

SO, YOU'RE LOOKING FOR A BRAND STORY?

A fantastic presentation by Edward (Ned) Dymoke

FOR BUSINESSES, THE PERPETUAL QUESTION IS:

**HOW DO YOU GET FROM WHERE YOU ARE
TO WHERE YOU WANT TO GO?**

**THE INSPIRATION FOR THE NAME COMES FROM HELSINKI'S CROSSWALK
SIGNS. THESE VERY PRACTICAL OBJECTS SERVE A UNIQUE AND
UNIVERSAL PURPOSE:**

**TO HELP YOU GET FROM WHERE YOU ARE
TO WHERE YOU WANT TO GO.**

**“WE ARE ALL JUST WALKING EACH
OTHER HOME.”**

RAM DASS



THE WALKER AGENCY



WALKER

WHY WALKER?

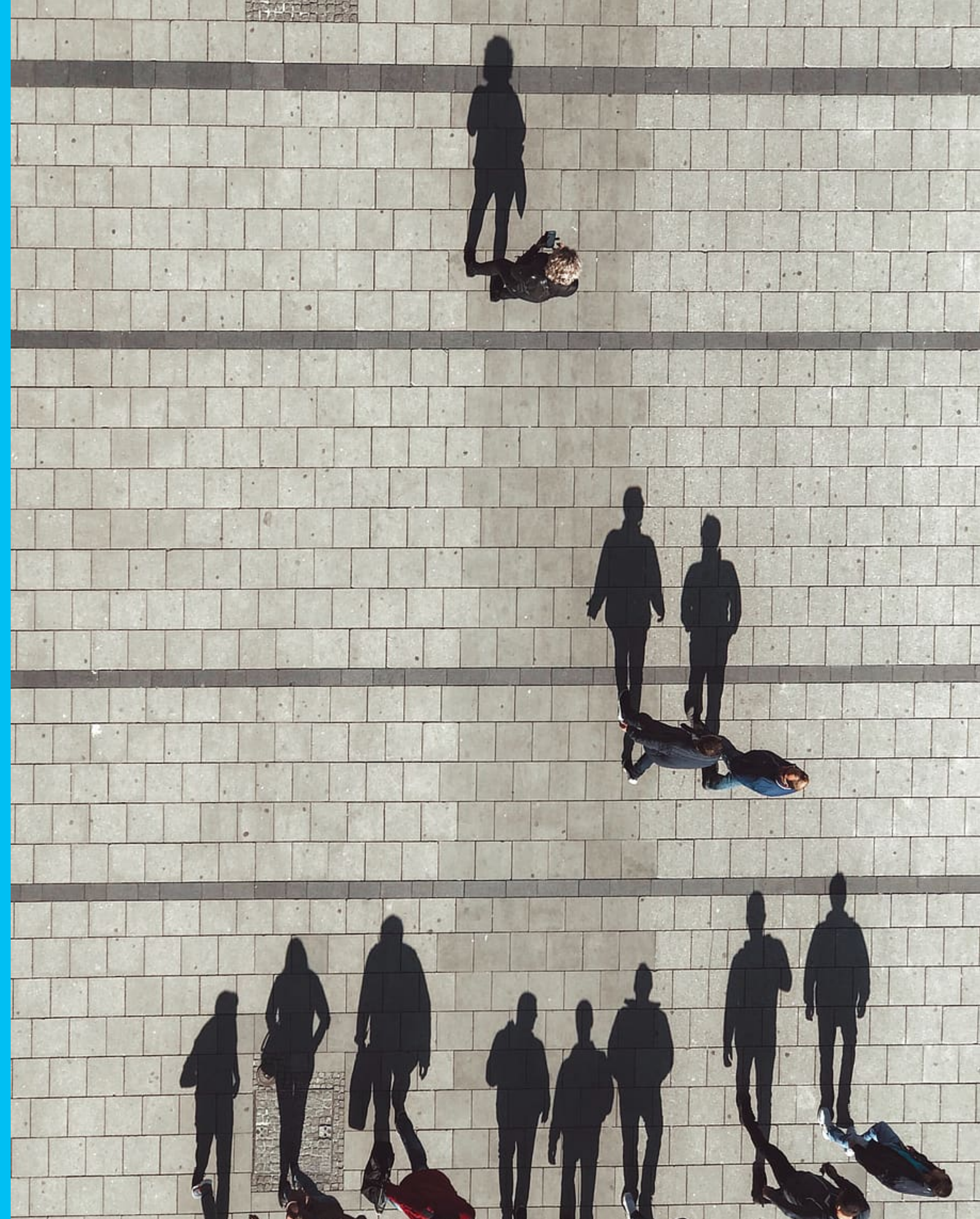
- * Gets from point A to point B
- * The ability to be moved, and to be moving, to explore, and not be stuck in one place
- * Historical context — the circa 1840's French word Flâneur: “a flâneur is... an acute observer of industrialized, contemporary life.”
- * Walking is simple, pragmatic, free of clutter and pretension. All it requires is persistence, awareness of others, and a goal.
- * It is not a magical solution, it is a practical solution.
- * There's always room for a little bit of swagger.

