

D O L L K A
M O R I C O



THANK YOU!

PRESENTATION DESIGN





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Client: Client: NRI SECURE

Objective: Design powerpoint template for client presentation

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THANK YOU.

We really look forward to partnering with you.

sublime
COMMUNICATIONS

LOREM IPSUM

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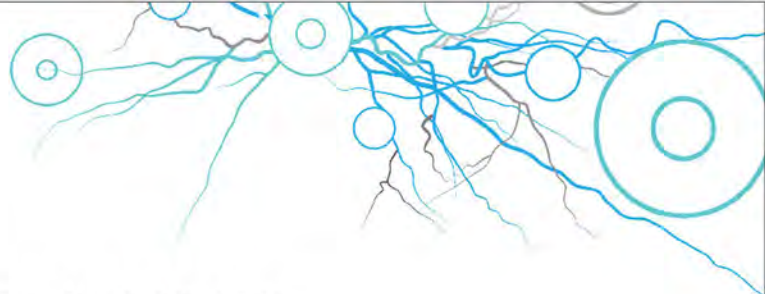
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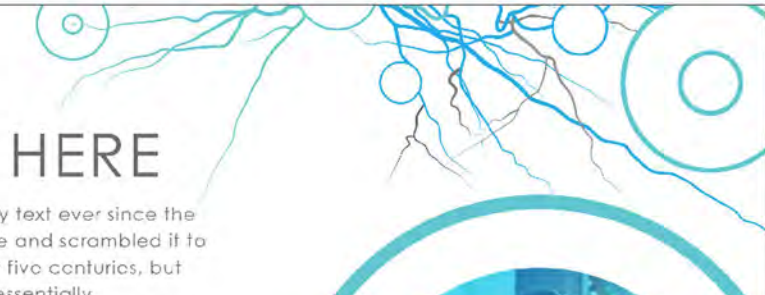
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Client: Notified
Objective: Design various powerpoint template pages capturing brand essence



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Client: Openminded
Objective: Design various powerpoint template pages capturing brand essence

OPENMINDED Investments

MARCH 2021

DISCLAIMER

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OPENMINDED Investments

WHERE WE START - THE MARKET OPPORTUNITY

OPENMINDED Investments

Specifics:

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- Lorem

01 | INTRODUCTION & PURPOSE

OPENMINDED Investments

03 | OPEN MINDED APPROACH

OPENMINDED Investments

02 | STRATEGIC OPPORTUNITY

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WE ARE HERE TO CREATE CHANGE

THE PROBLEM IS DECADES OLD

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INVESTMENT STRATEGY

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THE FUTURE IS PSYCHEDELIC

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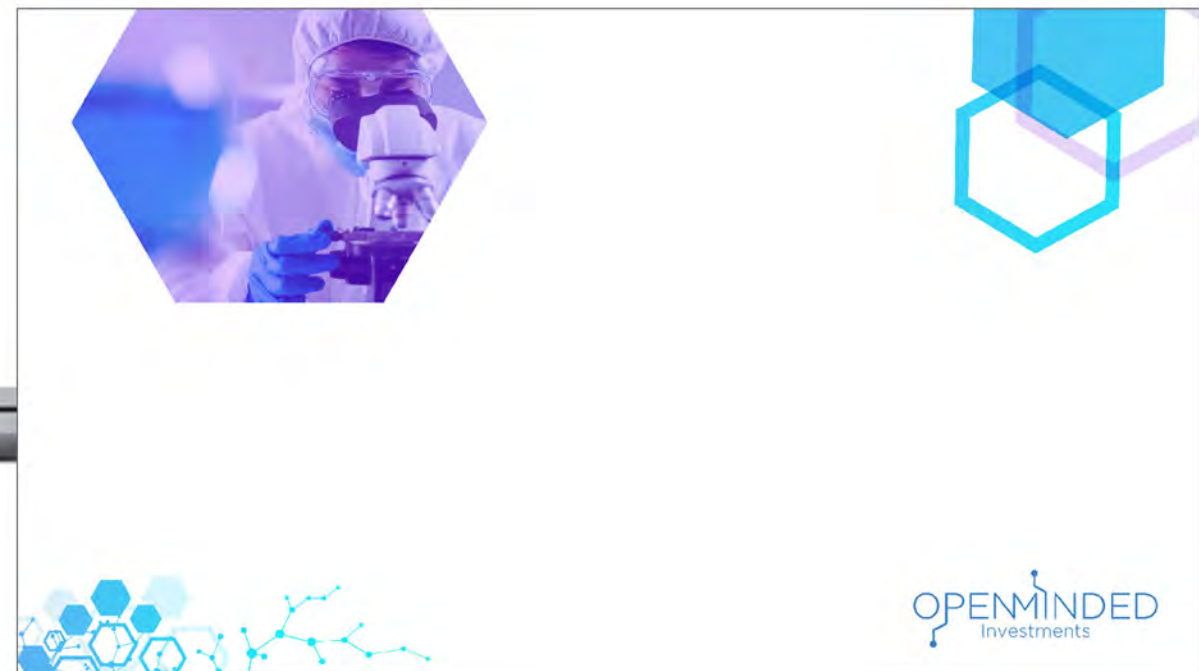
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Client: Openminded
Objective: Design various powerpoint template pages capturing brand essence



