MASTER CLASS

You must WRAP, BAG & TAG before you BRAG

DIGIMARCON CANADA 2026
DIGITAL MARKETING CONFERENCE



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CHAIRMAN
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TORONTO, ON ~ APRIL 15 - 16, 2026
DIGIMARCONCANADA.CA | #DigiMarConCanada

2026 WORLD TOUR

WALLPAPERSWIDE.COM

WRAP, BAG, TAG then BRAG

Why Clarity and Relevance Are Your Only Real Advantages in a Distracted Market

Derek Lackey, Chairman, Response Market Association | March 15, 2026


Go! Go! Go!



“No good picking up speed
if you’re on the wrong road”



brag

Promote with Purpose

Only when the offer is clear, packaged, and positioned do we move to promotion. With a strong foundation, your campaigns land harder, convert faster, and perform better across every touchpoint, whether you are branding or doing performance marketing. Everything you do builds on the shoulders of what you have already done.

wrap

Define It

Most marketing offerings are abstract or layered. We work with you to shape your solution into something tangible and understandable. We articulate what it is, who it's for, and why it matters, in your buyer's language.

tag

Brand it with Precision

This isn't just logos and colours. It's strategic identity work - naming, design, messaging - all built to connect with your target audience, signal credibility, reduce risk, and create instant and long-term recognition. Strong branding builds trust. Weak branding creates doubt.

bag

Package it For the Market

Pricing, bundling, positioning, channel selection - this is where we design your go-to-market plan. We make your offer ready to move and relevant to your target audience, removing friction for both sales teams and decision-makers.



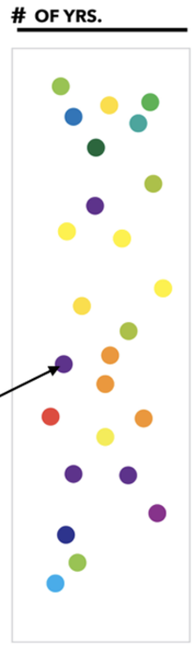
The Marketing Thought

Is it worth the investment?

Result after 10 years
Consumer Confusion

All promotion activity
Is all over the map

Promotional activity





Result after 10 years
Consumer knows what they can count on you for

All promotion activity
supports the brand

**Clear Brand Position=
Marketing Thought**

"Promotion without alignment isn't marketing. It's just noise with a budget."

Step 1.

Before you can sell something, you have to make it real in the mind of your buyer.



What is it, really?

Who is it for?

Why does it matter to them - not to you?

If you hand your offer to a stranger and they couldn't explain it back to you in 20 seconds, you haven't WRAPped it yet.

Fuzzy in, fuzzy out.
Fuzzy marketing doesn't convert.



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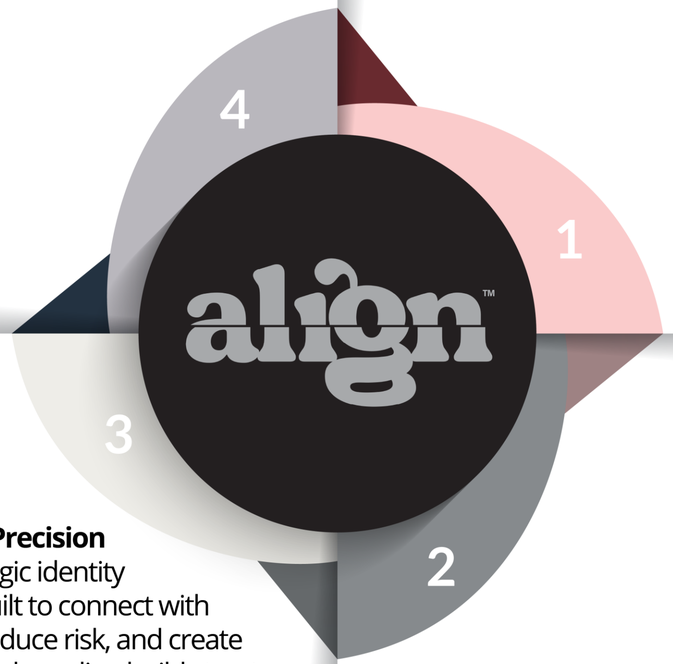
How is it priced?

How does it sit against the alternatives?

What's the easiest path to purchase?

Where does it go to market?

