

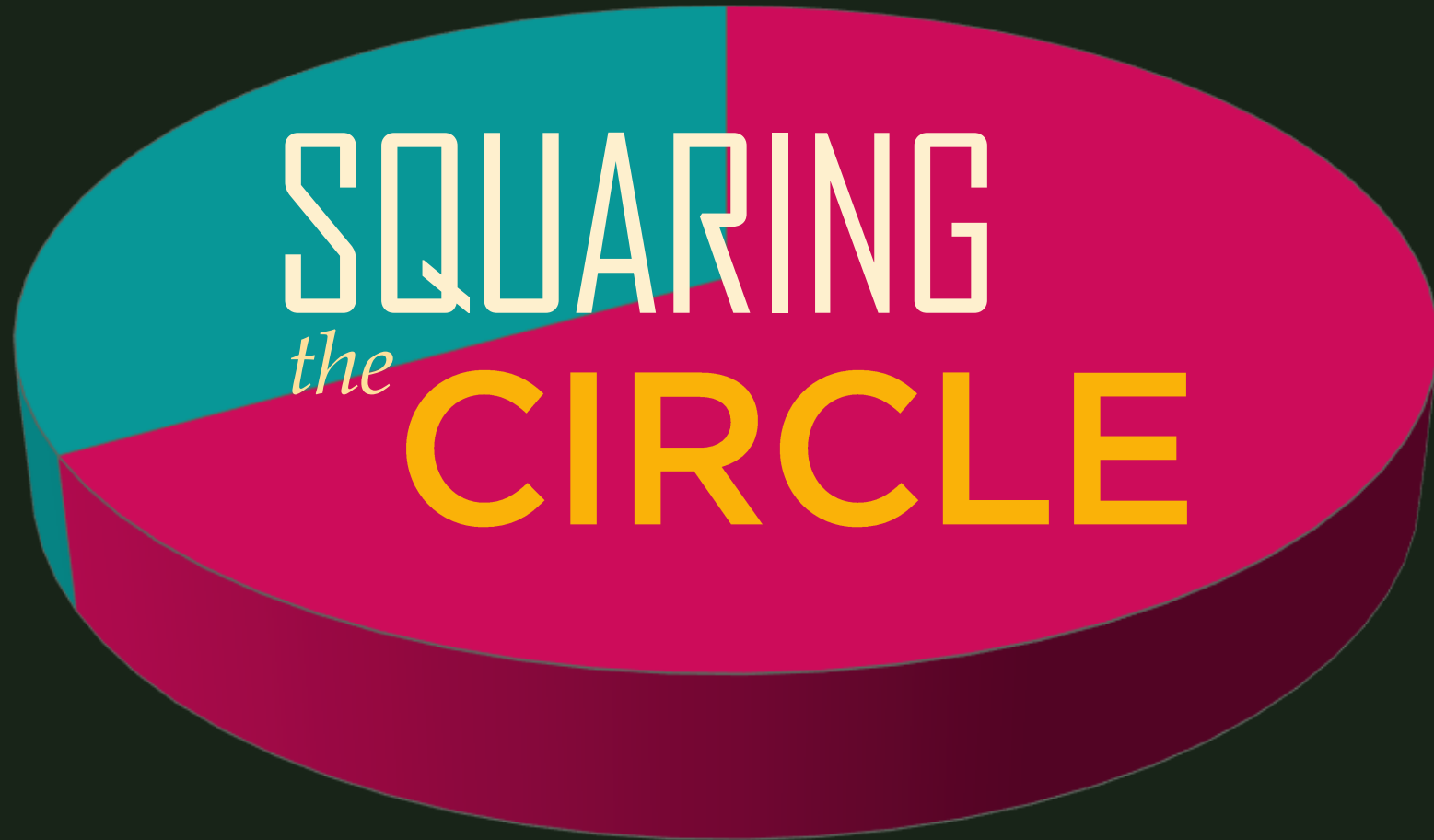
BUSINESS-LED, PEER-POWERED COMMUNITY.

**Fin.Tech**  
MARKETING

# SQUARING *the* CIRCLE

*Short-term performance &  
long-term brand building  
from the same creative approach.*





■ 66% Logic: How does this work in theory?

■ 33% Magic: Show me in practice.



A genuine belief

Everyone is creative.  
But there are different  
*types of creativity.*



Introduction: Alistair Ross, Creative Partner & Co-Founder



# Competitive Creativity<sup>®</sup>



Logic: *What is Competitive Creativity*®?



# Competitive Creativity®

Helping brands become remembered, before buyers are ready to choose.

*Imaginative Creativity* + Systematic Creativity

*Creates attention* + Creates Harmony

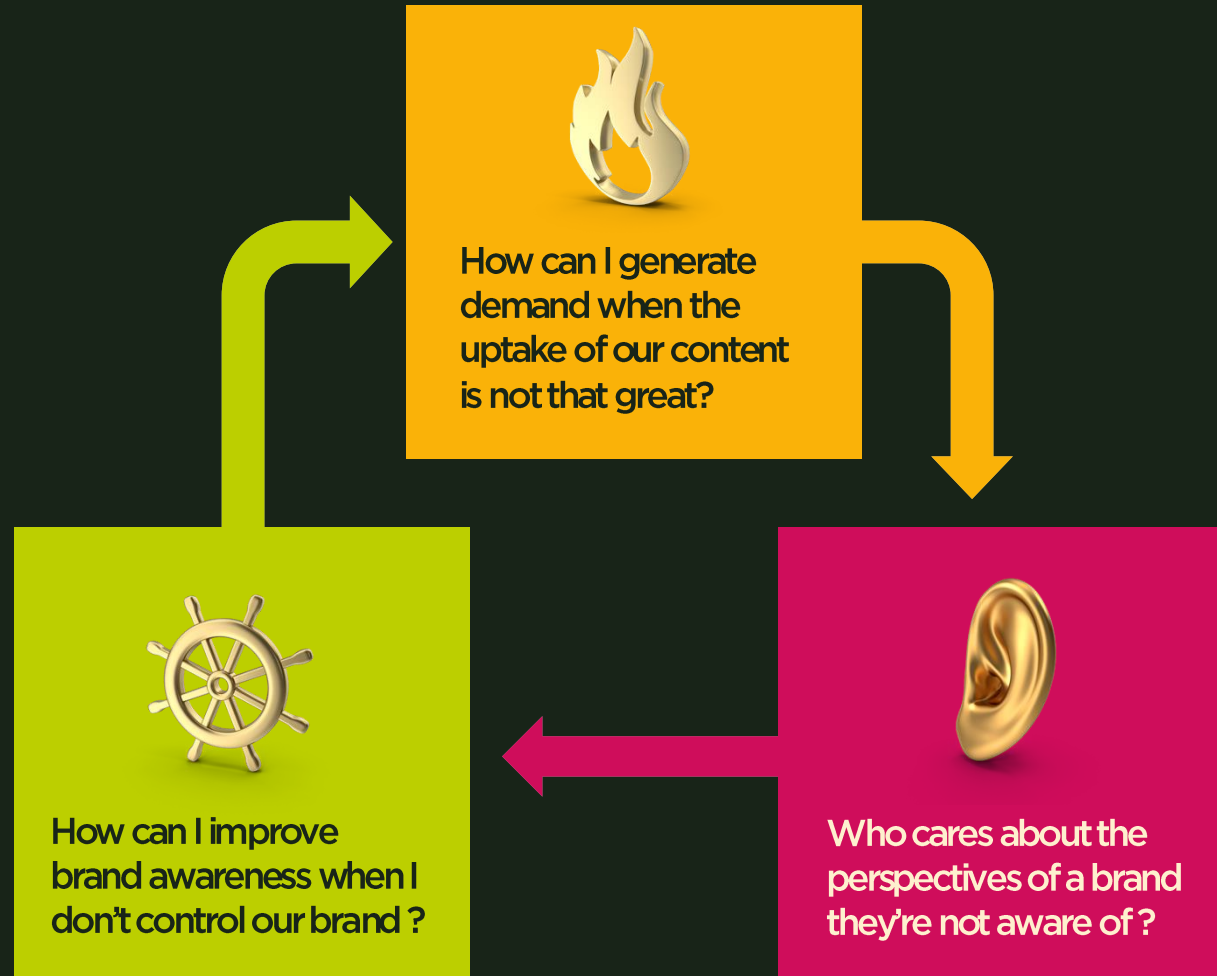
*advertising* + Design

*Lateral* + Literal

*Magic* + Logic



**Logic:** *The vicious brand/demand circle*





Why don't we trust the unfamiliar, with our time and money?



