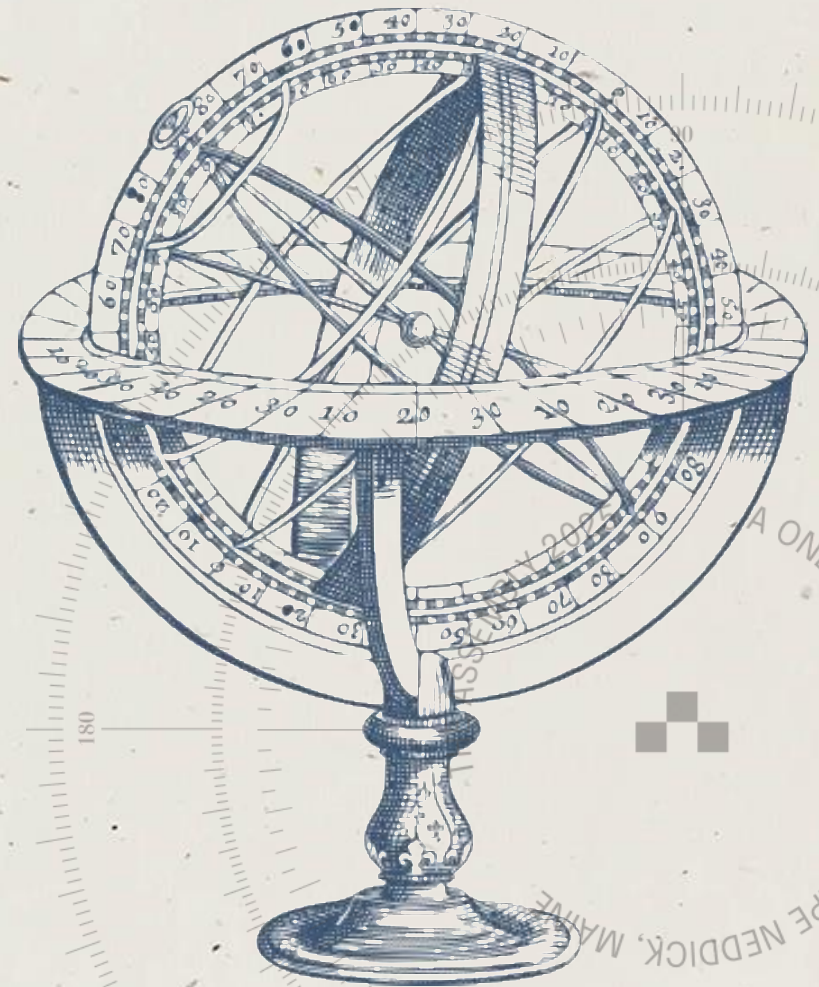


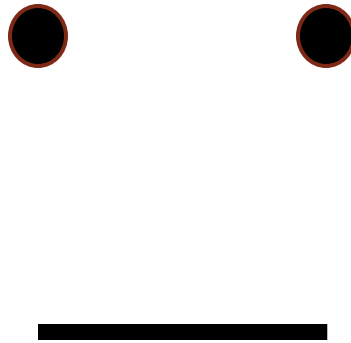
one north A TEKsystems Company

Signs & Wonders

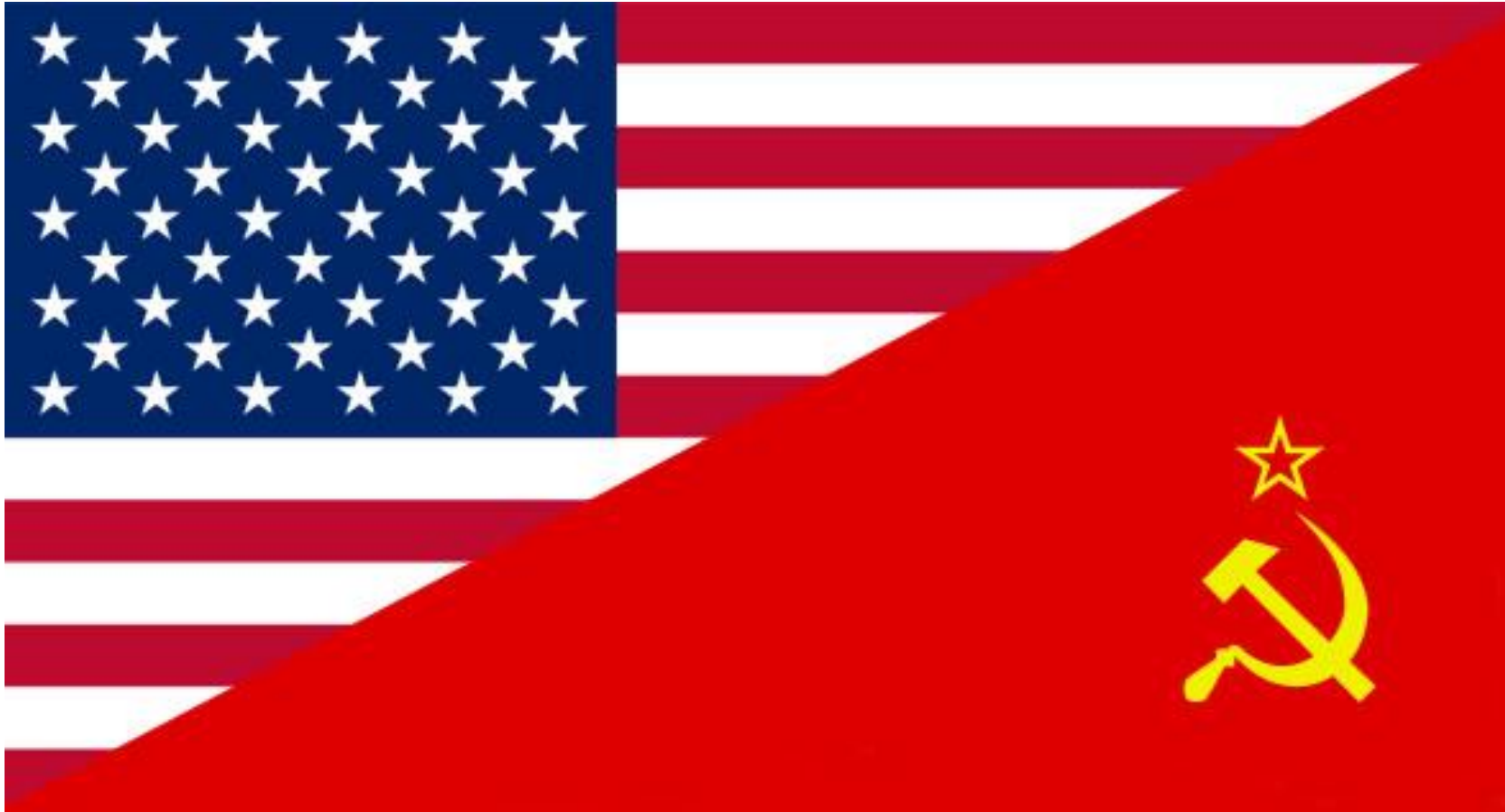
How Brands Create Value
by Making Meaning

PRESENTED BY: **Kevin Leahy**





“The Cold War”



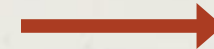
Metanarratives

Overarching stories or frameworks that claim to explain the course of human history, social development, and even the nature of reality.

Pre-War

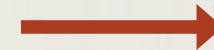
Post-War

Europe's empires



The Cold War

Isolationism



“Leader of the Free World”

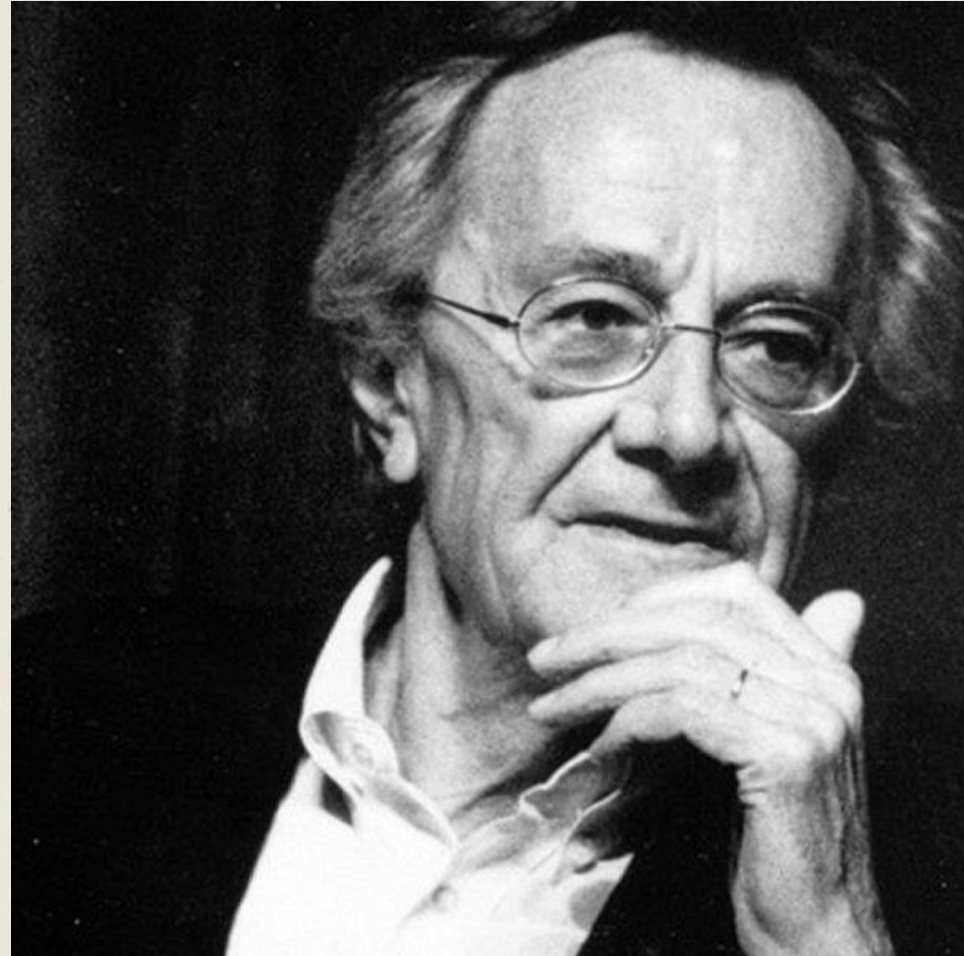
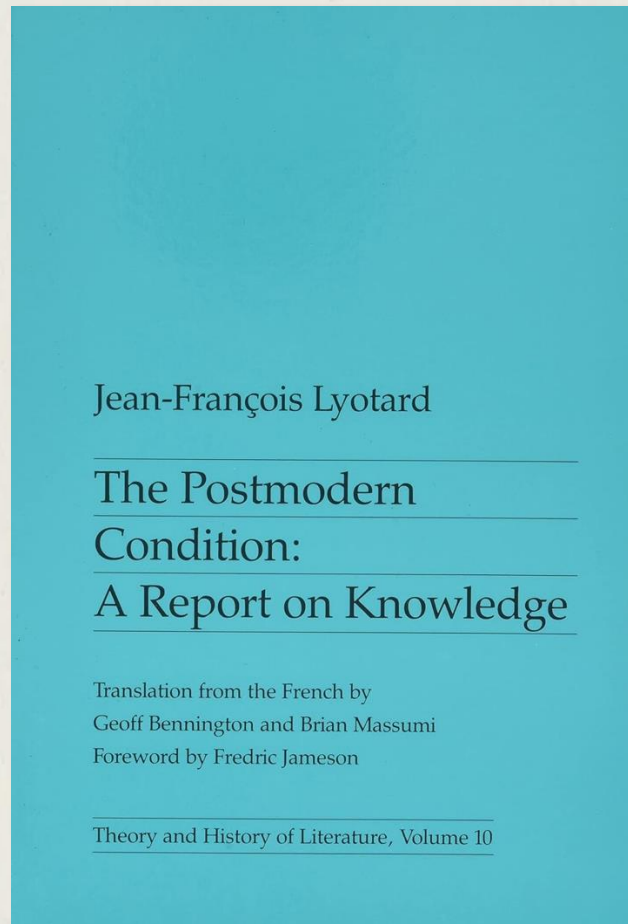
Modernism



Postmodernism



Jean-Francois Lyotard: “Metanarrative Collapse”

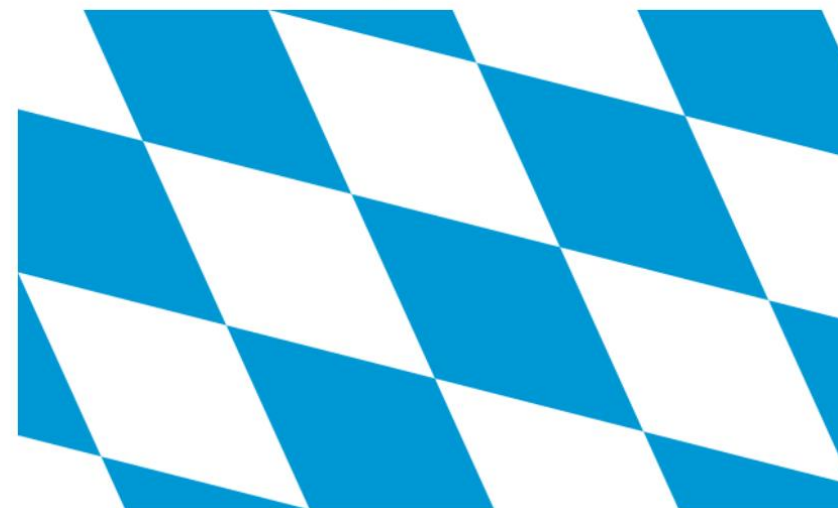


“

I define postmodern as incredulity
towards metanarratives.

