



**DirectLine  
Group**



# THE FUTURE OF BRANDS IN A POST TRUTH WORLD

**PAUL GEDDES**  
CEO DIRECT LINE GROUP







BRANDS EXIST FOR A REASON



THEY PREVENT DISASTER



**ANCHOR<sup>®</sup>**













THEY ENSURE QUALITY



BANK



# Wickes

*It's got our name on it.*



**John Lewis**  
Never Knowingly Undersold







THEY HELP PEOPLE FIT IN









Jack Wills

asos  
discover fashion online



THEY MAKE PEOPLE FEEL  
GOOD ABOUT THEMSELVES













HAMLET



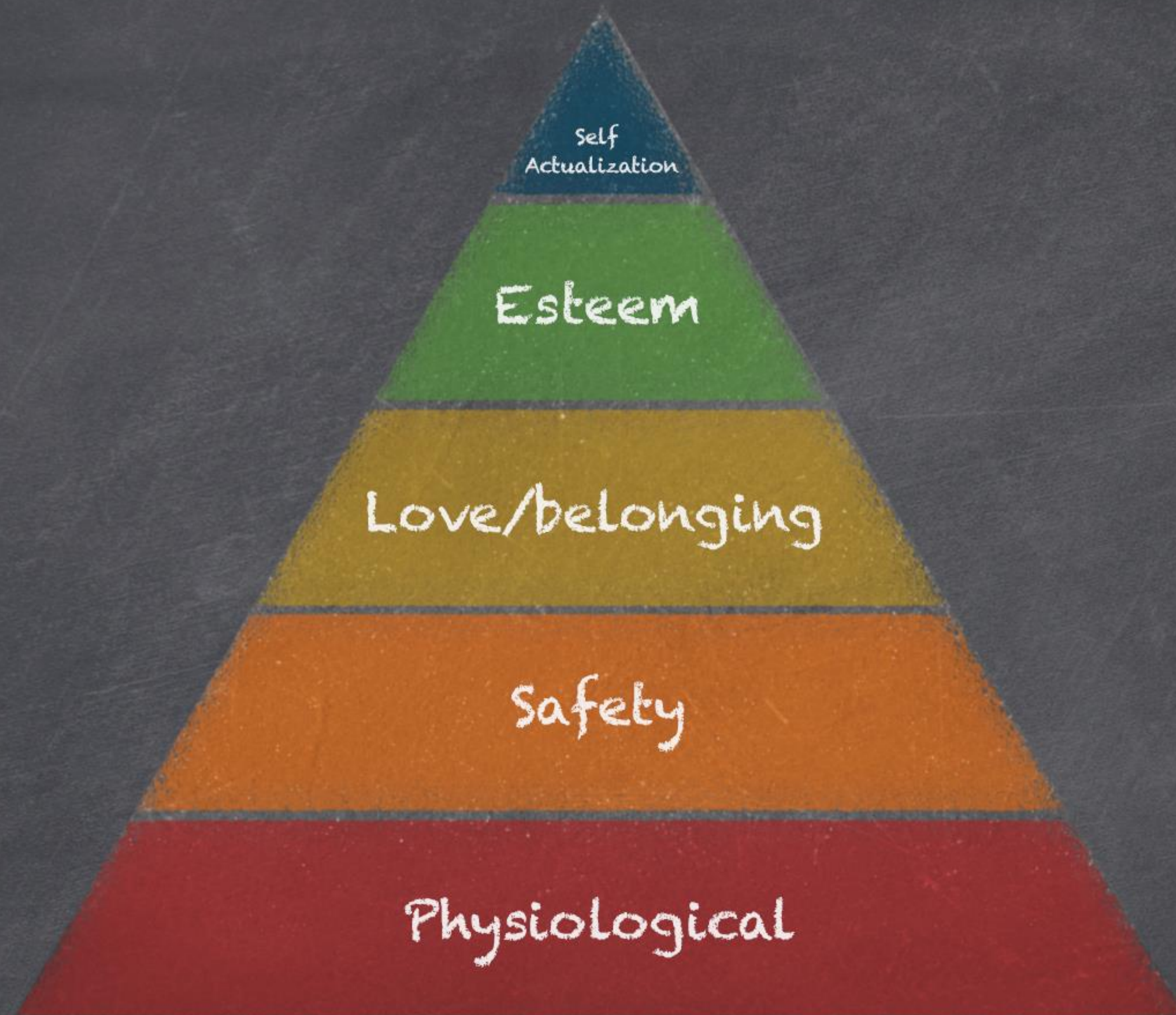
CHANNEL FOUR TELEVISION

BBC  
FOUR



# THE THREE C'S



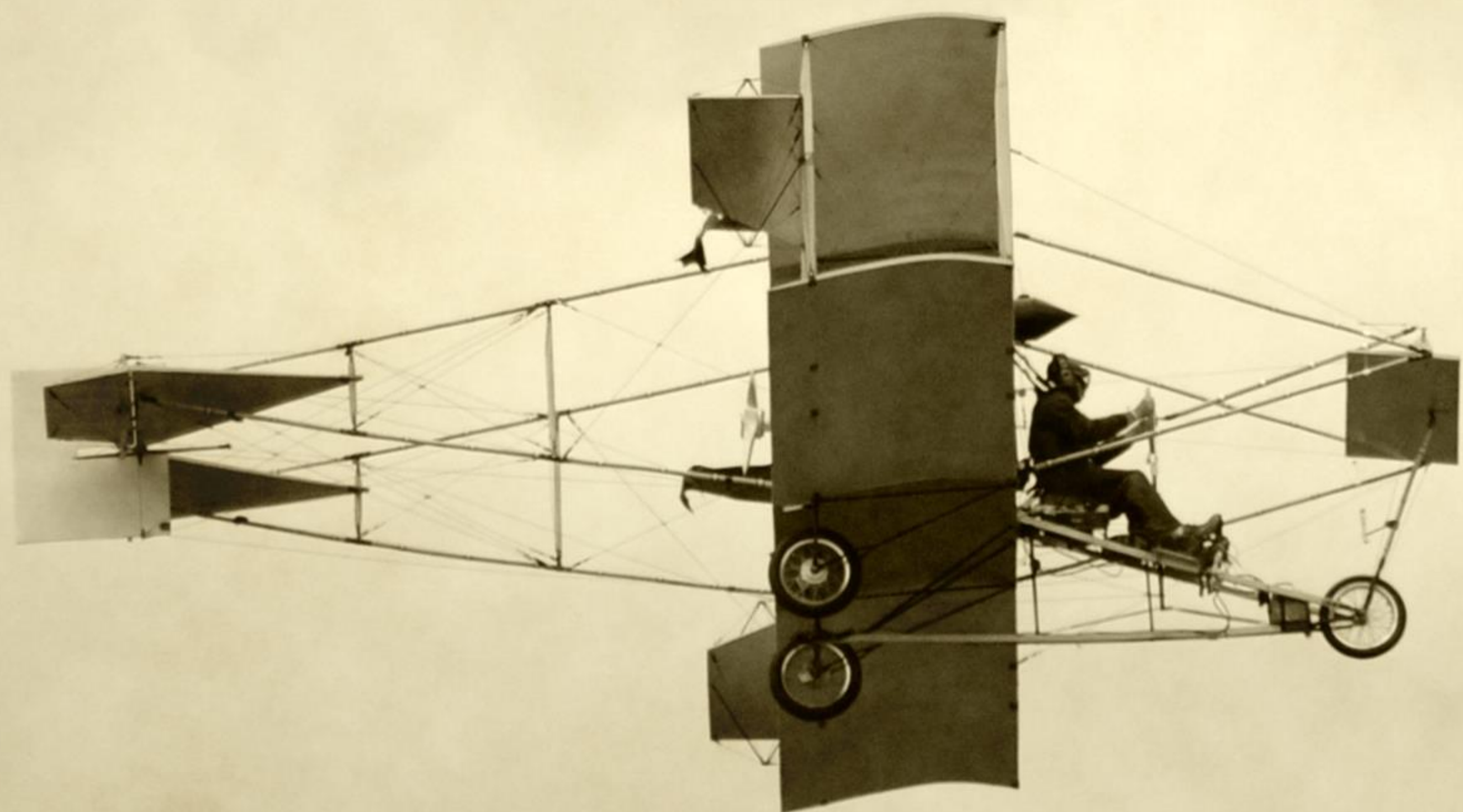






