

Agency Capabilities

We develop creative ways to solve business challenges

Brandthumb



2 ABOUT BRANDTHUMB

OUR BRANDING EXPERTISE ALLOWS OUR CLIENTS TO TAKE ADVANTAGE OF OPPORTUNITIES FOR EXPLOSIVE GROWTH AND ESTABLISH THEIR BRAND AS A CATEGORY LEADER.

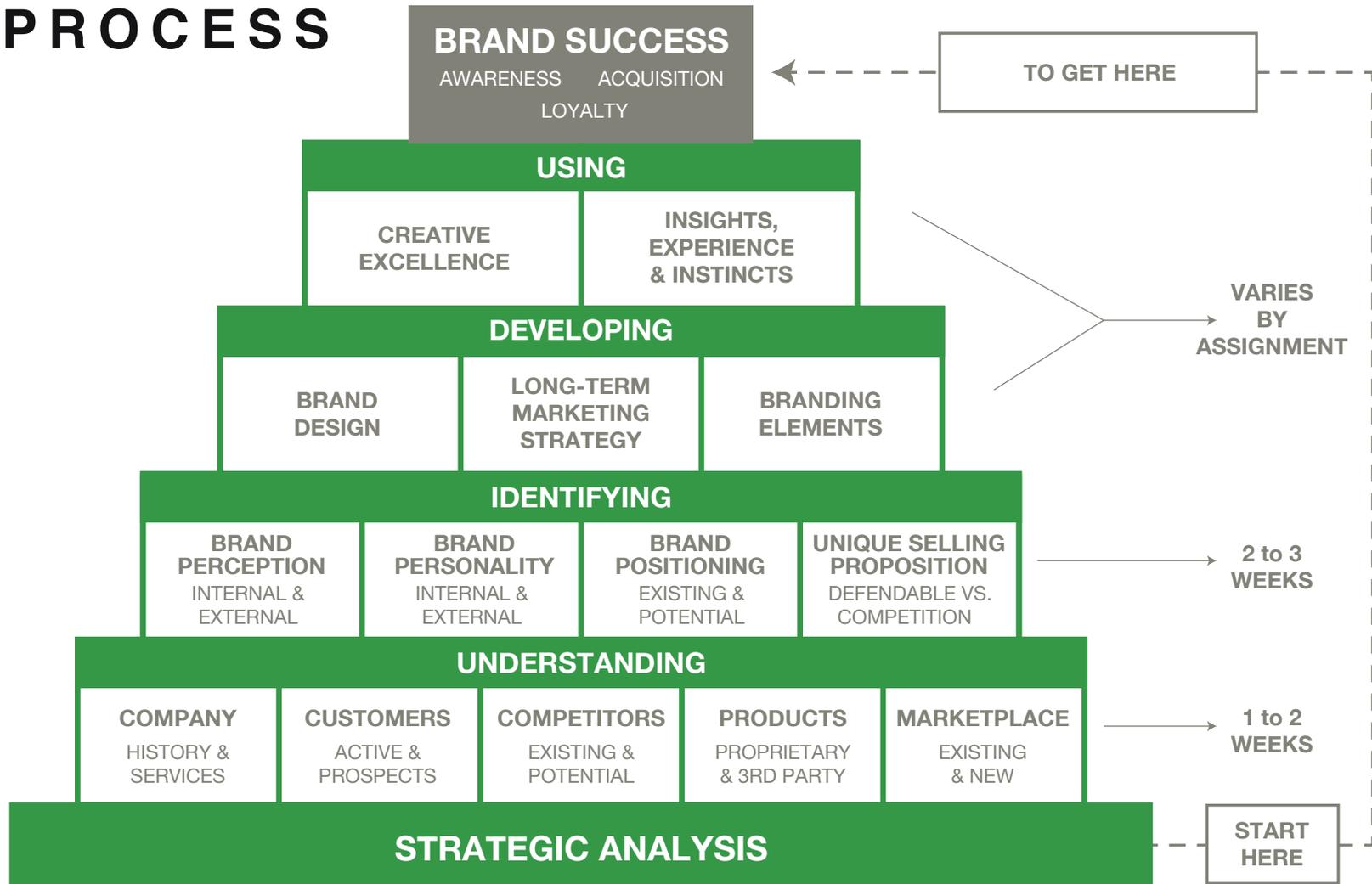
Our firm is comprised of marketing specialists with a great deal of experience in an array of disciplines. We have a combined 50 years of experience working with some of the largest brands in the land, companies such as Panasonic, ESPN, Revlon, Kraft Foods, Nabisco, Marriot and the NFL.

