

DAVID FREEMAN

David Freeman, with deep roots in storytelling and creating emotional immersion, currently consults half time for Arria Natural Language Generation, a cutting-edge technology company based in London and Auckland. He splits his remaining time between other branding and speaking engagements.

He's best known for the creation of "Emotioneering"™, a codified body of over 1000 techniques for creating unique and emotionally engaging brands and stories.



As a speaker and a consultant he regularly crisscrosses the world, from L.A. to Beijing, from London to Seoul, from Cape Town to Stockholm, from New York to Oslo, and from Mumbai to Paris.

The success he'll bring you is the success he's brought others. Here are a just a few examples:

ARRIA Natural Language Generation



"David transcends being just a brand guru, wordsmith, and keynote presenter.

"Anyone who has worked with David or who's seen him command a crowd from a stage has observed not only his wealth of creativity, but also his ability to precisely deconstruct and explain, in crystal clear language, what he and other innovative movers and shakers are doing and how they're doing it.

"When it comes to speaking, he's the only guy I know who can keep an audience gripped for two days straight.

"David is a good guy to have in our court. He enjoys people, can energize a packed auditorium, throws his heart into his work, and laughs a lot — all of which are appreciated contributions to our group."

— **Simon Small**, President of Arria Natural Language Generation



CBS RADIO

David helped CBS Radio and Sparknet Communications define a fun but mystique-laden brand personality for their national radio format called “Jack FM.” Consequently, the Los Angeles CBS Jack FM station (93.1 FM) became the most popular and most profitable non-Hispanic radio station in L.A. for the highly desired 25-54 age bracket.



“David helped us analyze our brand as if it was a complex, multifaceted character, and then showed us a multitude of precise ways to have our brand’s “personality” reach our public. We found his insights hugely beneficial in developing the world and character of Jack FM.

“Our group of experienced radio programmers found that David gave them a host of new tools which they immediately channeled into practical action. We are utilizing David’s insights and techniques daily, with great results.”

— **Kurt Johnson**, VP Programming, CBS Radio



TYSON FOODS, INC.

“David brings a rare and valuable perspective that helped us rethink our relationship with our customers.

“Our company, like other Fortune 100 companies for which I’ve worked, was a bit calcified — oriented toward facts and figures but not the reasons behind their rise and fall, which are the emotions our customers feel when they like, or are turned off, by a brand. We needed to become more nimble, relevant, and connected.



“And so we brought David on board to do what I call a “DNA transfer” of his processes to the rest of my marketing team. As a result, David’s methodologies and case studies drive a lot of how we now position to customers today and into the future.

“You can’t get this from the best MBA grads or agencies. They see what’s on the surface; David understands what operates underneath.”

— **Tom Pellizzetti**, Sr. Innovation Manager, Tyson Foods



MODERN TIMES GROUP – Sweden’s largest media company

I saw David Freeman teach a class on branding in Austin that really energized and clarified some of my thinking about ways to create emotional engagement by reaching consumers on a subconscious level. I work for Sweden's largest media company, and we invited David to Stockholm to offer his class to some of the many agencies in town with whom we often do business.



“300 people showed up, packing the room — Creative Directors and other top creatives from big agencies like DDB and Young and Rubicam, and from lots of medium-sized and small agencies too.

“These are people who create brands for a living — and yet all the material David showed them and the techniques he taught were completely new. We'd never seen everyone in advertising in Stockholm gather in one place before, but they turned out for David. It was definitely a first.

“We'd promised the attendees David would live up to his reputation and give them a dynamic talk filled with powerful branding techniques. He delivered on those promises and went beyond them, offering numerous fresh insights that these agencies could put immediately to use. The warmth, fun, and aesthetics he brought to the presentation were the icing on the cake.”

— **Tomas Bacocoli**, Vice Commercial Director, MTG Media

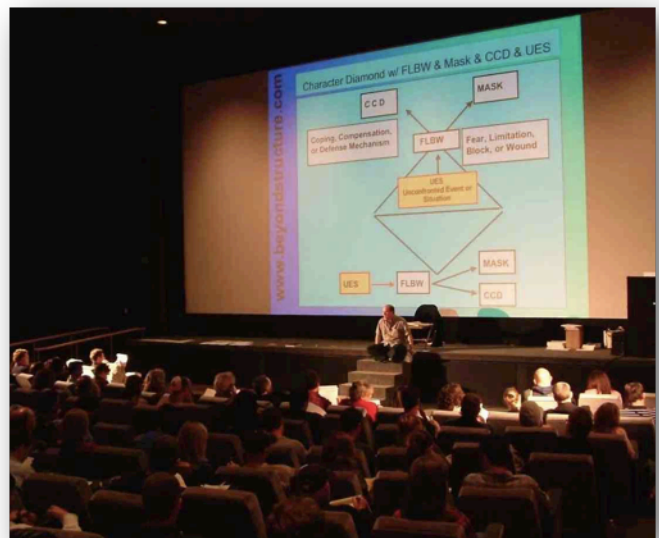
Hollywood Origins:

Freeman came to speaking and branding by way of a deepstudy of over 1000 techniques behind great storytelling *that are addressed completely to the audience’s subconscious*.

He sold scripts and ideas to Sony Pictures, Columbia Pictures, Paramount Pictures, and many other film and television companies.

He teaches “Beyond Structure” (www.beyondstructure.com) one of the most popular storytelling classes in the world, aimed at screenwriters, script development executives, directors, and producers — as well as brand managers and ad agency creatives and executives.

Freeman has taught at film studios, television companies, and videogame publishers across the globe. Countless major Hollywood and British writers, directors, and producers, as well as renown videogame designers and executives have taken his training.



Freeman teaching “Beyond Structure” at Universal Pictures



“‘Beyond Structure’ is without question the most valuable class I’ve ever taken. Over the years, I’ve recommended it to aspiring screenwriters and pros alike. I can’t think of anyone who wouldn’t stand to benefit from learning the techniques that David teaches.”

— **Jane Goldman**, screenwriter of “X-Men: First Class,” “Kick-Ass,” “The Debt,” “The Woman in Black,” “Stardust,” and the upcoming sequel in the “X-Men” franchise.