*Uncertainty feels risky*



*Familiarity creates perceived safety*



*Social proof is missing*



*Brand recognition acts as a quality shortcut*



*Loss aversion raises the bar*



*Trust is cumulative, not instant*



Logic: *Growing familiarity*

What's  
the fastest  
way to grow  
your brand  
familiarity?



Reach  
Frequency

Memorability  
Competitive Creativity<sup>®</sup>



*Media*

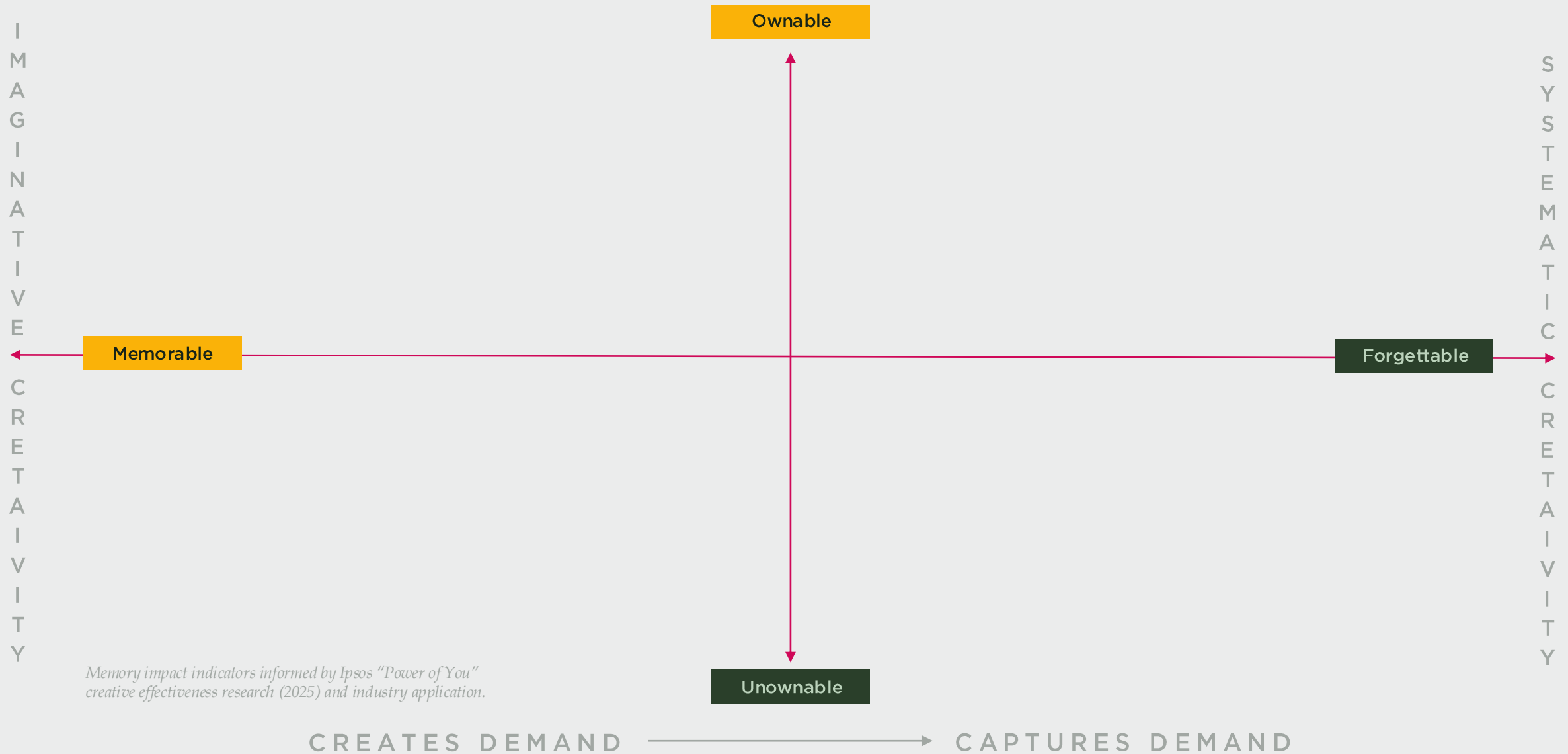


*Creativity*



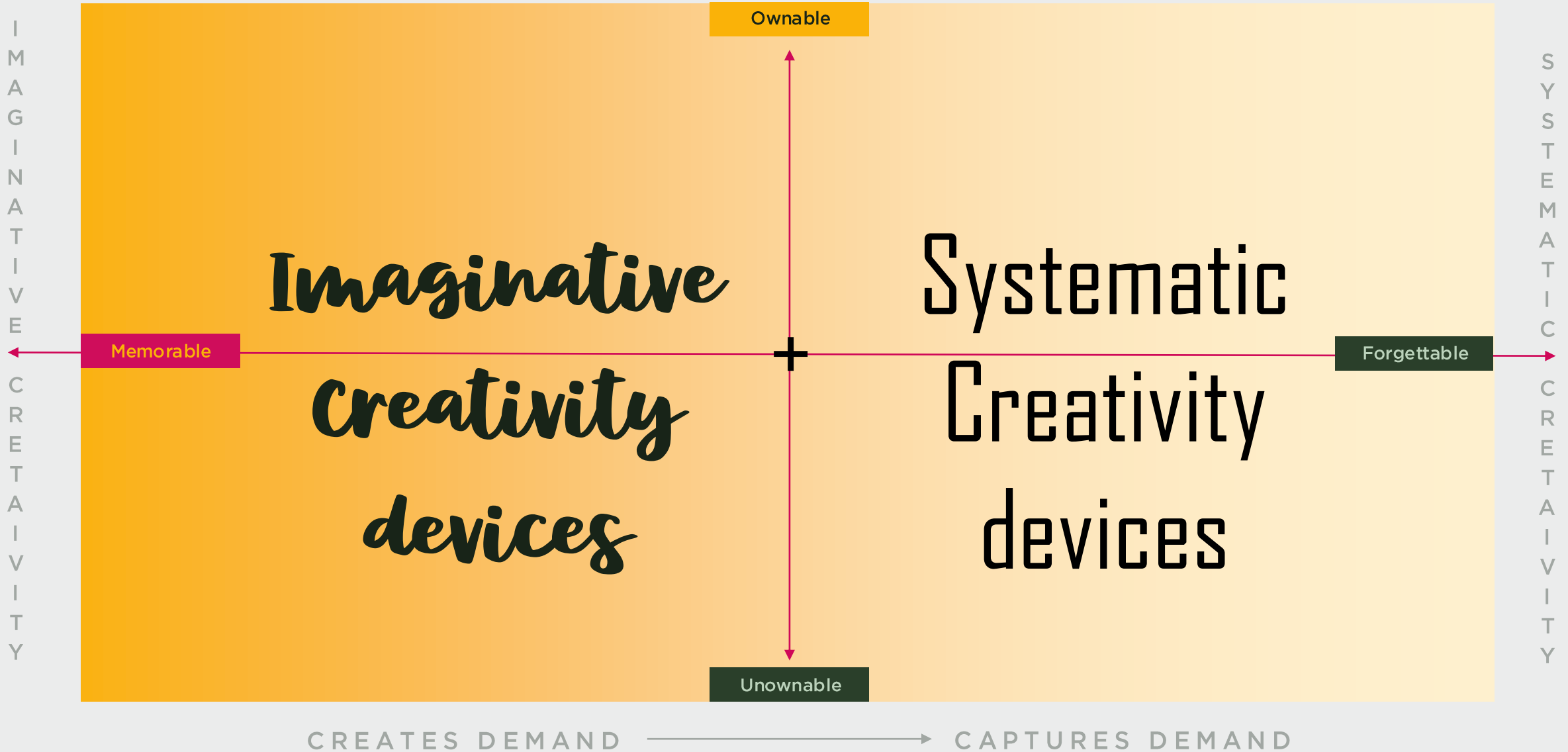
**Creative devices are not equally  
competitive at creating memories.  
So, which are the most ownable  
and memorable?**