**COMPETENCE**







**CONVENIENCE** Open 24 Hrs

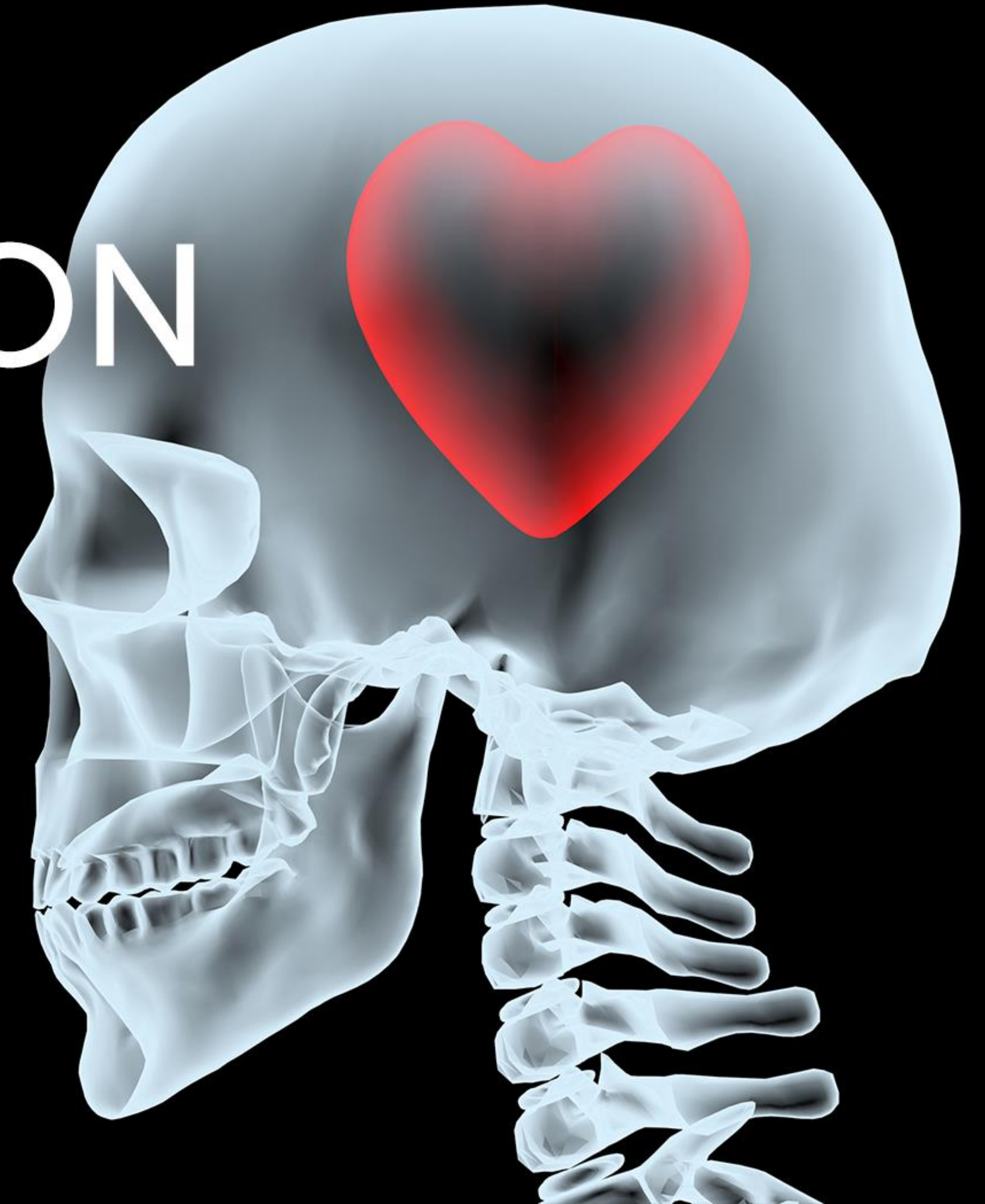








# CONNECTION





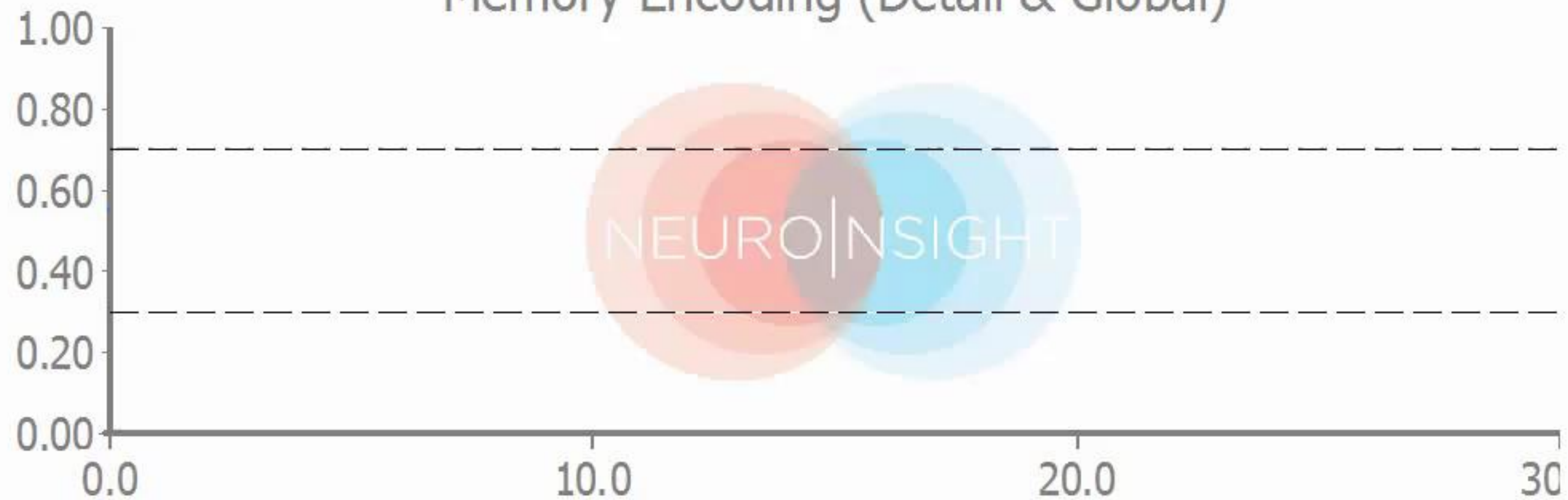




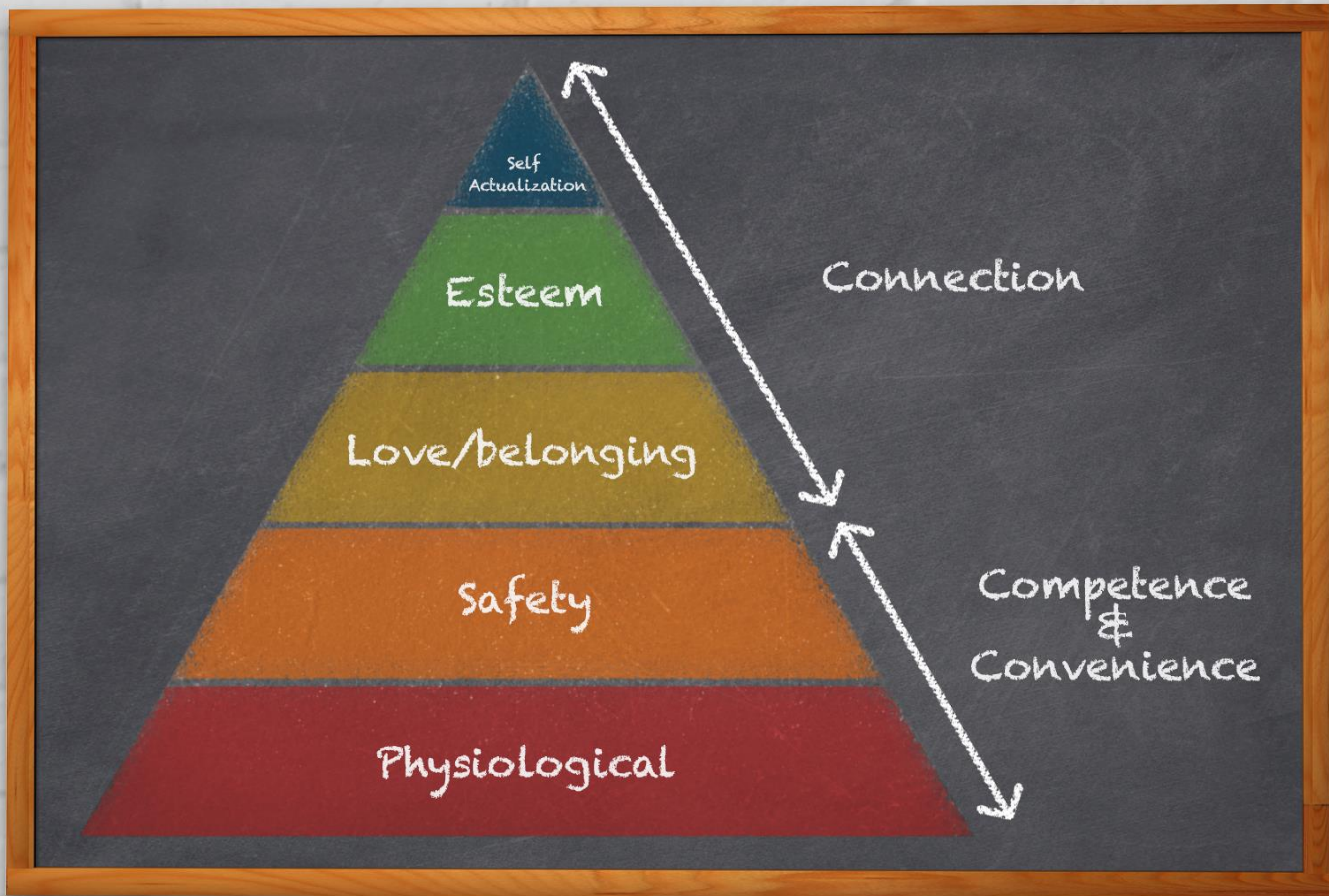


# Cadbury Gorilla

Memory Encoding (Detail & Global)