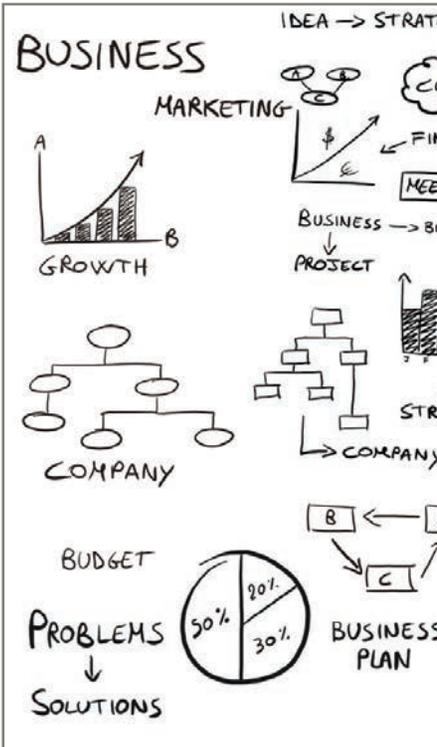
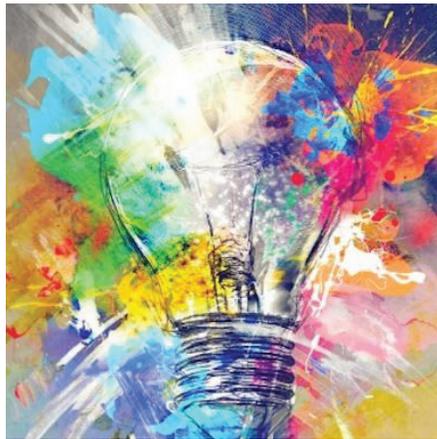
We begin all our partnerships with an intense deep dive and collaboration. Through category and trend analysis, brand therapy, consumer journey mapping, and exceptional creative, we develop new brand identities, positioning, names, and packaging that focuses on building their strengths in the marketplace.

We ensure that our partner brands are differentiated from the competition and resonate with natural consumers so they can thrive for years.



3 OUR PROCESS





4 OUR APPROACH

IRRELEVANT BRILLIANCE IS WORTHLESS. WE BELIEVE BELLS, WHISTLES AND AWARDS FAVOR AGENCIES AND NOT CLIENTS. WE'D RATHER OUR CLIENTS SUCCEED.

1. **LISTEN** to understand the client's challenges, objectives, position and desires
2. **RESEARCH** to spark creative genius by completely analyzing the opportunities and pitfalls
3. **STRATEGIZE** to be better, smarter, stronger, and faster
4. **DEVELOP** the right ideas, put them in motion and ensure that the communication vehicles work as hard as they can
5. **ENGAGE** targets 24/7, 365 days a year and ensure that they have great experiences at every touch point

5 OUR CAPABILITIES

OUR SENIOR TEAM IS INVOLVED IN EVERY ASSIGNMENT. HENCE, OUR FINGERPRINTS ARE ON EVERYTHING WE DO.

STRATEGY: We develop innovative ideas and plans that coordinate and integrate actions that will ultimately achieve long-term organizational objectives and success.

BRANDING: We build the bridge between you and your customers, or clients, while distinguishing you from your competitors.

MARKETING: We establish a set of processes and manage a system that will allow you to reach your target audience, communicate with them clearly, and consistently deliver your brand objectives and goals.

SOCIAL: Social development is an extension of the brand itself. Content becomes just as rich as the products or services offered. We work to ensure that our clients' social reach positively influences individual and community behaviors.