– Jean-Francois Lyotard





“

Culture is a story. Brands are stories, invented to give products they sell and services they offer context and meaning. They are tools that we use to make sense of the world.

— Ana Andjelic, *Hitmakers*



Brands make meaning; meaning creates value.





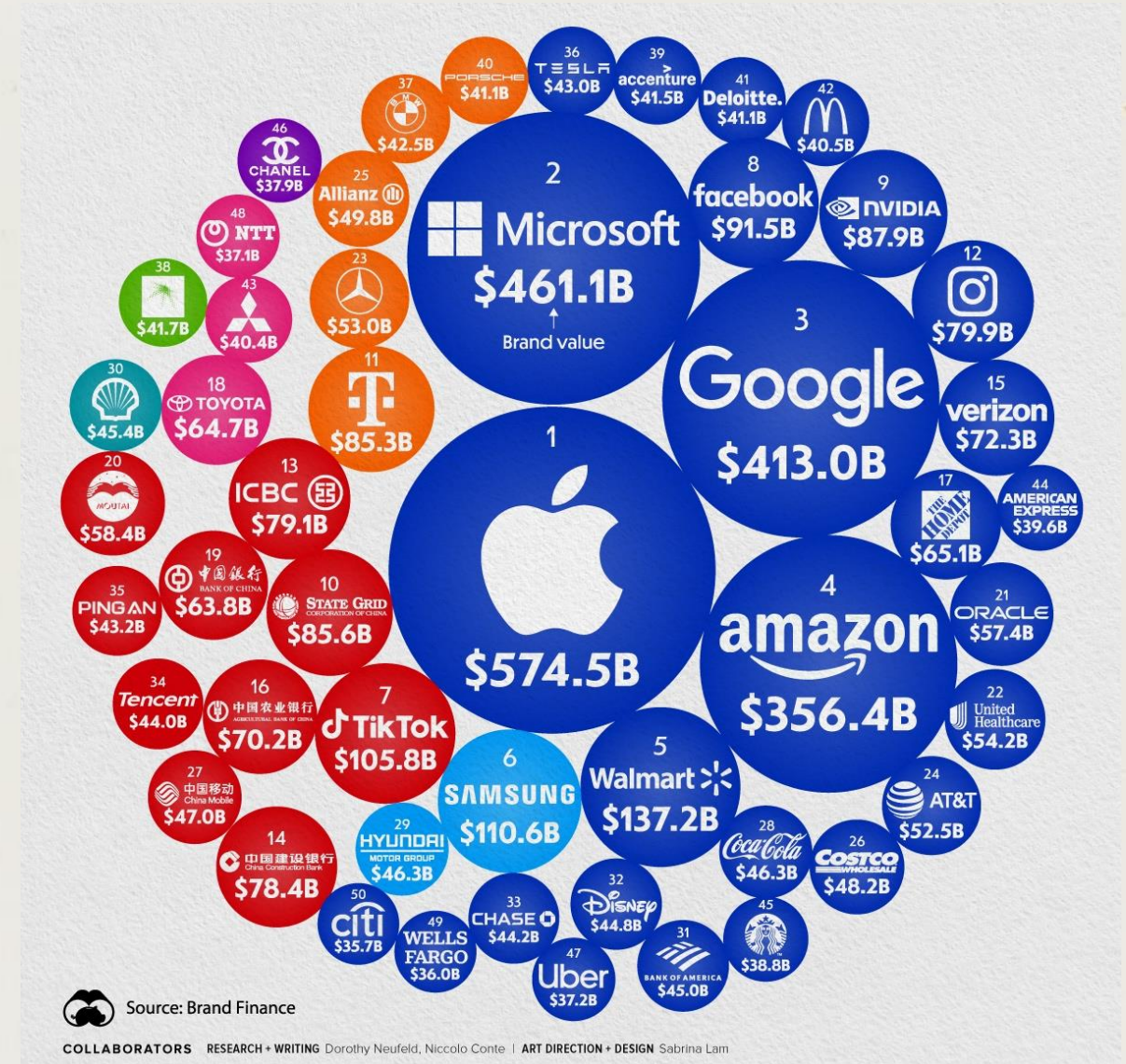
Brand valuation

84% of the S&P 500's market cap is composed of intangible assets.

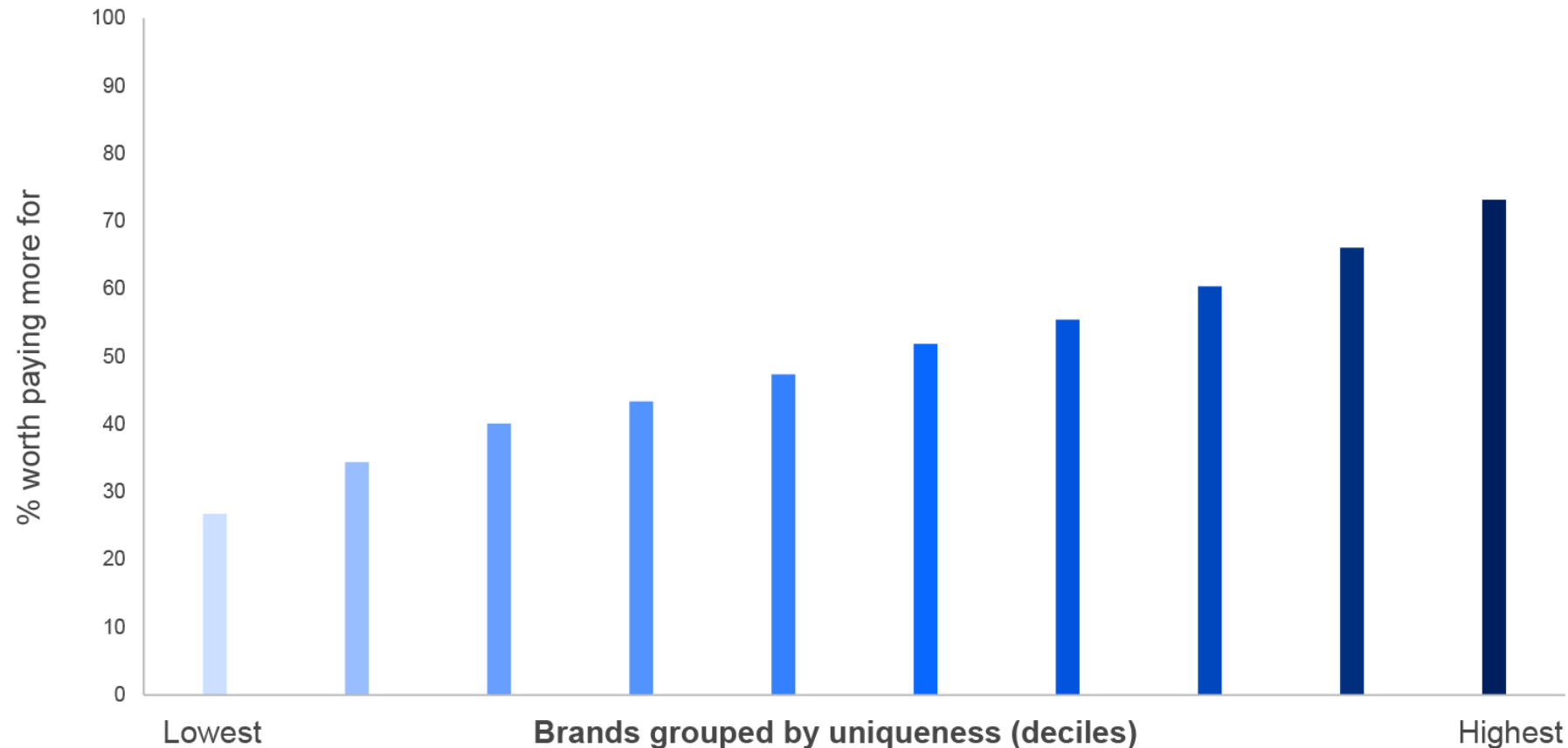
Oftentimes, the brand is the organization's most valuable asset.

“The brand is the **most valuable business tool** ever invented.”

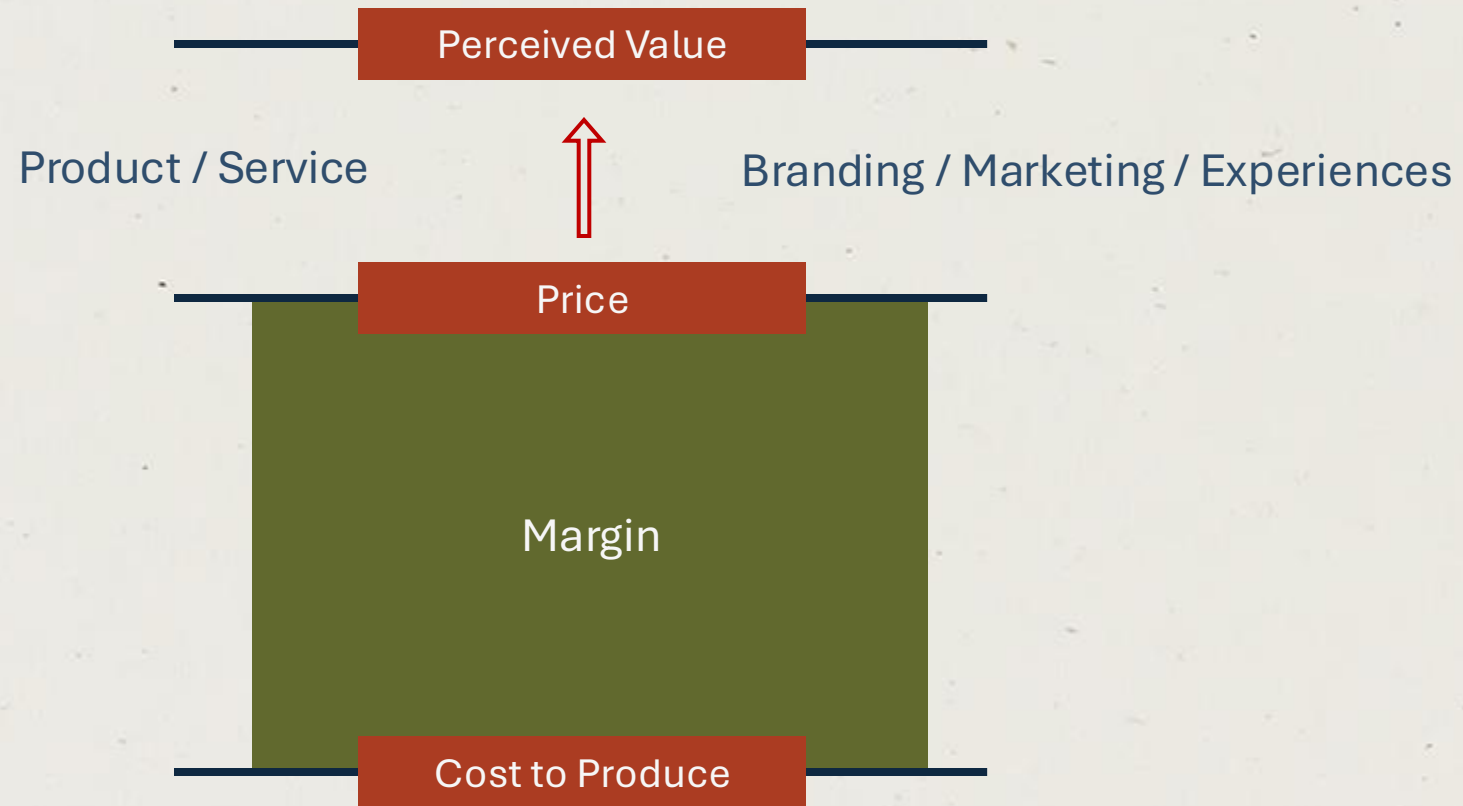
– Tom Roach, Brand Guy



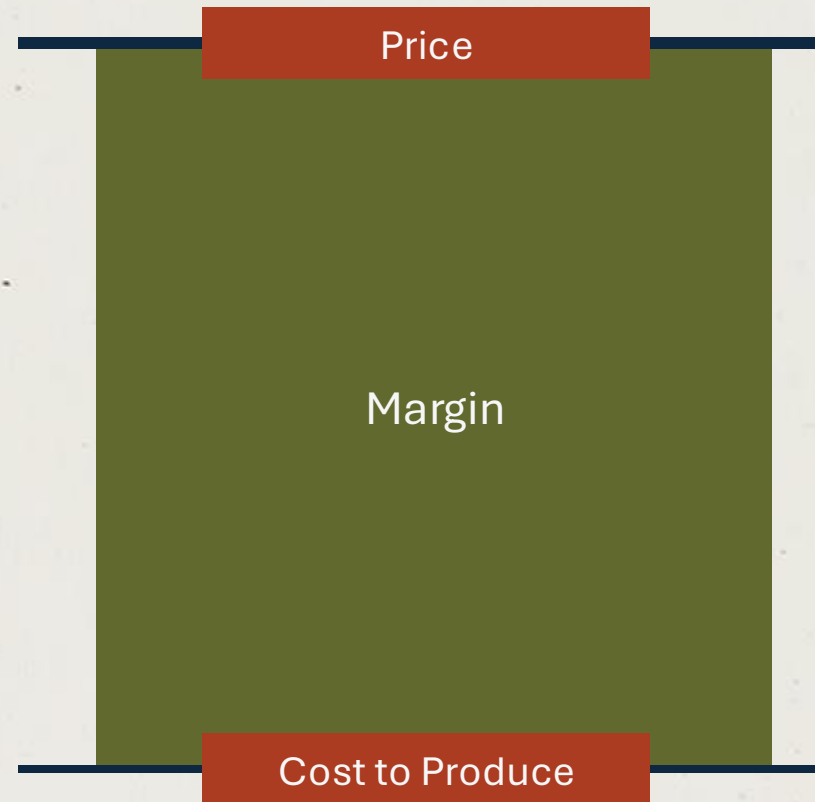
People pay more for brands they see as different.



