

ENERGY BBDO

CREDENTIALS | OCTOBER 2, 2018

1 | AGENCY OVERVIEW



We have remained steadfast in our vision for over a decade: to be known and respected as the leading-edge creative organization that energizes people and energizes brands.

Energizing people starts with our culture—a positive atmosphere, made of diverse talent that exemplifies our core people values, which include:

We approach every challenge with a **we, not me** mindset in service to the best ideas.

We **do the right thing** to deliver breakthrough work that drives our clients' business forward.

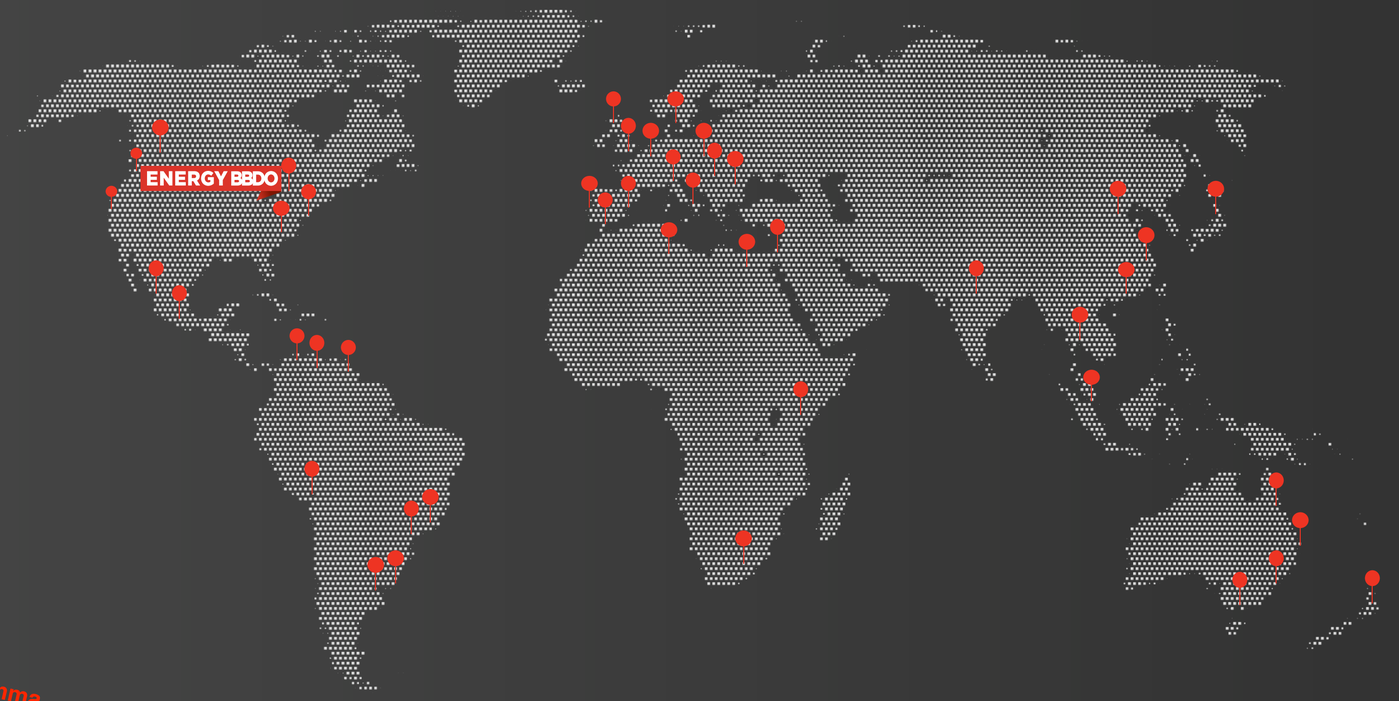
We behave as **radiators, not drains,** to energize the cross-agency team and our client partners.

These energized people have, in turn, energized some of the world's most iconic brands by uncovering universal human truths, delivering brand-defining work, and driving our clients' business forward through an unwavering focus on results.