**Competitive Creativity<sup>®</sup> Matrix:** Creative devices mapped by memory strength and strategic ownability.



*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

**Competitive Creativity® Matrix:** Creative devices mapped by memory strength and strategic ownability.



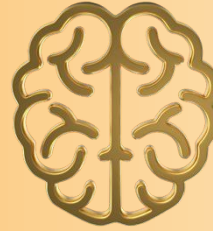
**Logic:** *The neuroscience behind Systematic + Imaginative Creativity.*

Imaginative Creativity

Systematic Creativity

## Right-Brain Thinking

- *Emotions (Magic)*
- *Empathetic, understanding the world through connections, relationships and embodied experience*
- *Image processing & spatial thinking*
- *Focused on creativity & context*
- *Visionary*
- *Imagination predominates*
- *Sees ambiguity and perspective*
- *Enjoys creative storytelling & magic*
- *Appreciates metaphor and humour*



## Left-Brain Thinking

- *Logic*
- *Goal oriented, seeking to manipulate & control the world through tools, language and categorisation*
- *Language, speech & abstract thinking*
- *Focused on facts & details*
- *Short term & narrow focus*
- *Realism predominates*
- *Planned, literal and linear*
- *Math, Science & Computation minded*
- *Prefers non-fiction*
- **Controls and can suppress the right brain**

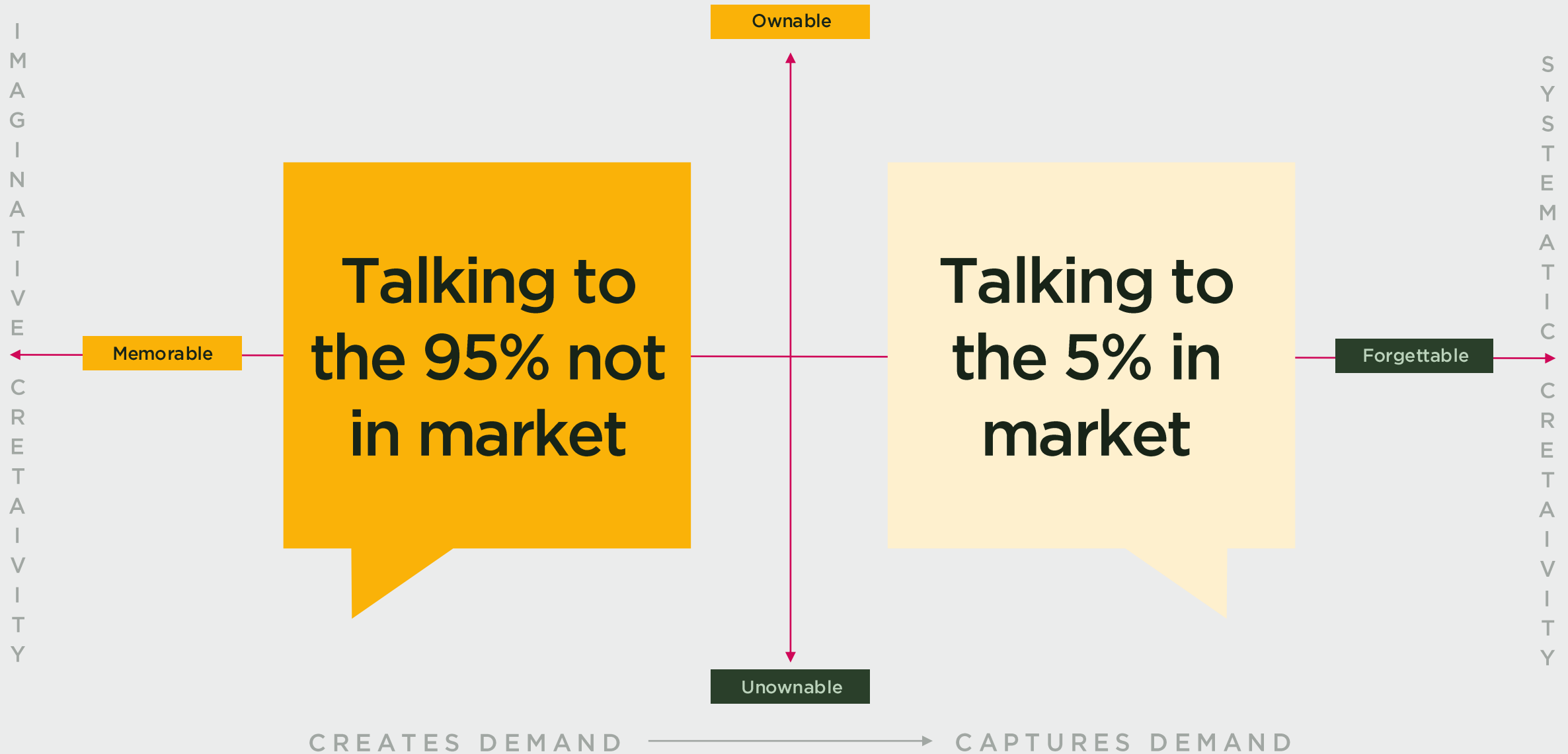
95% not in market, predisposed to ignore.