Strong brands reduce price sensitivity—



—enabling greater profitability.





The highest achievement is simplicity.



Happiness



Innovation



Magic



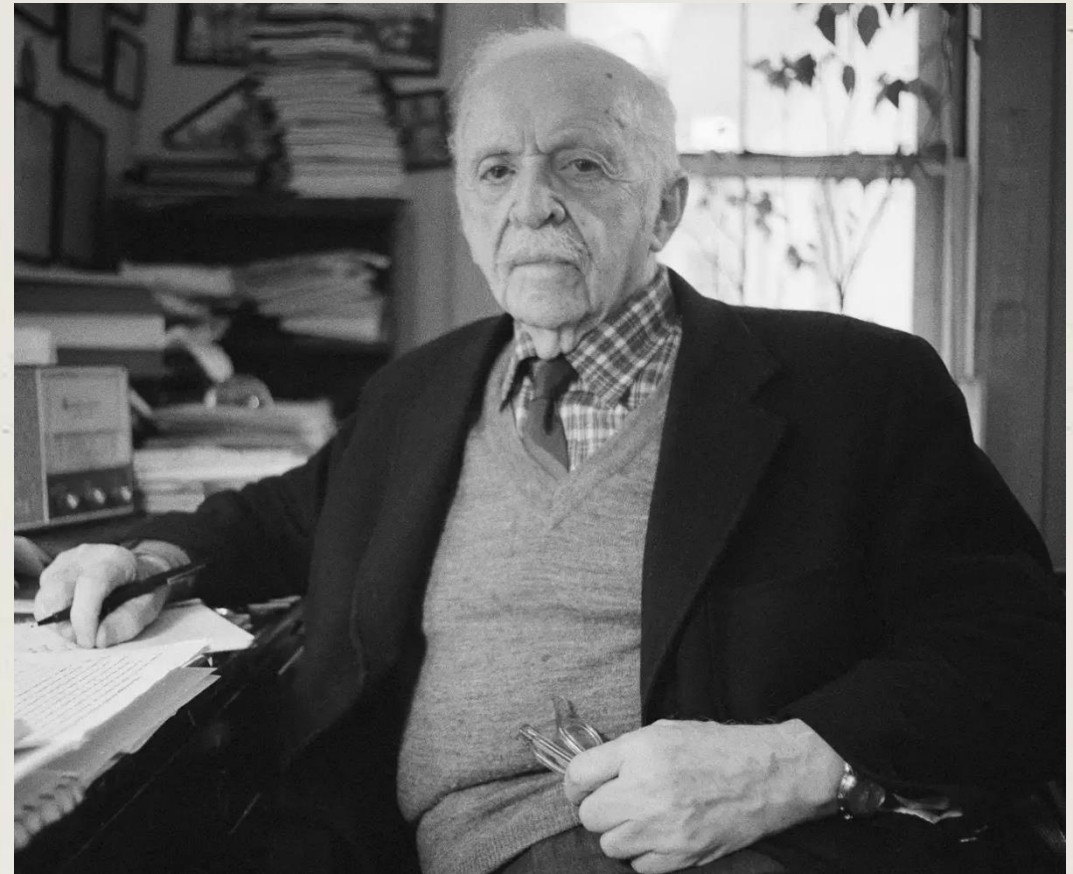
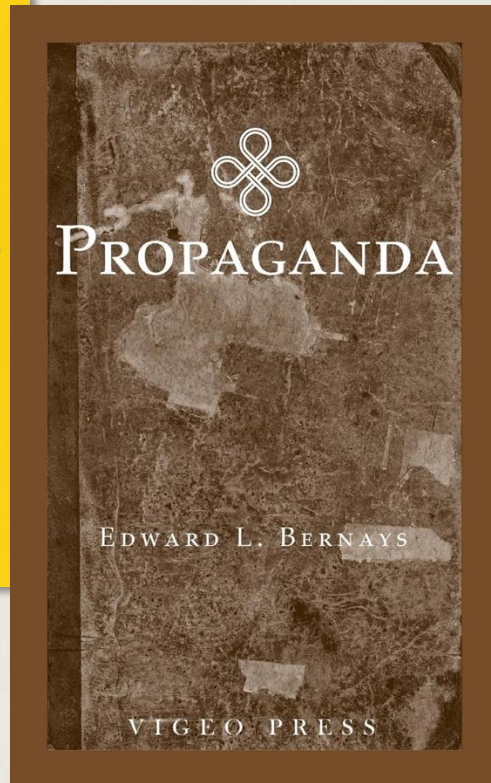
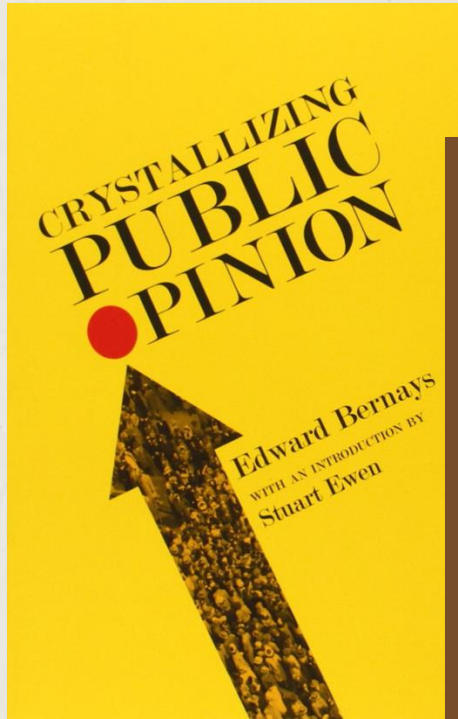
Achievement



Brands shape culture;
culture shapes brands.



Edward Bernays, father of modern public relations



The goal: Get women to take up smoking



Women Are Free! AN ANCIENT PREJUDICE HAS BEEN REMOVED

Legally, politically and socially woman has been emancipated from those chains which bound her. AMERICAN INTELLIGENCE has exploded the ridiculous theory that forced the stigma of inferiority upon a sex.



"toasting did it"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended—"It's Toasted."

"TOASTING," the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so "TOASTING"—LUCKY STRIKE'S extra secret process—removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation—No Cough.

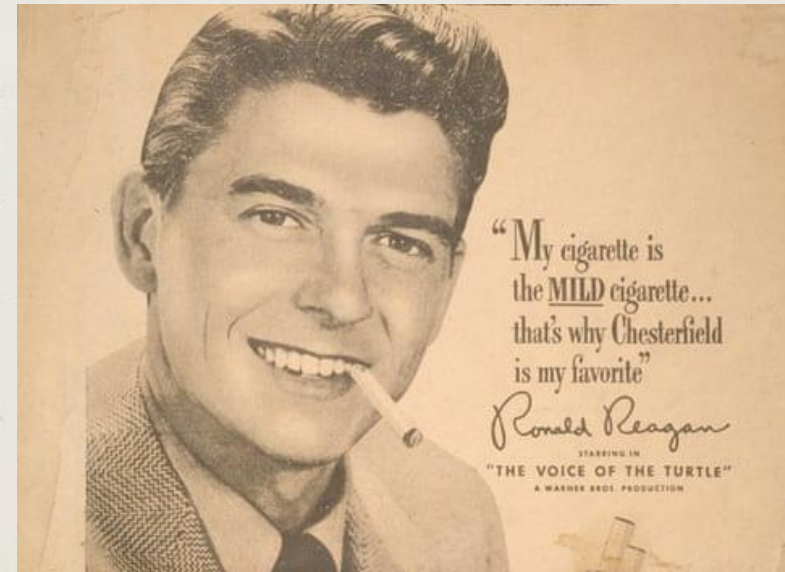
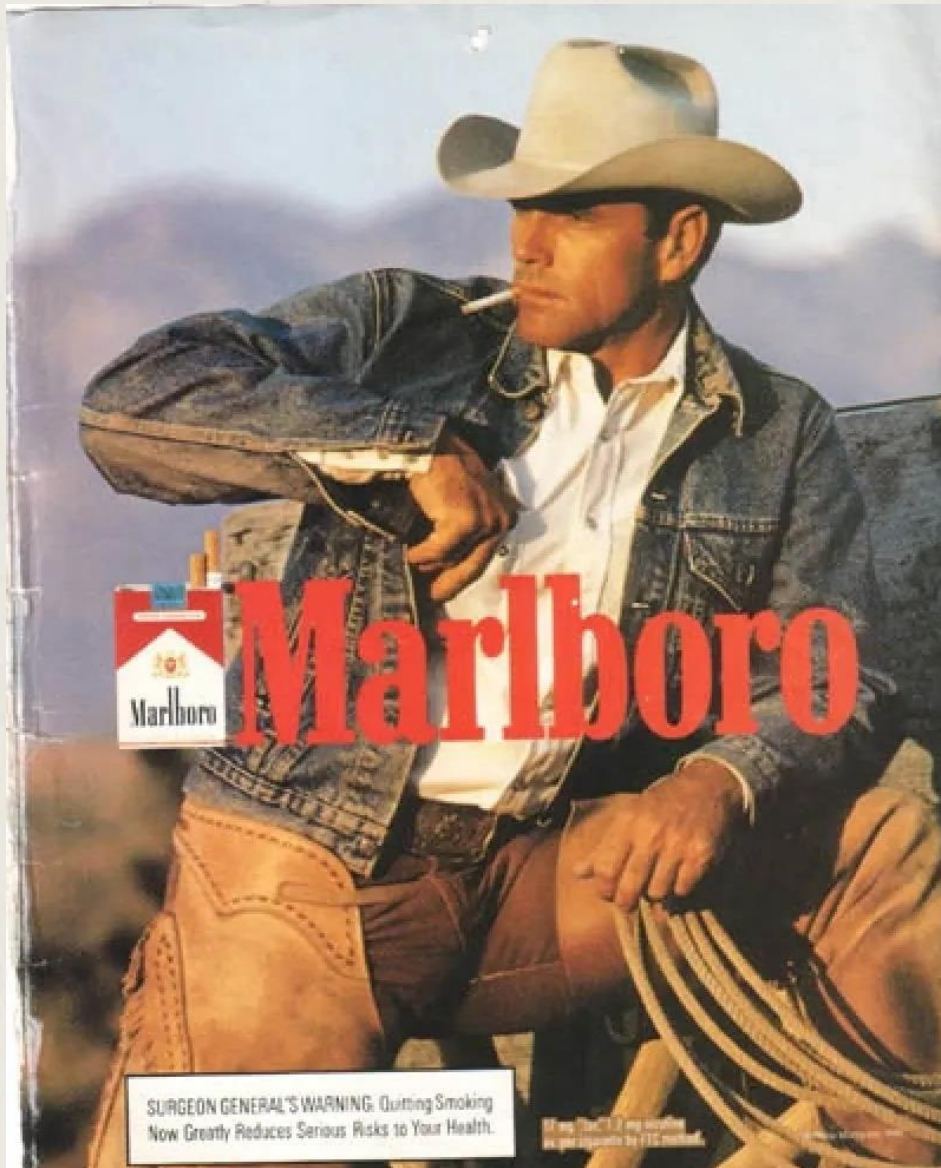


"It's Toasted"—the phrase that describes the extra "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos—the Cream of the Crop—are scientifically subjected to penetrating heat at minimum, 250°—maximum, 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

© 1919, The American Tobacco Co., Inc. TRADE-MARK—The Lucky Strike Dance Orchestra, whose band has made "It's Toasted" a household word, is the property of the N. Y. C. Co.

To keep a slender figure
No one can deny...