1990'S

CONNECTION

CONVENIENCE

COMPETENCE





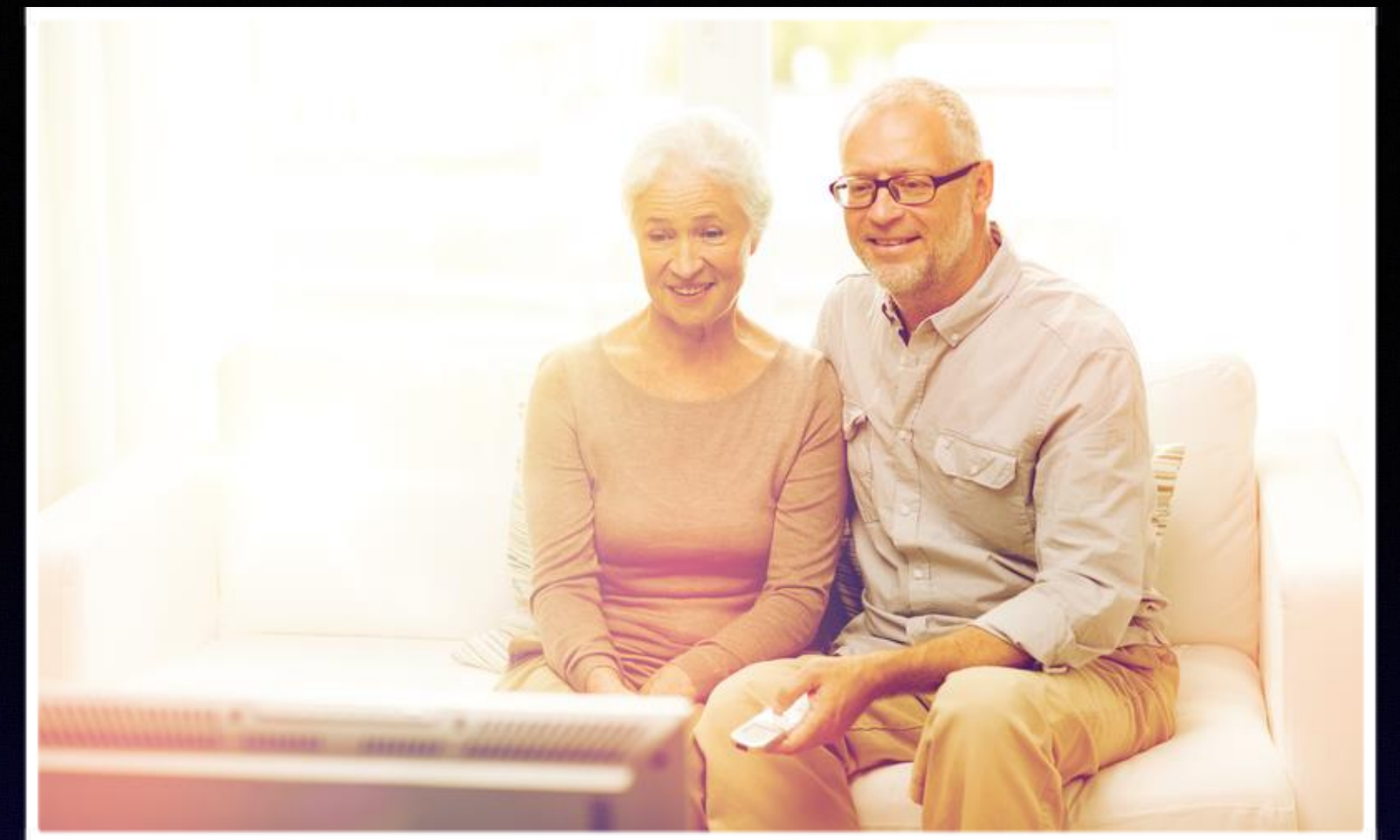


2000'S

CONNECTION

CONVENIENCE

COMPETENCE



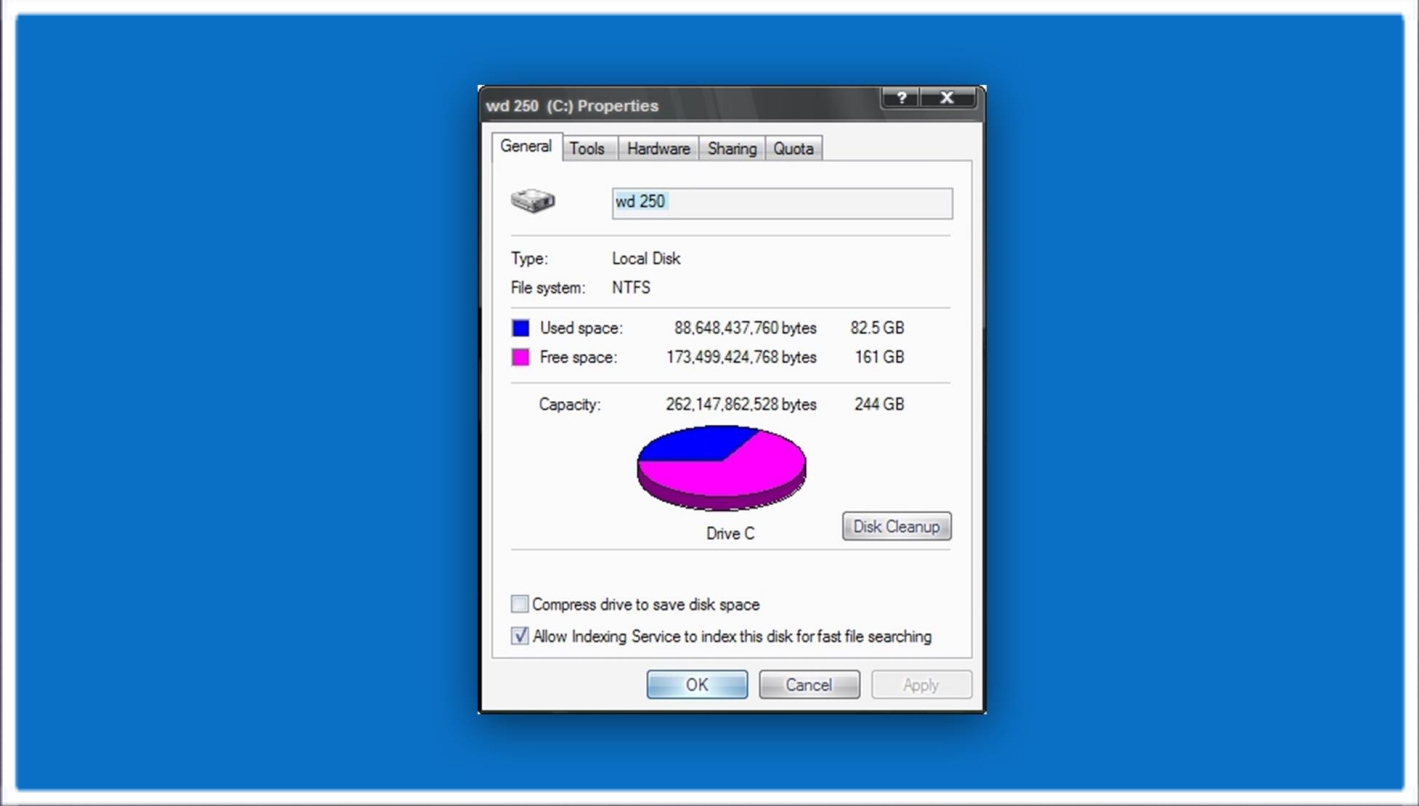




CONNECTION

“There is no chance that the iPhone is going to get any significant market share.  
No chance.”

CONVENIENCE



COMPETENCE







CONNECTION

“Our industry does not respect tradition. It only respects innovation.”

CONVENIENCE



COMPETENCE

 Windows 10





CONNECTION



CONVENIENCE



COMPETENCE





amazon

CONNECTION

amazon  
*Prime Air*

CONVENIENCE

amazon *Prime*

COMPETENCE








CONNECTION

CONVENIENCE

COMPETENCE


WE THINK YOU'LL LIKE...



Philips Sonicare HX8212 AirFloss Rechargeable Power Flosser

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Save £15.00 | Was £79.99



Tassimo by Bosch T40 Fidelia Multi Drinks Machine - Silver.


**£84.99**

Save £15.00 | Was £99.99




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**£149.99**



Yvolution Y Flicker A3 Air Scooter - Red.

