

D O J L K A

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M O R I C O





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HERE TITLE LOREM  
IPSUM HAS

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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- Lorem Ipsum has been the industry's standard
- Industry's standard
- Text ever since the 1500s

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Client: Client: NRI SECURE  
Objective: Design powerpoint template for client presentation



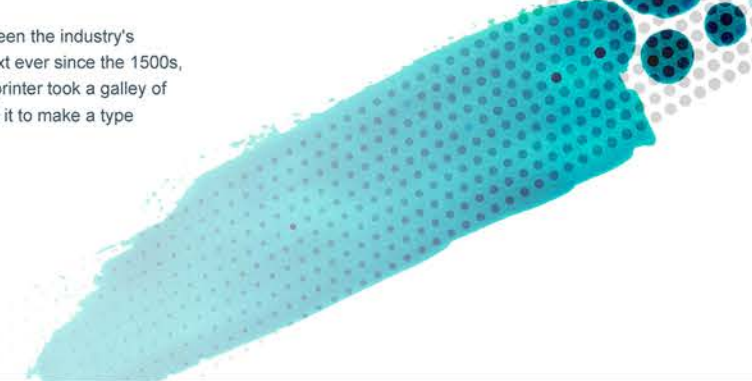
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**THANK YOU.**

We really look forward to partnering with you.




**Client:** Notified

**Objective:** Design various powerpoint template pages capturing brand essence



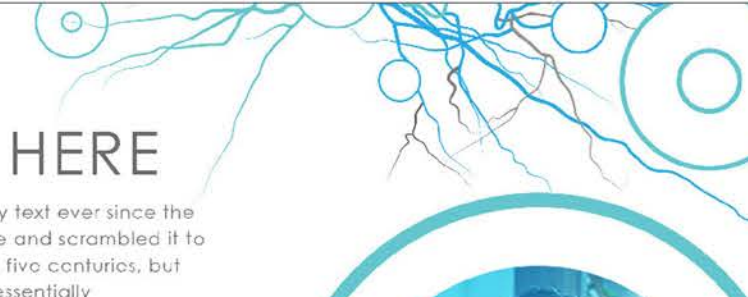



**Client:** Openminded  
**Objective:** Design various powerpoint template pages capturing brand essence





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OPENMINDED  
Investments

MARCH 2021

DISCLAIMER

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WHERE WE START - THE MARKET OPPORTUNITY

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SPECIFICS:

- Ipsum
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01 | INTRODUCTION & PURPOSE

OPENMINDED  
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03 | OPEN MINDED APPROACH