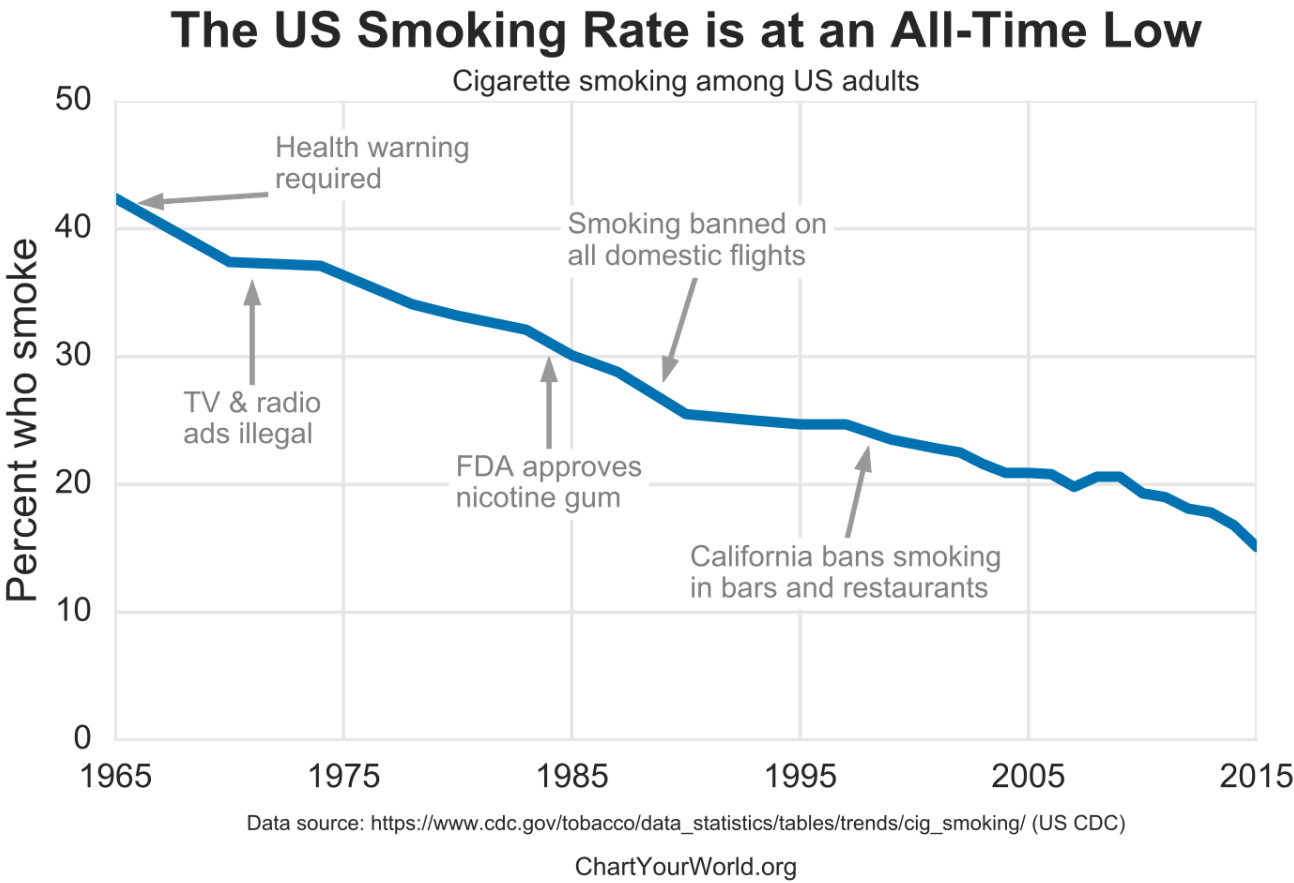


SURGEON GENERAL'S WARNING:

Smoking Causes Lung Cancer,
Heart Disease, Emphysema, And
May Complicate Pregnancy.

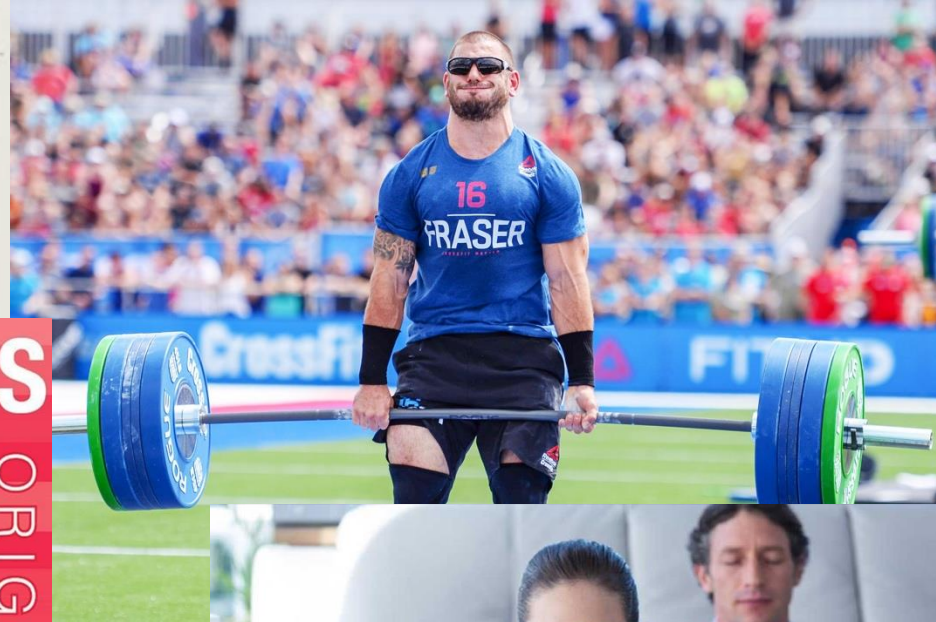
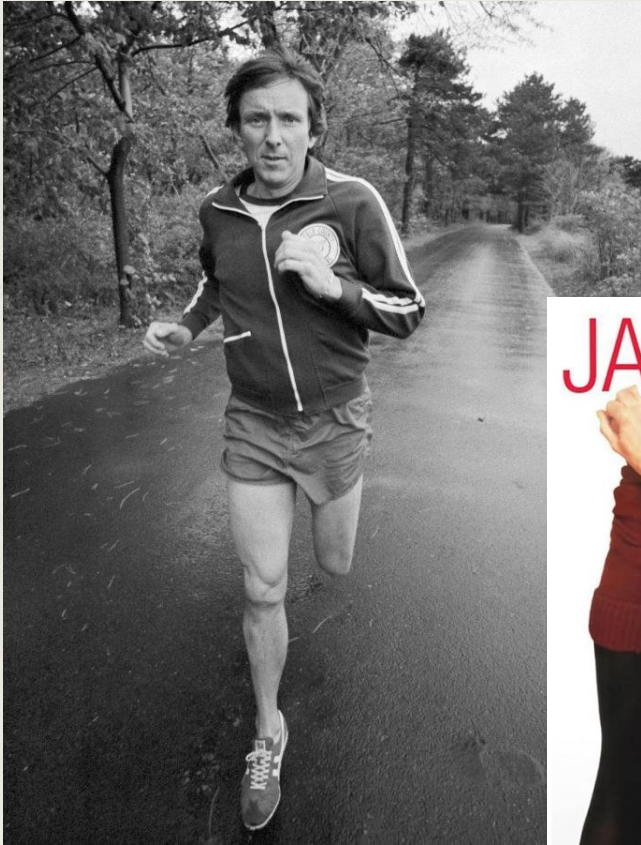


Smoking is in catastrophic decline.



But there was something
else going on in the culture.





Sometimes brands are able
to navigate these shifts—and
even reset the agenda for
their whole category.



Vintage “beauty” ads: Framed around male attention



Does Your Husband Look Younger than You do?

You may side-step the tragedy that overtakes so many wives . . .

Chances about among your friends. How many of the wives look older than their years . . . and tragically older than their husbands?

Unfair though it may be, the tiny lines, the trace of wrinkles, the loss of skin tone and color, matter very little in the measure of a man's attractiveness . . . but they can make a heart-breaking difference in a woman's.

Yet thousands of women over thirty have learned to stop living by the calendar. They have found a way to deny the years . . . to combine the power of maturity with a fresher, radiantly confident younger look. Their secret lies in the daily use of a famous cream—

Dorothy Gray Collagen Cream. And it can help you side-step the tragedy of the middle years.

A natural way to look younger after 30

Noted specialists have proved that estrogenic hormones applied to the skin can help women look younger. And the hormones in Collagen Cream are natural substances, working in the most natural way in the world to counteract the effects of the gradual loss of your own beautifying hormones. They literally get under your skin . . . work from beneath to "plump up" diminishing lines and wrinkles, give skin a softer, fresher, truly younger look.

CELESTON CREAM. Every ounce contains 10,000 International Units of natural estrogenic hormones. Smooths wrinkles into your face faithfully every night, leaving on overnight when possible. Very soon you'll see results reflected in your own mirror . . . and in your husband's look of renewed interest.

WORKING HAND CREAM. A silky vanishing cream containing both hormones and emollients . . . ideal for delicate hands. Use daily.

CELESTON LOTION . . . compares to Collagen Cream, with the same active hormone ingredient. Smooths over neck, hands, elbows; use as a powder base for effective 24-hour treatment.

NEW and Wonderful!
Solitaire Lotion for all-over skin beauty—moisturizes, refreshes, rich, luxuriously creamy—only 10¢ and 25¢

DOROTHY GRAY SALON
445 Park Avenue, New York 22, New York

Visit the Dorothy Gray Salon and let our salon experts demonstrate the famous Dorothy Gray beauty methods. Or call Plaza 5-6110 for an appointment.

Can your make-up pass the "close-up" test?



You're lovely-to-look-at even in close-ups, with Solitaire cake make-up
Contains Lanolin

Every complexion can look fresh and lovely from afar. But your most important moments are in close-ups . . . and then, skin faults are quickly prominent. Imperfections your make-up doesn't hide, become obvious . . . Unless, of course, you wear Solitaire. Solitaire conceals each little skin fault, yet never looks or feels "mask-like". Your skin seems to come alive with youthful freshness—uniformly flawless, yet completely natural—even in close-up!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't if you wear Solitaire!

Only clinically tested make-up leading skin specialists confirm will not clog pores, 100, 40¢, 30¢



Go Gay girls are discovered first...



the NEW spray discovery for each type of hair!

Go GAY

GO GAY offers you the correct personal formula to set, hold and beautify your own type of hair

GO GAY . . . the unique hair spray that has swept the Continent . . . the spray created with an individual formula for different hair types . . . Dry, Normal or Oily. GO GAY has an extra-special way of holding a style naturally all day; sets-to-set in no time and is actually good for your hair.

Discover GO GAY today—in the formula for your type of hair: 10¢, 15¢, and the "Big" 25¢. HARRINGTON, 100, 40¢, 30¢

Helene Curtis
PARIS · LONDON · NEW YORK



DRY · 10¢, 15¢, and the "Big" 25¢. HARRINGTON, 100, 40¢, 30¢

But there was something
else going on in the culture.



Ilon Specht, McCann-Erickson copywriter



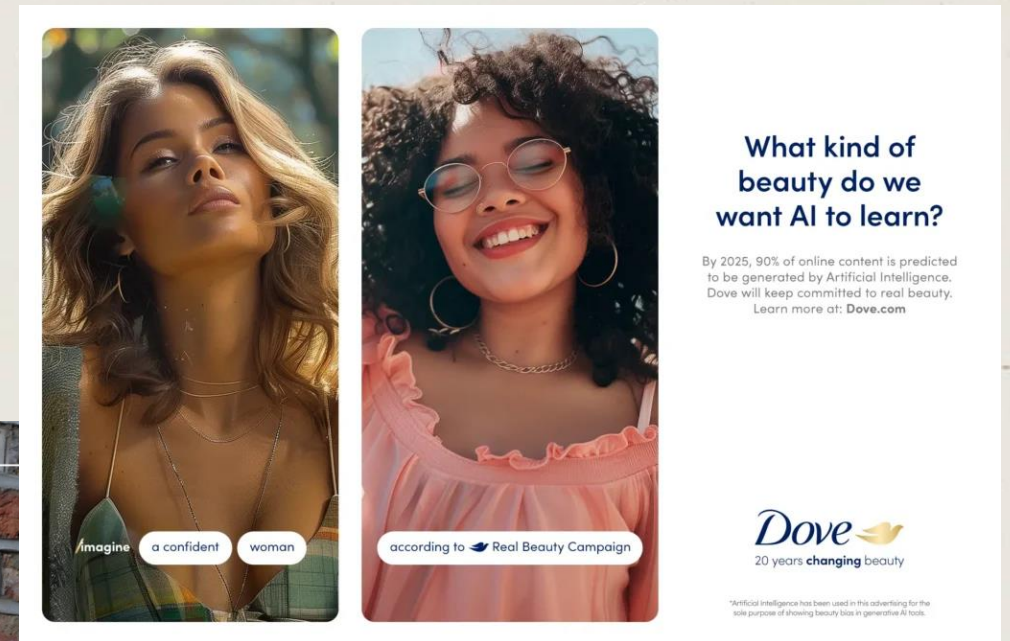
Four words that changed the category

BECAU**5**E YOU'RE
W**O**RTH IT

50 YEARS OF CELEBRATING WOMEN'S WORTH



Modern ads: Framed around self-actualization



Sometimes, a fast
pivot is possible.



