

# BRAND X PERFORMANCE

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A STAGWELL NETWORK







clear blue ocean

Client Consolidation

Business Partnership

Platform Competition

Media Choreography

Restricted Talent

Career Opportunity

**CONNECTED SOLUTIONS ACROSS CREATIVE X MEDIA X COMMERCE**





# agencies

## creative consulting

OBSERVATORY  
Forsman&Bodenfors  
CPB<sup>+</sup> mmi  
GALE VITRO

## omnichannel media

+ASSEMBLY  
LOCARIA Goodstuff<sup>+</sup>  
Ink<sup>™</sup> MULTIVIEW<sup>™</sup>  
Grason.

## connected commerce

Brand New  
★ Galaxy

6000 in 60

\$5B+

8.8  
Critical Contact Rating  
of Agency Performance  
(Industry Avg. 7.6)

\$850m @ 28%+





# Leading Businesses Have Recognized the Need for Change

Anthem



T.RowePrice



carter's

Incumbent(s)



Wavemaker

dentsu

Testimonial/  
Reason

“Extremely pleased with the plans, strategy, the work”  
~Bill Beck, CMO

“Challenged in a positive way, at every step. Clearly more than a media agency, a business partner.”  
“A Breath of Fresh Air”

“We had just 2 short months to transition our entire media program... We feel we are now very much setup for success and are excited for what’s to come.”  
~David Fineman,  
VP, Media at T. Rowe Price

“I am absolutely thrilled with the team and the work in the first 60 days. Assembly has a lot of fans here at Carter's already and I am looking forward to continuing the momentum.”  
~Jeff Jenkins  
CMO, Carters





## BXP PRINCIPLES

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1. Integrated business strategy led teams
2. Customer centric omni-channel storytelling
3. Advanced business measurement models
4. Connected commerce
5. New media/measurable media



## ASSERTIONS

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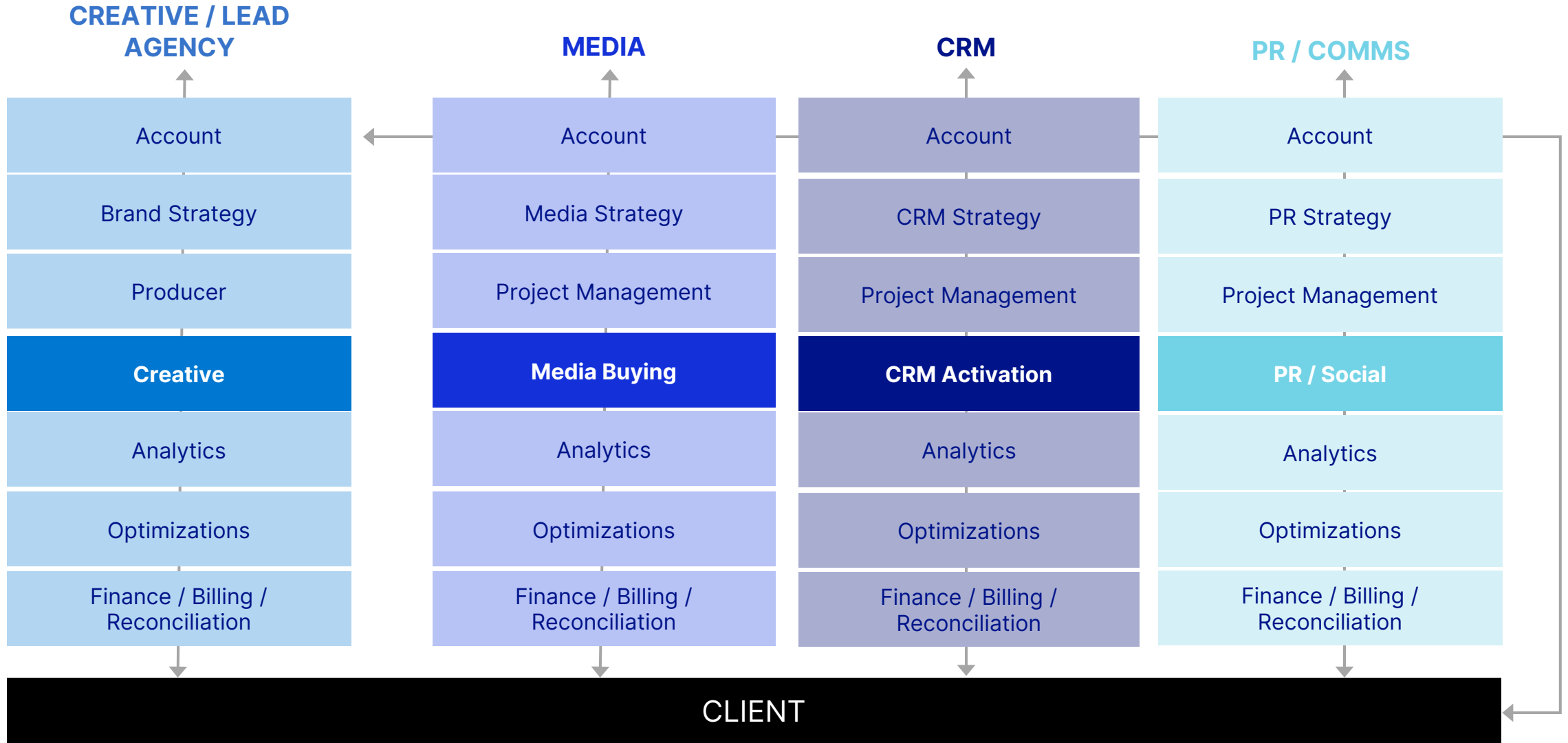
- ✕ 1. Integrated Business Strategy Led Teams
- 2. Customer centric omni-channel storytelling
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THERE IS NO MUST:

