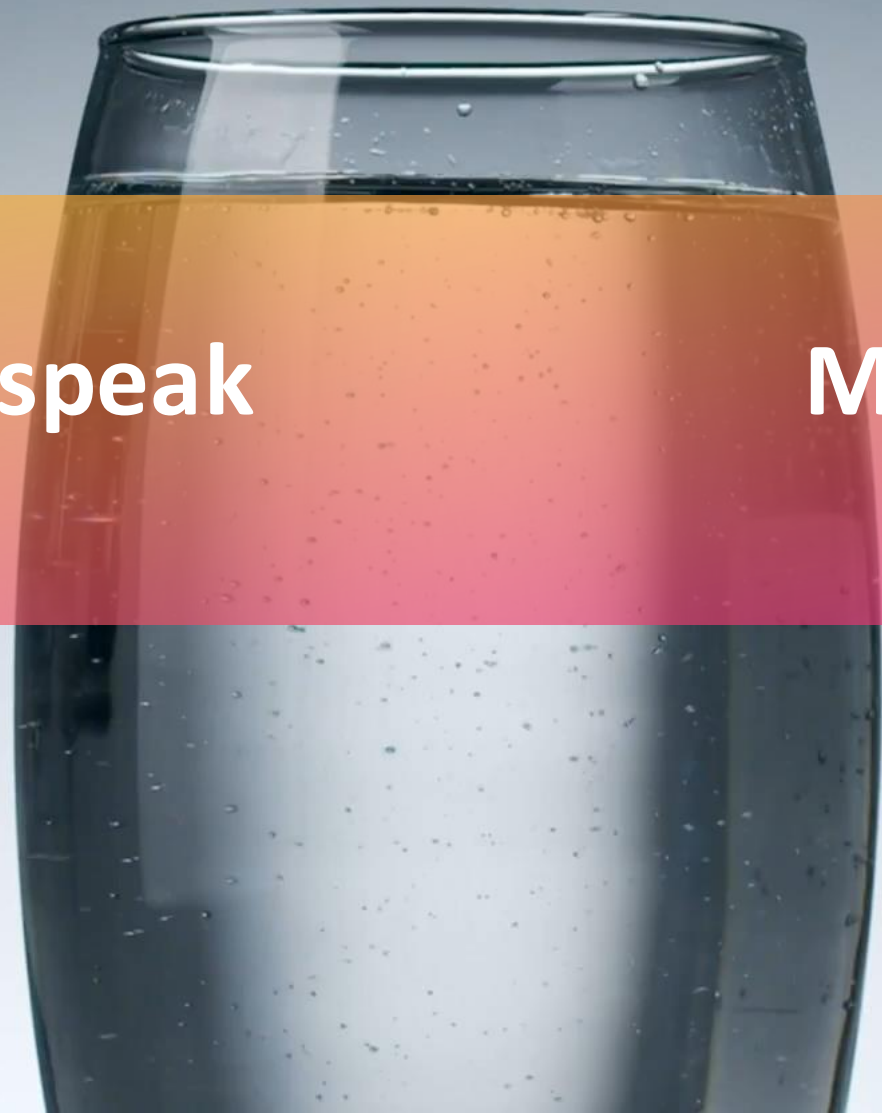


# Less & More

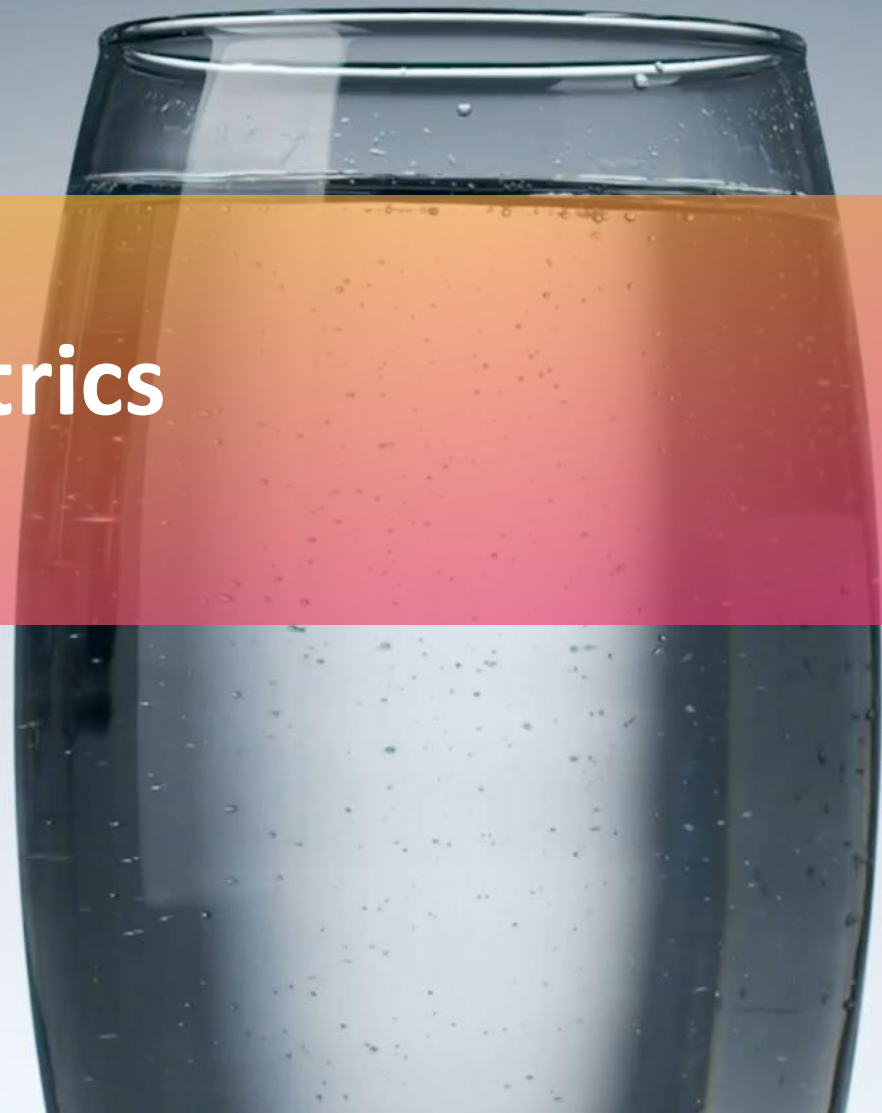
**GOLIN**  
2025



**Less corporate speak**

**More conversations**





**Less vanity metrics**

**More impact**



**SOMEWHERE, IT'S HAPPENING.**



**Less polish**

**More authenticity**

# more ryanair core

-  My grandma wants to marry you  
2024-10-17 Reply  
-  Ryanair  Friends  
what's her pension like?  
2024-10-17 Reply  