Lego's pandemic research

- 80% of adults are actively seeking new ways to unwind. For many, the best way to calm down and relax was through more manual, hands-on activities.
- 87% said play helps them relax and feel calm.



THE ASSEMBLY 2025

AND RELAX... **LEGO® BUILDING** CAN HELP US ALL **CHILL OUT**

The LEGO® Play Well report surveyed over 33,000 adults worldwide to understand their challenges, needs and aspirations and shed new light on the value of play in their everyday lives.



THE PANDEMIC HAS MADE IT EVEN TRICKIER...

41% of adults are more stressed now than pre-pandemic
61% say it's got harder to achieve a good work-life balance



MODERN LIFE CAN BE BUSY AND STRESSFUL...

93% of adults have felt stressed in the last year
34% feel stressed every week



AND MAKING TIME TO CHILL OUT IS TOUGH...

58% of adults spend less than an hour a day relaxing
55% find it difficult to switch off from work and family pressures
39% even admit they don't know how to relax



THAT'S WHERE PLAY CAN HELP...

87% of adults say play helps them feel calm
83% agree a shared activity with family is relaxing
86% believe play helps them unwind from work



EVEN THOUGH WE KNOW IT'S IMPORTANT...

80% of adults research ways to relax
70% wish they had more hobbies
53% say learning new creative skills has become more important to them



SO, **MAKE TIME TO RELAX WITH SOME BUILDING!**

Check out our range of LEGO® sets designed to help adults relax, unwind and find their flow
www.LEGO.com/adults-welcome



Lego's adult consumers

The Guardian US

News Opinion Sport Culture Lifestyle

Wellness Fashion Food Recipes Love & sex Home & garden Health & fitness Family Travel



Lego

This article is more than 3 years old

Covid lockdowns fuel surge in Lego profits

FORTUNE

SUBSCRIBE

Lego bricks have won over adults, growing its \$10 billion toy market foothold—and there's more to come

BY PRARTHANA PRAKASH

December 18, 2024 at 1:00 AM EST



THE ASSEMBLY 2025

A ONE NORTH EVENT

And sometimes, history does
the choosing.







How do you know a brand
truly has personal meaning?



They wait around the block for it.



They create community around it.



THE ASSEMBLY 2025

A ONE NORTH EVENT

They wear it. Permanently.



The World's Most-Tattooed Brands

	Brand	Industry	Number of Instagram Posts
1	Disney	Media	474,458
2	Nintendo	Gaming	43,648
3	Harley-Davidson	Automotive	11,804
4	LEGO	Toys	11,764
5	Nike	Fashion	7,333
6	Vans	Fashion	7,255
7	Dior	Fashion	7,019
8	PlayStation	Gaming	6,682
9	Volkswagen	Automotive	5,991
10	Armani	Fashion	4,166



Brands: Signifiers of personal identity & meaning

Received: 31 August 2020 | Revised: 6 January 2021 | Accepted: 7 January 2021

DOI: 10.1111/ijcs.12651

Check for updates

SPECIAL ISSUE

International Journal of Consumer Studies

WILEY

Brand authenticity: 25 Years of research

Jonatan Södergren

Stockholm Business School, Stockholm University, Stockholm, Sweden

Correspondence
Jonatan Södergren, Stockholm Business School, Stockholm University, Stockholm, Sweden.
Email: jonatan.sodergren@sbs.su.se

Abstract

Twenty-five productive years have passed since the late Barbara Stern called for marketing scholars to take the topic of brand authenticity into consideration. Brand authenticity is now believed to be a core asset in mainstream marketing, yet confusion surrounds the nature and usage of the term. Using the Antecedents, Decisions and Outcomes format initially developed by Justin Paul and Gabriel Benito as an organizing framework, this article seeks to consolidate an area of thought characterized by multiplicity and excess of disparate meanings. Based on the extensive coverage of studies published over a period of 25 years between 1994 and 2019, extant literature on brand authenticity is reviewed. Three primary streams of research are identified: (1) characteristics that distinguish the 'real thing' from the fake, (2) the legitimizing function of authenticity and (3) emotional and moral aspects of authentication. Despite substantive contributions over the last 25 years, many areas of brand authenticity remain underexplored. By synthesizing extant literature, the aim of this study is to identify gaps in knowledge about brand authenticity and to prepare for a future research agenda guided by intersectionality.

KEYWORDS

ADO framework, brand authenticity, consumer research, marketing, systematic literature review

The World's Most-Tattooed Brands		
	Brand	Industry
		Number of Instagram Posts
1	Disney	Media
2	Nintendo	Gaming
3	Harley-Davidson	Automotive
4	LEGO	Toys
5	Nike	Fashion
6	Vans	Fashion
7	Dior	Fashion
8	PlayStation	Gaming
9	Volkswagen	Automotive
10	Armani	Fashion
11	Tesla	Automotive
12	Jeep	Automotive
13	Cadillac	Automotive
14	BMW	Automotive
15	Nickelodeon	Media
16	Chanel	Fashion
17	Gucci	Fashion
18	Adidas	Fashion
19	Converse	Fashion
20	Louis Vuitton	Fashion
21	Netflix	Media
22	Hermès	Fashion
23	SEGA	Gaming
24	Ford	Automotive
25	Coca-Cola	Food & Drink
26	Honda	Automotive
27	Rolex	Fashion
28	Ferrari	Automotive
29	Atari	Gaming
30	Sony	Gaming
31	McDonalds	Food & Drink
32	Porsche	Automotive
33	Starbucks	Food & Drink
34	LaCoste	Fashion
35	Volvo	Automotive
36	Pepsi	Food & Drink
37	Lexus	Automotive
38	Hot Wheels	Toys
39	Levi's	Fashion
40	Oreo	Food & Drink

Consumers want brands to be authentic.

Four Dimensions:

- Credibility
- Integrity
- Symbolism
- Continuity



Journal of Consumer Psychology
Volume 25, Issue 2, April 2015, Pages 200-218



Research Article

Brand authenticity: An integrative framework and measurement scale

Felicitas Morhart^{a 1}  , Lucia Malär^{b 2} , Amélie Guèvremont^{c 3} , Florent Girardin^{a 1} ,
Bianca Grohmann^{d 4} 

[Show more](#) 

 Add to Mendeley  Share  Cite

<https://doi.org/10.1016/j.jcps.2014.11.006>  [Get rights and content](#) 



NITE OWL
DRIVE IN



ALL FOR FREEDOM



FREEDOM FOR ALL

IT'S A FREE COUNTRY.

BUT HAVE YOU FELT LIKE THAT LATELY?

WE'VE LAUNCHED 34 NEW WAYS TO SHOW THE WORLD WHAT LIVING FREE MEANS.

SCREW IT. LET'S RIDE.



FREEDOM AIN'T QUIET. RAISE YOUR VOICE.

STEP 1. Find your bike - 34 new 2010 models for inspiration.

STEP 2. Make your statement on riding and living free in America.

STEP 3. Share it all with the world. Facebook, MySpace, Twitter.

[Get Rolling: View the Bikes ▶](#)

Be heard around the web!

Share your statement and we may use it in an H-D banner ad to help showcase the 34 new 2010 motorcycles.*

"RIDE HARD RIDE FREE THATS ALL WE GOT LEFT, LETS NOT LOSE THAT. WE CAN BE FREE SO STAND PRODE THIS IS OUR COUNTRY..."

- BOB B. POSTED AUG 27. INSPIRED BY THE WIDE GLIDE



◀ 7 of 498 Freedom Statements ▶

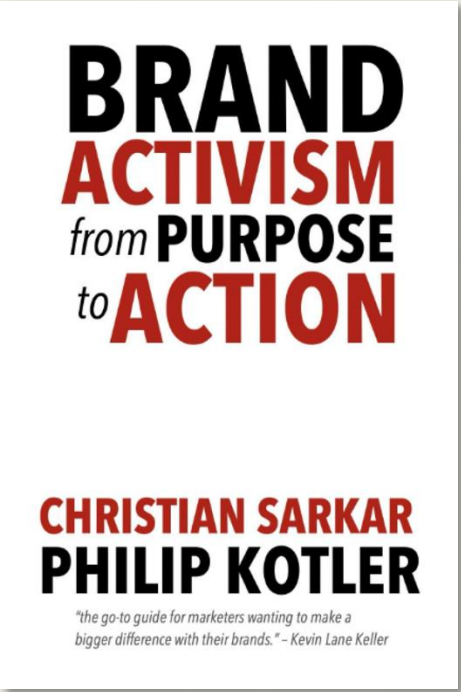
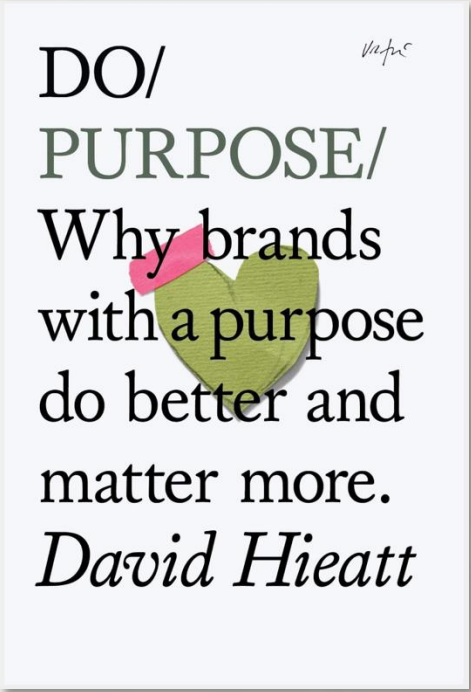
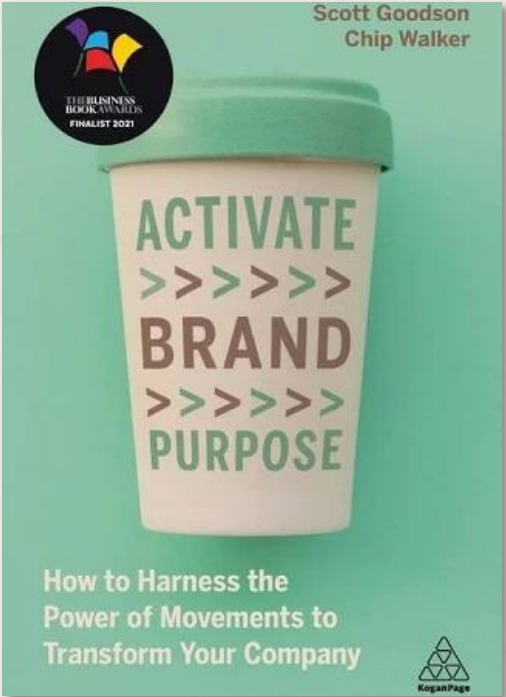
[View All Statements](#)

0 [Like This](#) [Report This](#)

People were asking for
brands to play a different
role in the culture.



From “Brand Love” to “Brand Purpose”—

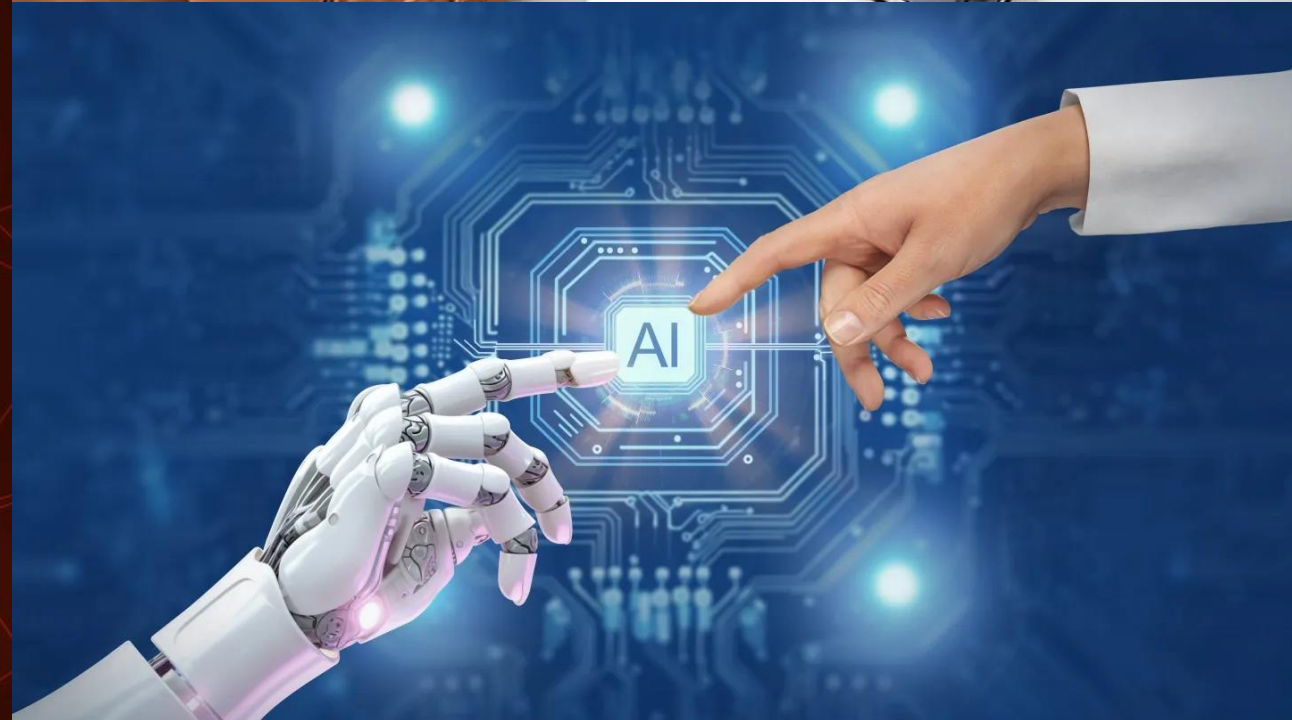


—to “Brand Activism”



What happens when the
ground suddenly shifts
beneath our feet?