ENERGY BBDO

A GLOBAL CREATIVE BOUTIQUE

Energy BBDO is a part of BBDO Worldwide, a global network of 289 creatively driven offices harnessing the power of 15,000 extraordinary people. We have the scale and power of a global network that delivers the creativity normally associated with a small creative boutique agency.



Comma

ENERGY BBDO

THE WORK.
THE WORK.
THE WORK.

This is our philosophy at BBDO. The simple mantra reflects our belief that in the absence of great work, nothing else matters.

Our dedication to creating the world's best creative content has led to our distinction as the world's most awarded agency network for creativity and effectiveness.

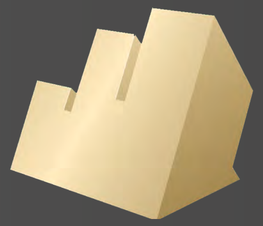
We believe creativity is an economic multiplier for our clients, which is why we measure ourselves not only for breakthrough creativity but also for how well it delivers growth for our clients' business.

PROVEN BUSINESS RESULTS

Energy BBDO named 3rd most effective individual agency in the U.S. at the 2018 Effies.

Perhaps “Effie Awards” for clarity?





MOST EFFECTIVE

Effie Effectiveness Index
#1 most effective agency network 2 ~~out~~ of the last 3 years

NORTH AMERICA
#2 most effective network

EUROPE
#1 most effective network

ASIA PACIFIC
#1 most effective network

LATIN AMERICA
#1 most effective network

WARC AWARDS
#1 most effective agency network 2014, 2015, 2016, 2017



MOST CREATIVE

Cannes Lion Most Awarded Network
7 out of the last 12 years

"Lions" plural, right?

THE GUNN REPORT
Most awarded network 12th year in a row

CAPLES AWARDS
#1 most effective network

THE BIG WON
Most awarded network 9 ~~out~~ of the last 10 years

THE ONE SHOW
Most awarded network 5 ~~out~~ of the last 8 years

AD WEEK
Global agency of the year 2006, 2011, 2014
U.S. agency of the year 2015

"Adweek" (one word)

ENERGY BBDO

CLIENTS

Alka-Seltzer
Midol
Ziploc
Orbit
OFF!
incredible!
Extra Long Lasting Flavor
Home Instead Senior Care to us, it's personal.
FLINTSTONES
Dr. Scholl's
Claritin
Avocados from Mexico Always in Season
5 Gum
PEARLE EST. 1961 VISION
Raid
Ocean Spray
BAYER Aspirin
Windex
Kerrygold
EQUAL Sweetener
ALTOIDS
ALEVE
ZTE

2 | INTEGRATED SERVICES

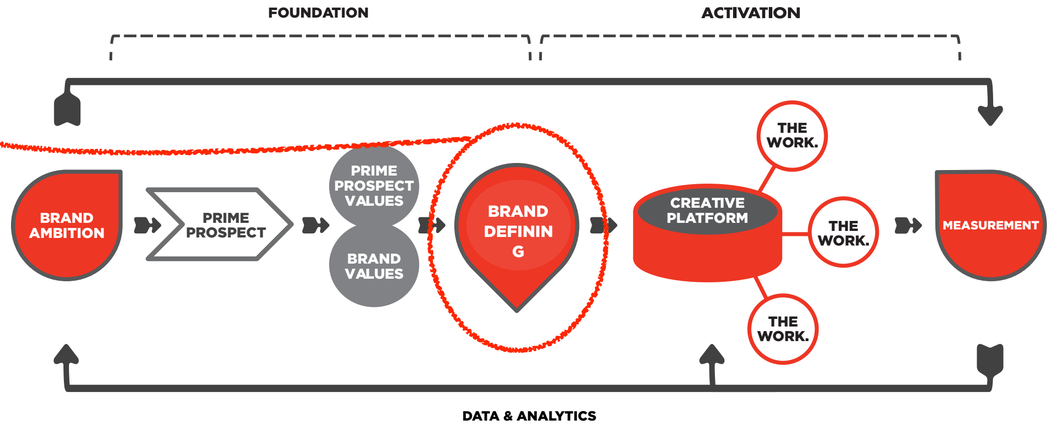
DESIGNED FOR MODERN INTEGRATION

We designed a dynamic agency model to bring the right talent and specialists upstream, creating and delivering work across every channel that can touch the consumer and reinforce the brand.