Lateral

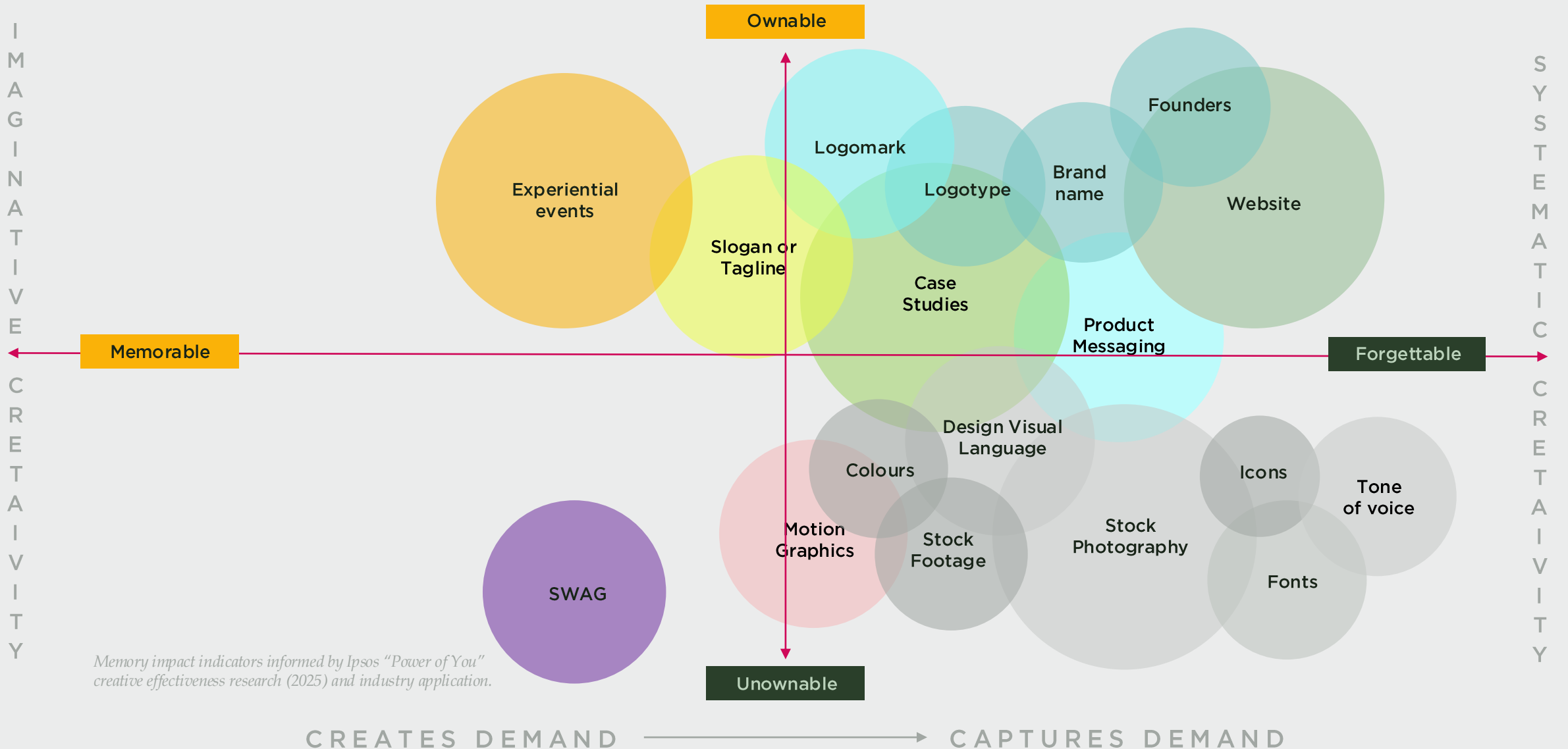
Literal

5% in market, predisposed to be receptive.

**Competitive Creativity<sup>®</sup> Matrix:** Creative devices mapped by memory strength and strategic ownability.



**Competitive Creativity<sup>®</sup> Matrix:** Creative devices mapped by memory strength and strategic ownability.

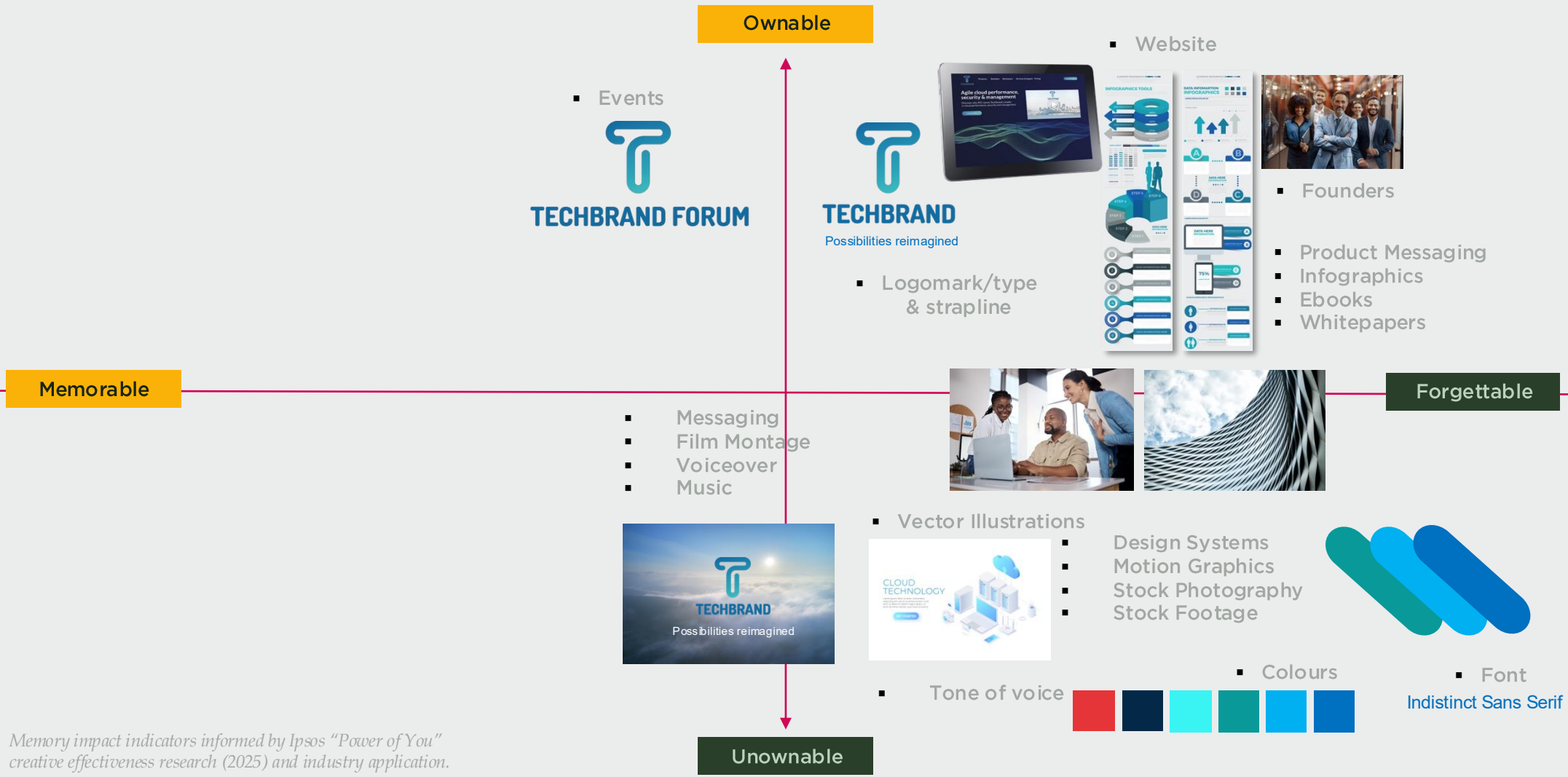


*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

**Competitive Creativity® Matrix:** Creative devices mapped by memory strength and strategic ownability: **Archetypal TechBrand**