CREATIVE: From logo and brand identity to digital and traditional design, we develop it all with a strategic foundation. A powerful creative idea can transform businesses and inspire consumers/targets.

PROMOTIONS: We can provide stimulation to drive demand, awareness and loyalty for your brand products or services.



6 SERVICES

INTERNAL BRANDING

- Positioning
- Brand Values
- Unique Selling Proposition (USP), brand promise, or brand essence
- Voice
- Culture

EXTERNAL BRANDING

- Brand Strategy / Purpose
- Corporate Identity - logo design and brand elements
- Advertising
- Strategic Partnerships
- Social Media
- Content Development and Marketing
- Collateral-brochures, print materials, trade show displays, etc.
- Website / Consulting

CREATIVE

- Corporate Identity and Branding
- Platform and Campaign Development
- Intellectual Property Development, Design and Execution
- Website Design / Consulting to Ensure Brand Consistency
- Trade Show / Kiosk Design
- Advertising Design (Traditional and Digital)
- Direct Mail
- Video Concepts and Production
- Promotions and Shopper Marketing

SOCIAL

- Social Influencer Identification / Outreach
- Content Creation / Planning / Publishing
- Social Promotions and Integrated Campaigns
- Ongoing Program Optimization & Content Creation

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CASE STUDY:

APOGEE

CHALLENGE:

The downtown Chicago area is saturated with bars, lounges and clubs competing for customers looking for differentiation and unique experiences. Apogee needed an identity that was unique and delivered on an engaging value proposition.

SOLUTION:

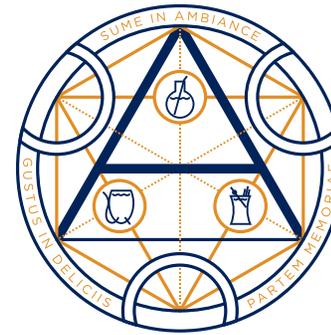
Brandthumb designed an identity that taps into the alchemical movement where chemistry; magic, sorcery and witchcraft play critical roles. Utilizing alchemical symbolism, we developed the logo mark that illustrates Apogee's distinct makeup and customer benefits. The motifs in the design include: air, fire, water, energy, life, spirituality and outlines some of the interesting cocktail vessels available at Apogee. The Latin phrases on the logo gives patrons unique calls-to-action:

- *sume in ambience*: take in the ambience
- *gustus in deliciis*: revel in taste
- *partem memoriae*: share memories

RESULT:

NIGHTCLUB & BAR:

Awarded Best New Concept of the Year 2017

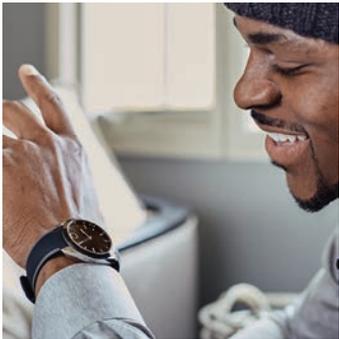


APOGEE



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CASE STUDY: **MOVADO**



CHALLENGE:

The holiday season is a frenzy for brands looking to work their way into consumer's consideration set. Movado needed a program that would put its Movado Bold Connected II watch top-of-mind for shoppers reviewing holiday gift options.

SOLUTION:

We designed a social media (Instagram), Influencer program built around Brandthumb's network of elite NFL players that leveraged their followers to drive awareness and consideration. We partnered with Khalil Mack (Oakland Raiders, 202K followers), Patrick Peterson (Arizona Cardinals, 590K followers), Vernon Hargreaves III (Tampa Bay Bucs, 165K followers) and Anthony Spice Adams (Host, Inside the Bears, 73K followers). We provided each player with 2 Movado Bold Connected II watches, one to keep and the other to give away to one lucky fan. The program highlighted how great a gift Movado watches make. They also displayed the beautiful aesthetics as well as functionality of the smart watch.