The Guardian

US

News

Opinion

Sport

Culture

Lifestyle

US

US politics

World

Climate crisis

Middle East

Ukraine

Soccer

Busi



US news

This article is more than 8 months old

Harley-Davidson drops DEI initiatives amid pressure from 'anti-woke' activists

Milwaukee-based company no longer has minority-owned supplier goals and plans to exit socially motivated training

CULTURE

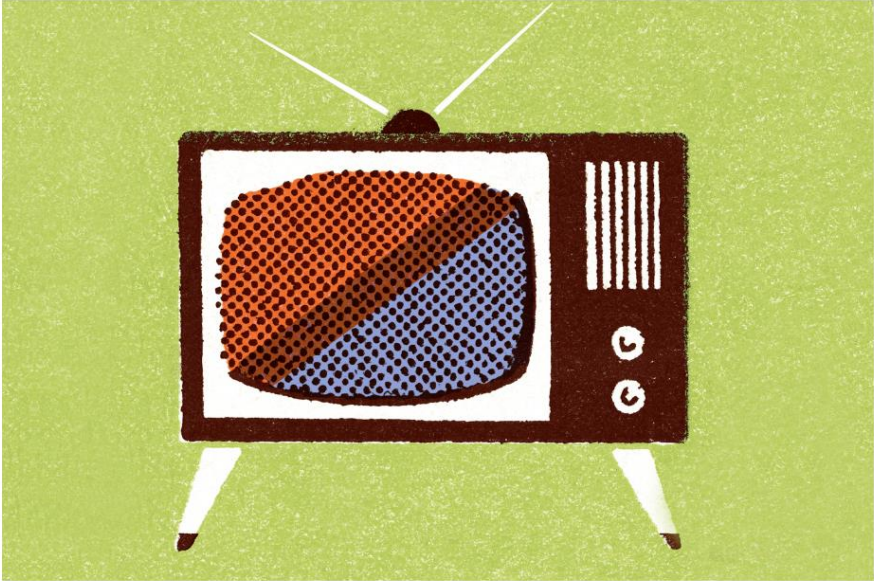
Your favorite brand no longer cares about being woke

Following the Bud Light backlash and inflation fears, the revolution will not be advertised.

by Michael Serazio

May 29, 2024, 5:00 AM CDT

f



Politicized TV commercials are a thing of the past. Getty Images

Michael Serazio is a professor of communication at Boston College and the author of, most recently, *The Authenticity Industries: Keeping It "Real" in Media, Culture, and Politics*.



Business

Markets

Tech

Media

Calculators

Videos



Ben & Jerry's says its CEO was fired for the company's political posts



By Jordan Valinsky, CNN

🕒 3 minute read · Updated 5:51 PM EDT, Wed March 19, 2025



620 comments



THE ASSEMBLY 2025

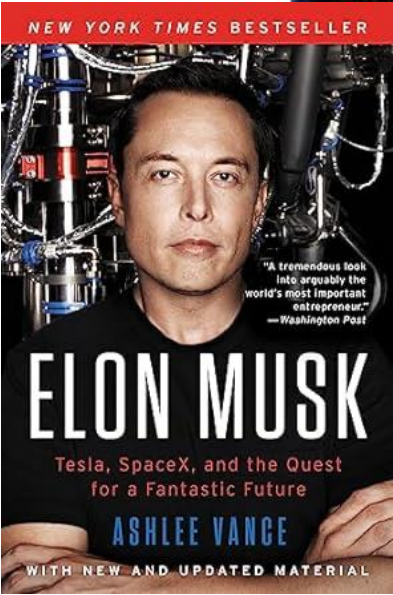
A ONE NORTH EVENT



A Tale of Two Teslas



Tesla 2015



Tesla 2025

Bloomberg the Company & Its Products | Bloomberg Terminal Demo Request | Bloomberg

Bloomberg

Industries
Hyperdrive

Tesla Estimates Cut Further on 'Unprecedented Brand Damage'



Tesla profits drop 71% on weak sales and anti-Elon Musk sentiment





DEI BACKLASH

TARGET BOYCOTT EXTENDED INDEFINITELY

Church leaders started the boycott for
Lent — but now, they say, there's no end in
sight

By MEAGAN JORDAN

APRIL 23, 2025



Markets →

DOW	41,358.95	0.10% ▲
S&P 500	5,664.66	0.39% ▼
NASDAQ	17,874.44	0.57% ▼

Fear & Greed Index →



DEI is winning with Costco, Apple and Levi's shareholders

By Nathaniel Meyersohn, CNN

🕒 5 minute read · Updated 6:19 AM EDT, Fri May 2, 2025

💬 32 comments



What's a brand to do?



A theory of success



A theory of how it goes wrong



This is *not* an argument for
“doing nothing.”

It’s a suggestion to be cognizant
of what *you’re already doing*—
so you can navigate effectively.



How do distressed brands
recover when the ground shifts?

Let's look at a brand that went
from insolvency to cultural
dominance.



Marvel: 1990s - 2005



1991 – 1993

- Industry boom and bust
- Image Comics founded; breaks duopoly.
- Sotheby's holds first comic-book auction.
- Inflates bubble that bursts in '93
- 9 out of 10 comic book shops close.

1996 - 1998

- Marvel declares bankruptcy.
- Sells crown jewels: Spider-Man to SONY and X-Men to Fox
- SONY turned down the chance to buy the rights to nearly every character for \$25m.



“

Nobody gives a damn about the other Marvel characters. Get just the rights to Spider-Man.

— SONY executive, allegedly



Marvel: 2005 - Present



2005 - 2008

- Kevin Feige convinces studio to make an Iron Man movie; RJD to star.
- First movie is box office smash.

2009 - 2019

- Box-office and cultural dominance

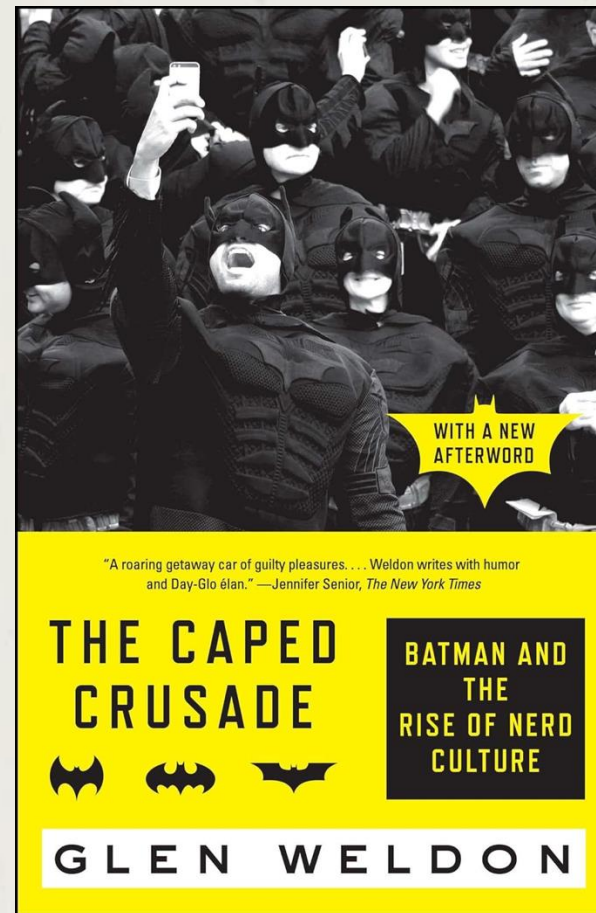
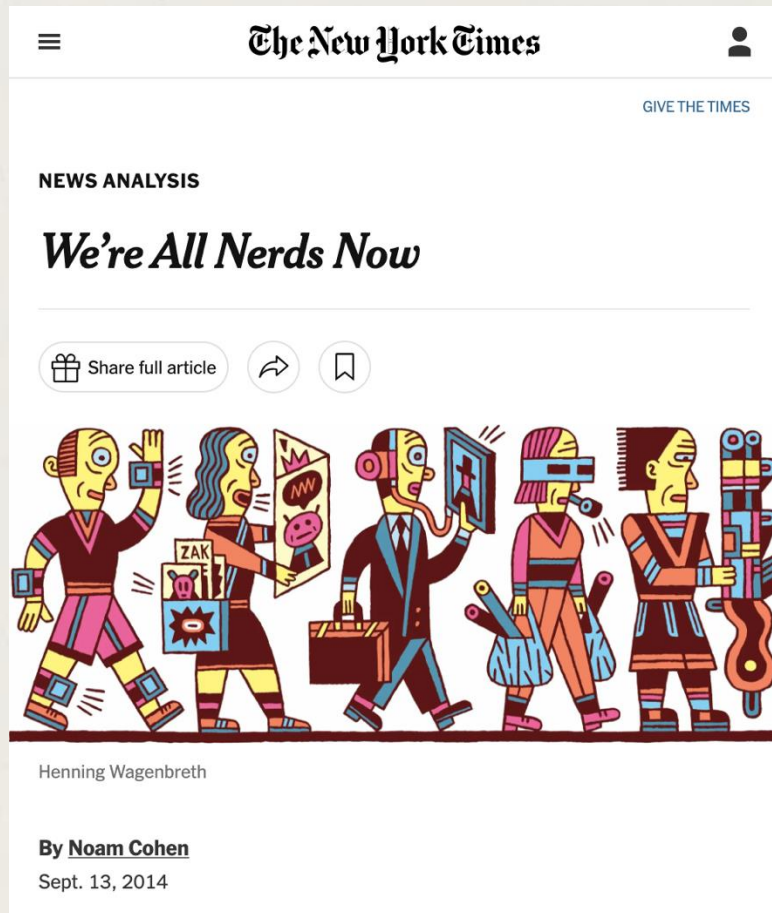
2019 - Present

- Pivot to streaming during COVID
- Uneven but still dependable performance
- \$31 billion dollars total

But there was something
else going on in the culture.



The rise of “Nerd Culture”






Post-9/11 national mood

CULTURE


Superhero movies have become an endless attempt to rewrite 9/11

by **Emily St. James**
Updated Sep 11, 2016, 9:30 AM CDT





Captain America watches as destruction rains down on New York City in The Avengers. | Marvel Studios


 The Washington Post Sign in

 **Opinion**
Alyssa Rosenberg

9/11 helped superhero movies conquer the world. They never moved on.

September 10, 2021

   299



From left: Scarlett Johansson (Black Widow), Chris Hemsworth (Thor), Chris Evans (Captain America), Jeremy Renner (Hawkeye), Robert Downey Jr. (Iron Man) and Mark Ruffalo (the Incredible Hulk) in a screenshot from the 2012 film "The Avengers." (Pictorial Press Ltd.) (Pictorial Press Ltd /Alamy Stock Photo)

There's almost never a single narrative, but many possible and valid ones.



