

The Sharing Economy: Reinventing the American Dream

Cari Jacobs

CMO, UNISON

@carijacobs_



unison.
Together, you can.

Cari Jacobs
Chief Marketing Officer



SAATCHI & SAATCHI S



J. WALTER THOMPSON
WORLDWIDE

DEUTSCH



Anthem



P&G

Vestas



01 CMOs aren't thinking about you.

02 Most business leaders don't care about creative or know what good creative is.

03 Many executives think a brand is a logo and a tagline.

04 CMOs are actually responsible for way more than just the advertising.

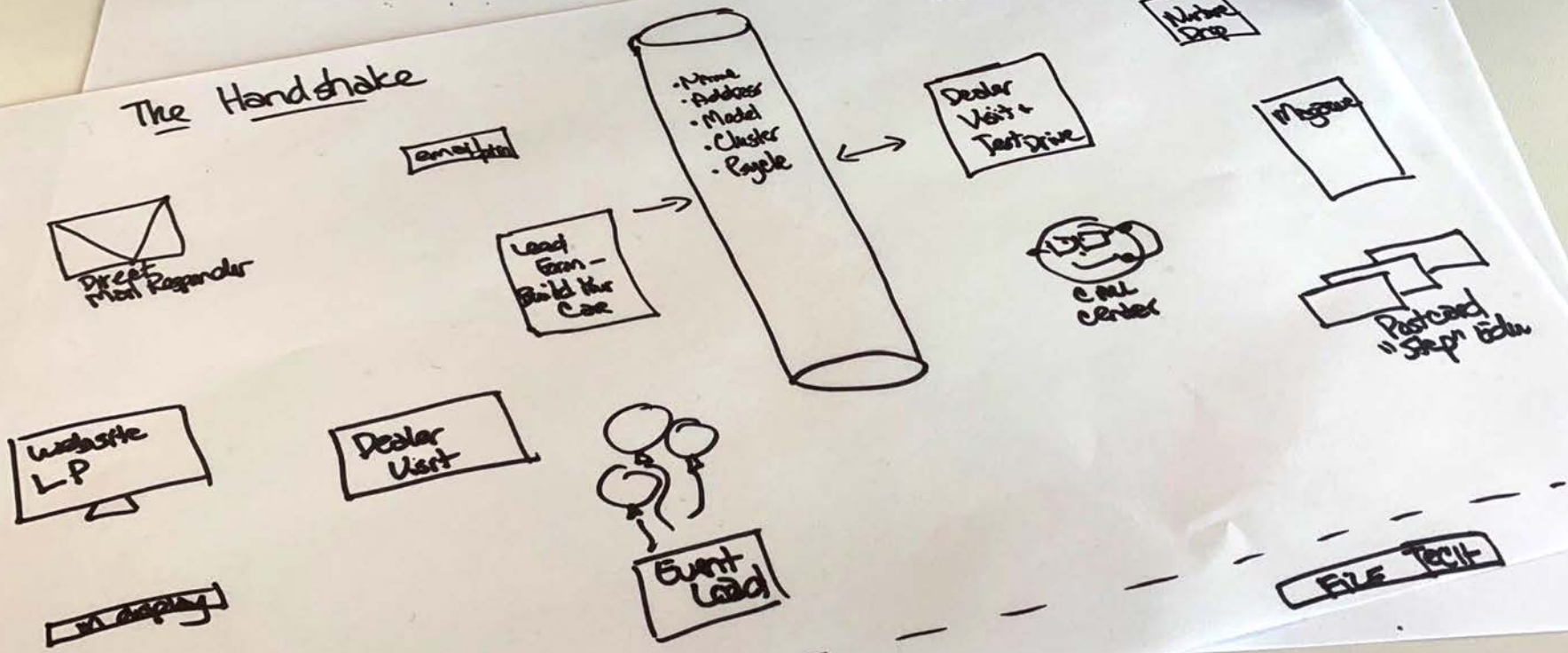
05 In fact, advertising should be a outcome of much more....

6 Lenses Of A Brand



The Handshake

The Courtship



FILE TEST

FILE TEST

unison[®]



We have a vision

We are radical enablers of enlightened capitalism
pioneering optimal homeownership for all.

And we are on a mission

We are here to build a virtuous machine that transforms the way people buy and own homes, and empower them to turn their dream life into their real life.



OUR VALUES

01 True grit is in our DNA

03 Work from an abundance mindset

05 Seek the gleam in the eye

07 Humor is mandatory

02 See the Long Now

04 Assume positive intent and practice kindness

06 Value insights over arguments

08 We're Here To Win, Together





Millennial Mindset

Smart, savvy, educated and hardworking people who derive pride and social status from being in **control of their** lives and **financial decisions**. Overall, they live their lives with an **optimistic attitude** and are **undeterred by setbacks**. In fact, they **refuse to be victims**—where there's a will, there's a way is their mantra. They **take on challenges** head on and **look for new and innovative ways** to **fight their way out** and solve their problems to reach their goals.

