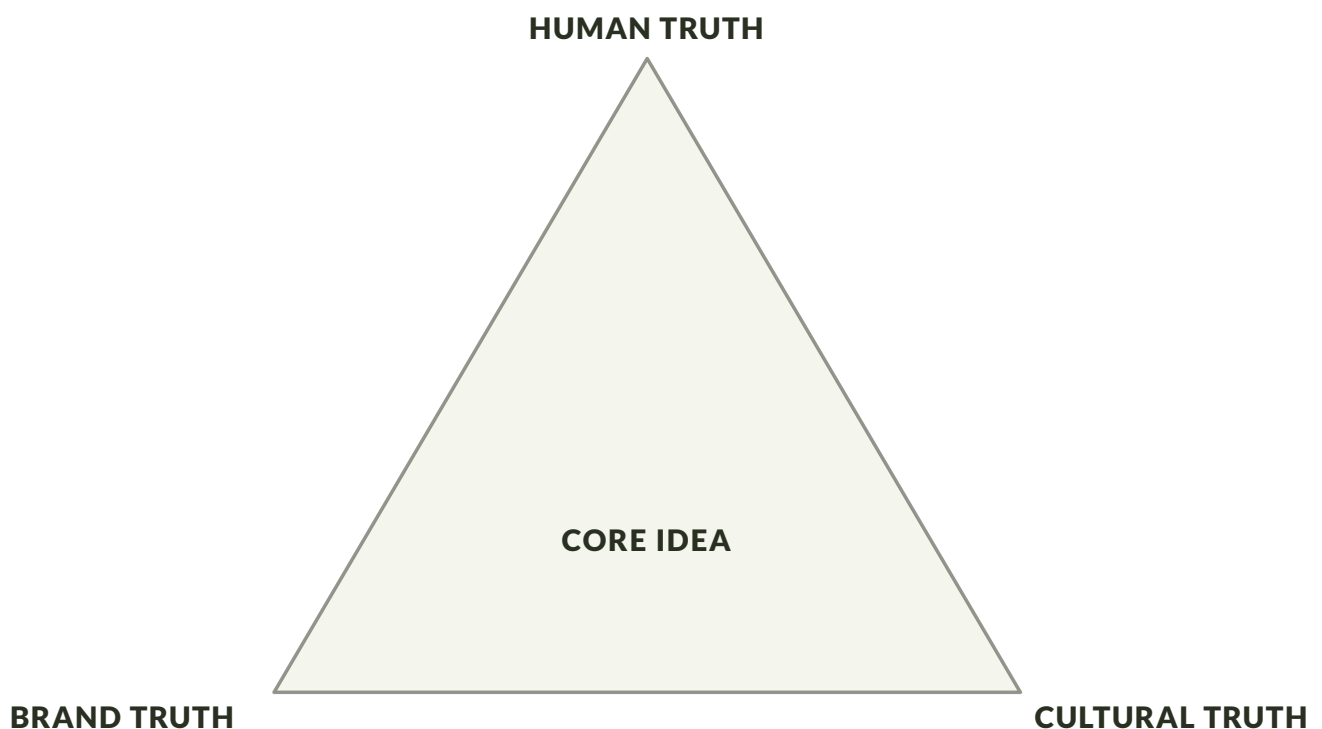


Pyramid of Truth

A core-idea generator: triangulates a brand truth, a human truth and a cultural truth into one idea that holds. Origin: Julian Cole, Selfstorming naming



● **BRAND TRUTH:** What is genuinely, provably real about the product or company - a defensible fact the idea can stand on.

● **CULTURAL TRUTH:** A live tension or shift in the wider world right now that the category sits inside.

● **HUMAN TRUTH:** A deep, felt insight about the people you're for - something they'd recognise in themselves.

● **CORE IDEA:** The single idea where all three truths overlap - true to the brand, felt by the human, alive in the culture.