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Objective: Design various powerpoint template pages capturing brand essence



Client: Openminded
Objective: Design various powerpoint template pages capturing brand essence



Client: Convergint
Objective: Design power point and materials for sales team conference

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Page 2

FIND YOUR WHY
Convergint
INSPIRATION

Transition Slide Title Here



Client: Congirgint
Objective: Design power point and materials for sales team conference 2020



Cybis provides business-oriented cybersecurity services to the commercial sector

Vision: We help our clients "Think like an Attacker"

- Attackers don't care about organizational silos and boundaries – they take the path of least resistance to achieve their objectives.
- To expose an attacker's potential objectives, Cybis starts by exploring the value in your business, to both your stakeholders and your potential adversaries.
- Cybis takes an integrated approach, across technology, physical, and human dimensions, to identify and address vulnerabilities and threats to your networks, data, operations and people.

Mission Statement
Cybis delivers Agency Grade™ security advisory capabilities to support integrated programs that help make our clients more secure and resilient.

Value proposition

- Ex-NSA/CIA/DOD cyber operators
- Integrate technology, physical and human elements
- Focus on long-term client relationships
- Vendor/Tool/Solution agnostic recommendations

Cybis Is Your Trusted Advisor For Cybersecurity Strategy

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Client: Cybis
Objective: Design power point and materials for sales team conference 2020




Client: Ketchum
Objective: Design presentation


WELCOME



Cathy Wolfe
Senior Director
Strategic
Communications
And Market Intelligence
Toshiba America
Medical Systems



Tyler Durham
Partner and President
Ketchum Change



Melissa Kinch
Partner and Director
Ketchum West

AGENDA FOR TODAY

- The Shifting Landscape
- Reputation by Permission POV
- Employees as Reputation Ambassadors
- Empowering Toshiba's Employees in Times of Change
- Discussion and Q&A

REPUTATION BY PERMISSION

Beyond:

- Your Products & Services
- Your Value Proposition
- Your Words
- Your Control





CATEGORY ASSESSMENT

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biondogroup

FARM FRESH EGG-LAND'S BEST

OVERARCHING BRAND

TO BRING BACK EGGS FROM THE ORDINARY! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. n culpa qui officia deserunt mollit anim id est laborum.



biondogroup

FARM FRESH EGG-LAND'S BEST

OUR BRAND

BETTER TASTE. BETTER NUTRITION. BETTER EGGS.



biondogroup

OVERARCHING BRAND

TO BRING BACK EGGS FROM THE ORDINARY! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.



biondogroup

FARM FRESH EGG-LAND'S BEST



Client: Biondo Group for EB
Objective: Design template for presentation

OUR PROMISE

TO BRING BACK EGGS FROM THE ORDINARY!

FARM FRESH
EGG-LAND'S BEST

biondogroup

HOW WE DO IT

PRODUCING THE VERY BEST.
WITH HEALTH ALWAYS IN MIND.

