

# Stop Optimizing. Start Differentiating.

Anthony Reeves has led brand strategy inside Amazon, LVMH, Airbnb, Nike, and Kohler. Now he shows organizations how to stop blending in and start building brands that last.



## ABOUT ANTHONY REEVES

Anthony Reeves has spent 20 years figuring out one thing: how brands stay distinctly themselves inside ecosystems that want to make everyone the same.

At LVMH, he was CMO of their startup house, scaling acquired brands to compete alongside the world's biggest luxury houses without losing what made them worth acquiring. At Amazon, he led the internal creative agency during its fastest growth period, running Super Bowl campaigns and building the quality standards that determined how every brand showed up on the platform. At WPP, he helped pull Nike off Amazon when the platform was hurting the brand and ran Airbnb as agency of record, scaling their media from \$200M to nearly \$800M per year.

As Global Head of Brand and Creative at Kohler Co., he took a 152-year-old American brand through a different kind of bet: refusing AI-generated people in its advertising and reimagining how products are seen across retail platforms. He is a three-time Cannes Lions keynote speaker, Campaign of the Year winner, first male recipient of the 3% Conference Award, and author of *Eat the Donkey: Why Great Companies Embrace Discomfort*, which debuted in 2026.

## SIGNATURE TALK

### Discomfort Is the Strategy: What the World's Most Distinctive Brands Do That Most Companies Won't

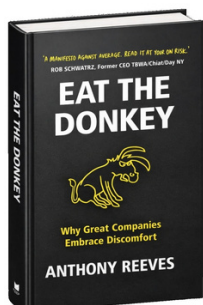
Less than 1% of the world has ever run a marathon. We celebrate the medal, the finish line photo. We never talk about the discomfort that got them there. The same is true in business. Every company's best moment came after an uncomfortable one. But most organizations are doing everything they can to avoid that discomfort, and it's quietly killing them.

Using his **Foundation Theory** framework, Anthony shows how the most distinctive companies build an unchanging core: a set of foundations, principles, and characteristics that no market shift, competitor move, or algorithm can replicate.

But foundation alone isn't enough. Anthony also shows audiences how to master the rhythm between **Explorer State** and **Static State**: knowing when to push into discomfort and when to consolidate. The brands that get this rhythm right are loved across generations.

## TIMING OPTIONS

- **45-Minute Keynote:** Core framework with inside stories from Amazon, Nike, Airbnb, and LVMH
- **60-Minute Extended Session:** Extended with diagnostics, case studies, and audience Q&A
- **Half-Day Workshop:** Teams define their own Foundation, Principles, and Characteristics using the Foundation Theory framework



## The Book Behind the Framework

Most organizations don't collapse from disruption. They slip, inch by inch, into sameness by playing it safe, optimizing yesterday's success, and mistaking efficiency for progress.

In *Eat the Donkey*, Anthony Reeves proves how iconic brands break that pattern. Through vivid stories from the Australian Outback to the world's most influential boardrooms, Reeves reveals why identity erodes so easily, why "best practices" produce the same results for everyone, and what it takes to stay distinctive in a world that keeps drifting toward average.

*Ask about bundle pricing for your group when booking Anthony to speak.*

## THIS TALK CAN BE CUSTOMIZED FOR TWO AUDIENCES

### OPTION 1: FOR MARKETING & BRAND LEADERS

#### ***Discomfort Is the Strategy: How the World's Most Distinctive Brands Stay Recognizable When Everything Says to Be Someone Else***

For CMOs, brand leaders, and creative executives dealing with AI-compressed differentiation and the pressure to optimize at the expense of identity.

- Identify where your brand is drifting toward sameness and what it's costing you
- Build a Foundation that makes your hardest brand decisions easier
- Learn the Explorer/Static rhythm that keeps iconic brands sharp
- Walk away with the Foundation Theory framework to apply immediately

### OPTION 2: FOR CEOs & EXECUTIVE TEAMS

#### ***The Identity Advantage: Why the Most Valuable Brands Are Built on What They'll Never Change***

For executive teams facing disruption, growth, and the pressure to modernize without losing what makes them irreplaceable.

- Understand why optimization without foundation erodes long-term brand value
- Define the non-negotiables that protect culture and identity at scale
- See why the uncomfortable conversations build lasting companies
- Leave with a framework to audit and protect what makes you distinct

***"Anthony is among the warmest and most approachable speakers I have met. He's not there to sell; he's there to inform and share. The workshops are eye-opening and practical."***

***"Anthony's amazing input and point of view elevated the level of the event. His presentation was amazing and engaged the audience. I would recommend him for any innovation, marketing, or creativity event."***

## WHAT YOUR AUDIENCE WILL WALK AWAY WITH

- **The Foundation Theory framework: a clear, actionable model for what must never change versus what must constantly evolve**
- **Where their brand is drifting toward sameness, and what it's already costing them**
- **The one diagnostic question that surfaces your biggest differentiation opportunity**
- **True stories from inside the world's most recognized brands**
- **The signals that tell you when to push into discomfort before the market forces you to**

### PERFECT FOR

- **CMOs & Brand Leaders** – Fighting AI-compressed differentiation
- **CEOs & Executive Teams** – Protecting identity through disruption and growth
- **Conferences** – Prioritizing boldness over optimization tactics
- **Growth-Stage Companies** – Scaling without losing distinction
- **Heritage Brands** – Defending legacy while the market shifts

### ALSO AVAILABLE: EXECUTIVE WORKSHOP

#### **The Amazon & Airbnb Growth Workshop**

Anthony led Amazon's internal creative agency during its most explosive growth period and oversaw media for Airbnb as it scaled through the pandemic. This workshop puts that rare insider experience to work for your team.

The session is entirely hands-on. Your team will build the same foundations, principles, and scalable mechanisms that powered two of the most consequential growth stories of the last decade — adapted to your company, your market, your team.

- **Reverse-engineer the growth systems behind Amazon and Airbnb for your business**
- **Build a set of principles and mechanisms your team can execute without you in the room**
- **Leave day one with a documented growth playbook, not just notes from a lecture**
- **Full-day or multi-day formats tailored to your leadership team**