



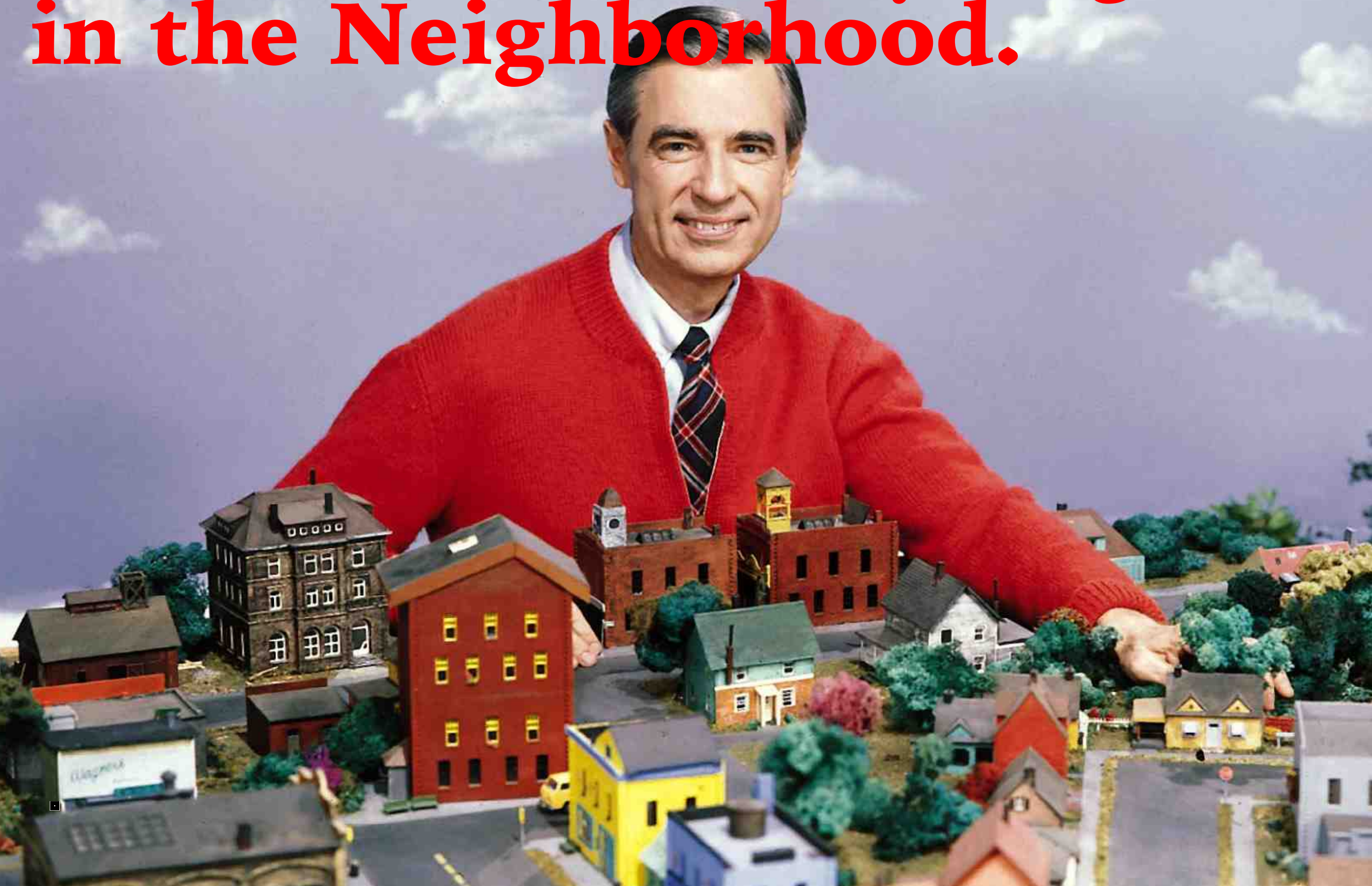
**Session:**

# It's a Beautiful Day (Again) in the Neighborhood

**Thursday, October 23**  
**10:30 am – 12 pm**



**It's a Beautiful Day (Again)  
in the Neighborhood.**







**Rob Rasmussen**  
**Chief Creative Officer**  
**Story Worldwide**



**Peter Buchanan-Smith**  