**Less content**

**More courage**

1:32

78



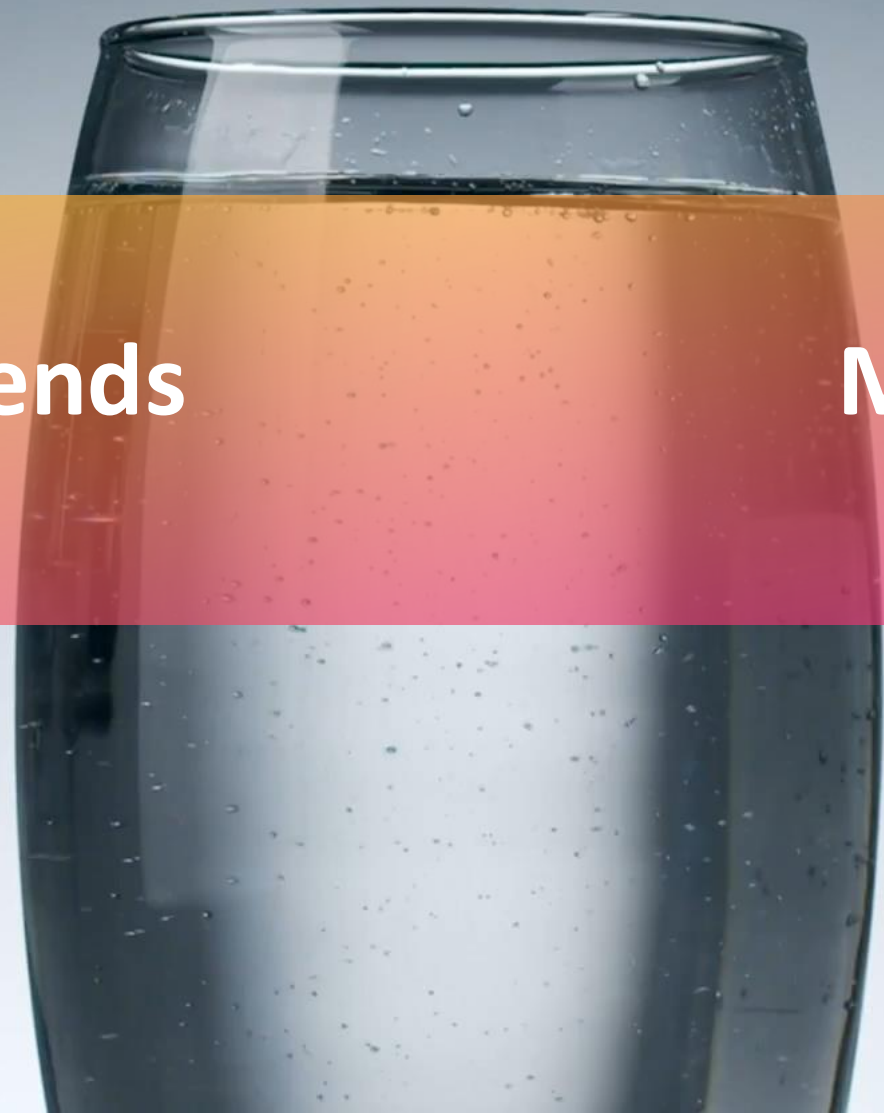
ikea



Today 1:32 am



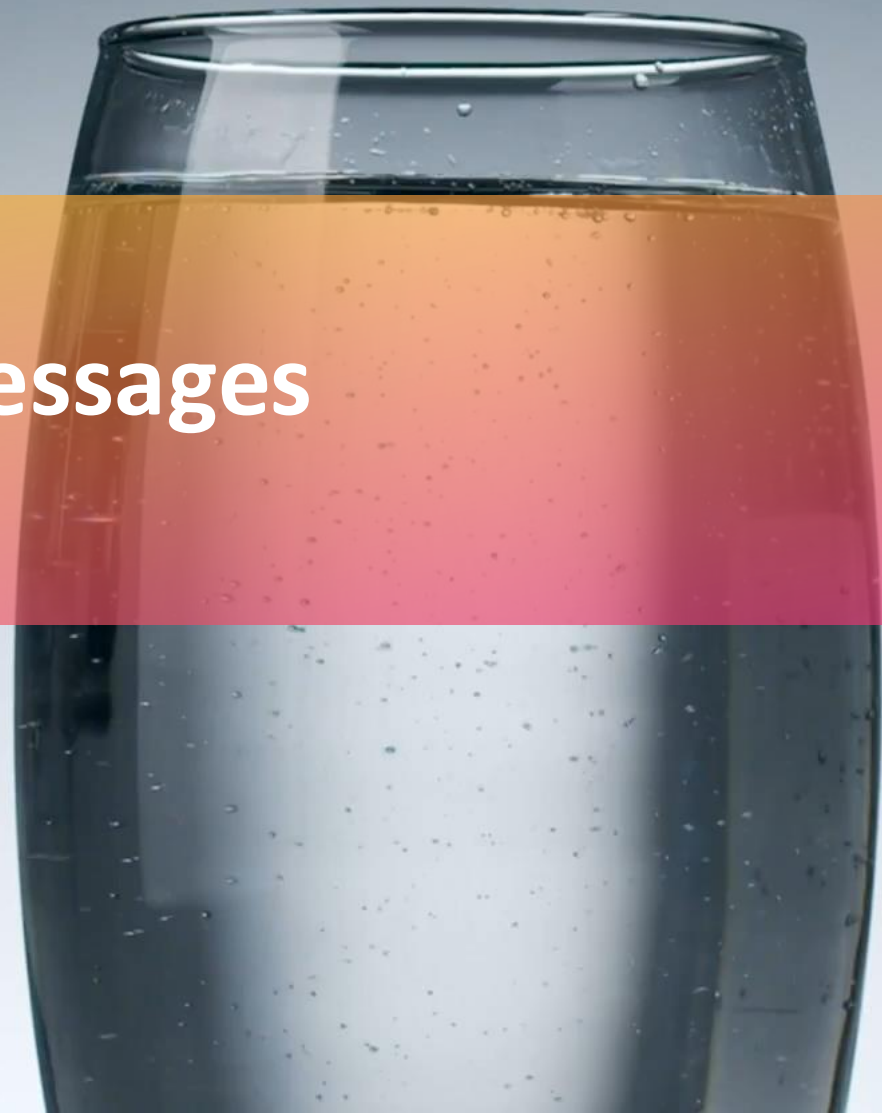
u up?