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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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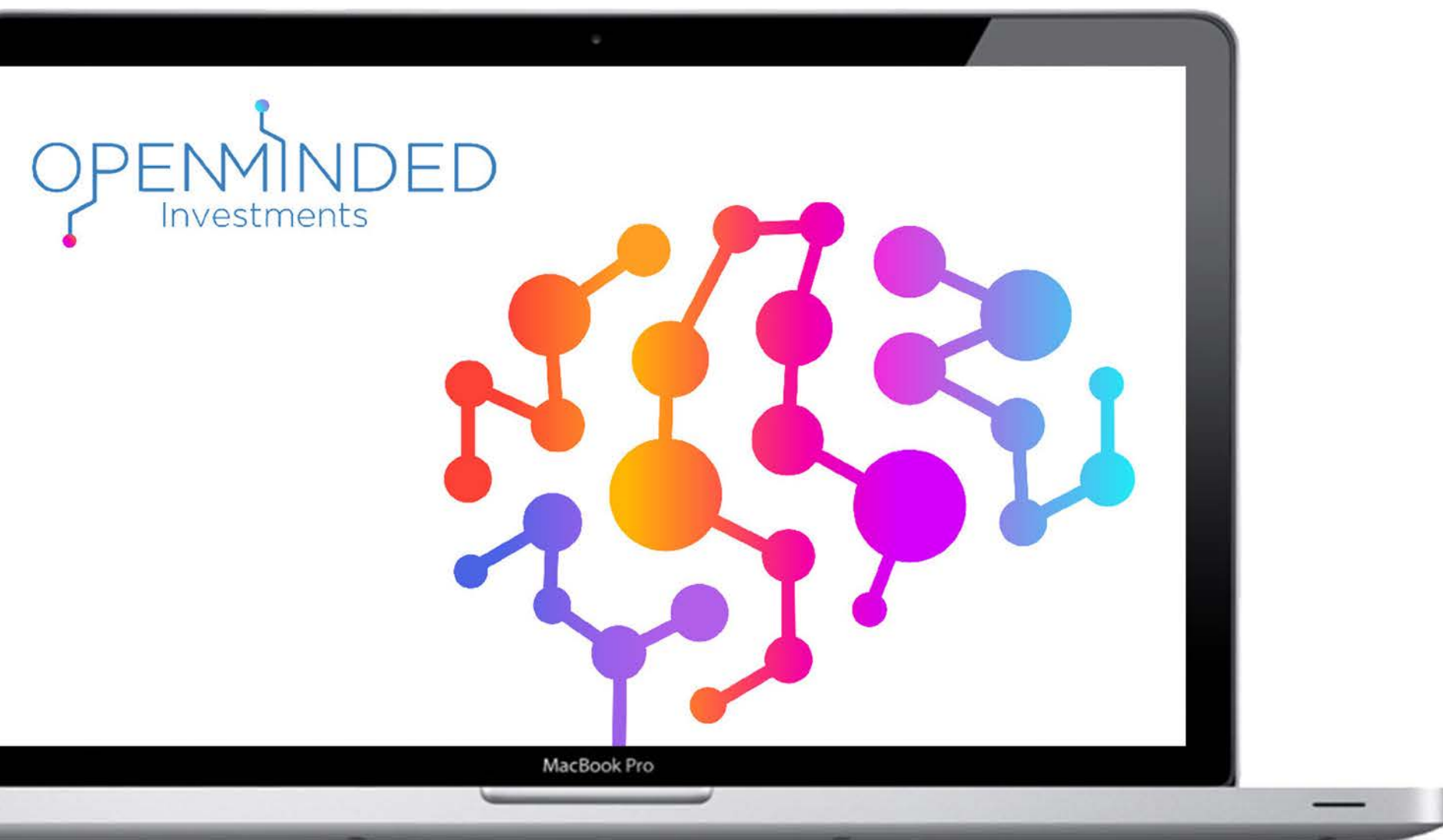
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THE FUTURE IS PSYCHEDELIC