**Founder**  
**Best Made Company**



**Tom Gilmore**  
**Senior Managing Director**  
**Madison Marquette Retail Services**

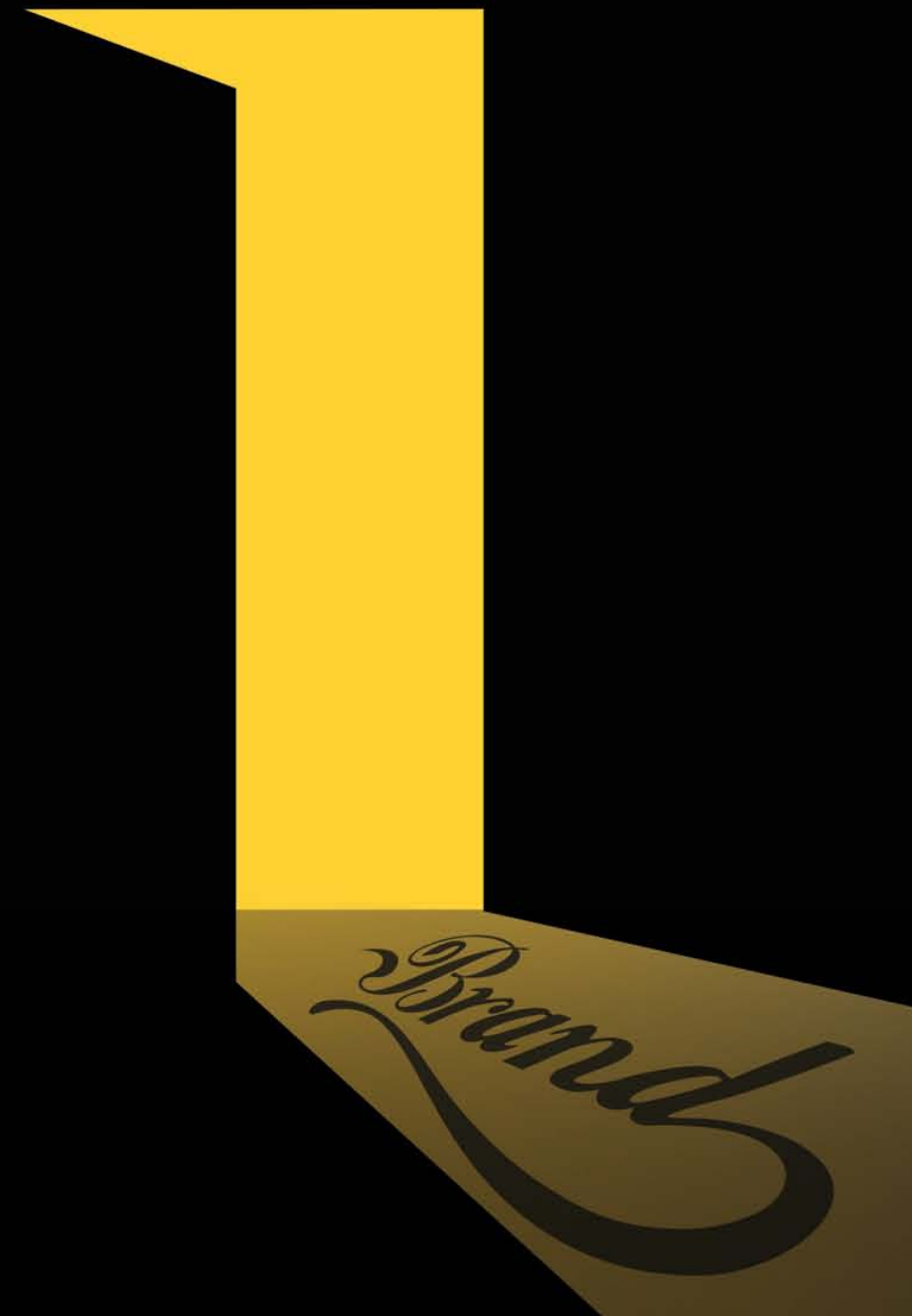


**Michael H. McNaughton**  
**Senior Vice President**  
**WS Development**

Today, most advertising has forgotten  
the most obvious door into a brand experience:



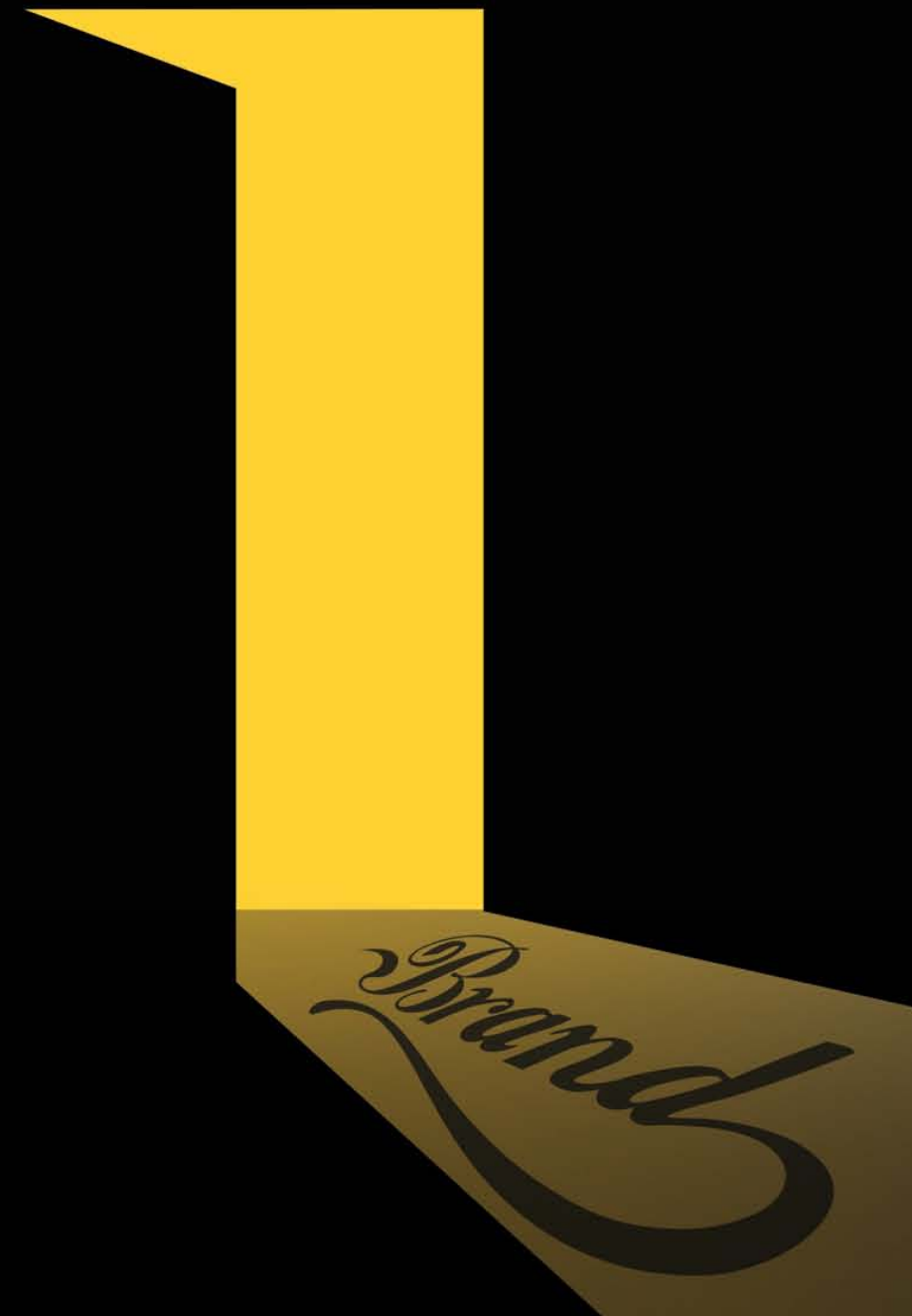
Today, most advertising has forgotten  
the most obvious door into a brand experience:





Today, most advertising has forgotten  
the most obvious door into a brand experience:

# The entrance door.





*Brand*

















For me, it all  
began with Niketown





Then Apple took  
it to the next level







Brand stores are not just  
where product is sold.

Brand stores are where  
their stories are told.



Now you can shop for a \$100,000 car...



