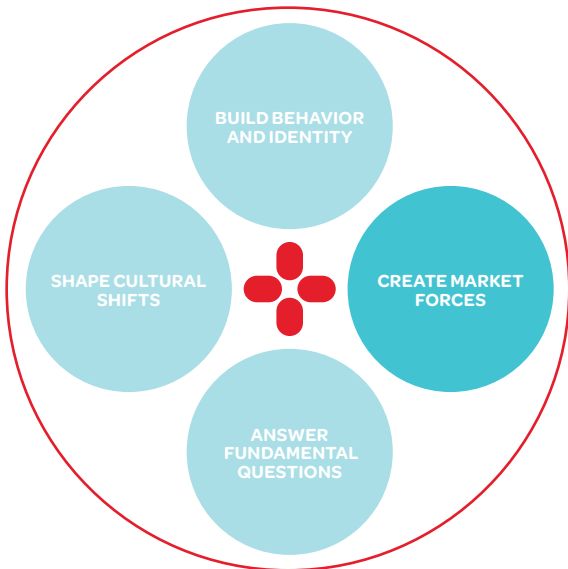


eBay

eBay, created in 1995, now has about 50 million registered users and employs a staff of 2,500. There are over 600 bids placed per minute and over 250,000 items are added daily. The modern garage sale has sold over 45 million items to date.

Though eBay has a clear presence in all four of these areas, its most marked achievement is the creation of new market forces, where it redefined the auction and the internet.





eBay

GARAGE SALE



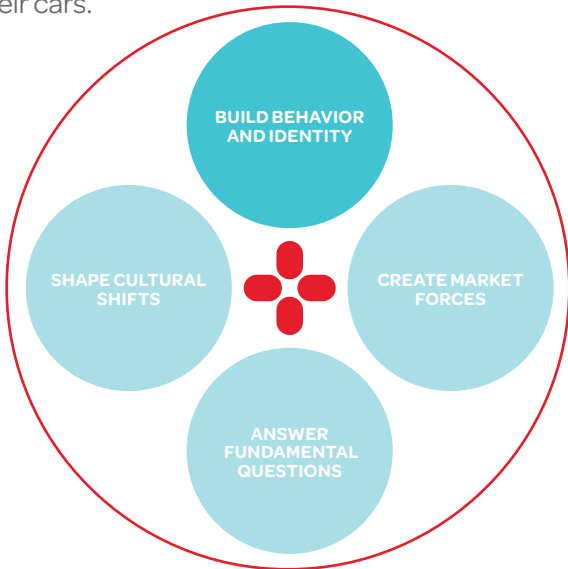
EBAY

AN ICONIC BRAND

Scion

Toyota, Scion's parent company, created Scion in 2003, releasing it only in California. In 2004, the car was available nationwide and is evidence of Toyota's attempt to rethink engagement at every level of the purchase and ownership experience.

Scion certainly shows its greatest strength through building brand behavior and identity. It has revolutionized an industry by giving new meaning to relationships between individuals and their cars.





THEIR CAR



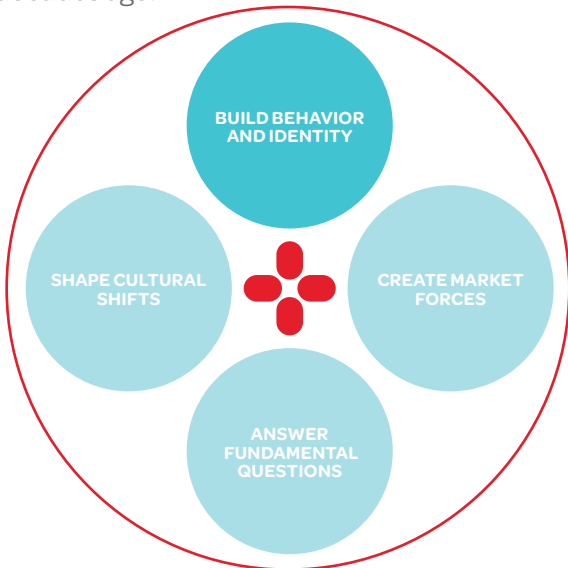
YOUR CAR

AN ICONIC BRAND

Avon

Avon was started as the California Perfume Company by David H. McConnell in 1886. Mrs P.F. Albee, the company's first agent, marked a long line of independent representatives that, in 1997, reached 2.6 million in number.

Avon, though certainly an impressive brand in all of these areas, has the richest legacy in the identity that it has let women build for themselves. An Avon lady today still carries that same core of identity and behavior that was created so many decades ago.



AN ICONIC BRAND

AVON

PHARMACY



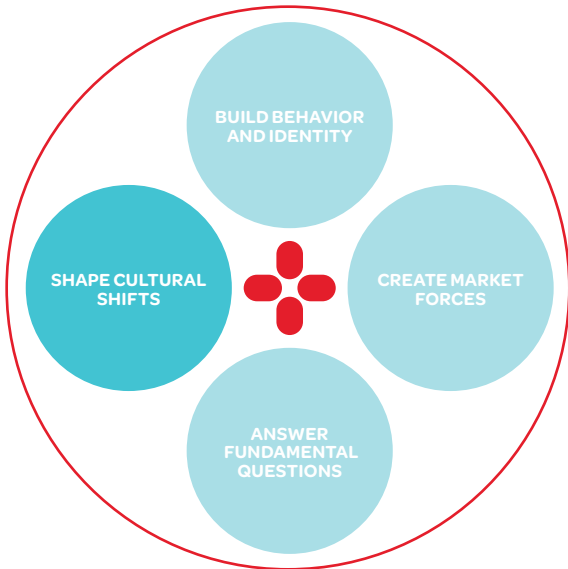
AVON LADY

AN ICONIC BRAND

Starbucks

Starbucks began in Seattle in 1971 and has now spread to nearly every continent with millions of visits to its stores each week. The brand has created an unrivaled community in the coffee industry and has changed the way consumers think about coffee.

Starbucks' claim to fame is clearly its hand in reshaping American coffee culture. It almost single-handedly revolutionized coffee's convenience and customization.



AN ICONIC BRAND



CUP OF JOE



**CUP ON EVERY
CORNER**

AN ICONIC BRAND