Our approach to modern integration requires a shift from channel-driven thinking to driving everything from a compelling brand idea. This means digital is at the core of the work, not off to the side; content production is omni-media, not traditional vs. digital; brand activation is media-to-shelf, not channel-focused; and analytics integrate data into everything the brand does over time, not just per project.

The result is work that comes to life through evocative storytelling and innovative brand experiences.

BRANDENERGY® IS OUR APPROACH FOR DEFINING AND ACTIVATING POWERFUL BRAND MEANING



"Defining" is broken weirdly; makes it difficult to read.

"and"

We start by establishing a strategic foundation to define what we want the brand to mean in the lives of its consumers. Then we activate the brand through cross-channel work and data-driven measurement & optimization.

At the heart of the brand's strategic foundation is the Brand Defining Idea (BDI), a clear and distinctive expression of brand meaning that guides everything the brand does.

Crucial to the development of Brand Defining Ideas is the discovery of a Human Truth: a powerful insight that can make the consumers receptive to the brand.

Uncovering these insights requires a deep understanding of what people care about and how the brand can fit into that, so we analyze four critical inputs:

BRAND AMBITION
An inspiring long-term objective

PRIME PROSPECT
The brand's most valuable consumer

PRIME PROSPECT VALUES
What matters most to the Prime Prospect when it comes to the category

BRAND VALUES
What matters most to the brand and how it aligns with the Prime Prospect Values

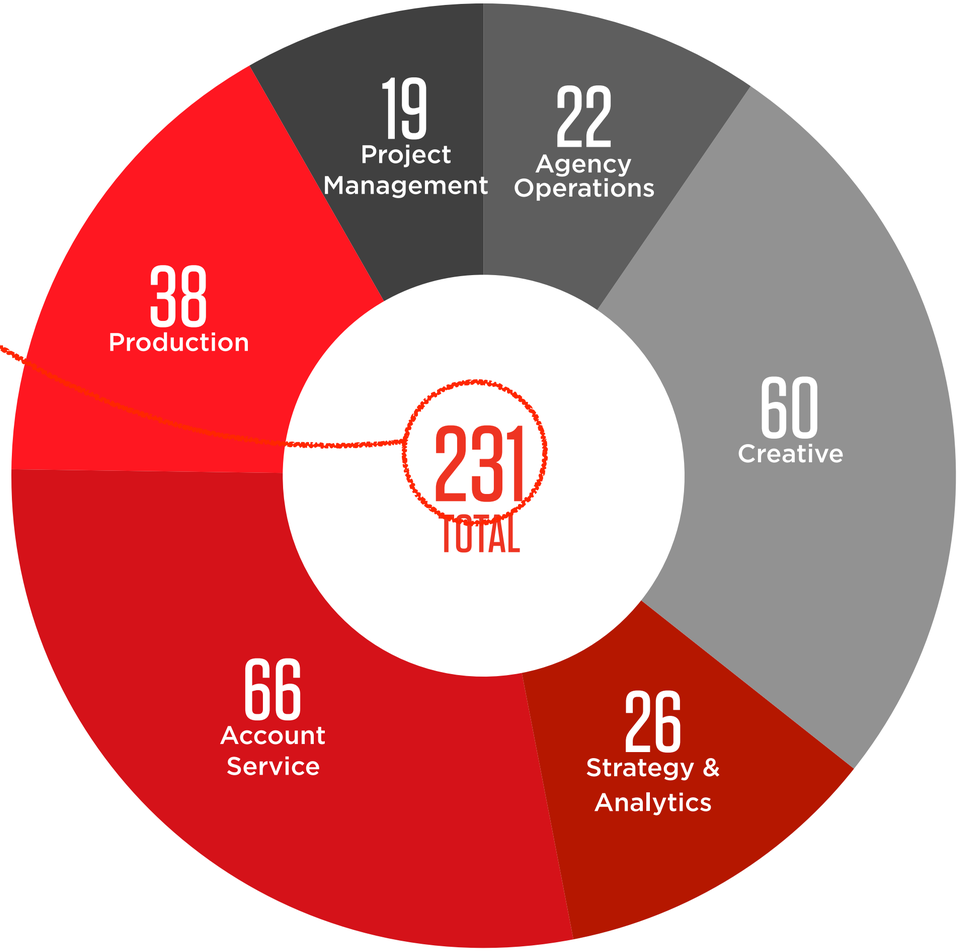
It's a little unclear to what these numbers relate. Is this 231 people or something else? Perhaps this will be discussed in the presentation, but I wanted to flag it, just in case.