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**Client:** Openminded

**Objective:** Design various powerpoint template pages capturing brand essence

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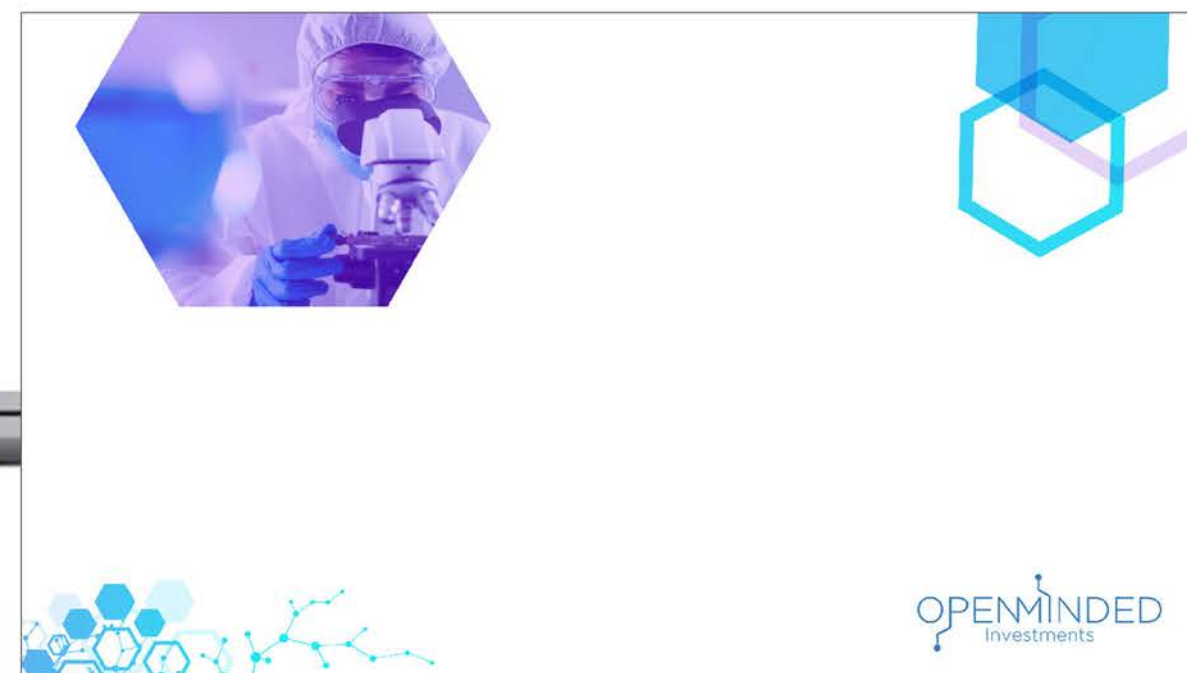
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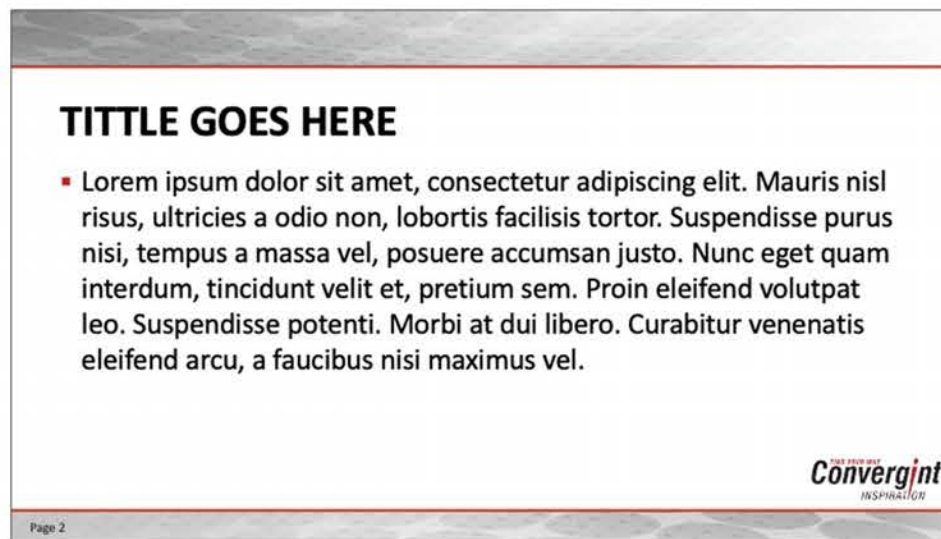


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**Objective:** Design various powerpoint template pages capturing brand essence