WHAT TONE, THOUGH?

- * Practical, knowledgeable, inclusive, witty.
- * Your friend who is five years older than you, has travelled the world, and whose closet you envy.
- * Super intelligent, but never talking down. *Always up, or lateral.*
- * Confident without being cocky.
- * When winking to the reader, use very sparingly. A little goes a long way.
- * If you have to hear it in your head: one part Scarlett Johansson's voiceover from *Her*, one part *Hitchhiker's Guide to the Galaxy*, one part Morgan Freeman describing the infinite number of stars in the sky, one part Richard E Grant wishing you a happy birthday. Shake well and strain into a tumbler over ice. Serve immediately.

WHAT WALKER IS

- **Walker is driven** by data-fueled decision making and steered by experts with decades of collective experience.
- **Walker is strong** and self-determining. We provide our team with the tools they need to succeed, and let them decide the best way to go forward.
- **Walker is brave.** We take bold risks when necessary, and aren't afraid to jump in to uncharted waters.
- **Walker is honest.** Buzzwords, begone. We deliver concrete results, not vague slideware.
- **Walker is humble.** We allow our clients to dream the big dreams. Walker is their guide, sherpa and copilot to where they want to go.
- **Walker is transparent with success.** Every employee who had a hand in a company success story earns with our profit-sharing system.



SO, E-COMMERCE!

- * The Walker Agency offers end-to-end solutions for global growth strategy. All you have to do is come up with a vision, and **we'll help you achieve it one step at a time.**
- * Walker builds value by optimizing every step of the sales funnel—from awareness and acquisition through to revenue and referral—through top-down analysis and weekly sprints. **We focus on what works and fix what doesn't.**
- * Walker not only has the best toolbox, but we know how to use each and every tool within to make your e-commerce dreams come true. From data-driven marketing, targeted outreach, technical development, UX and service design, and data analytics, **we have the right tools and the right team for every job.**
- * **Think of Walker as the pit crew for your Formula 1 supercar.** From the steering wheel to where the rubber meets the road, Walker's team of specialists and experts diagnose how each customer's business operates, and then tailors a unique plan to create exponential growth for every client.
- * **We know that a successful future depends on decisions made today.** Walker is powered by incredible human talent, including a global talent pool and a deep understanding of technology, data science, AI, and ML.
- * **We take the work seriously,** but we don't take ourselves too seriously.
- * We also have several current magazines **in the lobby.**

THANKS FOR READING, FRIEND.

THIS IS WHERE THE END OF THE DECK IS (REALLY)