RESULT:

- Over 3.5 million impressions (program duration was just 1 and a half weeks)
- 59,300 Likes and 74,000 video views
- 6,000 new Movado page fans

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CASE STUDY:

A.1. RUBS & MARINADES

CHALLENGE:

Unexpected issues with R&D, delayed the release of A.1.'s new Rubs and Marinade mixes past the peak summer grilling season. A.1. needed ideas for launching after the summer.

SOLUTION:

Strategically leveraged the frenzy of college football and tailgating as a new usage occasion for the brand in a fascinating promotion.

We developed a sweepstakes that awarded tickets to the Tostitos Fiesta Bowl. A Facebook hub was created to collect entries, feature new grilling recipes and provide tips for tailgating at home or at the game.

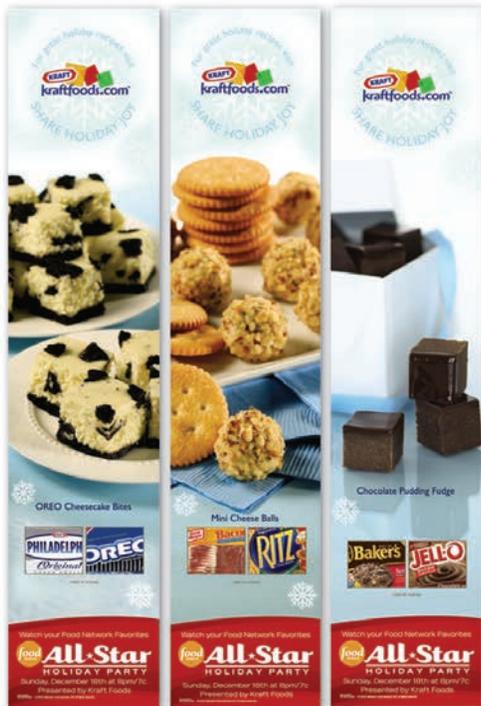
Awareness was driven via in-store merchandising displays, digital banner ads and social media.

RESULT:

Hugely successful launch that generated thousands of impressions and User Generated Content. New usage ideas emerged. The product became an instant hit and is now a permanent part of the A.1. lineup.



10 CASE STUDY: KRAFT FOODS & FOOD NETWORK



CASE STUDY:

KRAFT FOODS & FOOD NETWORK

CHALLENGE:

Despite the success of the Kraft portfolio of brands, consumers believed that Kraft products weren't special enough to incorporate into their holiday celebrations.

SOLUTION:

Perception is everything. With the right star power influence, we would change the usage of Kraft Brands to align with consumers' Holiday needs.

We developed a partnership with the biggest Food Network Stars to develop recipes that would feel special enough for holiday celebrations.

To drive awareness, we also partnered with media giant People magazine to insert a recipe brochure that highlighted great holiday recipes and advertised the Food Network special All-Star Holiday Party. The Food Network show featured Kraft sponsored recipes artfully styled. Multiple Kraft brands were showcased.

To generate consumer attention at the point-of-purchase, in-store shelf cards and large banners were created that contained beautiful Kraft recipes, a recipe booklet and discount coupons.

RESULT:

The Food Network Special was one of the most watched Food Network shows of the year. Kraft Products enjoyed a 20% increase in product purchases vs the year prior.

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CASE STUDY:

TEAS' TEA

CHALLENGE:

Awareness and sales of Teas' Tea beverages was relatively low. The brand needed a jolt of excitement to get health conscious consumers to make Teas's Tea their beverage of choice, particularly in summer months.