I  
M  
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Y

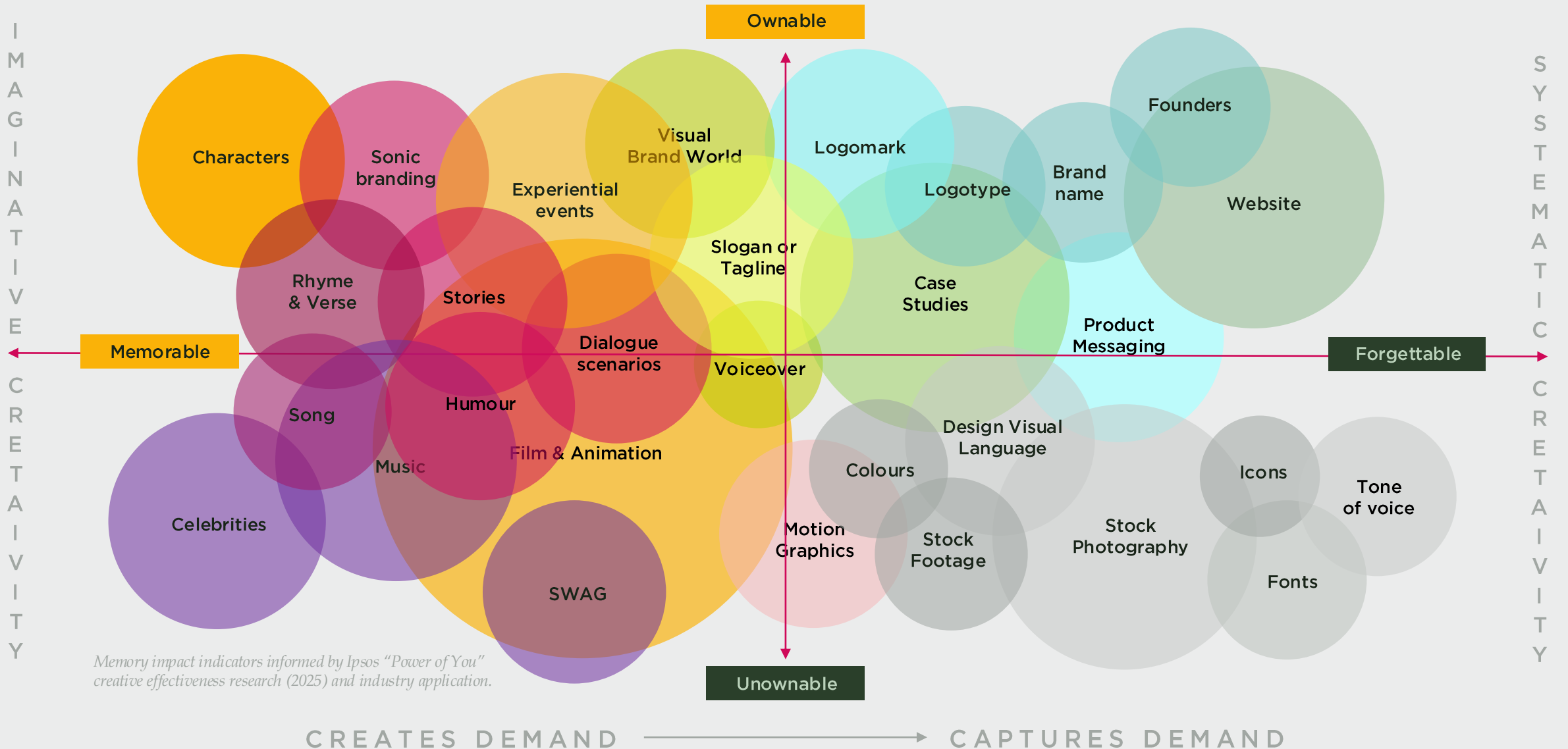
S  
Y  
S  
T  
E  
M  
A  
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I  
C  
  
C  
R  
E  
A  
T  
I  
V  
I  
T  
Y



*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

CREATES DEMAND → CAPTURES DEMAND

**Competitive Creativity® Matrix:** Creative devices mapped by memory strength and strategic ownability.

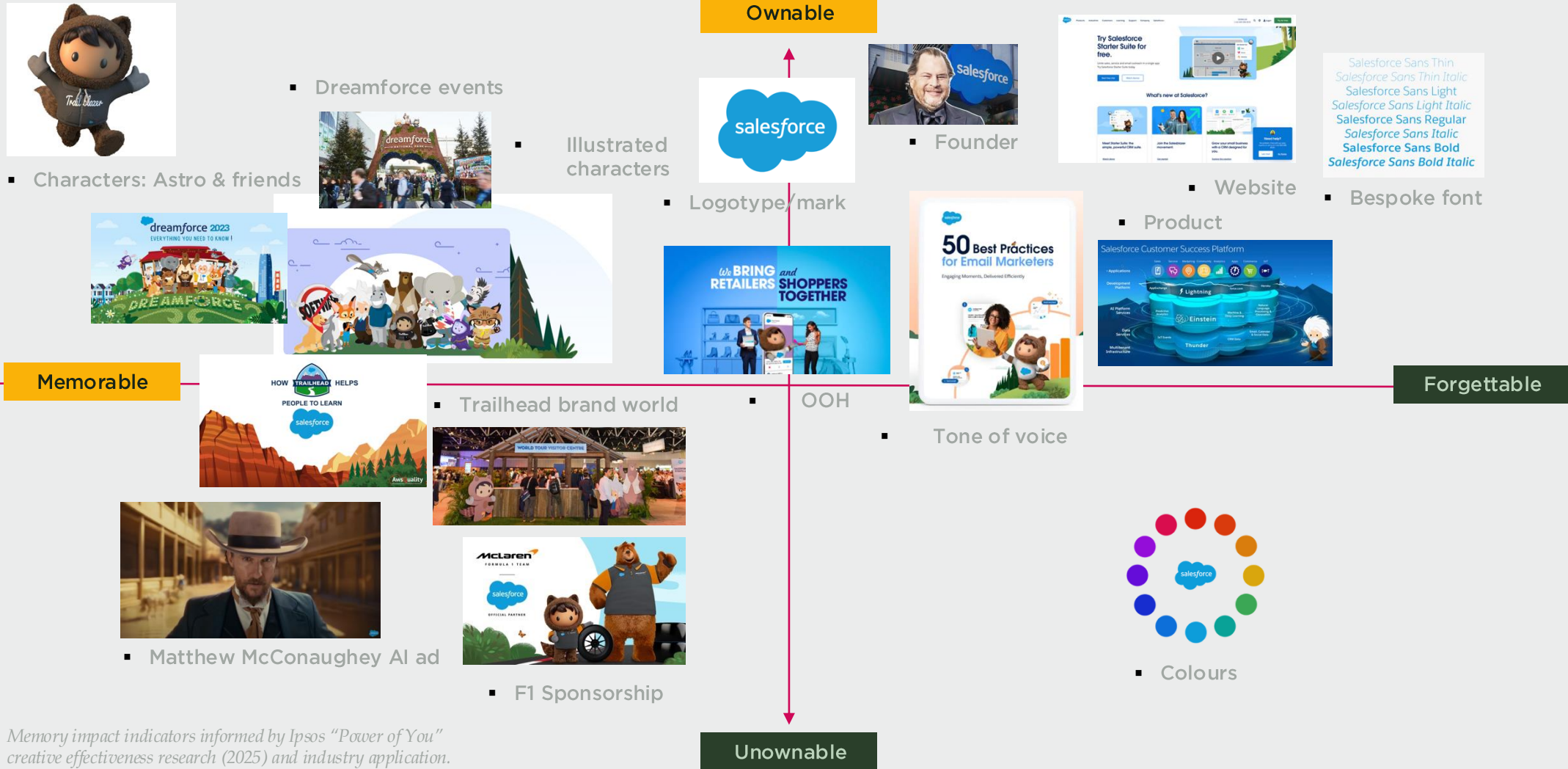


*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

**Competitive Creativity® Matrix:** Creative devices mapped by memory strength and strategic ownability: **Best-in-Class - Salesforce**

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I  
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Y