FARM FRESH
EGG-LAND'S BEST

biondogroup

OUR CHALLENGE

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FARM FRESH
EGG-LAND'S BEST

biondogroup

OUR SOLUTION

DISRUPT THE CATEGORY

FARM FRESH
EGG-LAND'S BEST

biondogroup

CATEGORY ASSESSMENT

FARM FRESH
EGG-LAND'S BEST

biondogroup



Client: Biondo Group for EB
Objective: Design template for presentation

BECAUSE THEY MATTER

COMMITTED TO MAKING OUR VERY BEST.

FARM FRESH
EGG-LAND'S BEST

biondogroup

THE JOURNEY

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THE BEN MARKETING GROUP IS...

A UNIQUE BLEND OF MARKETING PROFESSIONALS WORKING TOGETHER TO PROVIDE FORTUNE 500 COMPANIES WITH THE RIGHT SOLUTIONS FOR WINNING RESULTS



1



UNIQUE BLEND OF MARKETERS

OUR LEADERSHIP TEAM HAS HELD KEY POSITIONS IN SALES, RETAIL STRATEGY, BRANDING, ADVERTISING, AND CREATIVE...

- SVP OF SALES & MARKETING, GRAND MET / PADDINGTON
- PARTNER, SALES & CUSTOMER RELATIONSHIP MANAGEMENT, DELOITTE & TOUCHE CONSULTING
- PRESIDENT OF BACKER SPIELVOGEL BATES ADVERTISING
- CHIEF CREATIVE OFFICER FOR KIRSHENBAUM & BOND
- SVP, RETAIL SALES, PEPSI-COLA
- SVP, CLIENT DIRECTOR FOR NOVARTIS

2



3

Riboflavin
Keeps cholesterol down to help keep your heart going strong.



UNIQUE BLEND OF MARKETERS = UNIQUELY EFFECTIVE SOLUTIONS

4



(2005)
SARA LEE HEART HEALTHY BREADS
SARA LEE SOFT & SMOOTH BREADS
EARTHGRAIN EXTRA-FIBER BREADS
DUPONT NEW SMOKE ALARMS
DUPONT NEW LONG-LASTING MULCH

(PLANNED FOR 2006)
SARA LEE HEALTHY LOW-CAL BREADS
SARA LEE BREAKFAST BREADS
DUPONT NEW FOOT CARE PRODUCTS
NEW CERTIFIED GRANITE FROM DUPONT

WE APPLY STRATEGIC INSIGHTS, CREATIVE INNOVATION AND EXECUTION EXCELLENCE TO MAJOR NEW PRODUCT LAUNCHES



TOP FIVE NEW PRODUCTS LAUNCHED IN 2003...

BEN Marketing Client	VANILLA COKE REGULAR & DIET SOFT DRINKS	\$292
BEN Marketing Client	KRISPY KREME DOUGHNUTS DOUGHNUTS	\$235
	SARA LEE FRESH BREADS BREADS, ROLLS, BUNS, CROISSANTS	\$160
	MICHELOB ULTRA LOW-CARB BEER	\$156
	BERRY BURST CHEERIOS READY-TO-EAT CEREAL	\$88

SOURCE: NEW PRODUCT PACESETTERS Q4 2003 (INFORMATION RESOURCES INC.) - DOLLAR SALES IN MILLIONS



BEN MARKETING DEVELOPED A REVOLUTIONARY NEW APPROACH FOR SARA LEE TO EMERGE AS THE DOMINANT BREAD BRAND AT RETAIL

Calcium
Builds stronger bones for a stronger body



15

Magnesium
Balance is everything. And magnesium helps you keep it



BEN MARKETING AND SARA LEE DEVELOPED A MORE COMPELLING RETAIL PROPOSITION BY RE-DEPLOYING MARKETING DOLLARS AND PROGRAMS TO ITS KEY RETAILERS

16

...TWO (2) OUT OF THE TOP FIVE (5) NEW PRODUCT INTRODUCTIONS OF 2003 WERE DEVELOPED, CREATED AND MANAGED BY BEN MARKETING

Vitamin A
You depend on your eyes; your eyes depend on Vitamin A



17

PEPSICO

Maximizing Potential of PepsiCo Brand Communications/PR

A How-To Guide for Brand Communicators

In This Toolkit

- Section 1**
Introduction
 - How to use the toolkit
 - What PR Can and Can't Do
 - 7 Bold Behaviors
- Section 2**
Creating a Holistic Campaign
 - Make the Case
 - Consider the Audience
 - Pick the right channel
 - Craft a compelling message
 - Summary
- Section 3**
Additional Tools and Resources (Appendix)
 - Mitigating Risk/ Risk Analysis
 - Scenarios
 - Case Studies

Section 1 Introduction

How to Use This Toolkit

This toolkit is intended to give you – the Brand Communications/PR team – the framework and information you need to more consistently and successfully embed Brand Communications/PR activity into the Marketing teams' brands, products, campaigns and programs.