SOLUTION:

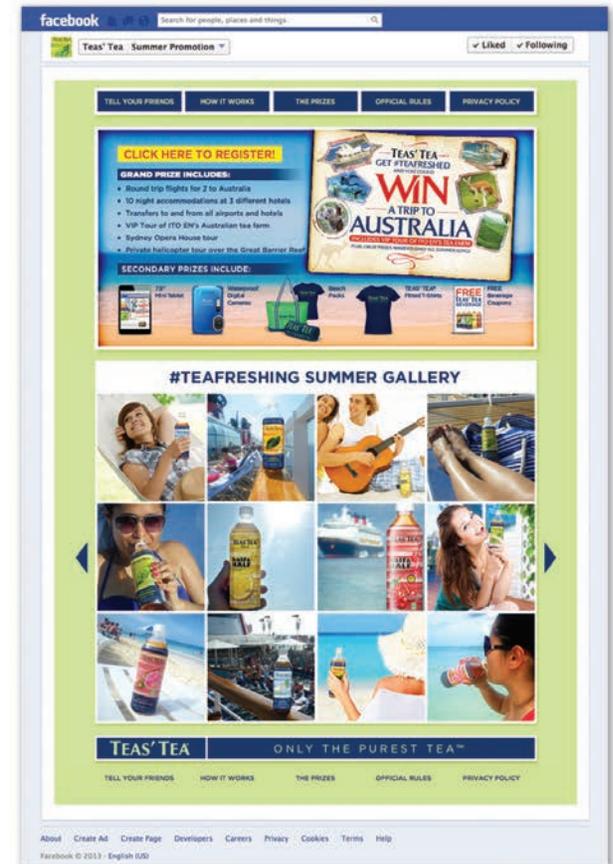
We developed the Get #Teafreshed and Win Summer Promotion, a social campaign that positioned Teas' Tea as a great refreshment option and enticed consumer engagement. To drive awareness, we developed bottle neck hangers, in-store posters, social media ads and digital posts.

The Promotion gave consumers a chance to win an exciting trip to Australia. To enter consumers needed to take a photo of their refreshing summer moment while displaying a Teas' Tea bottle. The photo then needed to be uploaded using the hashtag #teafreshing. We leveraged a Facebook gallery that contained all photo entries of customers enjoying their #teafreshing summer with Teas' Tea.

Secondary prizes, like great summer gear, were awarded daily to keep participation high throughout the summer.

RESULT:

The program generated tens of thousands of Facebook likes and Instagram followers. Product purchases increased 300% vs. year prior.





family
RESOURCES

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CASE STUDY:

FAMILY RESOURCES



CHALLENGE:

Despite decades of service to the Tampa Bay youth and young moms community, the organization lacked strong branding and a clear point-of difference.

SOLUTION:

We designed a branding system that will evoke a friendlier, soothing and emotional characteristic. The brand now depicts family and community linking together in hope of a better tomorrow in a clearly distinctive identity.

Other branding elements are carried throughout the organization for consistency.

CONSULTING:

With the new branding, position and mission firmly established, Family Resources has created an immediate impact derived from elevated PR and networking. Brandthumb continues to work with Family Resources on fundraising and community development.



Planned Shelter Design

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CASE STUDY:

NOT JOE MAMA'S

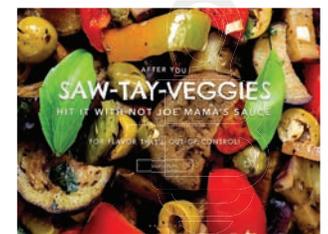
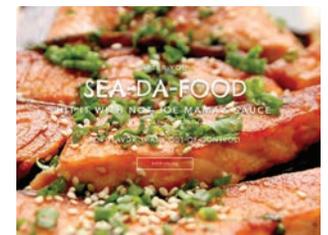
CHALLENGE:

Not Joe Mama's Sauce has a unique story and a great tasting product. But the original brand didn't deliver an aesthetic quality that would give the product's appeal life in the hearts and minds of consumers. The packaging was dull, harsh and did not evoke a gourmet sensibility while the flavor descriptors did a poor job of delineating each flavor offering.

The website didn't entice visitors with mouth watering appetite appeal, nor did it portray the gourmet essence of such a unique brand.

SOLUTION:

Brandthumb created a cohesive look with unique brand colors and equity elements that elevate and differentiate the Not Joe Mama's identity. The logo took on a more stylized and simplified gourmet look to better reflect the premium qualities of the product. The website was revamped to be vibrant, showcase the sauce's diversity and entice visitors with amazing appetite appeal.





