



JN LEOUSSIS

**CREATING COMMUNICATION
IMPACT SINCE 1941**



A black and white photograph of a microphone in the foreground, centered. The background is a dark, out-of-focus arena or stage with many small, bright lights creating a bokeh effect. The text is overlaid on the left side of the image.

**SOCIAL MEDIA
ARE FOR
TATTOO ARTISTS**



**SOMATIC
MARKER**

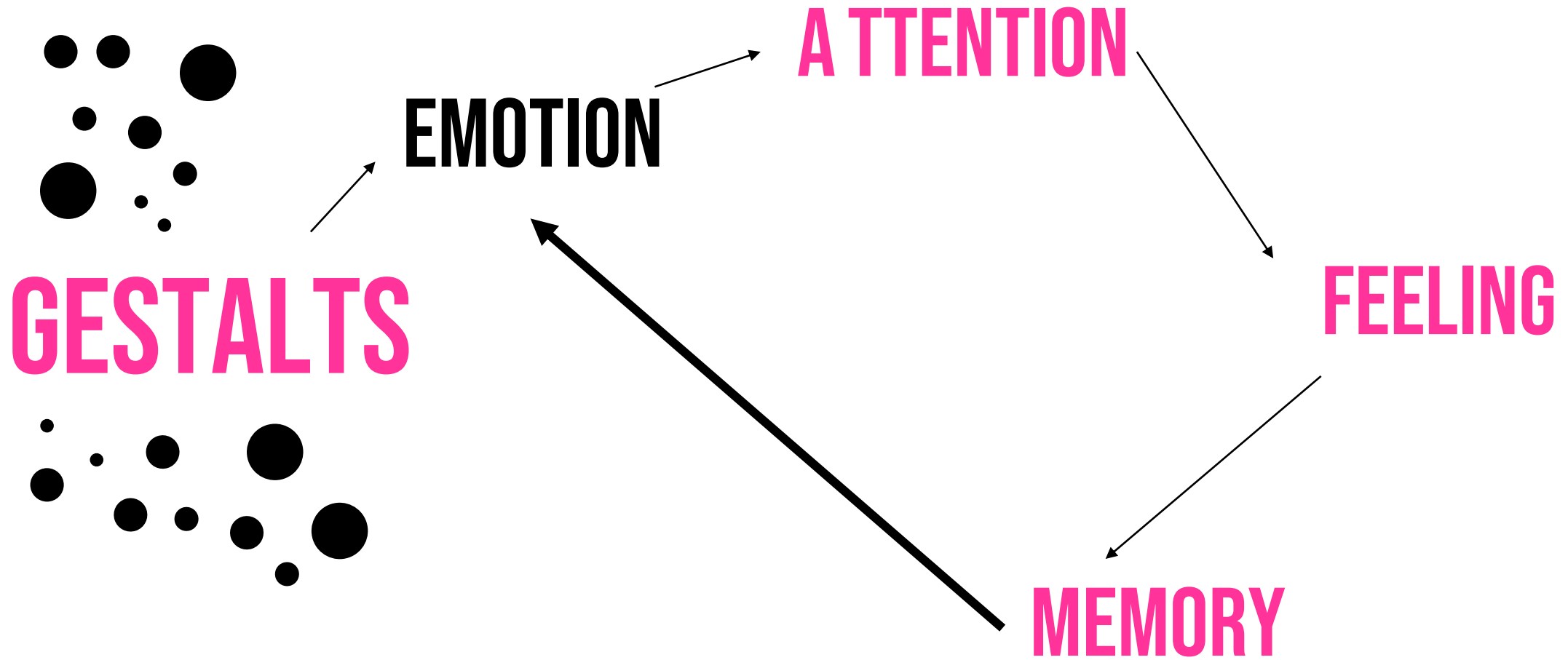


**SETS OF
EMOTIONS**



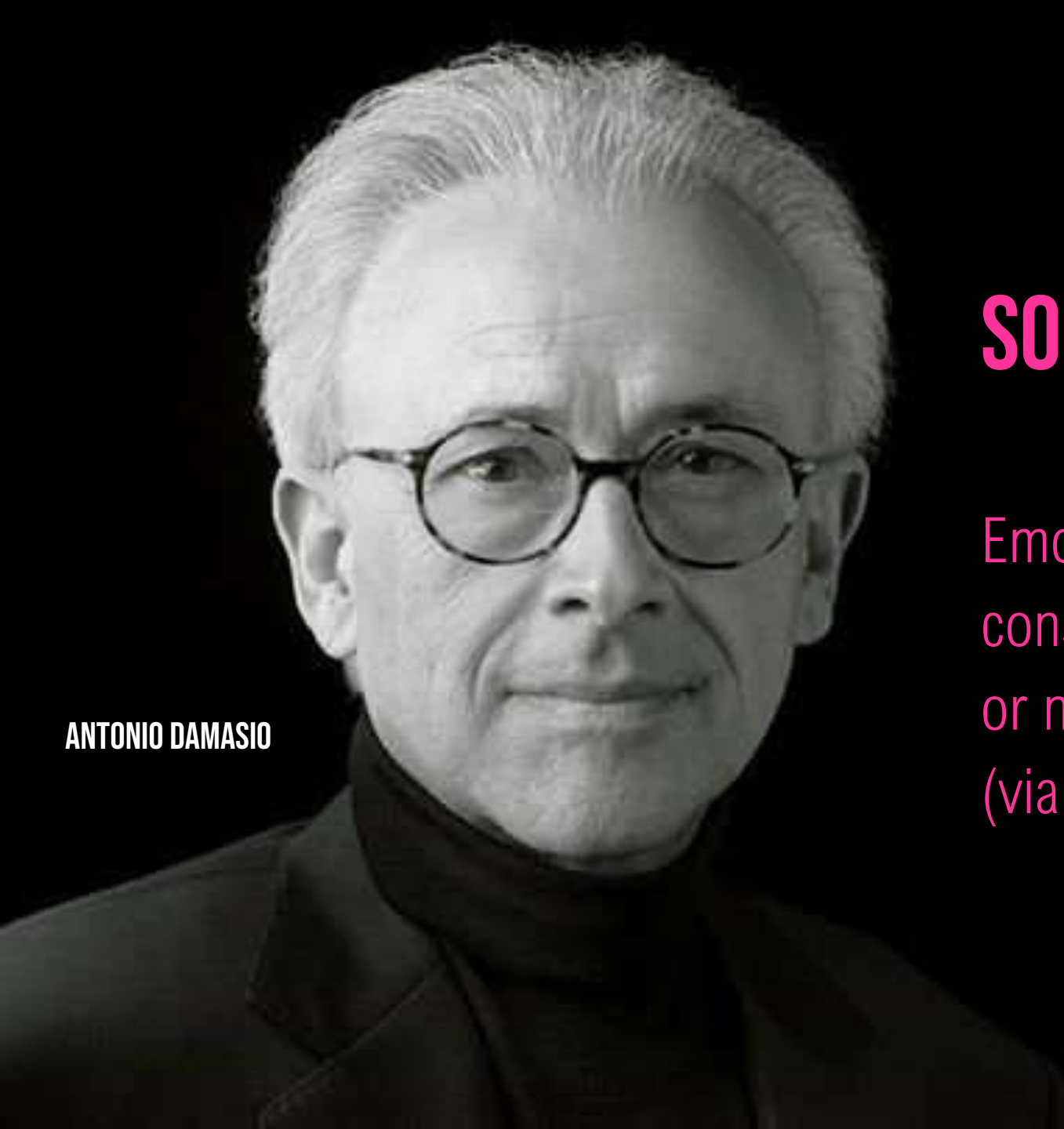
PREDICTION OF A FUTURE FEELING







**THIS IS
OUR TASK**



ANTONIO DAMASIO

SOMATIC MARKER HYPOTHESIS

Emotions play a role in decisions
consciously (“gut Feeling”)
or non-consciously
(via biasing the decision-making process)



KAHNEMAN & TVERSKY

SYSTEM 1

OPERATES AUTOMATICALLY AND QUICKLY, WITH LITTLE
OR NO EFFORT AND NO SENSE OF VOLUNTARY CONTROL

DANIEL KAHNEMAN, NOBEL ON ECONOMICS



**THE SHORTCUTS
AND RULES OF THUMB
BY WHICH WE MAKE
JUDGMENTS AND PREDICTIONS**





The image features a pixelated, low-resolution aesthetic. In the foreground, a dark grey city skyline with various skyscrapers is visible against a solid red background. Above the city, a large, glowing red and orange dragon-like creature with wings is breathing fire, set against a dark blue and black sky with some grey clouds. The text is overlaid on the left side of the image.