This toolkit is best used as an ongoing reminder of best practices. We suggest you use it to remain accountable to the way we want to interact with the Brand and Marketing teams.

We invite you to print it out and mark it up, add best practices that work for you and write your commitments to this way of working. It's also meant to be an evolving, living toolkit, so if you have any builds or best practices, please let us know so we can update future iterations.

S1 Reminder: Our Goal

To amplify our brands by building a robust integrated Brand Communications capability that drives sales, improves ROI and helps us outpace the competition.

What does this mean? As PepsiCo Brand Communications/PR professionals, you have the unique ability to help amplify our brands, products, campaigns and programs with strategic and targeted brand communications. The end result of your efforts are stronger brands, more return on our investment and our ability to get ahead of – and stay ahead of – our competitors. Plus, effective brand communications will engender credibility and third party endorsements that are critical differentiators in this cluttered, fast-paced consumer environment.

S1 These behaviors help ensure a strong partnership between Brand Communications and Marketing

7 Bold Behaviors of Brand Communicators/PR

- Build trust by being present** – Establish relationships with brand teams and build trust as a credible expert and complement to the program.
- Speak fearlessly and solve problems** – Raise risks, ideas and challenges, and be ready to be part of the solution.
- Get a seat at the table and live the brand** – Be part of the program planning process and immersed in the brand news, events and happenings.
- Elevate your experience** – Bring case studies, examples and relevant experience to the table to illustrate how communications can bolster the campaign.
- Maintain consistency and quality** – Keep a consistent approach and quality way of working from program to program.
- Make the brand look good** – Make the brand the hero by elevating the content to influencers and consumers.
- Show quick wins** – Track and share successes and quick wins, and be able to speak to the role Communications has in creating a stronger and more holistic brand experience.

S2 1. Make the Case

S2 3. Pick the Right Channel

S1 A New World Definition of PR:

We are operating in a fast-changing branding, marketing and communications world, and that requires new and different behaviors and practices from Brand Communications/PR.

"PR has moved from merely being a matchmaker between clients and media, or simply a publicist organizing a party that is taking the central role in a new world of earned influence."
— New York Times, October 21, 2014

- A strategic communication approach that includes identifying, understanding, connecting and influencing relevant stakeholders.
- Creates conversations of mutual benefit with a broad range of stakeholders, including employees, customers, investors, partners, and the community.
- Public relations is about reputation, the result of what you do, what you say and what others say about you.

1. Make the Case

The first step in creating a holistic and successful campaign, is to get a seat at the table during strategic planning, when a brand campaign is in the works. Make a case for involving PR early by emphasizing that PR can:

- Enhance campaign reach through paid, earned, shared and owned channels
- Bolster the brand story and help craft a compelling narrative
- Connect the right audience through the right channels to the brand and related efforts
- Build emotion and a call-to-action into campaigns
- Create a dialogue (two-way communication) with target audiences
- Win credibility for the initiative



Client: PepsiCo
Objective: Design template for client brand communication



WE KNOW PACKAGING:

1. STOP
2. TOUCH
3. BUY

STOP

your shopper in the aisle. We see your brand through their eyes – making sure your package stands out and grabs their attention.

We achieve this through:

- Using the brand as a billboard
- Creating a relevant brand image
- Color & graphics

TOUCH

For a shopper to reach out to your brand, your packaging must touch them.

We achieve this by generating:

- A "wow" response - fresh imagery & graphics
- Curiosity - "What's in it for me?"