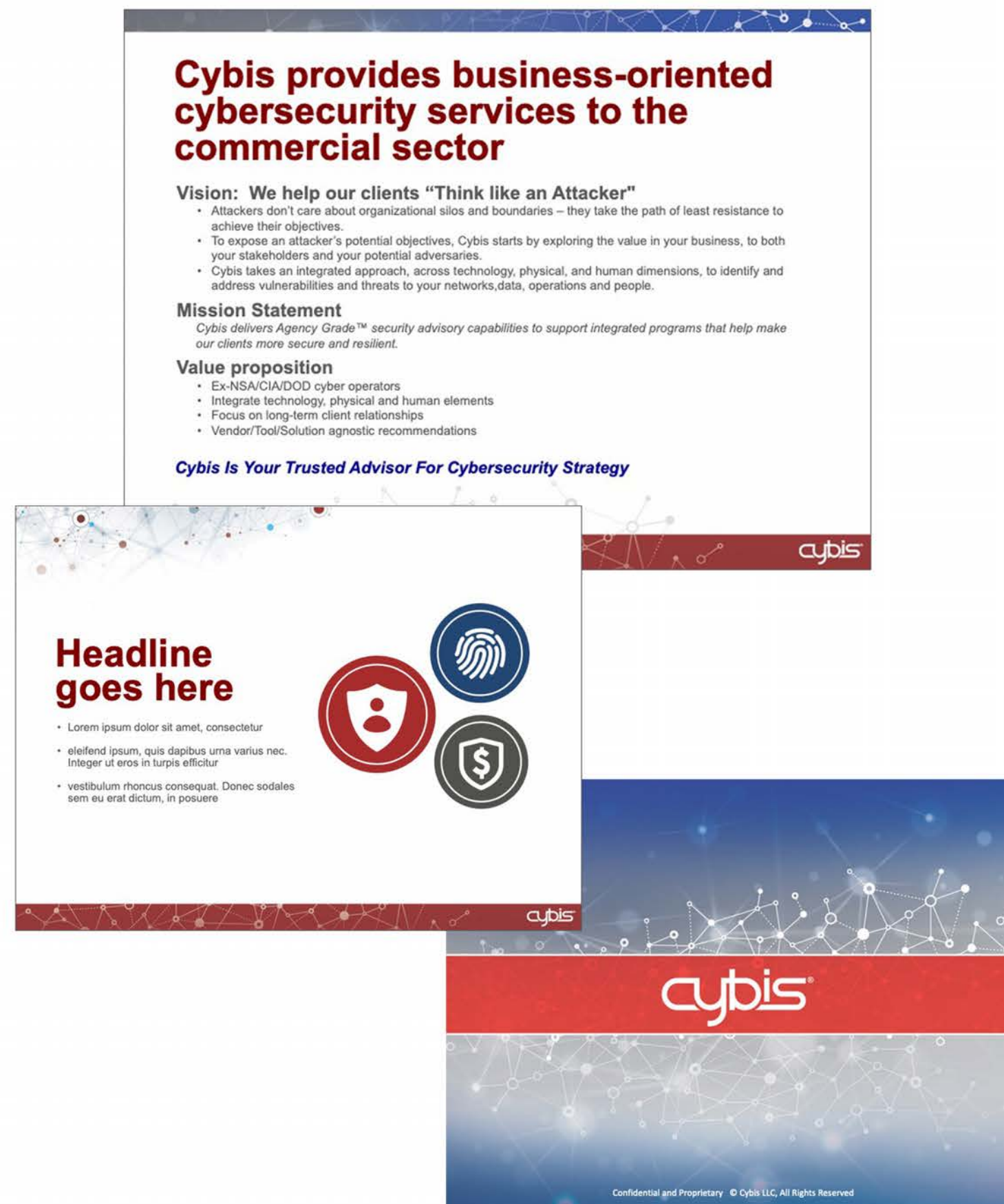








**Client:** Cybis  
**Objective:** Design power point and materials for sales team conference 2020







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

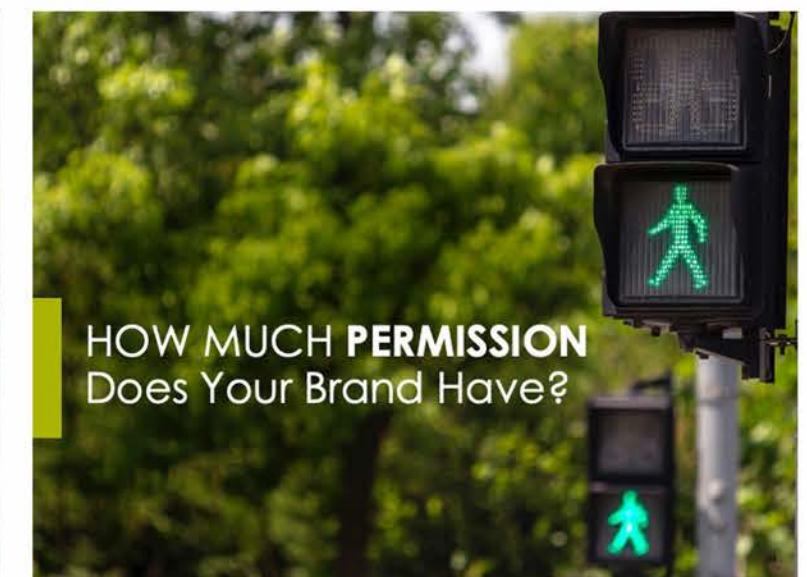
## AGENDA FOR TODAY

- 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







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