# Traditional Models

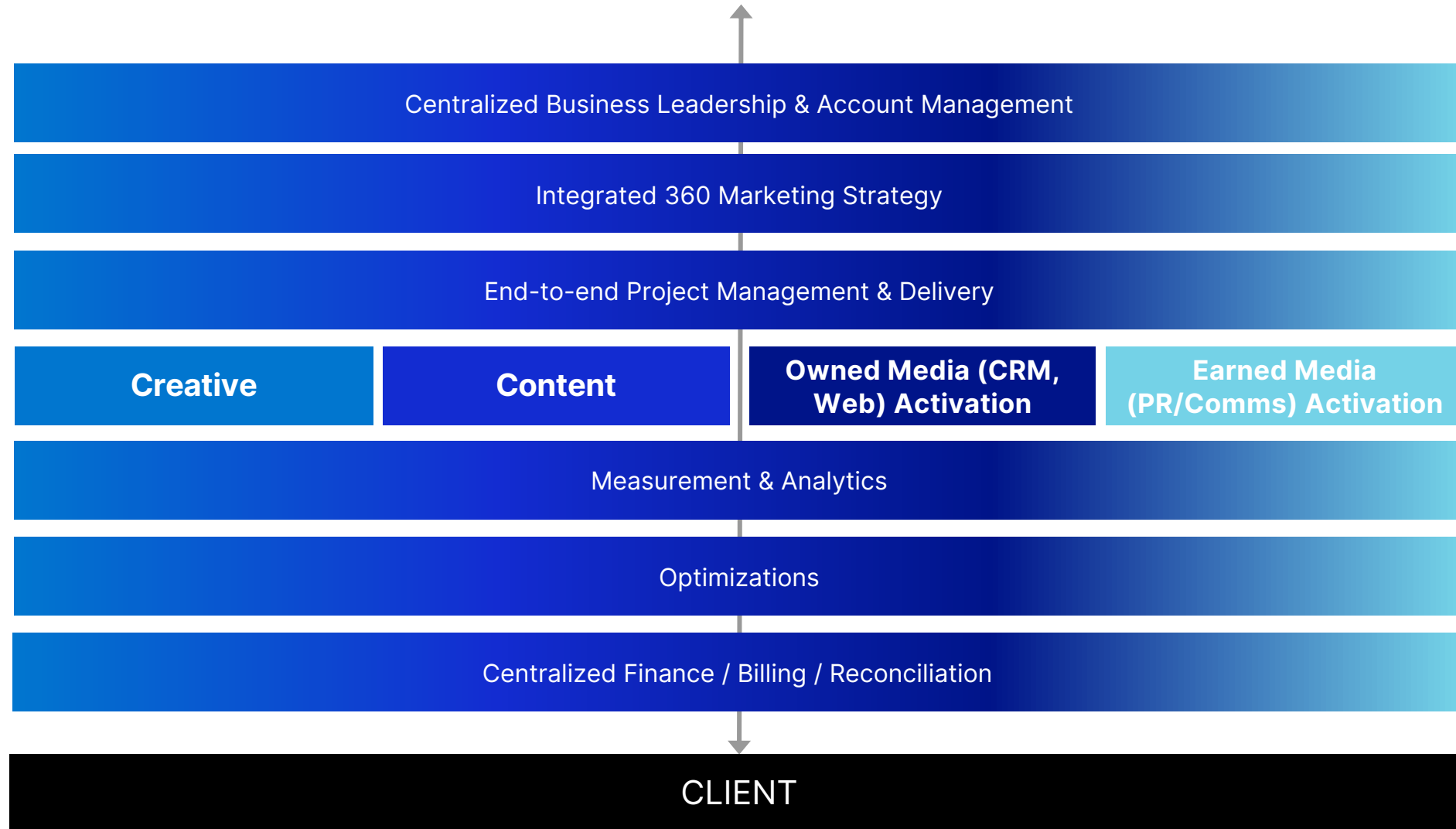




THERE IS NO MUST:

# Next Gen Model

One Team





## ASSERTIONS

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1. Integrated business strategy led teams
- ✕ 2. Customer Centric Omni-channel Storytelling
3. Advanced business measurement models
4. Connected commerce
5. New media/measurable media



## FIND

Lenovo's global business model was **fragmented** making their media strategy **disconnected, inconsistent** and **inefficient**.



We made Lenovo's **media as smart as their technology**, future-proofing them for a changing market.

## CHANGE

Designed + Built a  
C.O.E. in 4 Regions

Launched Smart Media  
Engine Powered By STAGE

Rebuilt 90+ Accounts  
for 100% Ownership

Implemented Global  
Measurement System

Pivoted to Consumer-Led  
Marketing, prioritizing to  
impact



Lenovo

 GROWSUPERCHARGED  
RESULTS**+340%** increase in SOV**+200%** increase in  
brand preferenceExceeded industry engagement  
and efficiency benchmarks by**+50%****+53%** higher CTR vs  
tech industry benchmarkExceeded revenue benchmarks by **+38%**



ASSEMBLY

Lenovo's global business model was  
**fragmented**



## ASSERTIONS

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RALPH  
LAUREN

## FIND

Ralph Lauren had a one-dimensional marketing strategy focused on **discounted products to appeal to price-sensitive consumers.**

## CHANGE

Launched RL's 1<sup>st</sup> Brand Performance Campaign

Used Data + Tech to Inform Market Expansion