**£84.99**



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CLOTHING

JEWELLERY & WATCHES

GIFTS

NEW RANGES

Furniture & Storage

Armchairs

Bathroom furniture

Beds

Bedroom furniture

Children's furniture

Dining room furniture

Living room furniture

Mattresses

Office furniture

Sofas

Storage

Home & Garden Clearance

Collections

The Collection

Habitat

Heart of House

Home

Homewares & Accessories

Bathroom

Bathroom mirrors

Bathroom scales

Bedding

Christmas trees, lights & decorations

Cooking, dining & kitchen equipment

Curtains and Blinds

Home furnishings

Kitchen storage

Kitchenware

Laundry and cleaning

Lighting

Pet supplies

Rugs and mats

Tableware

Washing lines and airers

Home Electricals

Built-in integrated appliances

Carpet Cleaners

Cookers

Fridge Freezers

Kettles

Microwaves

Kitchen Electricals

Small kitchen appliances

Large kitchen appliances

Handheld and cordless cleaners

Heating & cooling

Irons

Steam cleaners

Toasters

Tumble Dryers

Vacuum and Floor Cleaners

Washing machines

Garden & Outdoor

Garden furniture

Pressure washers

Lawnmowers

Barbecues

Sheds

Gazebos

Garden decoration & landscaping

Decking

Hot tubs

Garden heating

Garden storage

Garden power tools

Gardening tools

Hoses and garden watering

Conservatories & Greenhouses

Garden inspiration

DIY & Home Improvements

DIY

Power tools

Drills

Extension leads and cable reels

Fans

Home security & safety

Fitted kitchens

Heaters & radiators

Home improvements

Ladders and stepstools

Showers

Electric Showers

Wallpaper, painting and decorating

Workbenches

Shop by room

Home Inspiration

Lounge

Bedroom

Bathroom

Garden

Kitchen & Dining

Storage

Kids Room

