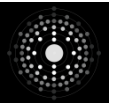


TOP 5 MUTATIONS

2-UNAREALITY CREATES NEW MARKET NEEDS



Mission-Critical qualities to build	Why does this matter?	Examples of impact (Jan 2021)	Possible approach	What new steps to consider	Other linked themes
Credibility	this is what you sell	Gamestop share-value	4th wall engagement (cross over from the screen)	No audience ownership	trust/space
Clarity	need to differentiate in a crowded offer market	RobinHood app	cover seamlessly vertical/siloed AND overlapping publics	Digital mapping Positioning	trust
Intensity	need a precisely set rapport (repeat business)	Fortnite music events	create your "hardcore"	Establish direct rapport beyond the transaction Gamification	trust
Continuity	live in the same timezone / timeline	Elon Musk tweets	live in the same timezone	New time lines (ex. same day deliveries as a given?)	time
Unicity	have an organically coherent answer	Carlsberg	deploy an declinable identity off/online	new KPIs	time/trust