# HOW WE DO IT

PRODUCING THE VERY BEST.  
WITH HEALTH ALWAYS IN MIND.



FARM FRESH  
EGG-LAND'S BEST

# OUR CHALLANCE

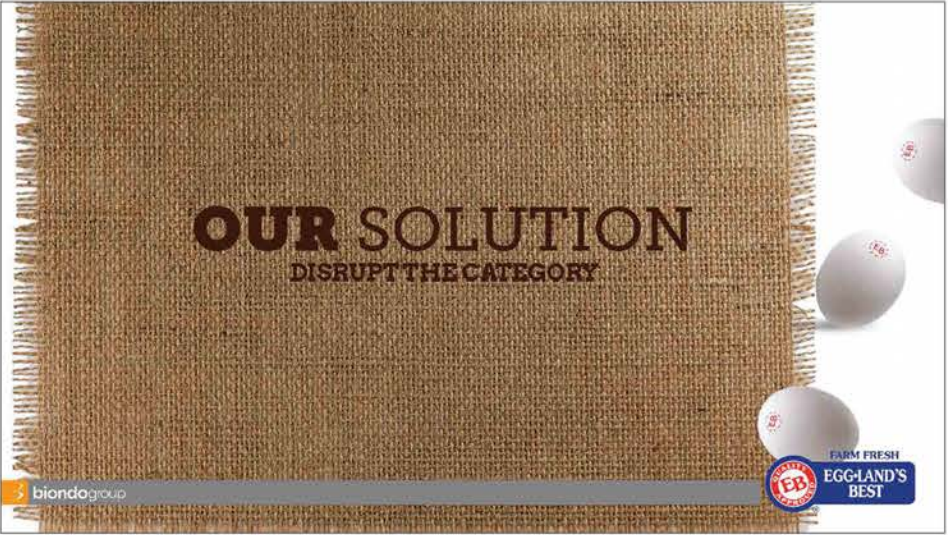
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FARM FRESH  
EGG-LAND'S BEST

# OUR SOLUTION

DISRUPT THE CATEGORY



FARM FRESH  
EGG-LAND'S BEST

# CATEGORY ASSESSMENT



FARM FRESH  
EGG-LAND'S BEST



# BECAUSE THEY MATTER

COMMITTED TO MAKING OUR VERY BEST.