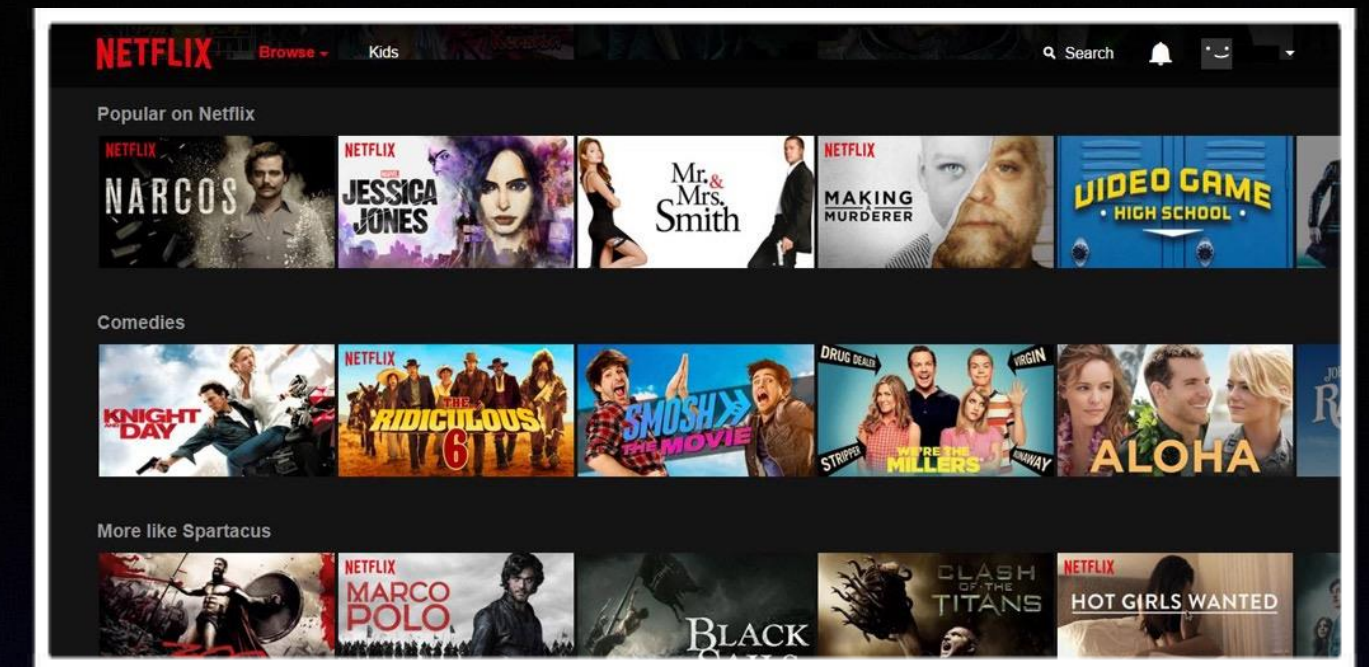
A GREAT DEAL FASTER

SHOP NOW



# NETFLIX

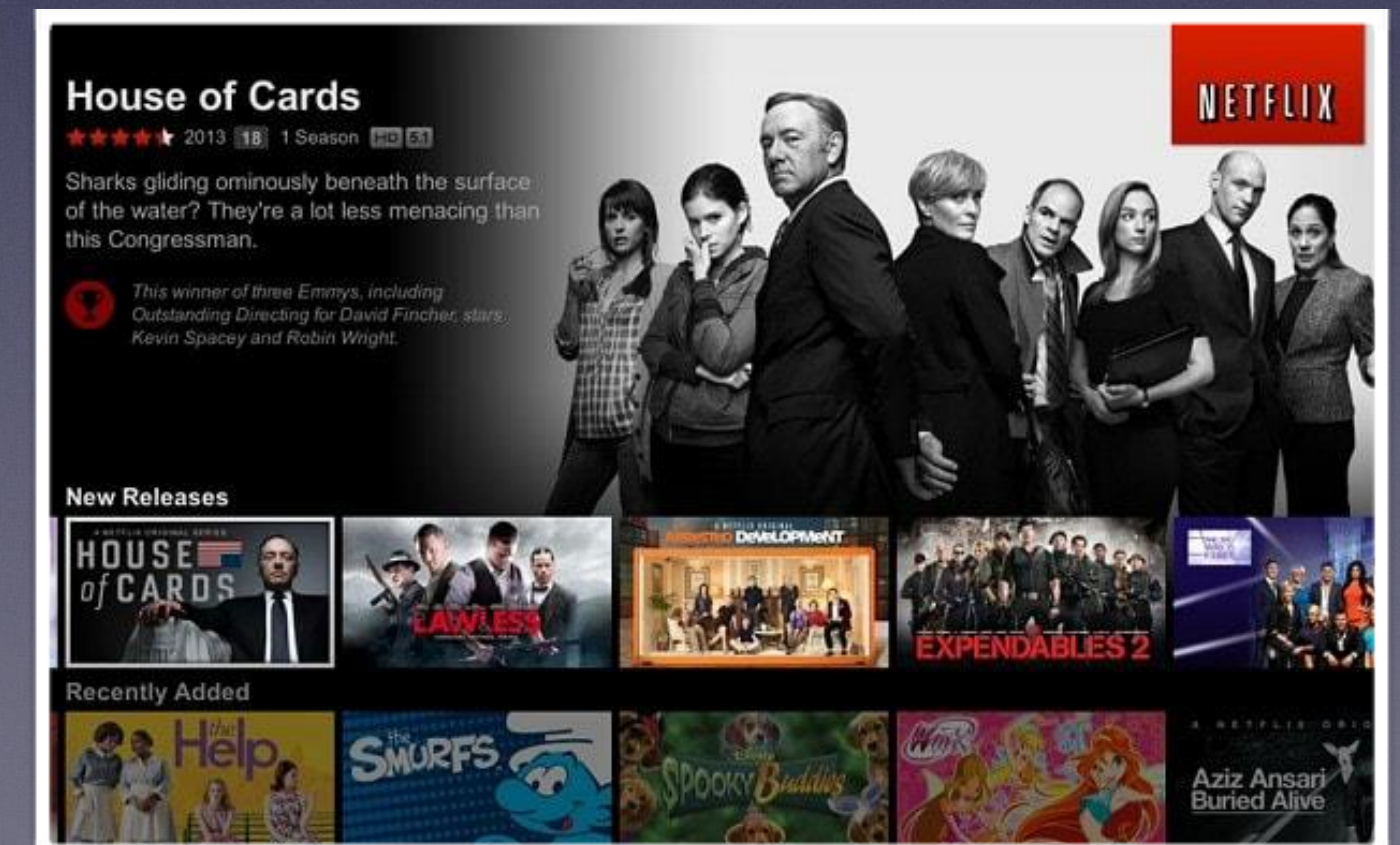
## CONNECTION



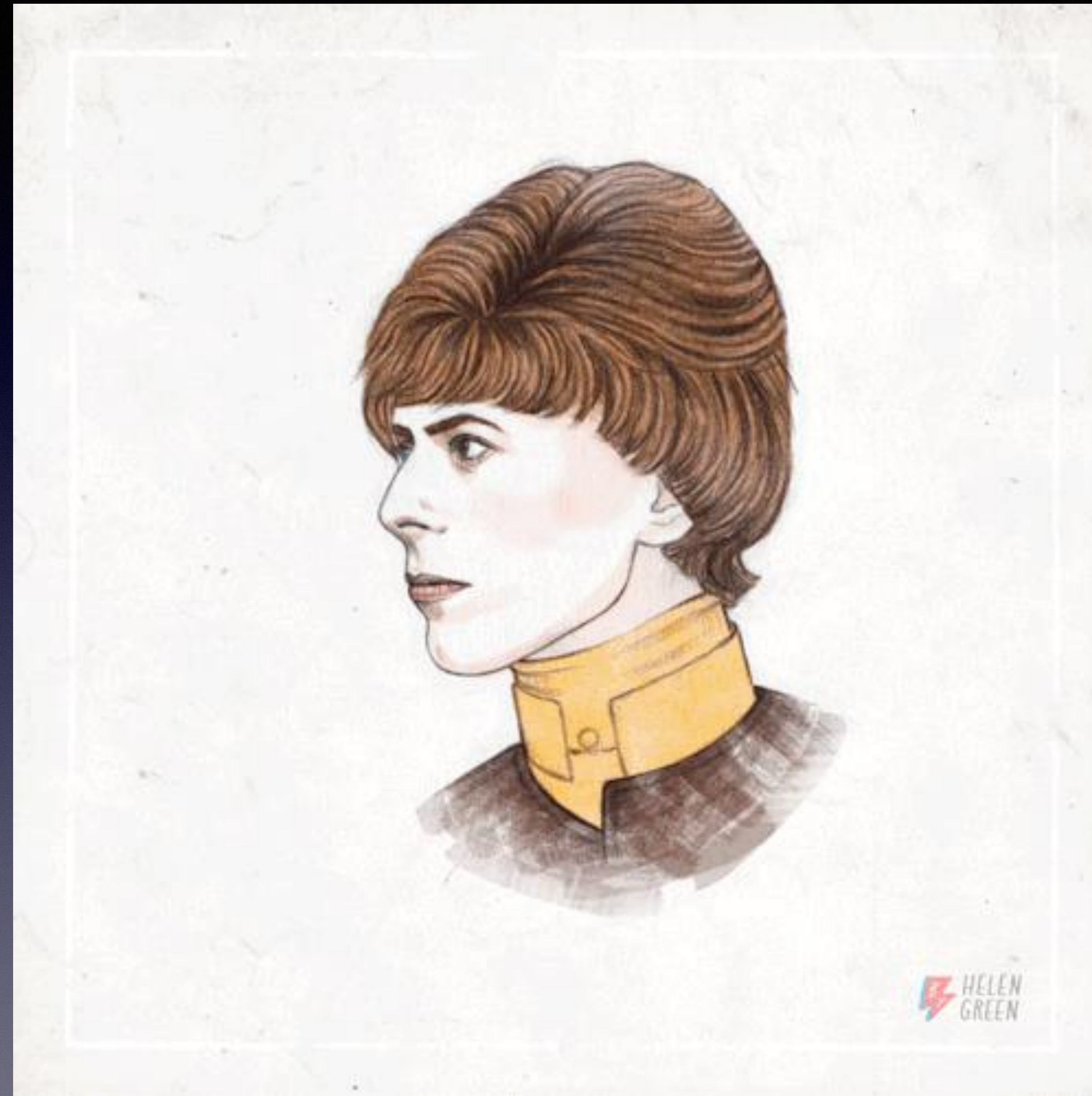
## CONVENIENCE



## COMPETENCE







Helen Green







# CHOICE



1982



2016





All ▾ More ▾

NEW PIRATES



# Spam Email

☐ Do not show this message again

Yes

No



REBELLION





SPEED OF CHANGE



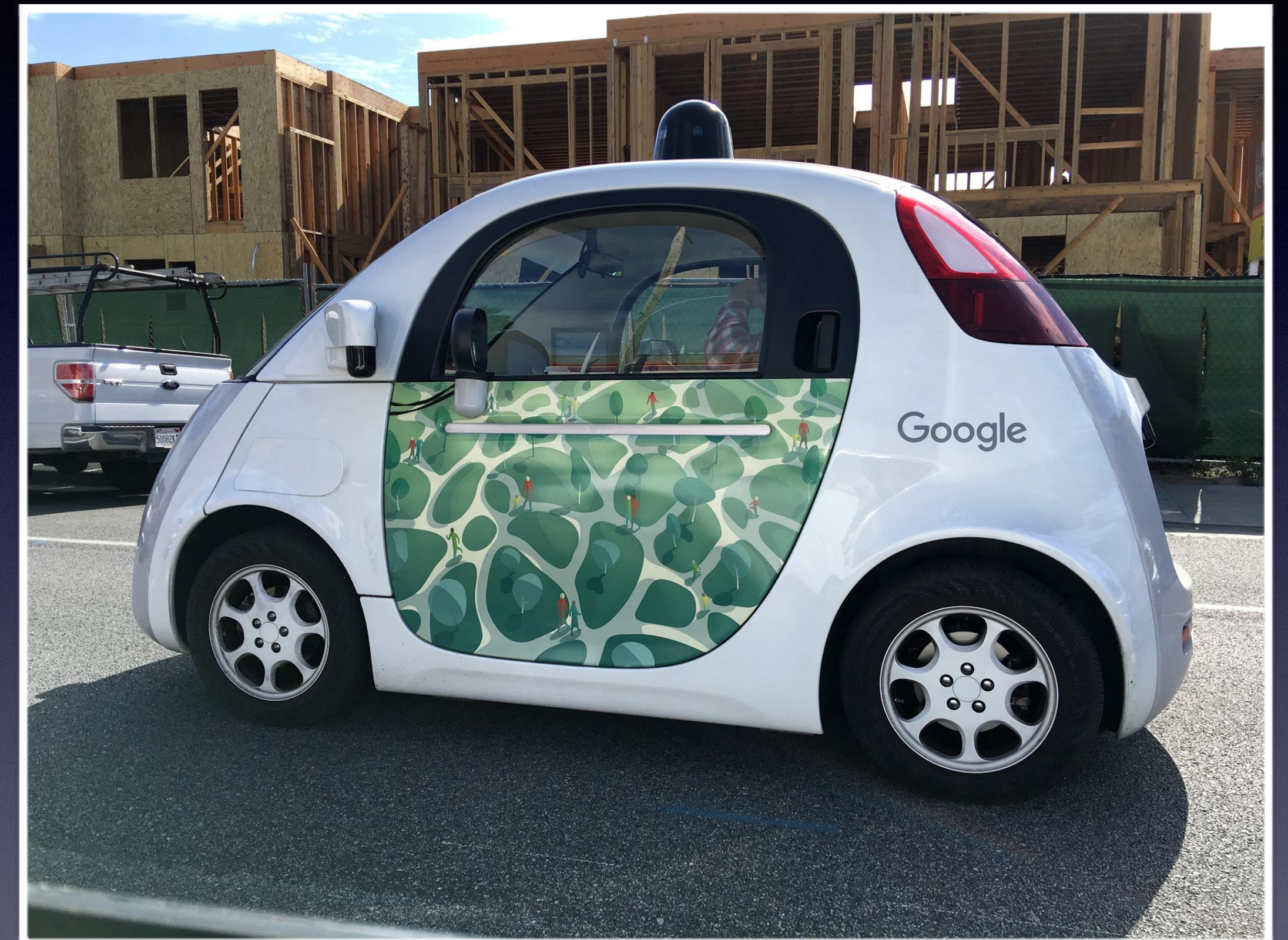


TRUST IN BUSINESS





# COMPETENCE





**CONVENIENCE**





# CONNECTION





**DIRECT LINE** IN THE NEW WORLD





SURF AND

BEACH







CONNECTION



direct line

CONVENIENCE


COMPETENCE




NO AMENDMENT FEES








REPLACEMENT CAR FOUND FOR YOU




CAN YOUR CAR INSURANCE DO THAT?

[directline.com/wolf](https://directline.com/wolf)



REPLACEMENT ITEMS READY  
TO SEND IN 8 HOURS



CAN YOUR HOME INSURANCE DO THAT?