*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

CREATES DEMAND → CAPTURES DEMAND



Logic + Magic through the buyer journey

# Competitive Creativity<sup>®</sup>

Imaginative Creativity + Systematic Creativity

RECOGNITION

## AWARENESS

RECALL

## INTEREST

SALIENCE

## CONSIDERATION

PREFERENCE

Buyer journey average

70%

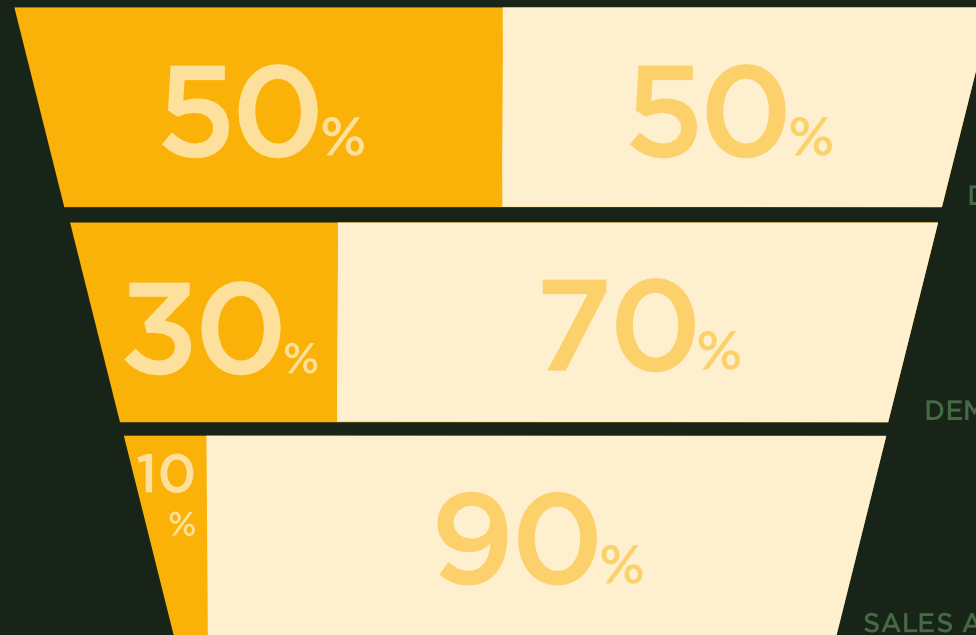
30%

BRAND

DEMAND GENERATION

DEMAND CAPTURE

SALES ACTIVATION

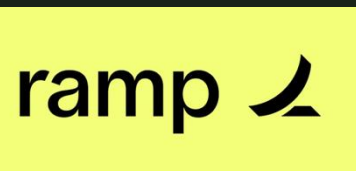




Logic: *Growing familiarity*



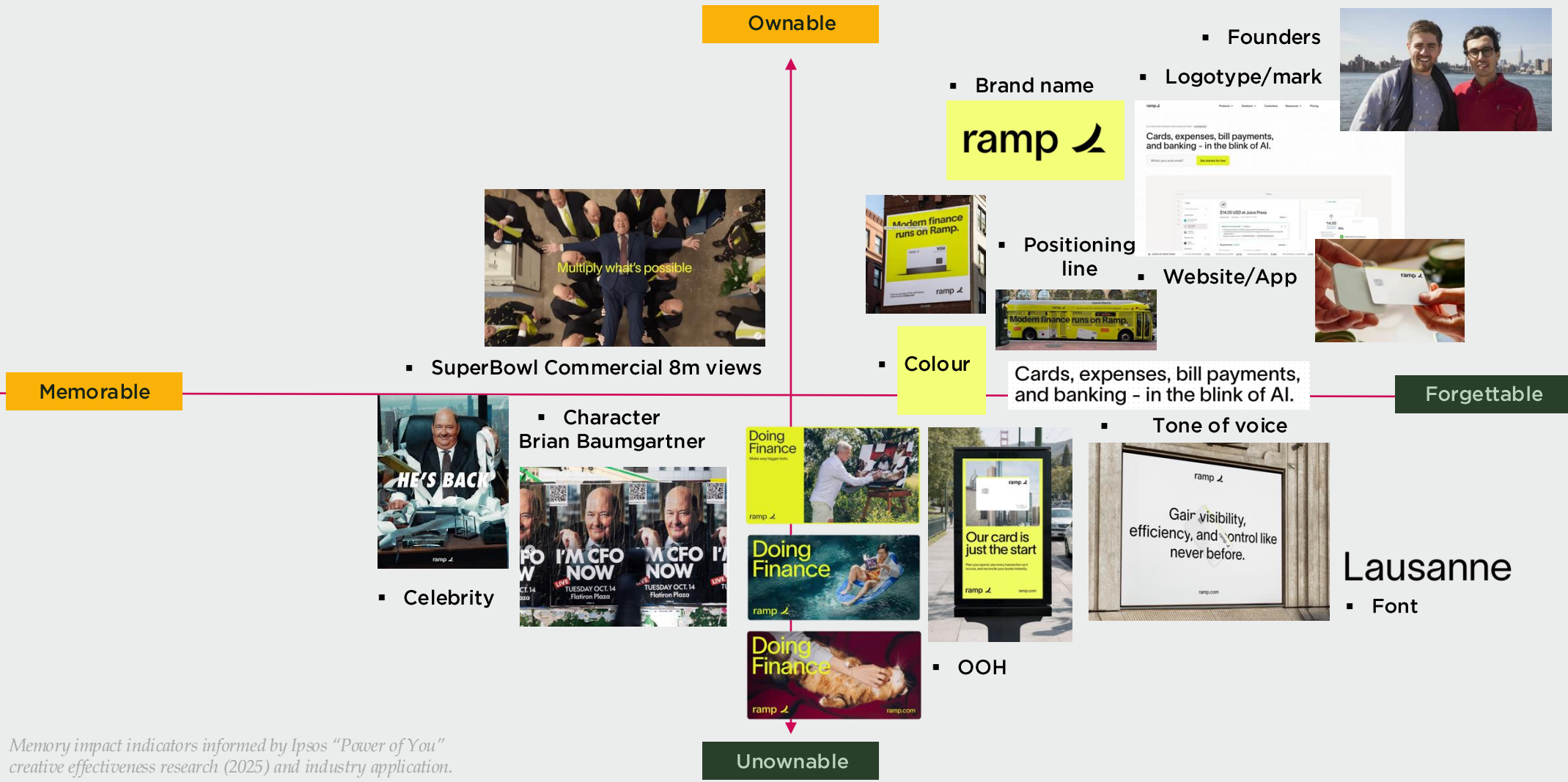
# Competitive Creativity<sup>®</sup> snapshot of four famous Fintechs



# Competitive Creativity<sup>®</sup> Matrix: Creative devices mapped by memory strength and strategic ownability: Ramp

I  
M  
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Y

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Y  
S  
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M  
A  
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I  
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Y



Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.

