

# REID HOLMES

Award-winning speaker, best-selling author,  
and master of transforming brands from ignored to irreplaceable

## Un-boring Talks to Build Unignorable Brands.

Your audience deserves more than just another marketing talk. Reid's humor, insights, and no-fluff advice turn stale strategies into unforgettable and immediately implementable brand lessons. After 30+ years with top brands like Coca-Cola and H&R Block, Reid has led teams, managed high-stakes campaigns, and developed award-winning work across every medium—from TV to digital. His work has been recognized by the Effies, Communication Arts, The One Show, and Cannes Lions.

Reid's approach, Appreciated Branding, is all about proactively solving bigger problems that earn positive meaning and connection so communication messages are appreciated, not ignored. Reid is driven by his love for curiosity and storytelling, always aiming to help brands—and the people behind them—connect, inspire, and evolve.



Reid has an innate ability to get inside a brand, leveraging that core truth that allows him to create a visceral connection between the brand and the consumer's mindset.

Adina Dahlin, COO, Double Take Salsa & Mama Kicks Hot Sauce



Appreciated Branding is a rallying cry for brands to transcend self-serving motives and actively contribute to the betterment of their customers' lives.

Tom Wennerberg, Executive Partner, Gartner

## KEYNOTES

The Talks Everyone Will Be Talking About

### Get Any Brand Off The Plateau of Indifference in the Distraction Economy

The oxygen of marketing is attention. But the interruption model of advertising is more annoying than ever. We each get 10,000 interruptions a day, turning marketing into one of the most reliable sources of annoyance in history. Reid's talk explains the new rules of engagement, helping brands avoid creating irritation instead of inspiration. (Irritation may create an ocean pearl, but in marketing today it's rubbing people the wrong way.)

### Don't Shoot Your Brand in the Foot with A.I.

AI comes with a hidden danger: it can erode brand trust in minutes. Reid tackles the nuances of AI-driven creativity, revealing why AI alone can't replace human insight to inspire connection. AI may be great for automation, but for creativity it's by definition "backward-facing." This talk is a roadmap for brands to harness AI without sacrificing authenticity, intrigue and appreciation. Audiences will learn how to blend AI efficiency with human creativity to keep their brand strong and genuine.

### The Cost of Boring has a lot of Zeros and Commas These Days

Playing it safe with boring marketing is like tossing a match on a gasoline-soaked pile of cash. It is costing brands millions. Drawing from recent UK studies, Reid explains why a lack of creativity is financially wasteful. A single unremarkable campaign can require millions more in ad spend to achieve the same impact as a compelling one. This talk is a wake-up call for brands stuck in a cycle of rational, bullet-point messaging. One other option, skip hiring Reid for this talk and just send him your wasted marketing budget.



### APPRECIATED BRANDING: TRANSFORM YOUR BRAND FROM IGNORED TO IRREPLACEABLE

In a world oversaturated with marketing, where attention is a scarce commodity and brands compete for relevance, Reid reveals the potential of Appreciated Branding.

### BRANDS THAT'VE BEEN BLOWN AWAY



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