AGENCY SERVICES

We offer best-in-class account service, strategic planning, data analytics, creative development, and production capabilities across multiple channels (film, experiential, print, radio, digital, direct, social media, etc).

We collaborate with our clients' existing partners, or bring in agency partners from our Omnicom family, to handle media planning and buying, public relations, and other services as needed.

The following page details some of the specialized services we offer within our integrated process.





MARKETING SCIENCE

Our Marketing Science group uses advanced modeling to extract value from our clients' existing data, and delivers a number of proprietary quantitative research tools to grow our clients' business. We also offer advanced analytics, measurement, and reporting.



CONTENT CREATION

We have an in-house content creation studio, built to fulfill our clients' need for efficiently produced work for an always-on media landscape. It is staffed with multidisciplinary storytellers and technicians from documentary film and reality TV who know how to produce quickly and nimbly without sacrificing quality.



MULTICULTURAL

We are a general market agency that accounts for a diverse society. For us, multicultural isn't an afterthought or an add-on—it is part of the work from the start. We staff our teams with multicultural talent across all key agency functions, including account management, strategic planning, and creative.



DIGITAL + SOCIAL

We utilize teams of digital experts to activate across digital and social ecosystems. We offer an end-to-end social marketing capability, including channel and platform strategy, always-on editorial calendars, content production and publishing, community management and measurement.

3 | RELEVANT EXPERIENCE

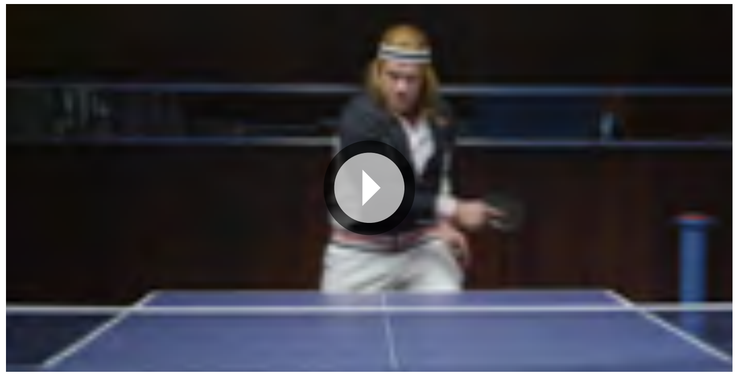
FOOD AND BEVERAGE EXPERTISE

At Energy BBDO, we have deep experience in CPG food and beverage categories. We've grown food brands like Kerrygold into the #1 imported butter, continued the momentum for Avocados From Mexico, and given new energy to well-known brands like Lay's and The American Egg Board's "incredible egg." Our beverage experience spans shelf stable juice, such as Ocean Spray, to alcohol with Bud Light, Jim Beam, and even Starbucks Coffee Liqueur, among others.

"of"

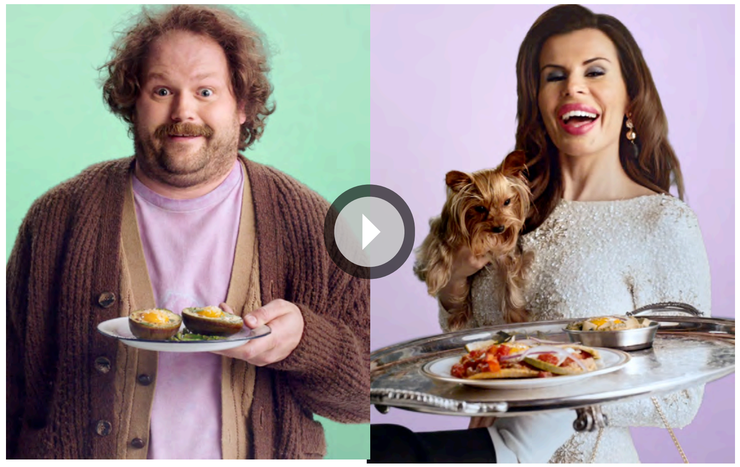
lowercase preferred

Insert hyphen



BUD LIGHT

"UP FOR WHATEVER"



the incredible egg

"HOW DO YOU LIKE YOUR EGGS"

Add question mark here?