Yet they **still face financial challenges** and **don't want to make a 'dumb' decision** or look foolish. **So they deny their dreams or post-rationalize that their current situation** is working for them.

People

Smart, savvy and hardworking people who are undeterred when facing the inevitable financial challenges we all face. However, they refuse to be victims and look for new and innovative ways to fight their way out and solve their problems. But they don't want to make a 'dumb' decision or look foolish.

Brand Archeology

A pioneering home ownership partner radically solving a human and societal need.

Brand Landscape

Industries that are disrupted by brands that are working with people to break norms

Cultural Currents

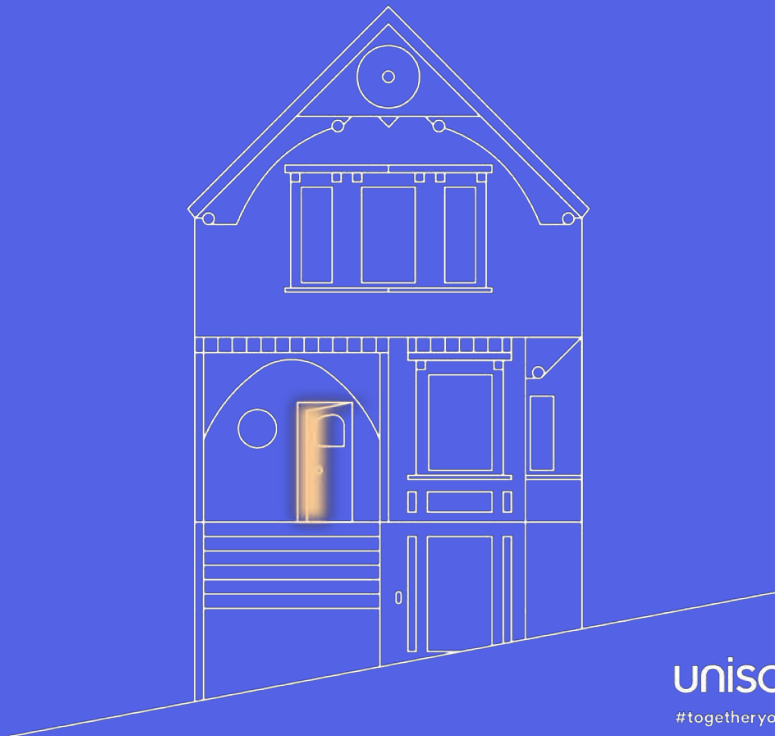
Collaborative consumption and the shared economy is the new normal.

**We Can Always
Go Further Together
Than Alone**





Home co-investing



unison.
#togetheryoucan



A home this size in SF costs
\$712,320.
You can't afford that. Or can you?

unison.
Together, you can.

27°309 14' x 48'

001073

CLEAR CHANNEL

sfzoo.org
Explore ASIA
FRAN
6500
ZOO

INTERNATIONAL
COCKTAIL

Golden Channel
You don't
have to be
a billionaire
to own in
Pac Heights.

unison.
Together, you can.



You don't
need an IPO
to own in
San Jose.

unison
Together, you can.



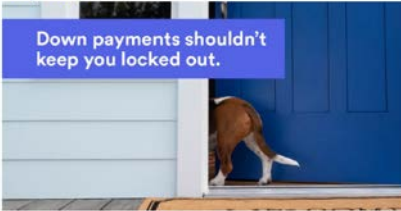
You don't
need a
trust fund
to own in
the Bay.

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Feeling priced out of homeownership? Make the down payment on your dream home without added interest or monthly payments with a home co-investment from Unison. #TogetherYouCan




Down payments shouldn't keep you locked out.

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Less down payment. More home.

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MyUnison With a home co-investment from Unison, you can put 20% down on your dream home without added interest or monthly payments. #TogetherYouCan

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More down payment. Better down time.

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MyUnison Down payments shouldn't stand between you and your dream home. Put 20% down with a home co-investment from Unison, and get ready to enjoy your new living room. #TogetherYouCan

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With a home co-investment from Unison, you can put 20% down on your dream home without added interest or monthly payments, and have some left over for your future restaurateur. #TogetherYouCan




Buy a home. Keep the college fund.

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Own your dream home. Build your dream life.

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MyUnison Put 20% down on your dream home without added interest or monthly payments, and free up your money for what matters most with a home co-investment from Unison. #TogetherYouCan

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Have enough for your dream home. And some stuff to put in it.

[Learn More](#)

MyUnison Make the down payment on your dream home with a home co-investment from Unison, and save some money for the decor. #TogetherYouCan

 Redeem Offer Code >

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HomeBuyer

HomeOwner

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Welcome home

Now there is a smarter, better way to
buy and own homes. We call it home
co-investing.

Get started



THINK

BIGGER