

# The Relevance Manifesto

How we think about customers, brands,  
and what it really takes to matter to people.

1. No-one is waiting for your product or message. People are not paying attention – and companies that assume otherwise are working against human nature from the start.
2. The default mode of human behavior is autopilot. People take the path of least resistance, repeat what felt good, and avoid friction. Design for that – or be ignored.
3. Impressions form in two ways: through many small, consistent experiences over time – or through a single moment powerful enough to stop someone. Most companies chase the second while neglecting the first.
4. Consistency is the most underrated tool in brand building. The more coherent the overall impression, the faster and stronger it forms.
5. Communication promises. Experience delivers – or it doesn't. When there is a gap between the two, no amount of communication closes it.
6. Almost every purchase today is a trial purchase. The real decision – to return, to stay, to recommend – comes after the sale. Everything a customer experiences after buying is marketing too.
7. Customers don't see your org chart. They experience a company as one thing. When one part contradicts another, the whole suffers.
8. Everything is a service. A product, a space, a brand, even an advertisement – each exists to do something for the person who encounters it. Stop asking "what are we offering?" Start asking "what does this do for the person on the other end?"

These beliefs shape everything about how we work. We start every engagement by understanding people, why they chose and how. Then we look at the entire system — offer, experience, and communication — and what the organization intends it to achieve. We ask uncomfortable questions and go see for ourselves. We treat brand, product, experience, and space as one continuous reality. And we measure success not by what was launched, but by whether it made the company more relevant to the people it serves.

**relevance**

Making companies truly relevant for customers.

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