BAG is not just for customers,
it's for your sales team too.



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What TAG really means

Cover the logo on your best competitor's ad.

Can you still tell it's them? That's what a strong TAG does.

Now cover yours.

Does the name work for this audience in this market?

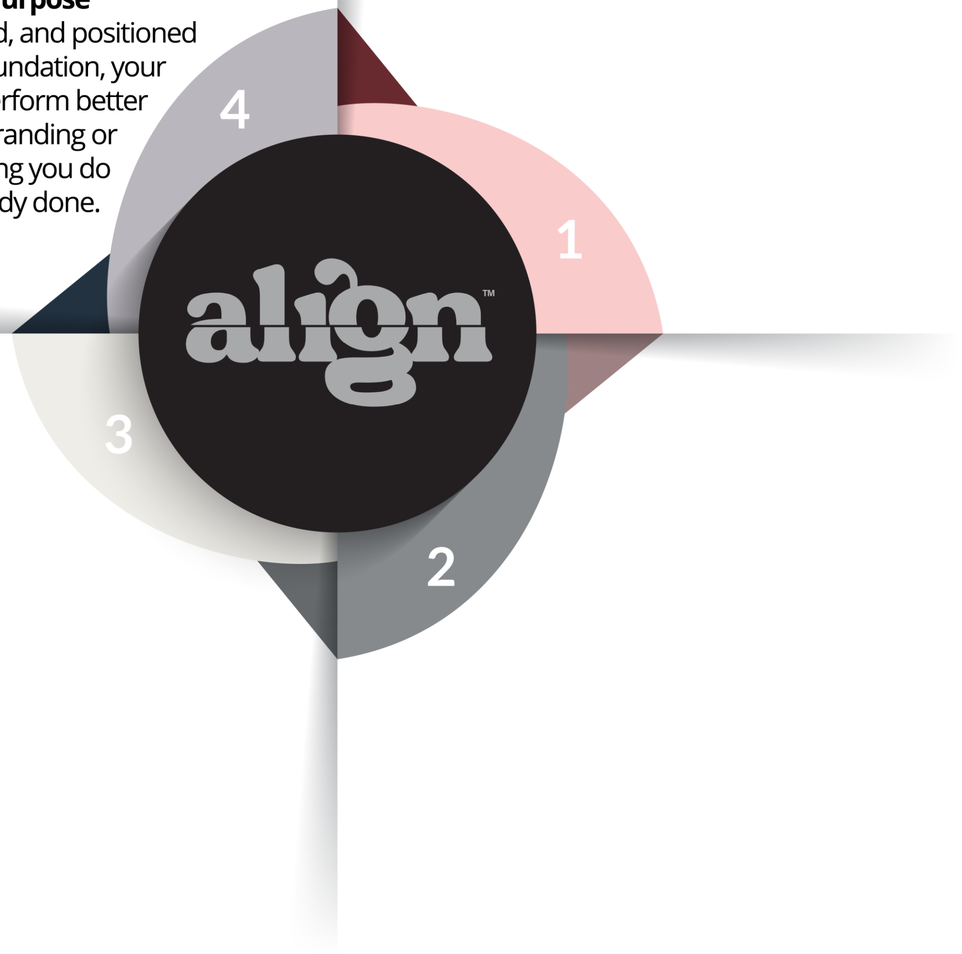
Does the look, sound, and feel build trust or confusion?

Will people remember it, recognize it, and choose it?

brag

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The Compound Effect

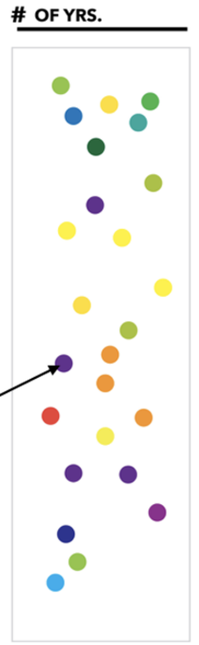
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WHY This Matters



ChatGPT

1. WRAP: Can I explain what we're selling in language my customer would use, in 20 seconds?

2. BAG: Is this easy to buy? Do my salespeople know how to sell it? Is the pricing and path to purchase clear?

3. TAG: Does our brand build trust or confusion in the market?

4. BRAG: Am I promoting something that's ready, or am I just making more noise, in an already noisy market?



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