

Break the Mould!

Adapting & Innovating in the Face of Change



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Marketing expertise
for international
student recruitment™



JackfruitMarketing.com

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Projects

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Strategy

- Brand
- Marketing
- Digital
- Institution / Organisation
- Products / Services

Marketing

- Content
- Storytelling
- WOW Moments
- Audits
- The Journey



Change happens slowly,
until it doesn't.



Reacting to Change







Change happens out of frustration.

**As long as you can find
some areas of friction or frustration for a consumer,
then there is room for innovation.**

Every great innovation is actually a great solution.



How can you use
the power of emotion
to make your brand come alive?



WOW Moments

Micro
Moment

Micro
Moment

Micro
Moment

Micro
Moment

Micro
Moment



“ People buy a product or service not based on what it **does**, but how it makes them **feel**. ”

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