FARM FRESH  
EGG-LAND'S BEST

# THE JOURNEY

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



## 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  
EARTHGRAINS 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 FOOL 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	\$236
	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 PACKBETTERS OF 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



16

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

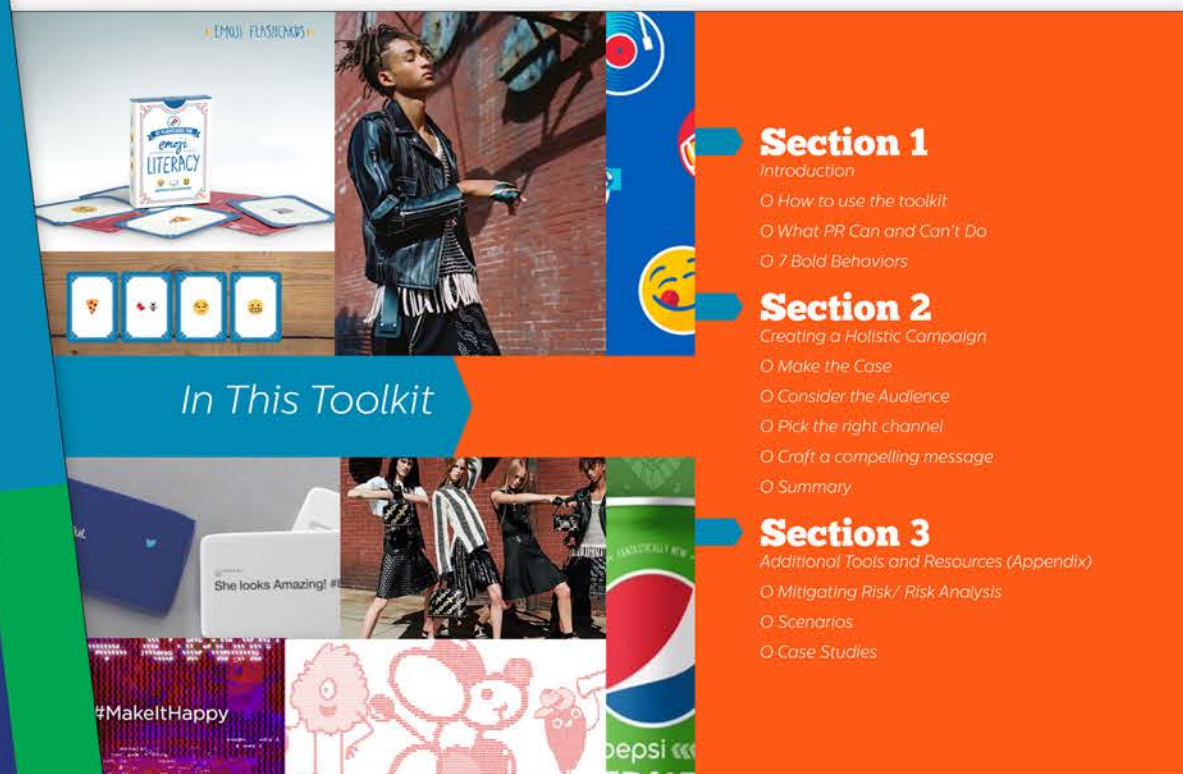
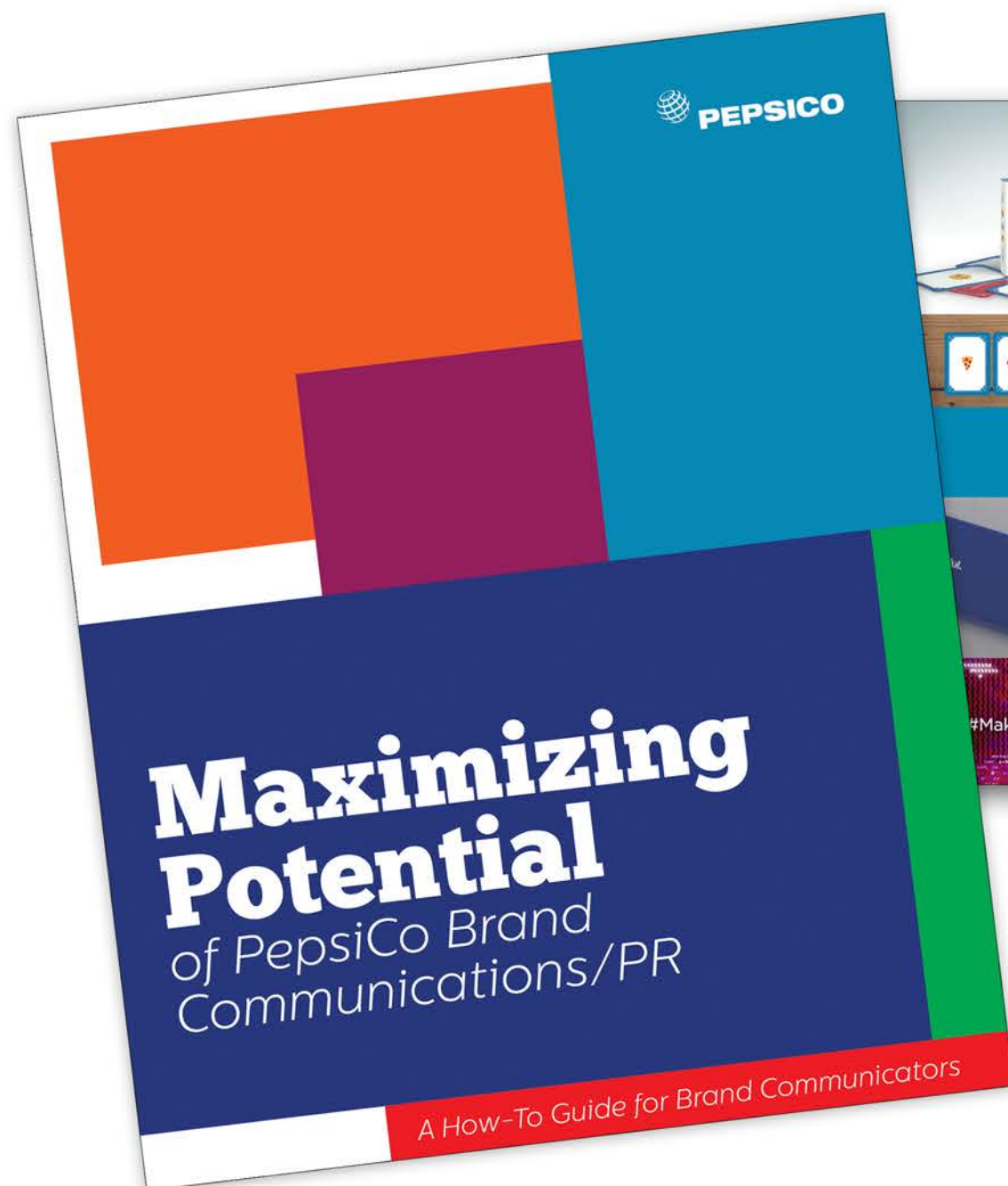
...TWO (2) OUT OF THE  
TOP FIVE (5) NEW PRODUCT  
INTRODUCTIONS OF 2003  
WERE DEVELOPED,  
CREATED AND MANAGED  
BY BEN MARKETING