ENERGY BBDO

FMCG AND IMPULSE PURCHASE EXPERTISE

We know how to trigger purchase at shelf in fast moving consumer goods and impulse categories. We have demonstrated this through our proven campaigns across Wrigley brands, including our multi-award winning work for Extra which propelled the brand from #3 to the category leader, our product launches for lifestyle brand, 5 Gum, and its caffeinated line extension, Alert, as well as ongoing efforts for Orbit and Altoids.

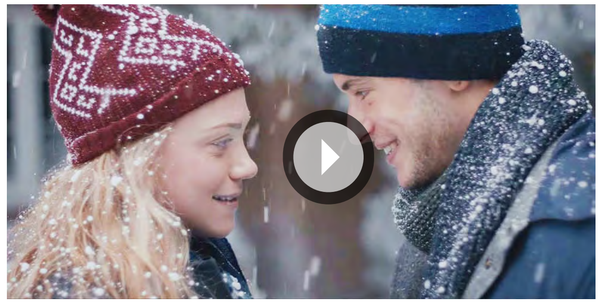
Insert hyphen.

nsert hyphen.

Extra space

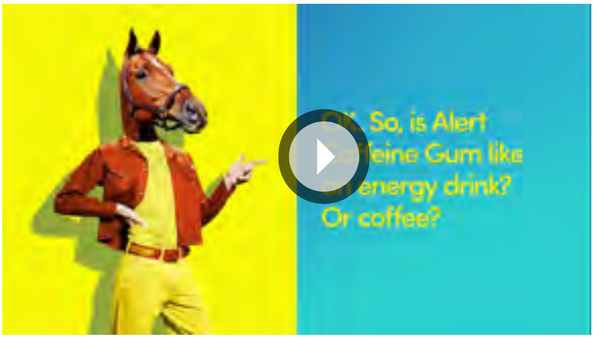
Extra — LONG LASTING FLAVOR

"GIVE EXTRA. GET EXTRA."



ALERT CAFFEINE GUM

"THAT'S A THING NOW"



Orbit

"TIME TO SHINE"





ALTOIDS

"THE CURIOUS AFTERLIFE OF A TIN"

CASE STUDIES

On the following pages we've included more detailed cases on the following brands:

5 Gum

Highlights our ability to create breakthrough, relatable content for young people living a bold lifestyle and consuming media in new, modern ways.

Kerrygold

MADE FOR THIS MOMENT

Showcases how we've been successful in featuring premium and high quality ingredients.

Add hyphen

Lay's

Demonstrates our ability to drive trial and re-ignite craving for a beloved brand

"reignite" (no hyphen)

5 Gum

“NO REGRETS”

We successfully launched the brand back in 2007 but we were at a point where we needed to reinvigorate and reconnect to our core consumers. Under our “Life Happens in 5” master brand platform, we developed “No Regrets”, an emotional campaign that re-established an emotional connection between the brand.

Comma should go inside the quote: “No regrets,”

“with”

Problem

Launched in 2007, 5 Gum quickly became a half billion-dollar brand by defying category conventions and focusing on teens’ and young adults’ desire to experience new things. But as the brand aged, it slowed down. In 2015, we developed a new brand platform—Life Happens In 5—to stem declines and regain brand growth. Despite promising consumer response in early research, sales remained soft, teen penetration dropped another 2% and old memes continued dominating social conversation around 5 Gum.

Insight

The Life Happens in 5 creative platform is focused on key moments of choice young people face as they test themselves and their world. Building from this theme, we researched the circumstances and implications surrounding these choices.

Delete extra space.