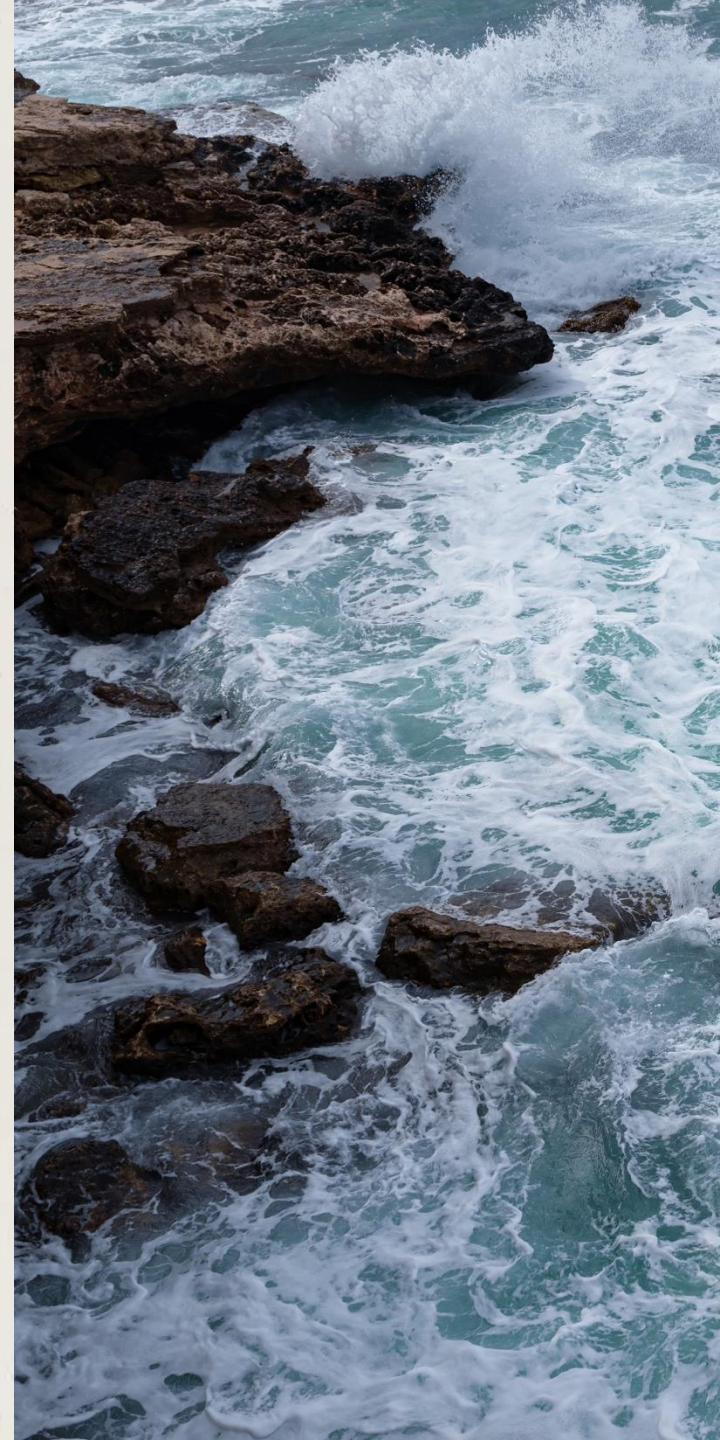
Obligatory Odyssey Tie-In

Charting the course ahead

Interrogate your brand.

Understand what's meaningful to your market.

Look for contradiction and tension.



Consumers want brands to be authentic.

Four dimensions:

- Credibility
- Integrity
- Symbolism
- Continuity



Journal of Consumer Psychology
Volume 25, Issue 2, April 2015, Pages 200-218



Research Article

Brand authenticity: An integrative framework and measurement scale

Felicitas Morhart^{a 1}  , Lucia Malär^{b 2}  , Amélie Guèvremont^{c 3}  , Florent Girardin^{a 1}  ,
Bianca Grohmann^{d 4}  

[Show more](#) 

 Add to Mendeley  Share  Cite

<https://doi.org/10.1016/j.jcps.2014.11.006> 

[Get rights and content](#) 

Brand authenticity

Interrogate your brand.

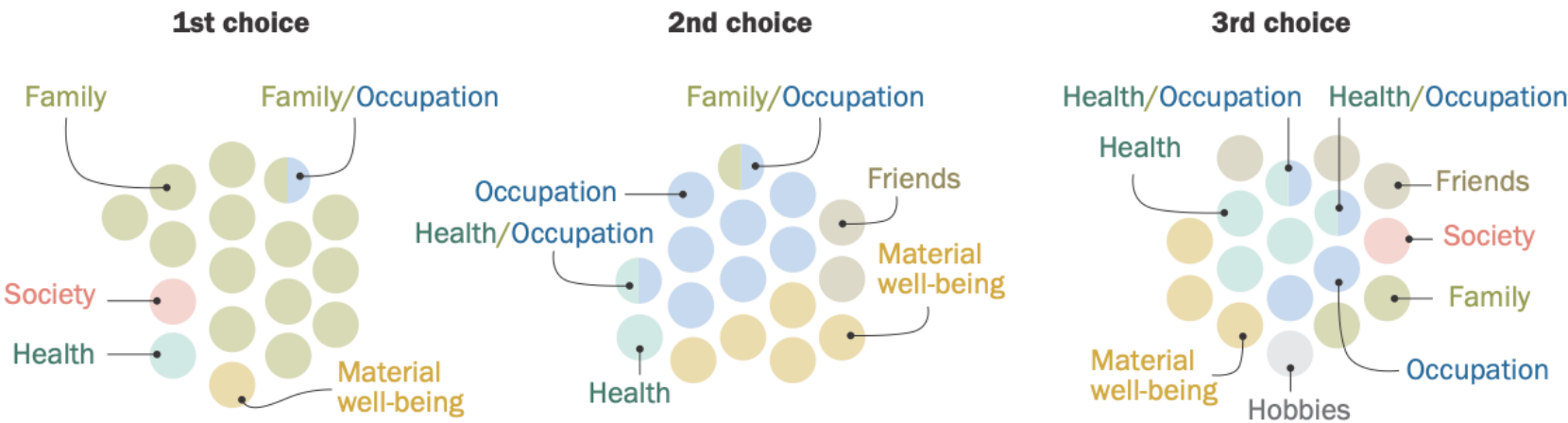
- Is our brand behaving credibly?
- Are we demonstrating integrity, as we define it?
- What do we stand for and symbolize?
- Is that consistent with who we are / want to be?



Where do people find meaning?

Family is the top source of meaning in life in most of the publics surveyed

Ranked choice among 17 topics coded as part of what gives people meaning in life



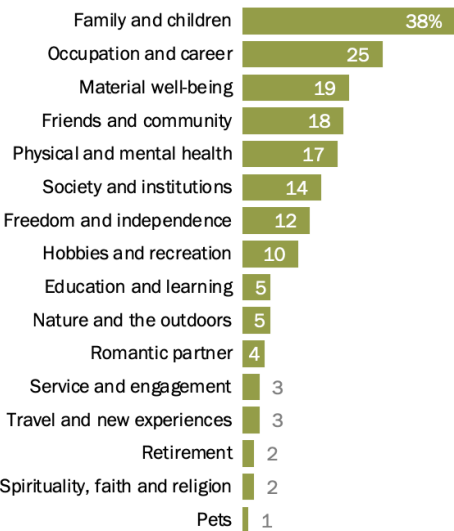
Note: Open-ended question. Rank reflects where the topic fell in a list of 17 sources of meaning that were coded. See Appendix A for more information.

“What Makes Life Meaningful? Views From 17 Advanced Economies”

PEW RESEARCH CENTER

Family, careers and material well-being are among the most cited factors for what makes life meaningful

Median % who mention ___ when describing what gives them meaning in life



Note: Percentages are medians based on 17 publics. Open-ended question. See Appendix A for more information.
Source: Spring 2021 Global Attitudes Survey. Q36.
“What Makes Life Meaningful? Views from 17 Advanced Economies”

PEW RESEARCH CENTER

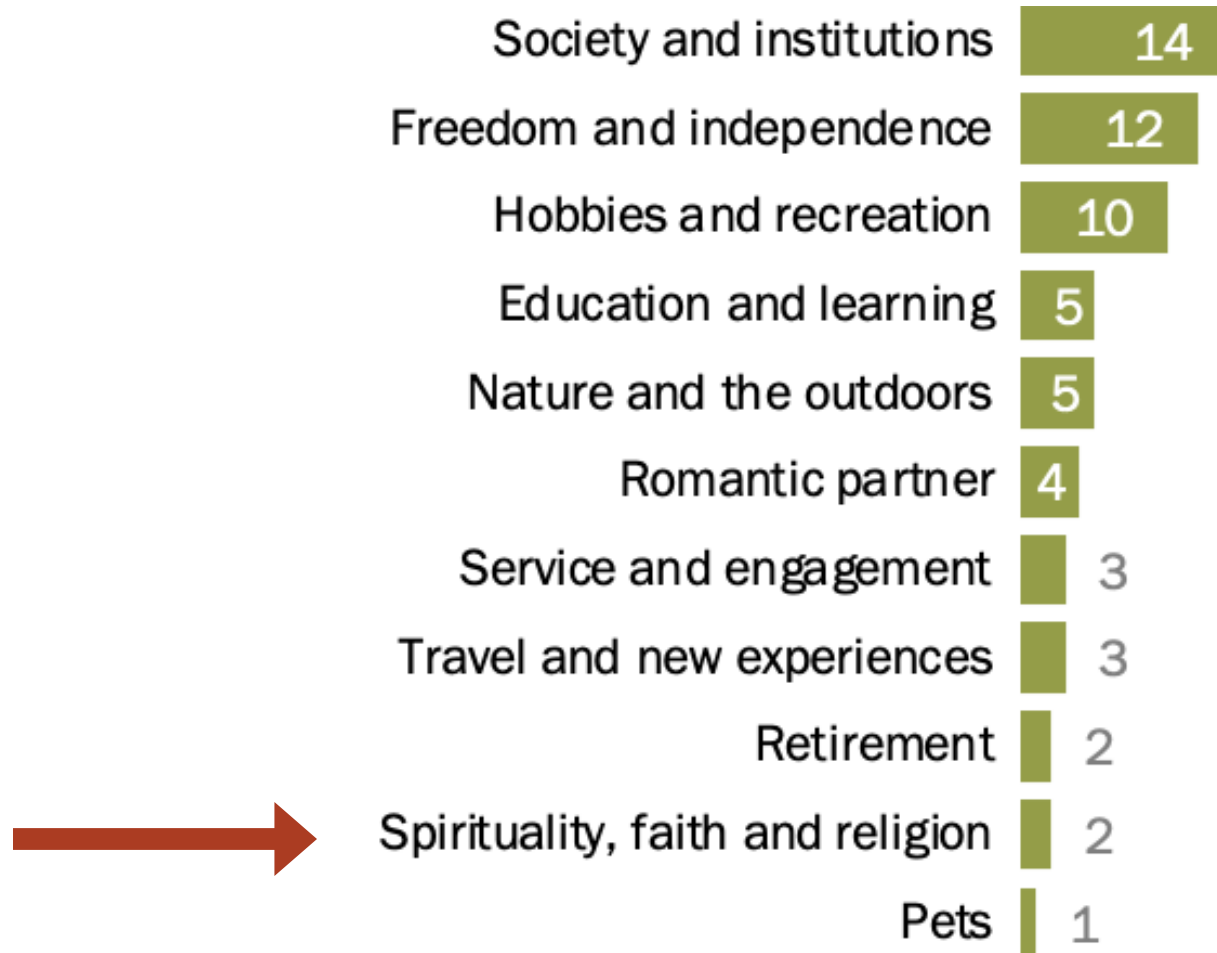
Where do people find meaning?

Family, careers and material well-being are among the most cited factors for what makes life meaningful

Median % who mention ___ when describing what gives them meaning in life

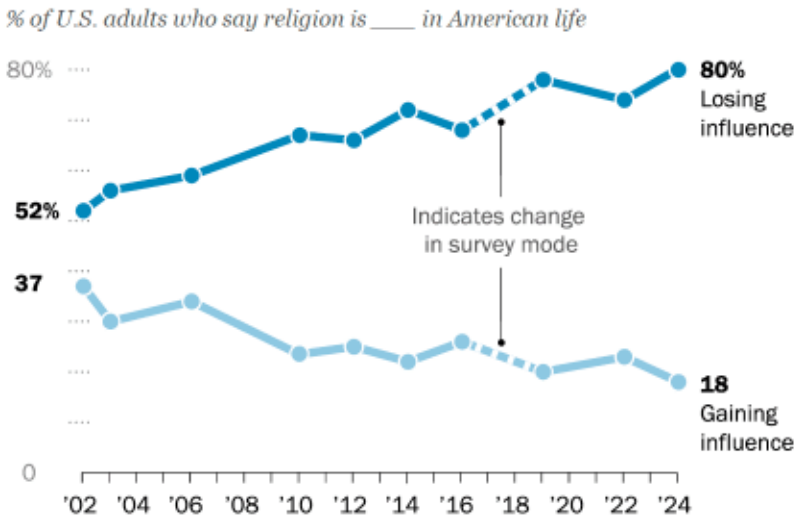


Where do people find meaning?

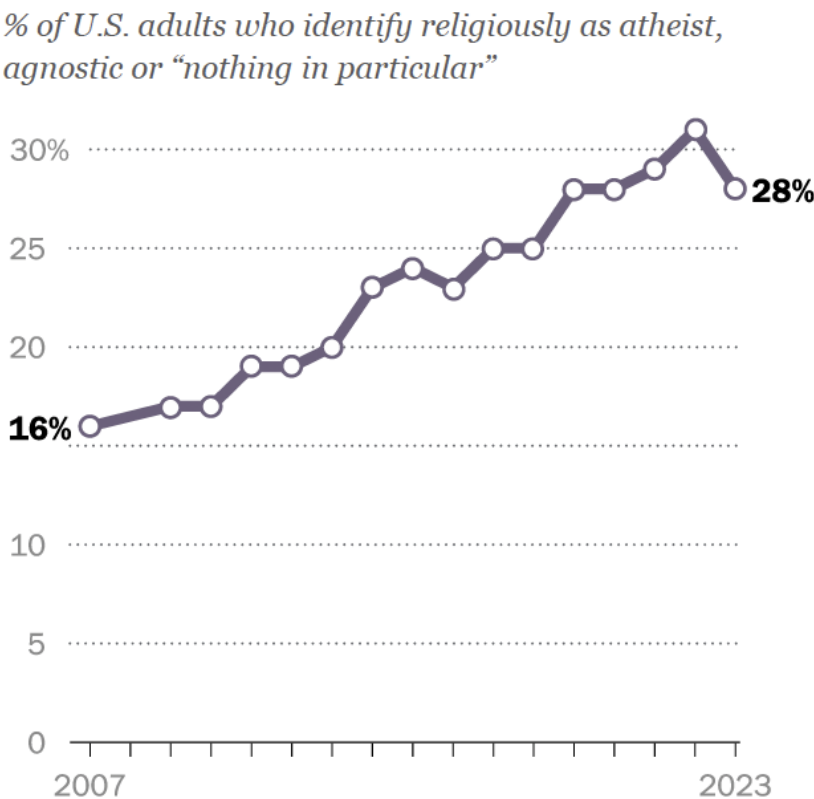


One big change: The decline of religion in the U.S.