**Less chasing trends**

**More making them**

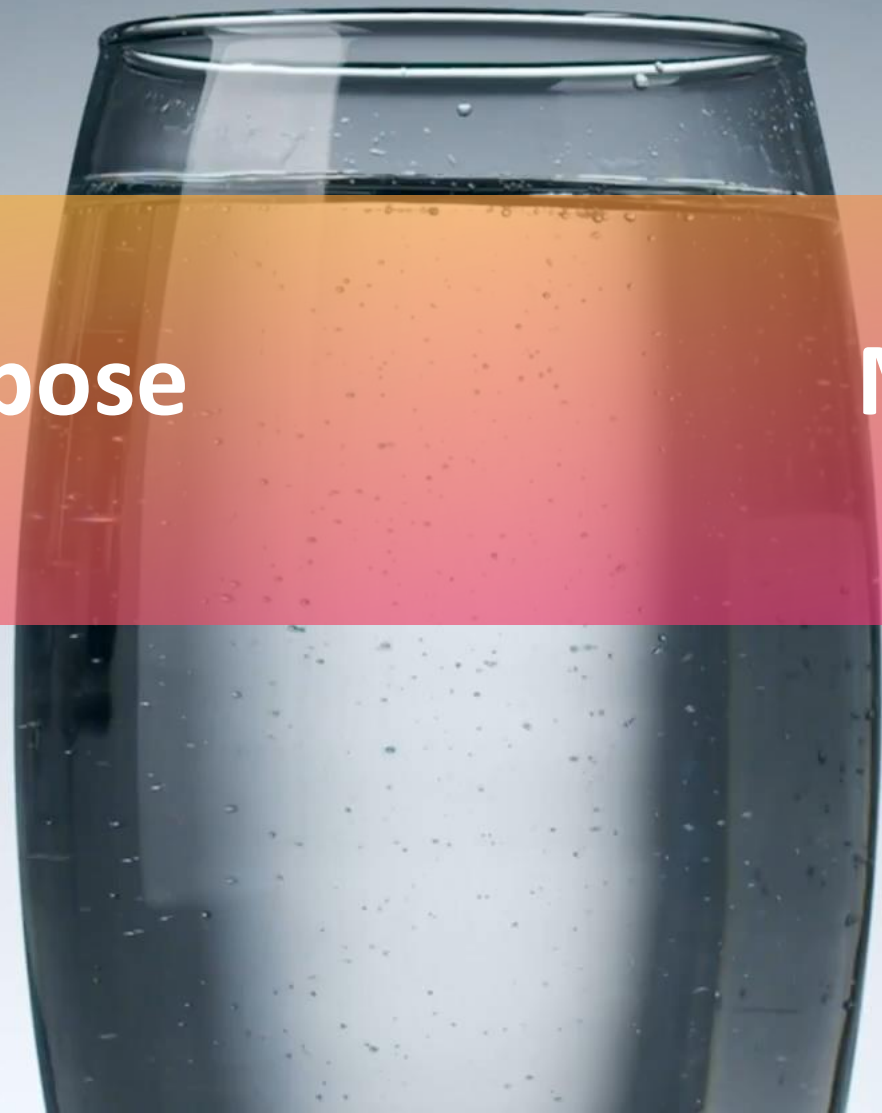




**Less generic messages**

**More inspiration**





**Less brand purpose**

**More brand action**



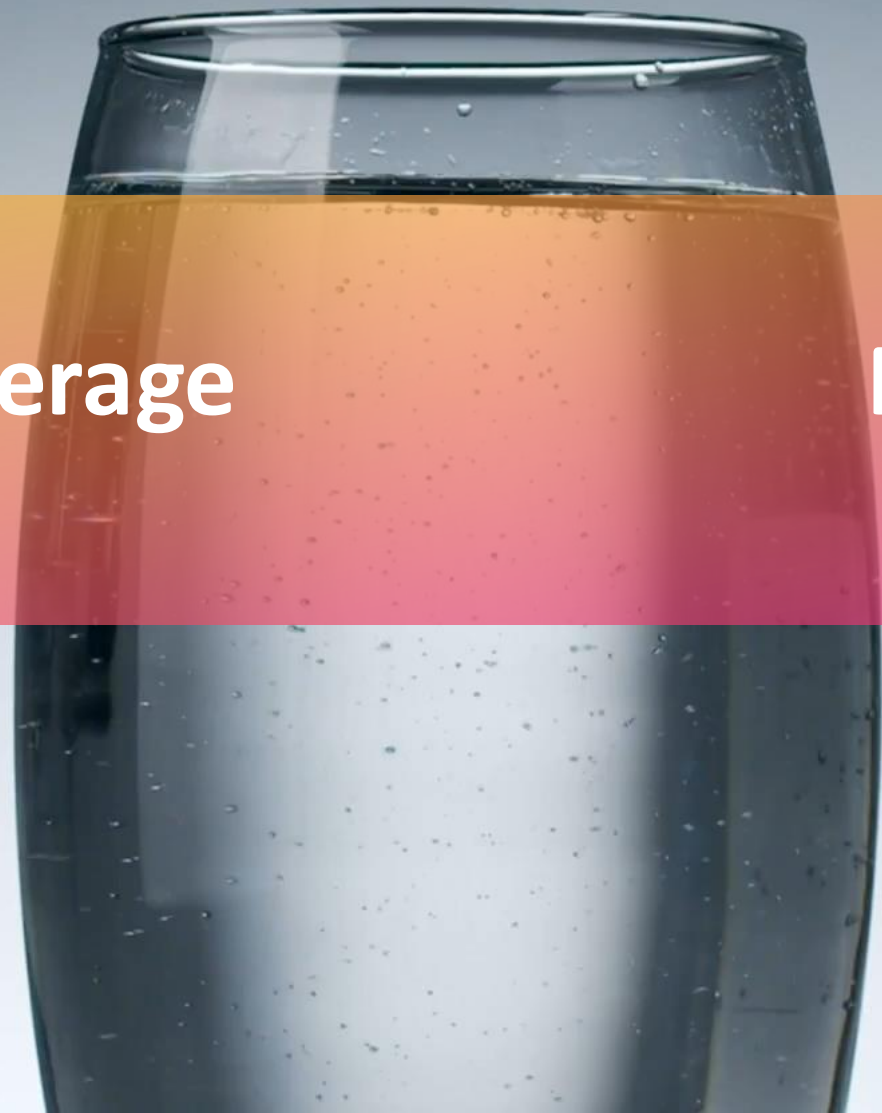


**Less noise**

**More empathy**



SMAGÖRA  
Cot  
Dhs  
495



**Less media coverage**

**More engagement**

<https://golin.ro/expus-dincolo-de-media-conventionala/>

EXPUS

DINCOLO DE MEDIA CONVENȚIONALĂ

Analiză **GOLIN** & **PATH**  
LEAD WITH INSIGHT



Mulțumesc!