[directline.com/wolf](https://directline.com/wolf)



ALTERNATIVE ACCOMMODATION  
FOR YOUR TENANTS



CAN YOUR LANDLORD INSURANCE DO THAT?

[directline.com/wolf](https://directline.com/wolf)













ARE YOU SAFE?  
SHALL WE LEAVE YOU?





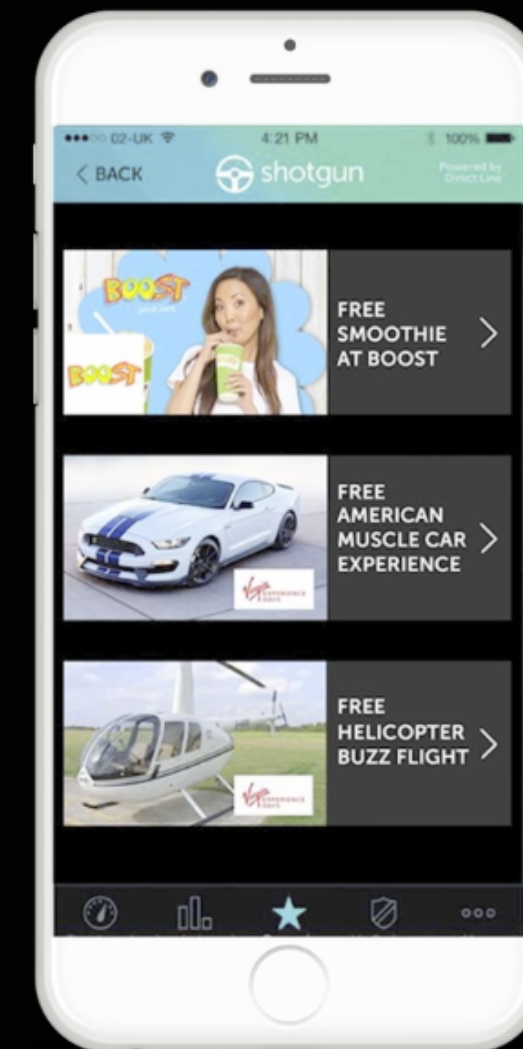






# FLEETLIGHTS

A direct line INITIATIVE

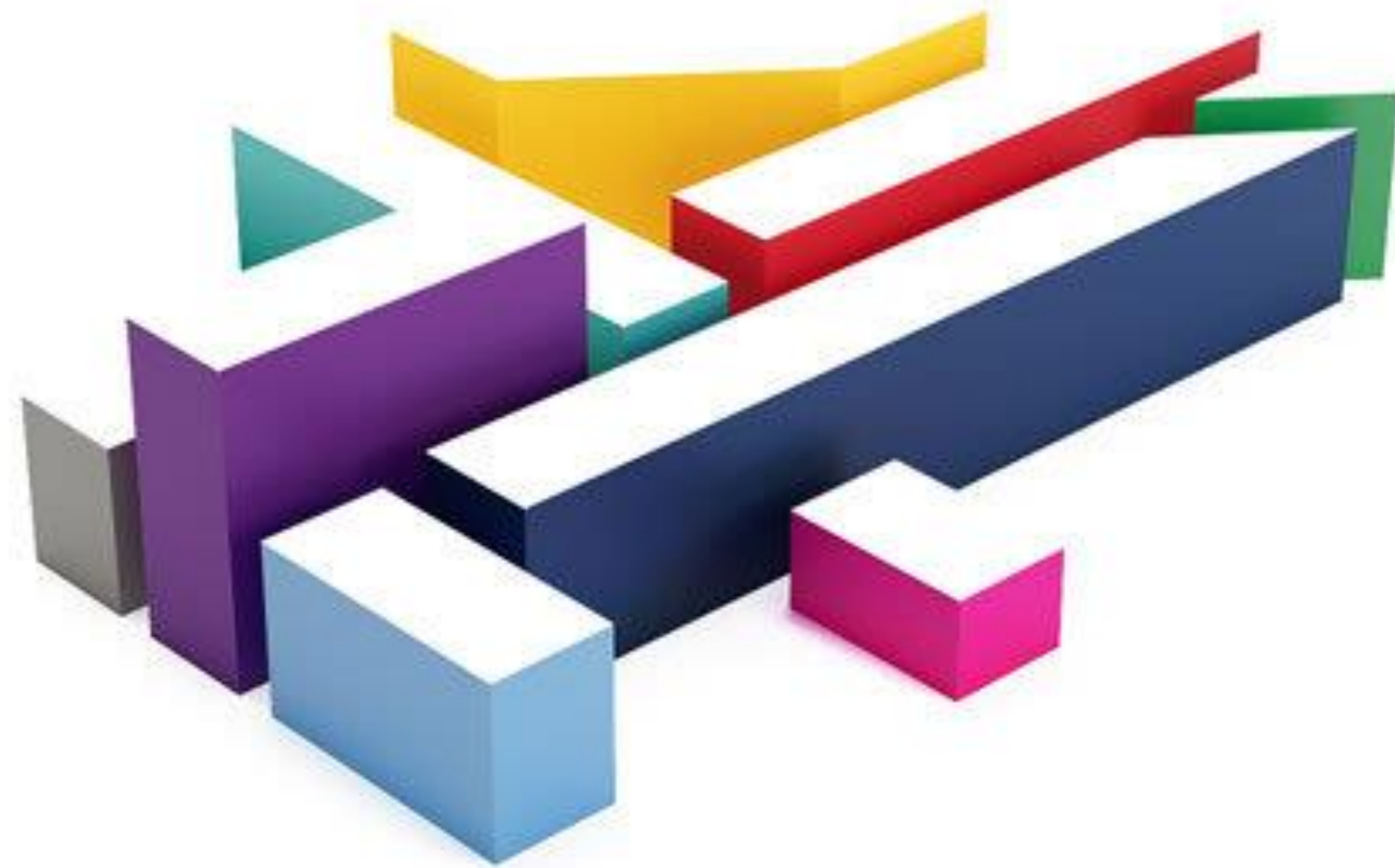


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BRANDS NEED THE THREE C'S  
MORE THEN EVER





**DirectLine  
Group**



# THE FUTURE OF BRANDS IN A POST TRUTH WORLD

**PAUL GEDDES**  
CEO DIRECT LINE GROUP