We learned that as we age, the decisions we make become part of our personal narrative—they define who we are. Surprisingly, we don’t often dwell on the “bad decisions” we make. Instead we chalk them up to "necessary life lessons." But the choices we shy away from, when we let fear of what could happen prevent us from embracing something new, are the ones that haunt us.

Delete extra space.

Talking to teens, examining syndicated research and listening in on social media conversations confirmed that this same tension exists for young people. Our first clue was a Reddit thread titled “Adults from Reddit: What do you regret most from your teenage years?”. Further research uncovered endless bucket lists for every milestone in young peoples’ lives: “27 Things Every Woman Should Do Before Turning 21”, “18 Things to Know Before You Turn 18!”, “27 Things You Should Do Before You Leave High School” etc...

Put comma inside quote: “Turning 21,”

Put comma inside quote: “Turn 18!,”

Even the very young are interested in preventing “what-ifs” from becoming a part of their personal narratives. This insight led directly to the idea for the program.

Idea

The idea was rooted in inspiring young people to live without regret by sharing the stories and experiences of older people.

Rather than hold another mirror up to their lives, we would instead reach young people by tapping into the wisdom and heartbreak of older people who wished they would have made different choices. This would reinforce the brand's message focusing on moments of choice, while also helping us stand apart from the many brands trying to reach younger people by blending into their world.

“five”

The message came to life through 5 videos that each showcase an older person’s regret. We also launched across social platforms, with social influencers and publishers.

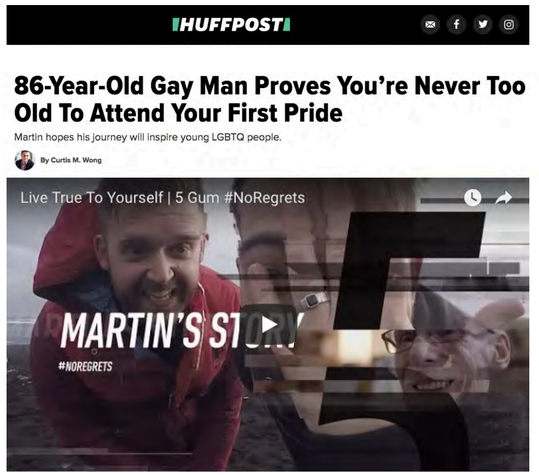
Results

450M TOTAL IMPRESSIONS

11K+ WERE INSPIRED TO SHARE THEIR REGRETS







ENERGY BBDO


PLAY VIDEO
REGRETS TO FIGHT REGRET
ENERGY BBDO

MADE FOR THIS MOMENT

"MADE FOR THIS MOMENT"
We helped premium Irish butter & cheese brand Kerrygold appeal to the masses and differentiate from the competition by establishing an emotional connection between the brand and its consumers. Through the "Made for This Moment" master brand platform, we show how Kerrygold adds a richness to life's everyday moments, elevating them to become even more special.

Problem
Since entering the U.S. market in 1990, Kerrygold butter & cheese had grown steadily due to its "grass-fed" attribute. But by 2016, consumer interest in grass-fed butter had already peaked, and any distribution gains based on this attribute had already been achieved. Additionally, more players in dairy started to make similar claims or imply them with imagery. This resulted in a slow down of the brand's growth rate. Then in 2017, Kerrygold took a price increase due to the rising commodity price of milk. Kerrygold needed an approach for the long term that would help them overcome these setbacks by increasing brand awareness, trial & usage to drive business success.

Insight
For our target, the best, most memorable moments in life are often marked by something delicious they've eaten or served. Through consumer research & mining data, we found that food plays an emotional role in most facets of our target's lives. It's a lens through which they can learn about other cultures, make people in their lives feel welcomed or loved, and educate their family on how to live well. But it's not just any food. Premium butter and cheese are two ingredients they use to make rich and indulgent treats—the kind of food that makes for a special moment, even on an otherwise ordinary day.

Idea
Kerrygold helps bring richness to life's everyday moments. The master brand creative platform, "Made for This Moment," was designed to lead with emotion, wrapping even some of the brand's more functional content, like recipes, in a more meaningful context. To launch the campaign, we created a powerful, emotional film featuring Kerrygold as part of a thoughtful gesture from an American boy to an Irish girl on her first day of school in the States. The story tapped into a spirit of inclusivity and goodwill that was particularly timely during the holiday season. Print and digital display showcased taste appeal in the context of moments made special with Kerrygold, while our social content, influencer and media partnerships focused on ways to fill the holiday season with special moments.

