



Gary Bertwistle

Best-selling author of **Who Stole My Mojo?**
and **What Made You Think of That?**

the
VIBE

... It's what
every brand
needs!

**The marketing handbook for every
product, service and industry**



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product, service and industry**

Gary Bertwistle



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Also by Gary Bertwistle

*What Made You Think of That?
Thinking Differently in Business*

*Who Stole My Mojo?
How to Get it Back and Live,
Work and Play Better*

*The Keys to Creativity:
How to Unlock Your Imagination and
Creative Potential*

*Dedicated to the creators of tomorrow's next great ideas.
I hope this book helps to unlock one or two!*



About the author

Gary is like a shot of adrenalin to the right side of your brain.

Dan Meiklejohn, General Manager, DB Retail
DB Breweries

Gary Bertwistle is one of Australia's leaders in thinking. He is a keynote speaker whose topics include the thinking behind creativity, innovation, marketing, brand and performance. In 2002 he opened Australia's first creative thinking venue at the Entertainment Quarter in Sydney, called the Ideas Vault, which is used by some of the country's biggest corporations for creative thinking,

meetings, seminars and training sessions. He is also the author of three books: *The Keys to Creativity*, *Who Stole My Mojo?* and *What Made You Think of That?*

Gary is the co-founder of one of Australia's leading cycling foundations, the Tour de Cure, which raises money in an effort to cure cancer. The Tour de Cure has raised millions of dollars since its inception in 2007. Gary also founded the Day of Inspiration, a corporate fundraising annual event, which gathers together keynote speakers, entertainers and performers at the Four Seasons Hotel in Sydney for a one-day event in front of a corporate crowd to raise awareness of and funds towards curing cancer.

Winner of the TEC Speaker of the Year Award in 2007 and 2008, Gary is renowned for his simple and easy-going style, passion and drive in helping people to think differently about their life, family, business and Mojo. Visit Gary at www.garybertwistle.com.

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Introduction

Over the last few years I've been fortunate to work with hundreds of organisations, both in Australia and overseas, on their marketing and branding. From sole traders right through to multinational corporations, I have been truly staggered by the lack of understanding of how marketing really works. As a result, I felt there was an urgent need for a simple and straightforward book on the topic. In addition, much of the literature that is available to marketers on marketing and branding draws largely on American or European examples and doesn't explore day-to-day examples or case studies of Australian brands and their successes and/or failures, so I have tried to rectify that situation here.

As to the title of the book, I believe that the film *The Castle* is one of the greatest Australian films ever made. There is a courtroom scene that particularly resonates with me, and which illustrates beautifully my perception of marketing and branding. Here is an exchange from that scene between a judge and the solicitor Dennis Denuto:

- Judge: What section of the constitution has been breached?
- Denuto: What section? There is no one section, it's just the vibe of the thing.
- Judge: I'm afraid, Mr Denuto, you'll have to be more specific.
- Denuto: Ah, yeah, sure. I was just starting general and then I was getting more specific with it. Just one moment please ... um, I've got it here, it's the Section 51. Ah, second from the bottom.
- Judge: The Parliament shall have power to make laws with respect to copyright, patents of inventions and designs of trademarks.
- Denuto: It's all part of it, this is what I'm getting at, that's my point. It's the vibe of it.