

REID HOLMES



AWARD-WINNING SPEAKER | BRAND EXPERT | AUTHOR *APPRECIATED BRANDING*



SIGNATURE TOPICS

- ▶ **HOW TO ADAPT BRAND MEANING IN THE AGE OF AI**
- ▶ **THE POWER OF APPRECIATION TO BUILD BUSINESS GROWTH**
- ▶ **BREAKTHROUGH IN THE AGE OF DISTRACTION AND APATHY**

Reid is an award-winning creative director, keynote speaker, and author with over 30 years of experience shaping some of the nation's most recognized brands. A veteran of top advertising agencies, Reid has pitched, won and led blue-chip clients in boardrooms across America, including industry leaders like H&R Block, Burger King, and Mayo Clinic. His creative leadership has consistently influenced culture and driven significant business growth, earning him recognition in *Adweek*, *Communication Arts*, *The New York Times*, and *Advertising Age*.

With a deep understanding of both strategy and storytelling, Reid knows how to connect brands to audiences in meaningful, measurable ways. Today, he brings those deep insights to stages around the world. As the author of *Appreciated Branding*, he helps organizations rethink how brands grow in the era of mass distraction, AI-driven decision-making, and unprecedented marketing fatigue. Known for simplifying the complex and inspiring action, Reid is a sought-after keynote speaker and podcast guest, valued for his ability to energize audiences and offer practical, future-facing strategies. He's the ideal choice for events and organizations ready to build brands that earn attention, loyalty, and lasting relevance.

BRANDS THAT HAVE BEEN BLOWN AWAY



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INTRODUCTION TO REID'S TALKS

HOW TO BUILD A BRAND THAT AI CAN'T IGNORE

As Agentic AI begins making purchase decisions on behalf of consumers, the rules of branding are shifting fast. In this talk, you'll learn how to position your brand so both people *and* algorithms recognize its value—without relying on expensive, interruptive tactics that erode trust and waste budget.

- Optimize how Agentic AI evaluates brand meaning
- Why earned attention is both powerful and cost-effective in today's AI-curated, social-first world
- How the interruption model of advertising is sabotaging differentiation and growth

THE NEUROLOGY OF APPRECIATION: WHY IT MATTERS MORE THAN EVER FOR MARKETING

Drawn from his book *Appreciated Branding*, Reid explains how the human brain responds to appeals that make people feel seen, valued, and appreciated. Brands that embrace this truth will thrive in the decade ahead.

- Appreciation's neural link to emotional preference
- How AI increasingly favors values-based information
- How brands that take action override AI decision making

MARKETING IN A WORLD THAT'S REALLY TIRED OF MARKETING

In an era of nonstop noise, where ads are skipped, emails are deleted, and thumbs swipe away ads in milli-seconds, traditional marketing is losing its grip. Brands can reconnect by creating meaning, not just messages, in a culture overwhelmed by distraction and digital fatigue.

- The interruption model needs a re-think
- The real damage from marketing fatigue, your brand
- Discover a new model for relevance and growth



WHAT PEOPLE ARE SAYING

"REID OPENED OUR EYES AND GOT US OUT OF OUR COMFORT ZONE. WE'RE STILL TALKING ABOUT HIS INSIGHTS. HE MADE A DIFFERENCE."

— JESSICA HACK, DIGITAL MARKETING DIRECTOR, 3M

"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

"REID HAS AN INNATE ABILITY TO GET INSIDE A BRAND, LEVERAGING THAT CORE TRUTH THAT CREATES A VISCERAL BRAND/HUMAN CONNECTION."

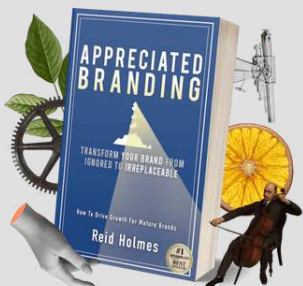
—ADINA DAHLIN, COO, DOUBLE-TAKE SALSA & MAMA KICKS HOT SAUCE

GET IN TOUCH

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**APPRECIATED BRANDING:
TRANSFORM YOUR BRAND FROM
IGNORED TO IRREPLACEABLE.**

- #1 AMAZON BEST-SELLER
- BRAND REVITALIZATION PLAYBOOK
- "THE NEW WAY FORWARD"

REID·HOLMES
APPRECIATED BRANDS MATTER