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CASE STUDY: SPURST

CHALLENGE:

Spurst is a new beverage brand with lots of promise. However, branding wasn't given much priority initially which led to a subpar strategic foundation and less than optimal branded customer touchpoints.

SOLUTION:

We developed a strategic foundation with appropriate target communications and design aesthetics to help build brand equity that resonate consistently. We designed a branding system that exudes the fun and unique qualities of the brand. The branding elements are lively and tell subtle stories about the quality and uses of the products. Other branding elements display a consistent look and feel.

CONSULTING:

Brandthumb continues to work with Spurst and parent company Krisp & Kool on marketing and brand growth initiatives.



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CASE STUDY:

COTY

CHALLENGE:

At COTY, internal communications—whereby employers, employees and colleagues share information, talk to each other and learn about new systems or procedures—has not been effective at ensuring that there is mutual understanding between management and staff.

SOLUTION:

Brandthumb aligned with COTY leaders to develop effective communication vehicles that work much like traditional advertising—capture attention in a fun manner, create clear messages and deliver them through the appropriate channels tailored to the audience. We developed posters, fliers, laminated desktop guides & digital communications (email templates, intranet posts, etc).

RESULT:

Brandthumb was able to increase internal compliance, aligning employee contributions with company goals, and keeping employees motivated and engaged.



The Next Generation Global IT Service Desk

- Better help, faster
- 24 x 7 Support
- Support in 5 languages (English, French, German, and now Spanish and Brazilian Portuguese)
- Empowered self-help tools

COTY INFORMATIONTECHNOLOGY
I.T. BEGINS WITH YOU

COMING END OF JUNE 2016!

Big difference!

Before	After
<ul style="list-style-type: none"> • Labor-intensive, manual report creation and data integration • Lack of consistency of reporting throughout the organization • Static reporting with limited data/depth • Dependency on IT or Finance resources to produce reports 	<ul style="list-style-type: none"> • Standardized dynamic reporting suite accessible throughout the organization • Robust application which allows deeper analysis with #RPA • Self-service reporting allows users to produce their reports, at anytime without the need for external support

Learn the new platform from

Concept by [Brandthumb.com](#)

New tools. Faster fixes.

The Next Generation Global IT Service Desk

- Self-service password reset
- Live chat functionality
- Help icon for rapid access to support
- 24 x 7 support
- Support in English, French, German, and now Spanish and Brazilian Portuguese

Available June 30th!

We're Here to Help!

The joint Command Center Team will work around the clock from Day 1 to resolve major issues and get us off to a winning start.

Engage the Command Center through the appropriate Service Desk. Contact your Manager, Integration Leader, or Key User for assistance.

How to Contact the Coty Global Service Desk

LANGUAGE	PHONE NUMBER	HOURS OF SERVICE
English	+1 844 845 7153	24x7
	+44 203 788 5950	24x7
	+1 281 803 6921	24x7
	+65 670 16999	24x7
French	+1 281 803 6921	Monday to Friday 02:00am to 16:00pm EST
	+33 157 3294595	Monday to Friday 08:00am to 22:00pm CET
Spanish	+34 910 507 110	24x7
	+52 551 0002474	24x7
German	+49 211 561 50007	Monday to Friday 07:00am to 19:00pm CET
Portuguese	+55 800 710 2069	Monday to Friday 07:00am to 19:00pm BRT
		Saturday 07:00am to 14:00pm BRT

Note that the P&G Support will continue to support P&G TSA applications, PCs, and local services from Day 1.

USEFUL LINKS:

- Coty HelpDesk & Service Desk Links
- Self-Service Password Reset
- Live Chat
- Help Icon
- 24x7 Support
- Support in English, French, German, and now Spanish and Brazilian Portuguese

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PORTFOLIO

POINT-OF-SALE



KRAFT FOODS
HOLIDAY DESSERTS BROCHURE



KRAFT FOODS HOLIDAY DESSERTS DISPLAY



NABISCO SUMMER DISPLAY



NABISCO BACK-TO-SCHOOL DISPLAY



We look forward to joining you on your mission
to cultivate your brand.

Give us a call.

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