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



17

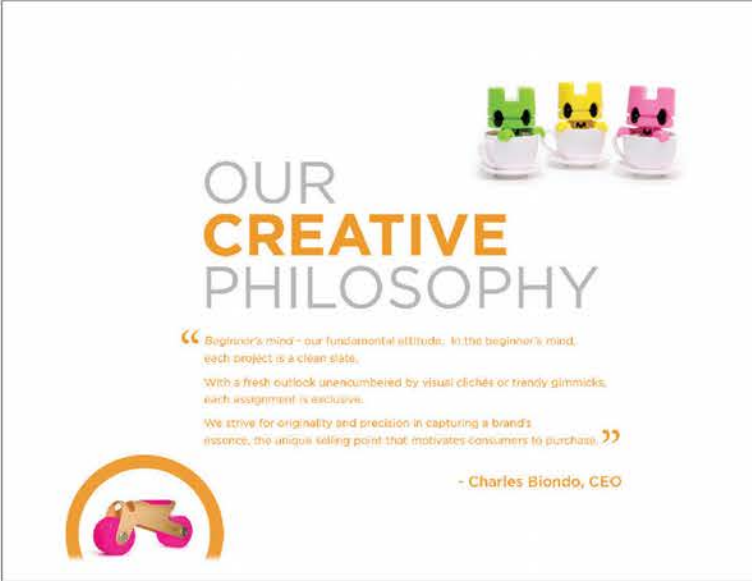




**Client: PepsiCo**

**Objective:** Design template for client brand communication





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





JOHNNIE WALKER  
KEEP WALKING

JOHNNIE WALKER  
BLENDED SCOTCH WHISKY

## SITUATION

CONSUMER INTEREST IN WHISKY IS AT AN ALL TIME HIGH

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

JOHNNIE WALKER IS THE #1 SELLING SCOTCH WHISKY<sup>1</sup>

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

WHILE JOHNNIE WALKER IS GROWING...IT'S MENUED AS A STAND ALONE SPIRIT RATHER THAN A MIXED DRINK<sup>2</sup>

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<sup>4</sup>

## 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.

JOHNNIE WALKER  
KEEP WALKING

### 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, bitters, or any syrup you would like to create a refreshing and easy to make cocktail.

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

WHISKY + 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 Rob Roy, the Blood and Sand, and the Old Fashioned. 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	
<b>RED ROY ROY</b> 1.0 oz Red Label 0.5 oz Caperano 0.5 oz Sweet Vermouth 1 dash Angostura Bitters 1 dash Peychaud's Bitters Stir over ice and strain into a coupe glass. Garnish with a cherry.	<b>BLOOD &amp; SAND</b> 0.75 oz Red Label 0.5 oz Orange Juice 0.5 oz Sweet Vermouth 0.5 oz Orange Bitters Shake over ice and strain into a coupe glass. Garnish with an orange twist.
JOHNNIE WALKER BLACK	
<b>OLD FASHIONED</b> 1.5 oz Black Label 0.5 oz Demerara Syrup 2 dashes Angostura Bitters 1 dash Aromatic Bitters Build in an ice-filled highball glass. Stir and strain into a lowball glass. Garnish with a lemon & lime wedge.	<b>BOBBY BURNS</b> 1.5 oz Black Label 0.75 oz Sweet Vermouth 0.5 oz Benedictine Stir well in an ice-filled highball glass. Strain into a coupe glass. Garnish with a lemon twist.
JOHNNIE WALKER DOUBLE BLACK	
<b>PENICILLIN</b> 1.5 oz Double Black 75 oz Honey Syrup 75 oz Lemon Juice 5 oz Lemon-Lime Soda 5 oz Lemon-Lime Soda Add all ingredients except the Lemon-Lime Soda to an ice-filled highball glass. Stir and strain into a lowball glass. Garnish with a lemon wedge.	<b>RUSTY NAIL</b> 1.0 oz Double Black 75 oz Drambuie 75 oz Drambuie Build in a rocks glass and add 2 oz of ice (cube preferred).

CLASSIC COCKTAILS ARE IN THE TOP 5 FASTEST GROWING WHISKY DRINKS\*

### 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 Scotch\* and a top called brand.<sup>1</sup>
- JW sells more than 2X faster than competitors.<sup>2</sup>

ON PREMISE VELOCITY \$ SALES*
JOHNNIE WALKER: \$3,432
DEWAR'S: \$1,480
CHIVAS: \$906

NEXT STEPS

\* 77777777

JOHNNIE WALKER  
KEEP WALKING



Client: Diageo

Objective: Design template for client brand communication



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

THANK YOU!