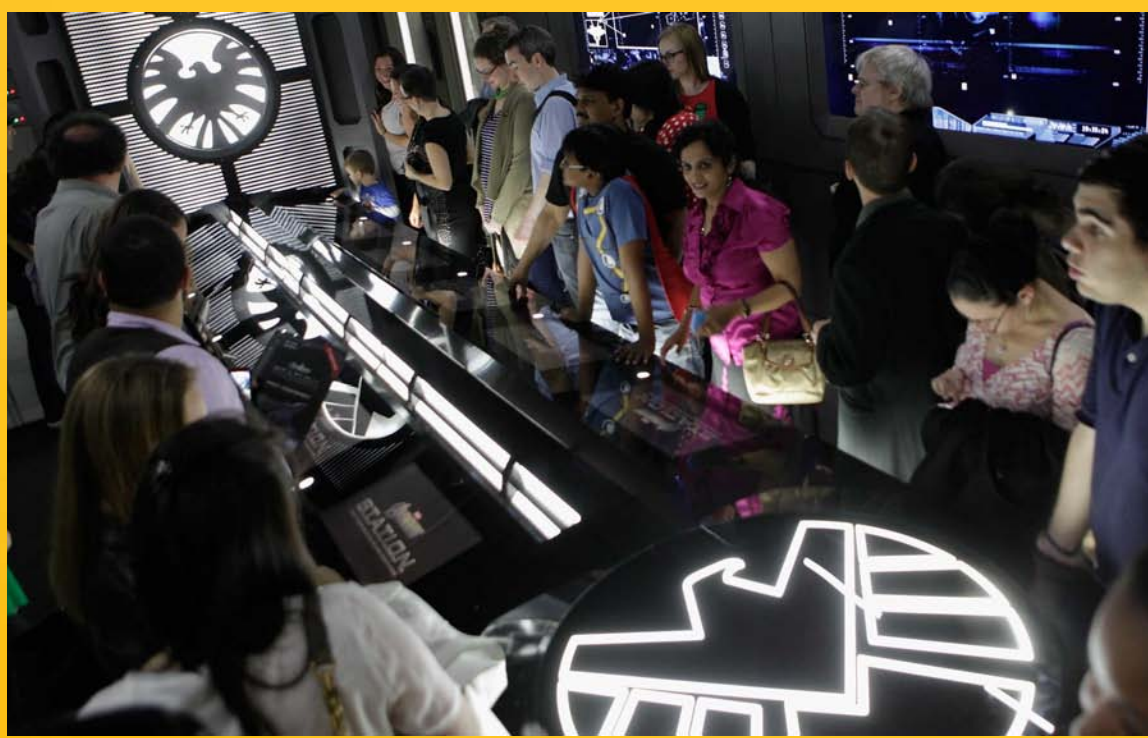
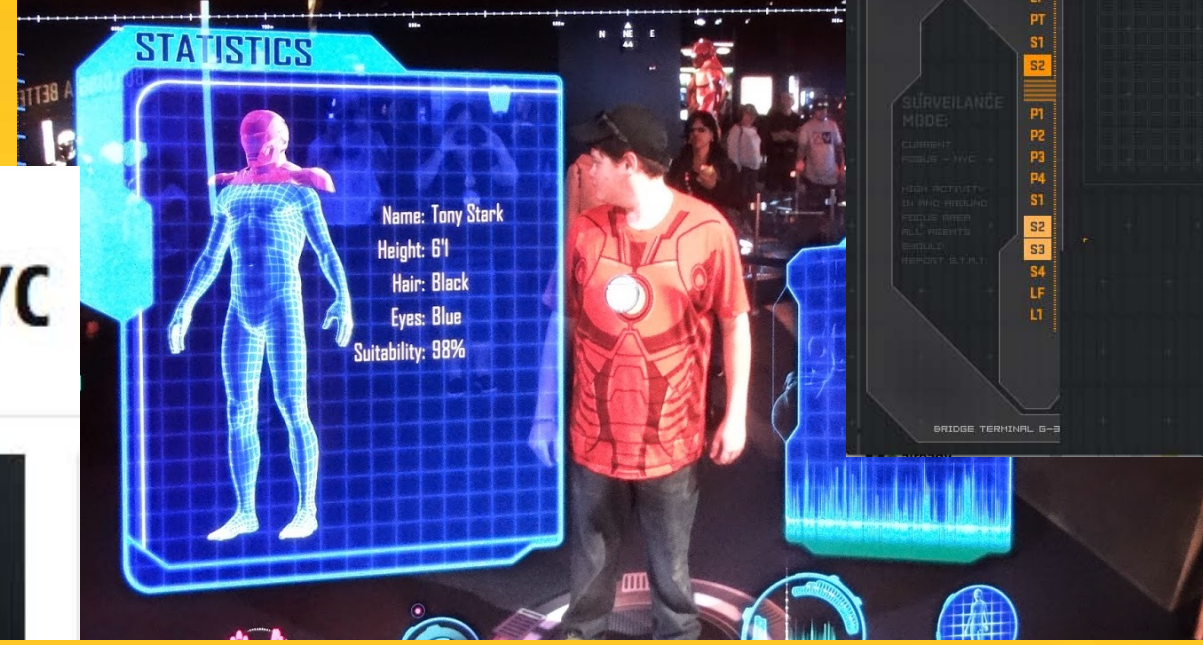
or an 8 cent Peep®





# Marvel's 'Avengers' S.T.A.T.I.O.N. to open in NYC

By Andrea Towers on May 2, 2014 at 5:06PM [@atvgeek82](#)









“If my calculations are correct,  
when this baby hits 88 miles per hour...  
you're gonna see some serious shit.”

- Dr. Emmett Brown, Back to the Future