WHO WE ARE

- Strategic branding and package design firm with a 50-year track record building world-class brands
- Highly specialized team of strategists, designers, and production artists
- Global expertise in four continents

OUR CREATIVE PHILOSOPHY

“Beginner's mind” - our fundamental attitude. In the beginner's mind each project is a clean slate. With a fresh outlook unencumbered by visual clichés or trendy gimmicks, each assignment is exclusive. We strive for originality and precision in capturing a brand's essence, the unique selling point that motivates consumers to purchase.”

- Charles Biondo, CEO

ALL THINGS ARE POSSIBLE...

PACKAGING DRIVES PURCHASE

Nourishing Her baby – nothing is more personal or more instinctive. And no branding effort is more meaningful.

Packaging is wide-reaching. It extends out from the store, the hospital, the home and on-line.

On sight, if she touches it, she will probably buy it.

MEAD JOHNSON & THE BIONDO GROUP A STRONG PARTNERSHIP

12-year track record with Mead Johnson - creating, revitalizing and extending brands globally.

Deep understanding of Mead Johnson's branding and package design systems.

Includes:

- Regional & brand-specific requirements
- Brand & packaging history

OUR CORE CAPABILITIES

- Brand Strategy & Positioning – Domestic & International
- Package Design Systems
- Brand & Variety Naming, Copywriting
- New Product Concept Generation
- Brand Standard Manuals
- Point-of-Purchase Displays, Sales Manuals

Client: Biondo Group for MeadJohnson
Objective: Design template for presentation

JOHNNIE WALKER
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JOHNNIE WALKER COCKTAIL STRATEGY

DRINK RESPONSIBLY
Imported by Diageo, Norwalk, CT

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John Walker & Sons | BLENDED SCOTCH WHISKY

SITUATION

CONSUMER INTEREST IN WHISKEY IS AT AN ALL TIME HIGH

- Whiskey has overtaken Vodka to become the #1 Best Selling Spirit.¹
- Whiskey is the fastest growing spirit in Menu Mentions.²
 - Whiskey/Bourbon +31%²
 - Scotch Whisky +9.22
- 3 out of the top 10 fastest growing cocktails are whiskey based.³

JOHNNIE WALKER IS THE #1 SELLING SCOTCH WHISKY¹

- Johnnie Walker remains the top called for Scotch brand.²
- Blue and Black Label are among the top 5 fastest growing scotch brands on menu.²

WHILE JOHNNIE WALKER IS GROWING...IT'S MENUED AS A STAND ALONE SPIRIT RATHER THAN A MIXED DRINK²

SOURCE: 1. NPD GROUP, NACS #2 W/ \$13.2B/2016; 2. TECHNOMIC, JOHN 2016; 3. CIVILMETERX #2 W/ \$7.2B/16

JOHNNIE WALKER

IDEA

UNIQUE SERVES THAT OFFER CONSUMERS NEW OCCASIONS.

Drive awareness, trial and conversion through a comprehensive Johnnie Walker cocktail strategy that capitalizes on category growth and flavor trends.

THIS YEAR AND INTO NEXT THERE IS GOING TO BE A RISE IN SCOTCH COCKTAILS
— *The Spirits Business*⁴

HOW IT WORKS

Our strategy offers philosophy and specific serves that showcase the versatility of Scotch and its ability to be at the heart of the cocktail.

THE STRATEGY IS A TWO TIER APPROACH:

TIER 1: "SCOTCH &"

- These simple cocktail recipes are an easy way to enjoy Johnnie Walker with serves that accommodate speed of service accounts.

TIER 2: REIMAGINING THE CLASSICS

- Classic Cocktails with a Johnnie Walker twist! These cocktail recipes should be recommended for accounts that play more in the cocktails space.

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Client: Diageo
Objective: Design template for client brand communication

SCOTCH &

Johnnie Walker is a spirit that mixes easily with many types of soda and simple ingredients. Just add Johnnie Walker, your choice of soda, and a simple additional ingredient like ginger, lemons, or any syrup you would like to create a refreshing and easy to make cocktail.