**REJECTION,
CHOICE MEAT MACHINE,
PUBLIC ONE TO ONE RELATIONSHIPS,
WE HAVE A SCROLL ATTENTION SPAN**

ATTENTION

OUR COMPETITORS HAVE CHANGED



WE ARE COMPETING ON

**CONTENT
CONSUMPTION**



OUR GAME IS

INFLUENCE ON BEHAVIOR

MAGIC OF SOCIAL MEDIA

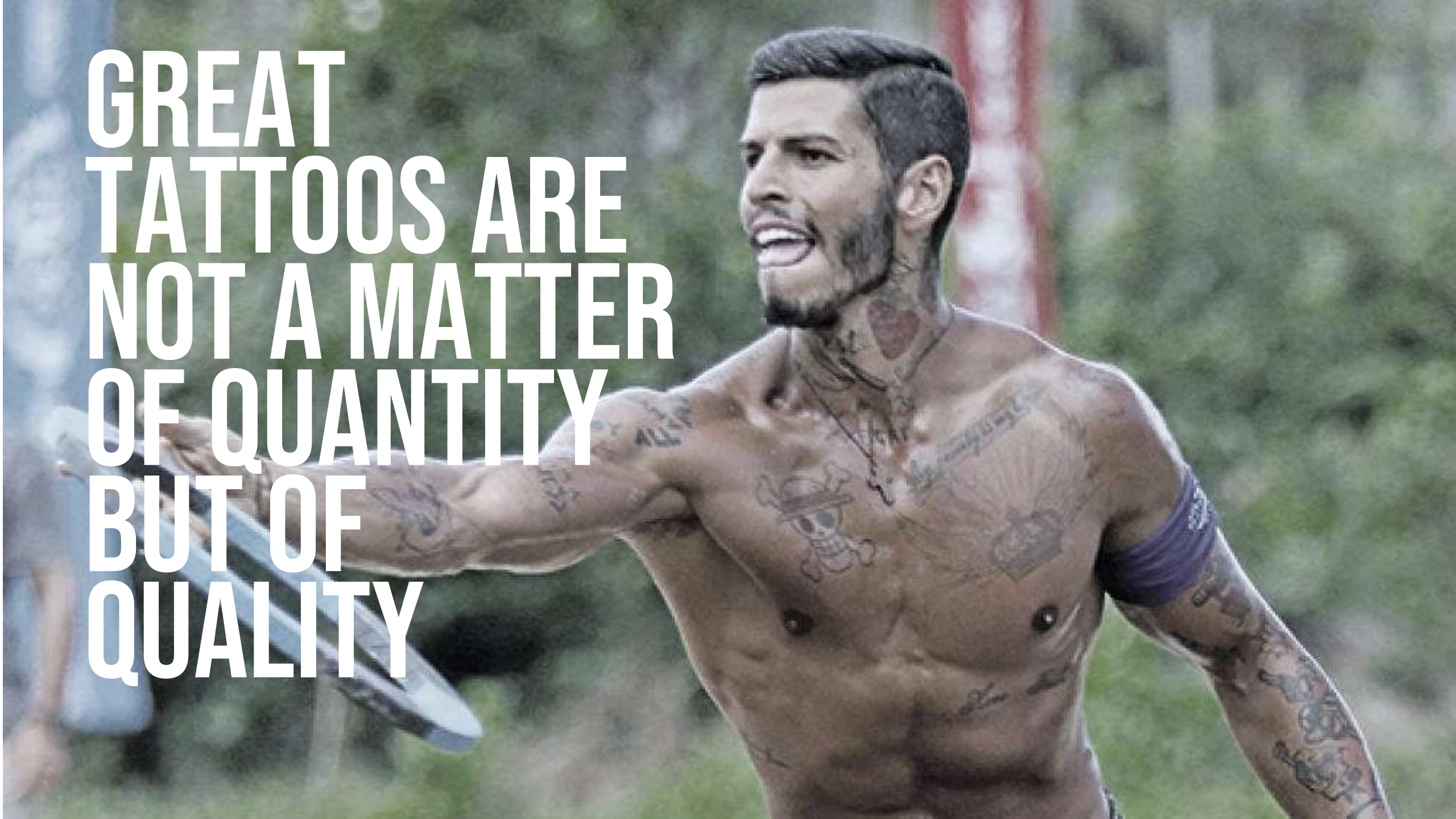








**GREAT
TATTOOS ARE
NOT A MATTER
OF QUANTITY
BUT OF
QUALITY**





THANK YOU :)