With a very limited production budget, we connected the brand platform to families' holiday traditions and the special moments behind their recipes through digitally led storytelling including OLV, social content, and several influencer and branded media partnerships.

Results
At the end of the first year, the brand saw:

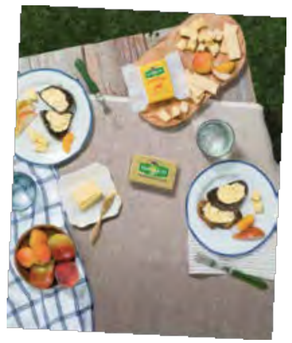
20% INCREASE IN SALES VOLUME
(source: Ornua 2016 Annual Report)

27% INCREASE IN BUTTER SHARE
(source: Nielsen)

#1 RANKED IMPORTED BUTTER
(#2 butter behind only Land O'Lakes and #1 specialty cheddar brand)

In less than 20 years since its U.S. launch, Kerrygold has outsold every other butter brand except Land O'Lakes, who enjoyed an almost 80-year head start.











ENERGY BBDO


PLAY VIDEO
Kerrygold
SAMPLES
DUBLINER
ENERGY BBDO

Change to black font for consistency with other pages?

"ONE TASTE & YOU'RE IN LOVE"

"the"

"its"

Amidst the junk food wars and rise of premium brands in the category, we helped get a new generation of snackers to love Lay's by leaning into it's irresistibility.

Problem
Lay's is the biggest food brand in the world, and as the category leader, it drives the entire Frito-Lay portfolio. But the brand didn't have meaning with millennials and was losing share to private label and premium brands.

Insight
To connect the brand with millennials, we needed to go back to the heart of what made people love Lay's—its Brand Defining Idea: Lay's chips are irresistible. We could combine Lay's undeniable attraction with the behavior that drives excitement among millennials—creating, sharing, and getting noticed in social media.

Idea
We created an iconic TV spot to build mass appeal, and built Do Us A Flavor, an integrated experience that asked America to create the next great Lay's flavor. We drove people to create, share, and vote on their favorite new flavor ideas online, with a connected experience across social media, digital, TV, PR, and in-store. We designed the program to fuel mass involvement through easy participation and a self-sustaining sharing engine in social media.

Results
The "Mr. Potato head" TV spot was the highest performing equity copy in the 75-year history of the Lay's brand.

In its first year, millennials jumped at the Do Us A Flavor activation by creating 3.8 million flavor submissions and driving over 1.4 billion earned impressions on Facebook. The program was renewed the next year and saw even more growth with over 14 million flavor submissions, generating over $99 million in incremental sales.

"more than"

"more than"

Brand love grew:

+11.6 BRAND I LOVE

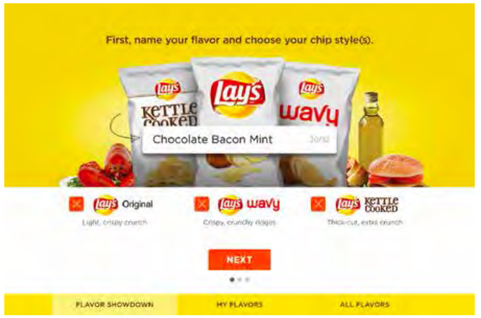
+13.2 GREAT TASTE

+7.3 TOP OF MIND

To what metric do these numbers relate? Are these percentages or something else? You may want to clarify.

And by growing the Lay's brand, we lifted the entire Frito-Lay portfolio.











ENERGY BBDO


PLAY VIDEO
Lay's
Classic
ENERGY BBDO


PLAY VIDEO
Lay's
KETTLE COOKED
Lay's
Your Flavor Here
Lay's
wavy
Lay's Do us a Flavor
CHOOSE your CHIP
CREATE MY FLAVOR
ENERGY BBDO

THANK YOU

Add a period.

ENERGY BBDO
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