Share of Americans who say religion's influence is declining is as high as it's ever been



28% of U.S. adults are now religiously unaffiliated



An interesting tension?

REPORT | DECEMBER 7, 2023



Spirituality Among Americans

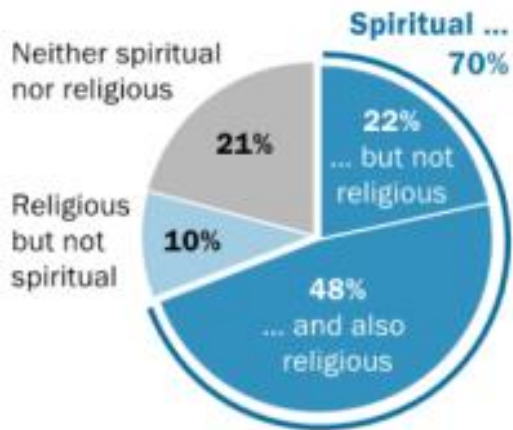
7 in 10 U.S. adults describe themselves as spiritual in some way, including 22% who are spiritual but not religious

TABLE OF CONTENTS



22% of Americans are spiritual but not religious

% of U.S. adults who are ____



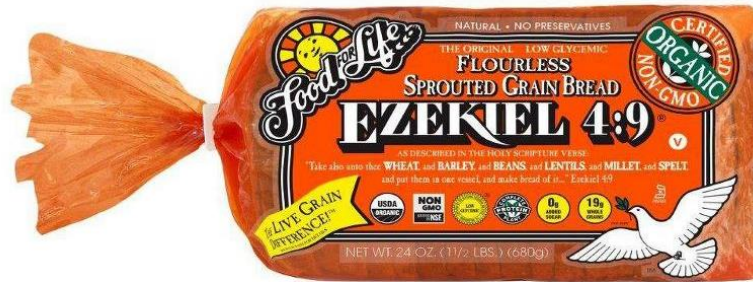
Note: Figures may not add to 100% or to subtotals indicated due to rounding.
"Spiritual" are those who say they think of themselves as spiritual or that spirituality is very important in their lives. "Religious" are those who say they think of themselves as religious or that religion is very important in their lives.
Source: Survey of U.S. adults conducted July 31-Aug. 6, 2023.
"Spirituality Among Americans"

PEW RESEARCH CENTER



Spaces for brands to create new meaning?

Proselytize and Position



Ritual and Community



Spaces for brands to create new meaning?

The Quantified Self  The Optimized Self



Reasons for optimism—an interesting tension?

TIME

SUBSCRIBE

U.S. • 2024 ELECTIONS

The Growing Evidence That Americans Are Less Divided Than You May Think

15 MINUTE READ

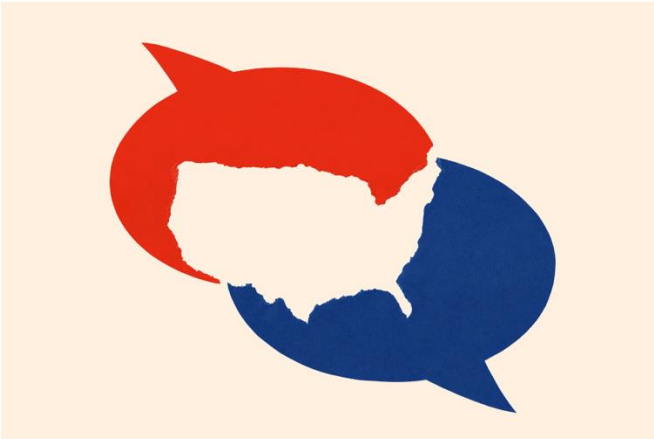


Illustration by Ricardo Tomás for Time

BY KARL VICK

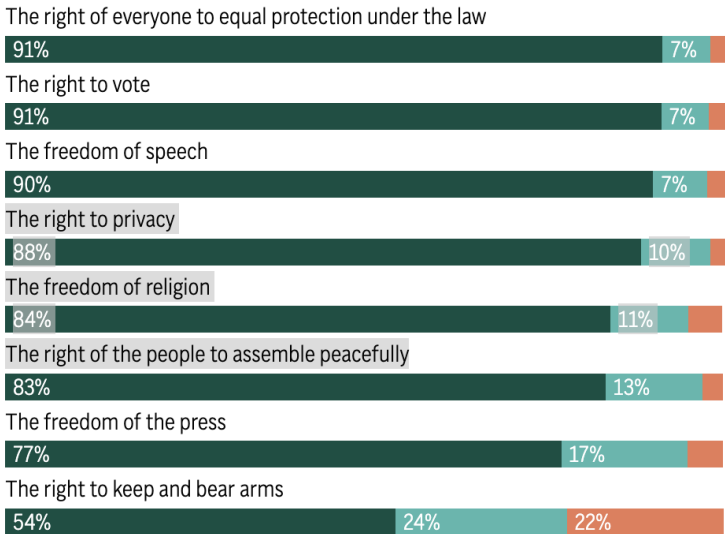
JULY 2, 2024 8:00 AM EDT

In January 2021, in the turbulent wake of the last presidential contest, a former professor named Todd Rose asked some 2,000 people a question. The survey was, at least on the surface, designed to deduce what kind of country Americans would like future generations to inherit.

AP-NORC Poll: US adults agree on fundamental rights

Percent of U.S. adults who say the following is ____ to the U.S.'s identity:

Extremely or very important Somewhat important Not too or not at all important



Results based on interviews with 1,282 U.S. adults conducted March 21 - 25, 2024. The margin of error is ±3.8 percentage points for the full sample.

Source: The Associated Press-NORC Center for Public Affairs Research

AP

What story does the positioning live inside?

Happiness



“The pursuit of happiness”

Innovation



“The march of progress”

Magic



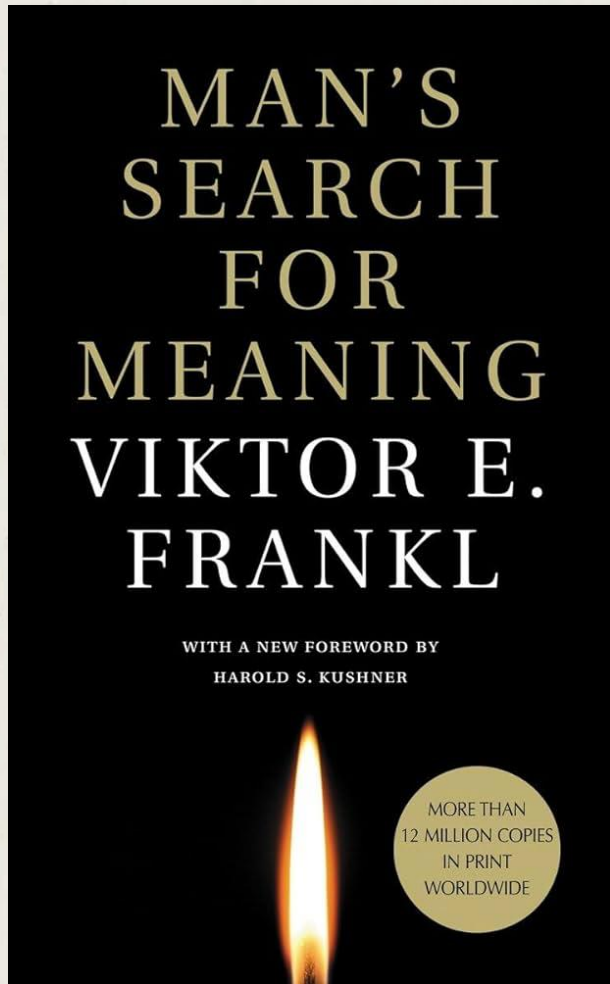
“Childhood is imagination”

Achievement



“Sport is a meritocracy”

Viktor Frankl: Logotherapy



“

Everything can be taken from a man
but one thing: the last of the human
freedoms—to choose one's attitude
in any given set of circumstances, to
choose one's own way.

– Viktor Frankl



What's going on in the culture?

What's meaningful?

What stories are we living in?

How can we connect authentically?

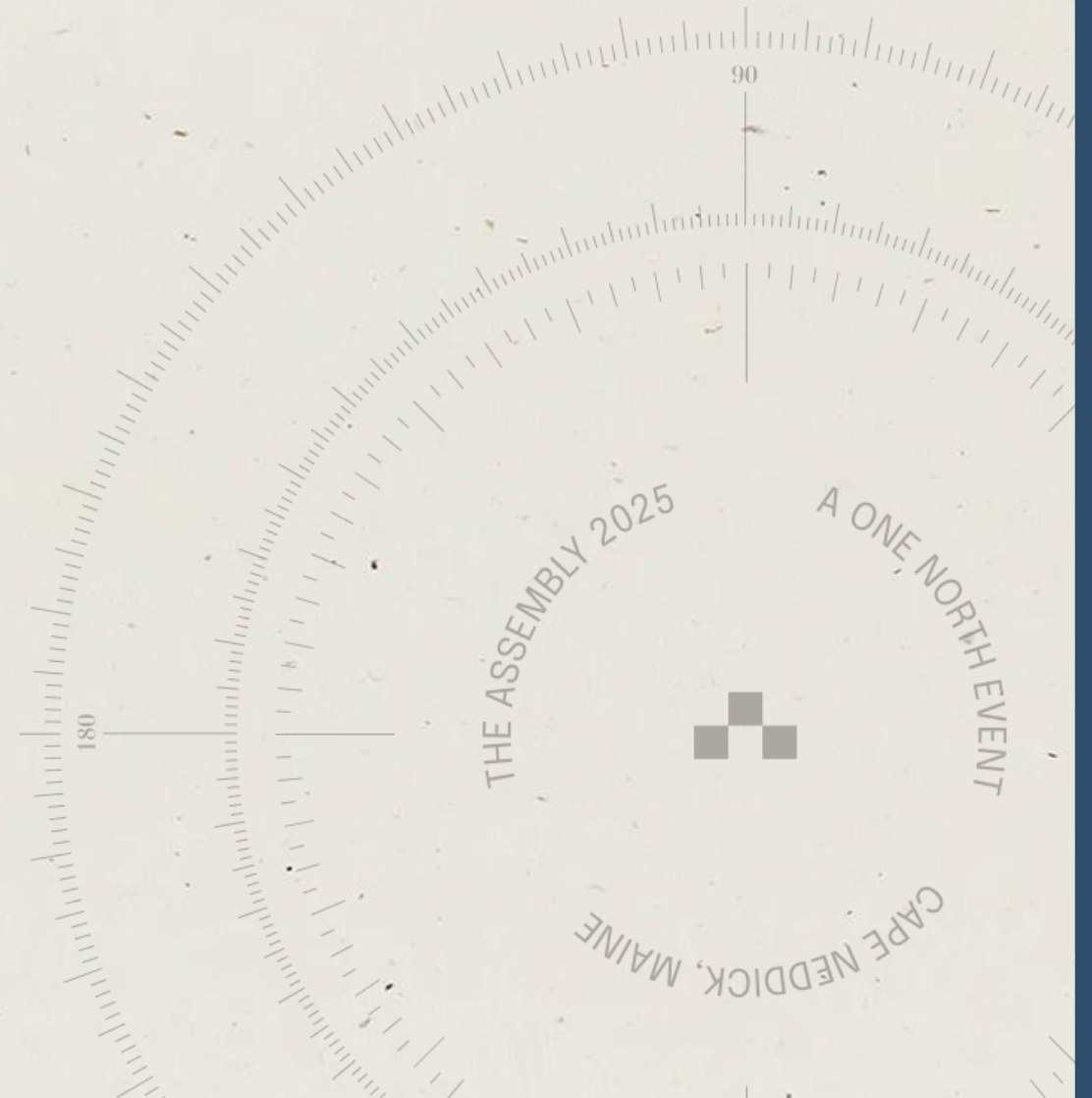




one north A TEKsystems Company

Thank you.

As we set sail on this journey, our crew is ready to explore uncharted territories, weather any storm, and steer toward new horizons. With a clear course plotted, we'll navigate through opportunities, tackle challenges head-on, and dock at our destination with confidence and success.



On Deck

SET SAIL WITH: **Katt Kollett + Jennifer Lill**

COURSE: **Navigating Uncharted Waters:
An Exploration of the Powers
and Pitfalls of AI**