CREATES DEMAND → CAPTURES DEMAND

# Competitive Creativity® Matrix: Creative devices mapped by memory strength and strategic ownability: **Coinbase**

I  
M  
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A  
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I  
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C  
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Y


**Ownable**

**Unownable**

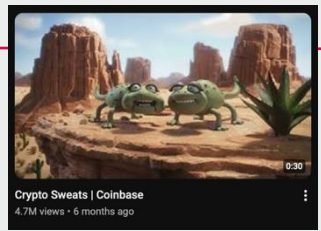
**Memorable**

**Forgettable**

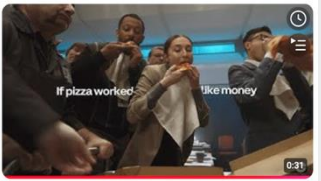
- Life as a Game



- Positioning line
- Creature Comforts animated films



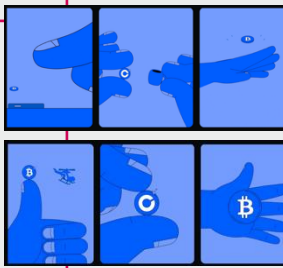
- Analogy films - Pizza



- SuperBowl Commercial 70m views

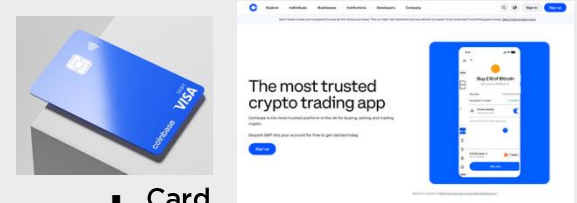


- Ironic Musical (UK)

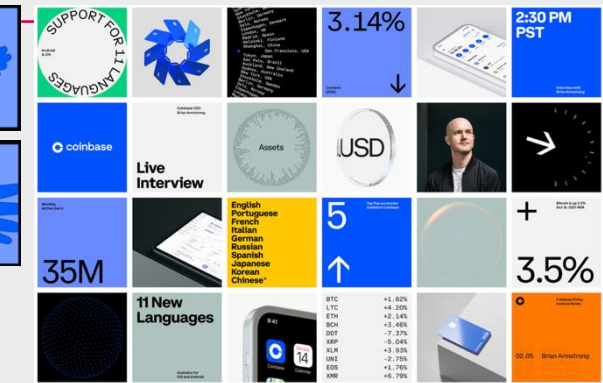


- CFG 'character'

- Website/App




- Card



- Design System

- Founders
- Brand name
- Logotype/mark



**Coinbase Sans**

- Font

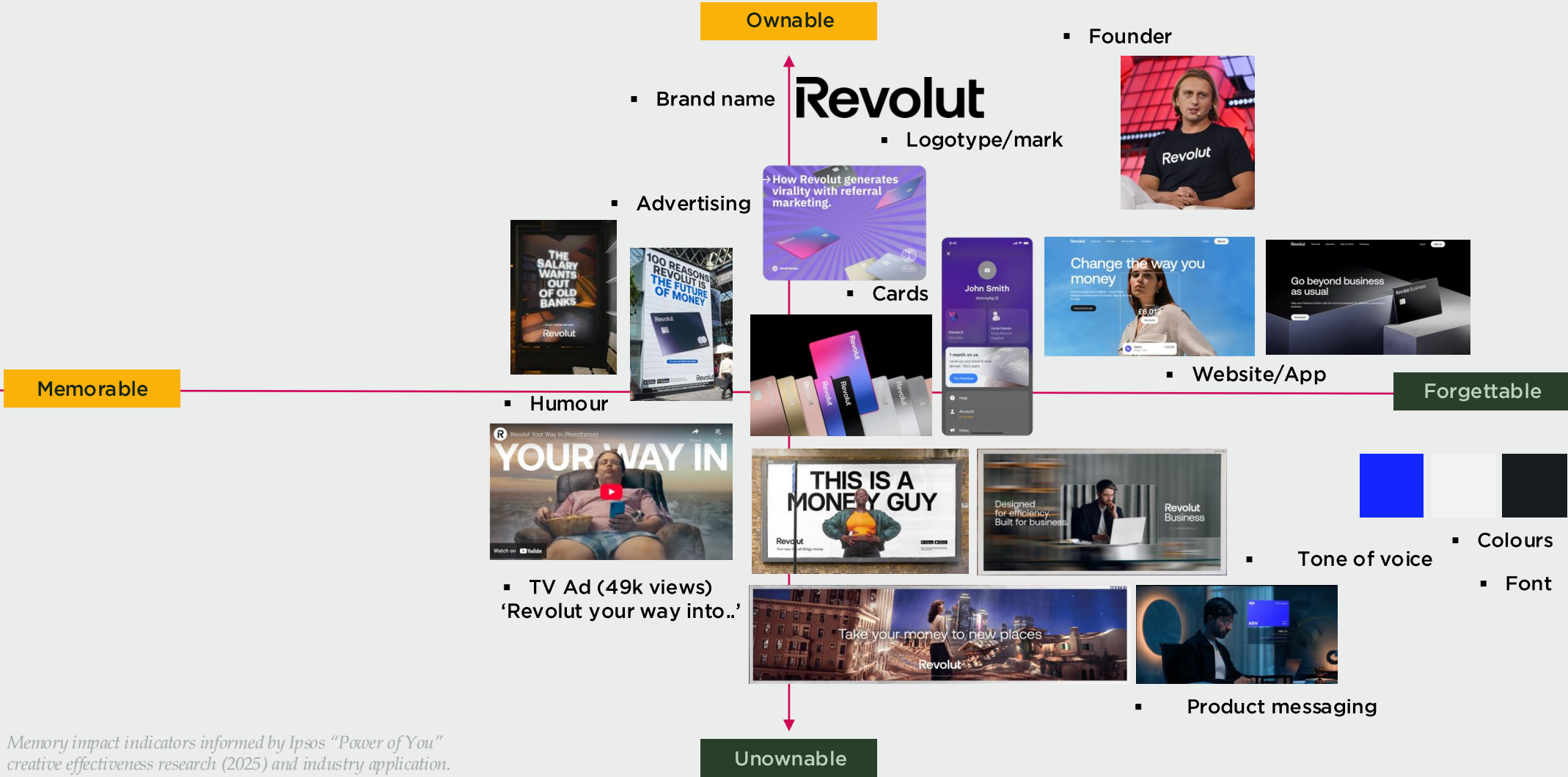
*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

CREATES DEMAND → CAPTURES DEMAND

**Competitive Creativity® Matrix** Creative devices mapped by memory strength and strategic ownability: **Revolut.**

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V  
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T  
Y

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S  
T  
E  
M  
A  
T  
I  
C  
  
C  
R  
E  
A  
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I  
V  
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T  
Y