JOHNNIE WALKER RED	
<p>1.5 oz Red Label Ginger Beer</p> <p>Combine in an ice filled highball glass. Garnish with lemon wedge and mint sprig.</p> <p>RED & GINGER</p>	<p>1.5 oz Red Label Coconut Water</p> <p>Combine in an ice filled highball glass. Garnish with lime wedge.</p> <p>RED & COCONUT</p>
JOHNNIE WALKER BLACK	
<p>1.5 oz Black Label Club Soda</p> <p>Combine in an ice filled highball glass. Garnish with lemon wedge.</p> <p>THE HIGHBALL</p>	<p>1.5 oz Black Label Orange Soda (Orangina or similar)</p> <p>Combine in an ice filled highball glass. Garnish with lime wedge.</p> <p>BLACK & ORANGE</p>
JOHNNIE WALKER DOUBLE BLACK	
<p>1.5 oz Double Black Grapefruit Soda</p> <p>Combine in an ice filled highball glass. Garnish with grapefruit wedge.</p> <p>SCOTTISH PALOMA</p>	<p>1.5 oz Double Black Lemon-Lime Soda</p> <p>Combine in an ice filled highball glass. Garnish with orange and cherry.</p> <p>BLACK CHERRY FIZZ</p>

WHISKEY + MIXER HAS HIGHEST INCIDENCE OF BRAND SPECIFICITY 3
13% MORE \$ per drink*

REIMAGINED CLASSICS

Classic Cocktails don't just belong to bourbon and rye. Some of the most iconic classic cocktails are made with Scotch including the Red Rob Roy, Bob Roy, and Blood and Sand. Scotch can also add a delicious twist to classic recipes like the Old Fashioned or the Red Hook by adding in the complexity of flavor and hint of smoke that is iconic to Johnnie Walker.

JOHNNIE WALKER RED	
<p>1.0 oz Red Label 0.5 oz Carpano Ancient Sweet Vermouth</p> <p>1 dash Angostura Bitters</p> <p>1 dash Peychaud's Bitters</p> <p>Stir over ice and strain into a coupe glass. Garnish with a cherry.</p> <p>RED ROB ROY</p>	<p>0.75 oz Red Label 0.5 oz Orange Juice</p> <p>0.5 oz Sweet Vermouth</p> <p>0.5 oz Orange Hearing</p> <p>Shake over ice and strain into a coupe glass. Garnish with an orange twist.</p> <p>BLOOD & SAND</p>
JOHNNIE WALKER BLACK	
<p>1.5 oz Black Label 0.5 oz Demerara Syrup</p> <p>2 dashes Angostura Bitters</p> <p>1 dash Anromatic Bitters</p> <p>Stir in a rock glass over ice. Garnish with a cherry and a lime wedge.</p> <p>OLD FASHIONED</p>	<p>1.5 oz Black Label 0.75 oz Sweet Vermouth</p> <p>0.5 oz Benedictine</p> <p>Stir and strain into a coupe glass. Garnish with a cherry and a lime wedge.</p> <p>BOBBY BURNS</p>
JOHNNIE WALKER DOUBLE BLACK	
<p>1.5 oz Double Black 75 oz Ginger Honey Syrup</p> <p>75 oz Lemon Juice</p> <p>5 oz Lagerbier 16 yr</p> <p>Add ingredients to a cocktail shaker and shake vigorously. Strain into an ice filled coupe glass. Garnish with a cherry and a lime wedge.</p> <p>PENICILLIN</p>	<p>1.0 oz Double Black 75 oz Drambuie</p> <p>Shake over ice and strain into a coupe glass. Garnish with a cherry and a lime wedge.</p> <p>RUSTY NAIL</p>

CLASSIC COCKTAILS ARE IN THE TOP 5 FASTEST GROWING WHISKEY DRINKS¹

TOOLS TO DRIVE AWARENESS

Leverage bar tools and visibility materials to drive awareness of Johnnie Walker. Ensure table tents and menu inserts are included within the account to remind guests of the new ways to enjoy Johnnie Walker.

WALL LIT SIGN	NAPKIN CADDY
CONDIMENT TRAY	BAR MAT
BOTTLE GLORIFIER	

BENEFITS

JOHNNIE WALKER DRIVES MORE \$ SALES THAN COMPETITION

- JW is the #1 Best Selling Scotch¹ and a top called brand.²
- JW sells more than 2X faster than competitors.³

JOHNNIE WALKER	DEWAR'S	CHIVAS
\$3,432	\$1,480	\$906

NEXT STEPS

JOHNNIE WALKER
KEEP WALKING

D O L L K A
M O R I C O



THANK YOU!