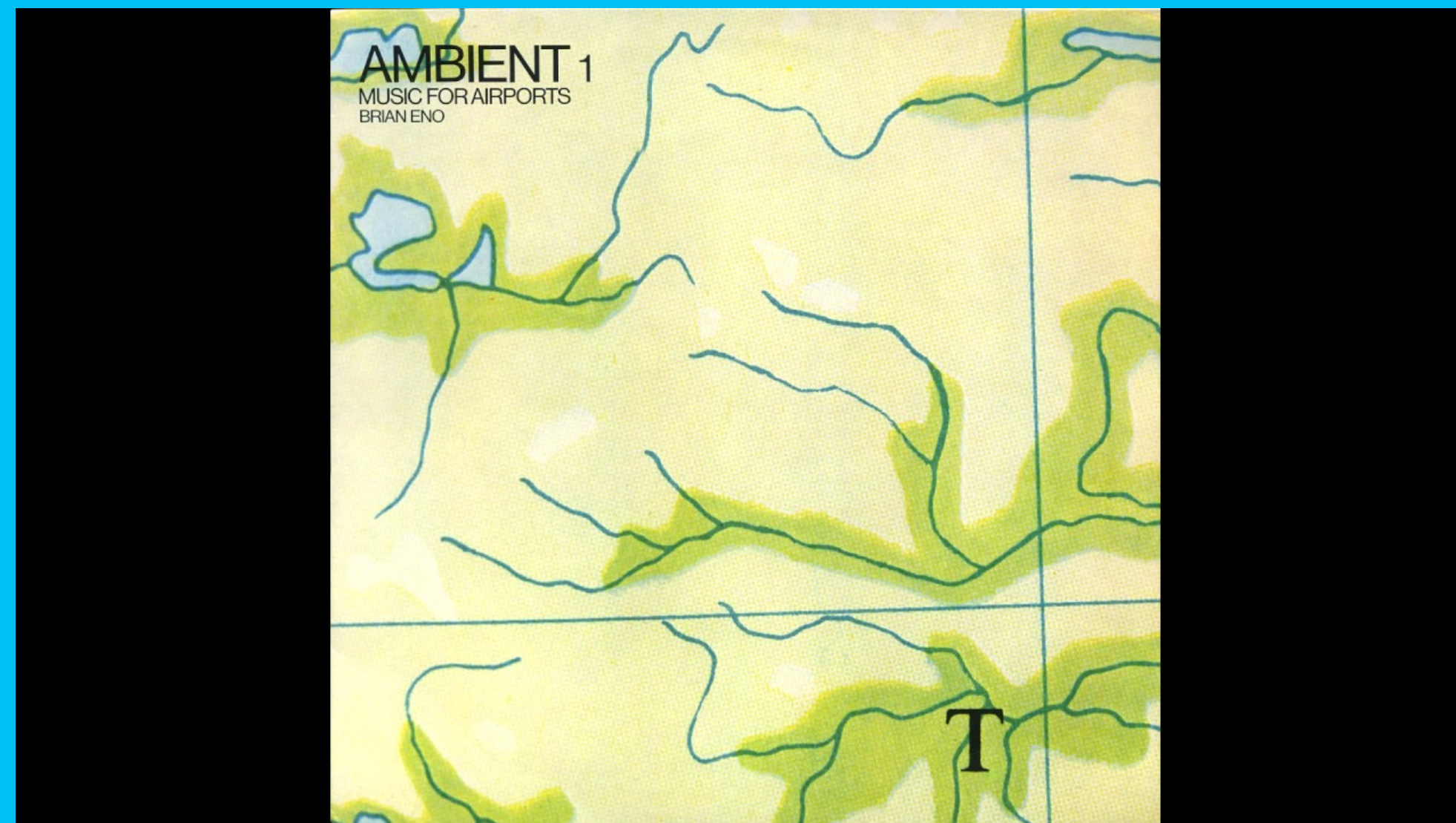


THINK ABOUT 'MUSIC FOR AIRPORTS'. THIS IS DESIGNED TO *NOT* BE FRONT AND CENTER, TO AUGMENT THE SPACE RATHER THAN SHOWCASE ITSELF. THIS DOES NOT MEAN THE WORK CANNOT BE BEAUTIFUL, POWERFUL, STRONG, AND EFFECTIVE.

I WOULD LIKE FOR **WALKER'S** WORK TO DO THE SAME. TO PIQUE THE INTEREST OF BOTH CLIENTS AND VIEWERS ENOUGH TO STEP FORWARD, INSPECT WHAT WE DO UP CLOSE, AND SAY "OF COURSE."

THE SIMPLEST WAY CAN ALSO BE THE MOST BEAUTIFUL WAY.

CLICK BELOW TO LISTEN TO 'MUSIC FOR AIRPORTS'



IDEA I HAD ALONG THE WAY:



THE MOVING AGENCY



OLD DECK: SO, E-COMMERCE!

- * The Walker Agency is a global digital commerce consultancy, with a complete skillset to help digital-driven companies beat their competition.
- * Walker builds value for the customer by focusing on effective customer acquisition, conversion optimization and lifetime value maximization.
- * Walker also has all the necessary skills to create growth for any company in e-commerce, including data-driven marketing, technical development, UX and service design and data analytics.
- * Walker starts by understanding the customer's business, and then continues to executing a plan to create growth. Walker powers all of this with a global talent pool and a deep understanding of technology, data science, AI, and ML.
- * We also have several current magazines in the lobby.

OLD DECK: WHAT WALKER IS

- **Walker is driven** by results. We celebrate the growth and value that we create for our clients.
- **Walker is open** and self-determining. We provide our team with the tools they need to succeed, and let them decide the best way to go forward.
- **Walker is daring**. We take risks because they're the key to success.
- **Walker is hands-on**. We deliver concrete results, not vague slideware.
- **Walker is humble**. We share the ways to be successful, because learning from others is the fastest way to learn.
- **Walker shares the success**. Our profit sharing program allows every employee to participate in company success.