*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

CREATES DEMAND → CAPTURES DEMAND

# Competitive Creativity® Matrix: Creative devices mapped by memory strength and strategic ownability: **Stripe**.

I  
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Y

S  
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Y

**Ownable**

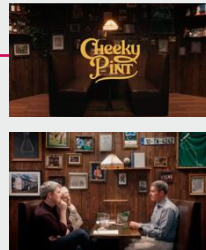
▪ **Experiential**



▪ **B2B Partner OOH**



▪ **Cheeky pint conversations**



**Memorable**

**Forgettable**

**Unownable**

▪ **Founders**

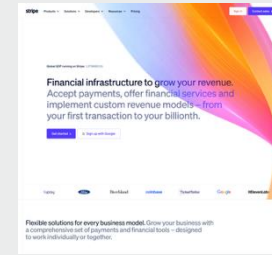


**stripe**

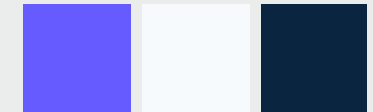
▪ **Brand name**

▪ **Logotype**

▪ **Website/App**

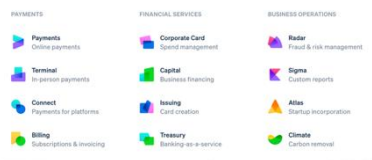


▪ **Logomark**



▪ **Colours**

▪ **Tagline "Make progress"**



▪ **Product design system**

*Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.*

CREATES DEMAND

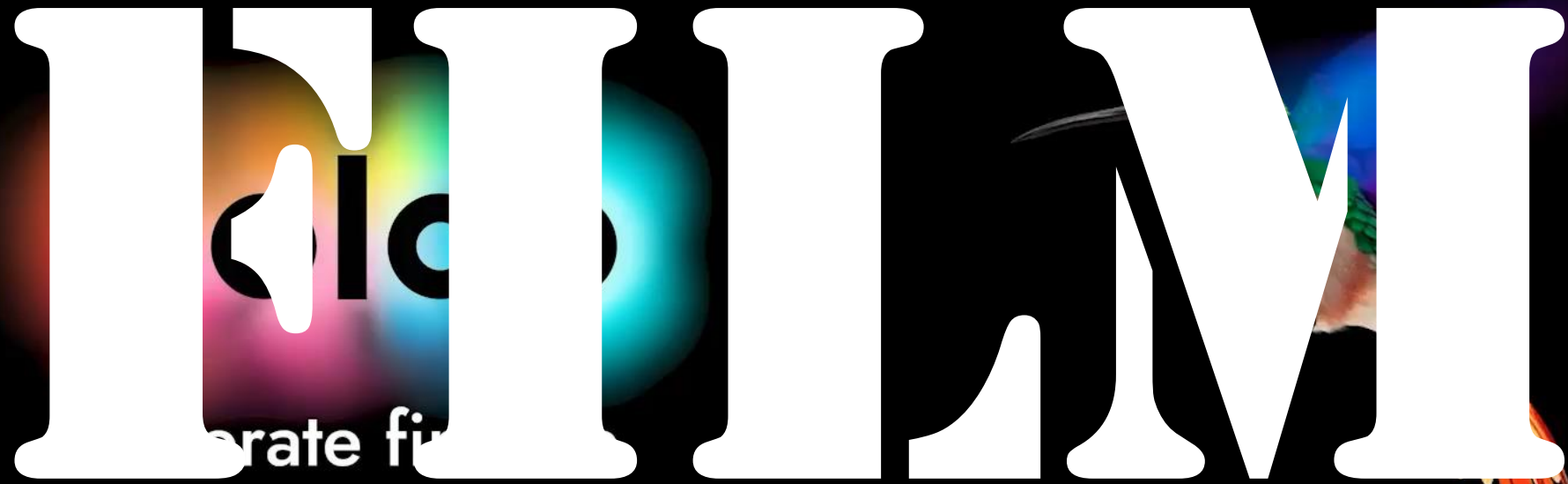
CAPTURES DEMAND



Logic: *Growing familiarity*



Demand Generation campaigns  
that use **Competitive Creativity**<sup>®</sup>  
can grow Brand Awareness fast  
without additional investment.



**WIN**

erate fir  
**Accomplish more.**



1890 - 1920



1920 - 1930



LLOYDS BANK Limited.

1930 - 1950



1950 - 1980



1980 - 1998



1998 - 2009



2009 - 2011



2011 - 2013



2013 - 2024



LLOYDS BANK

2024 - now



alamy - T2PFMW





Was this a one-hit wonder for  
**Competitive Creativity<sup>®</sup>?**



# FILM



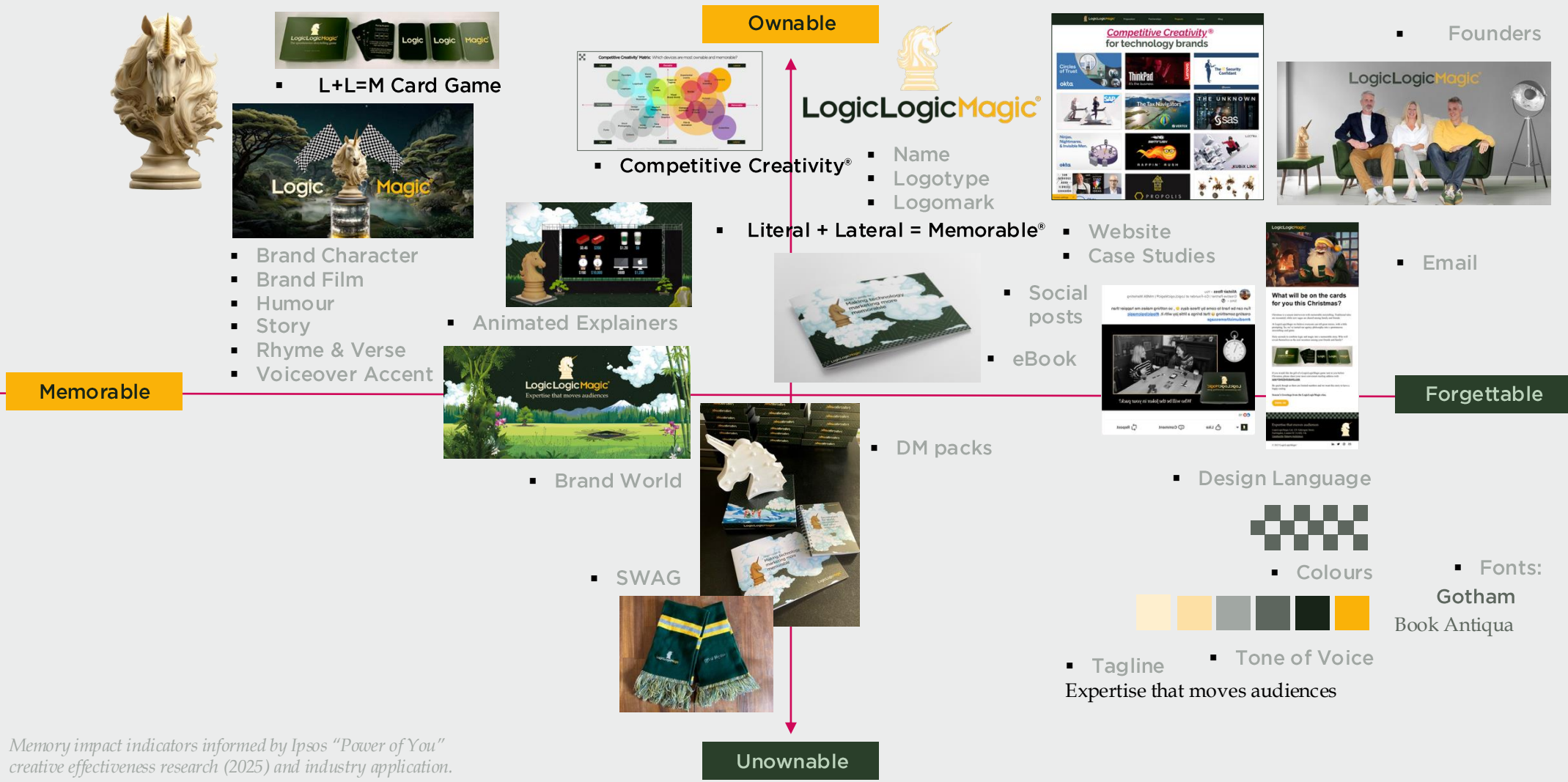


Do we practice  
**Competitive Creativity<sup>®</sup>**  
as a brand too?

# Competitive Creativity® Matrix: Creative devices mapped by memory strength and strategic ownability: **LogicLogicMagic**

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Memory impact indicators informed by Ipsos "Power of You" creative effectiveness research (2025) and industry application.

CREATES DEMAND → CAPTURES DEMAND

# FILM

Lo CLOc Maglo



BUSINESS-LED. PEER-POWERED COMMUNITY.

**Fin.Tech**  
MARKETING

# THANK YOU *for* LISTENING

*Any questions?*