Built Multi-Touch Attribution Model to Drive Relevance

Developed Real-Time Trends Tool to Predict & Meet Consumer Demand

Optimized Profit Margins Through STAGE

We **transformed** the very fabric of Ralph Lauren, helping them **realize their true value** as a multi-faceted premium fashion brand.





# RALPH LAUREN

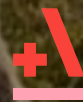
 GROW

## TRANSFORMATIVE RESULTS

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European business  
grew revenue **76%**

Profit margins  
grew **40%**



ASSEMBLY

Ralph Lauren was a one-trick-pony



## ASSERTIONS

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1. Integrated business strategy led teams
2. Customer centric omni-channel storytelling
3. Advanced business measurement models
- ✕ 4. Connected Commerce**
5. New media/measurable media





## FIND

Ace couldn't compete against **big box retailers with more spend and better infrastructure** as consumers wanted more-convenient, faster, and cheaper shopping experiences.



We gave Ace Hardware the tools to **beat the duopoly** of Home Depot + Lowe's and gain share of market, mind and wallet.

## CHANGE

Predicted omnichannel buying patterns to capture demand

Delivered Zero-Waste Media by Shifting from Product-Led to Consumer-Led Strategy

Unified Data with STAGE Reducing Reliance on 3rd Party Tech

Launched Record-Breaking BOPIS Campaign Across 5000 Stores in 24 hrs     

Created New System to Measure Impact + Protect Against Cookie Deprecation     





GROW

**ACE**  
 Hardware

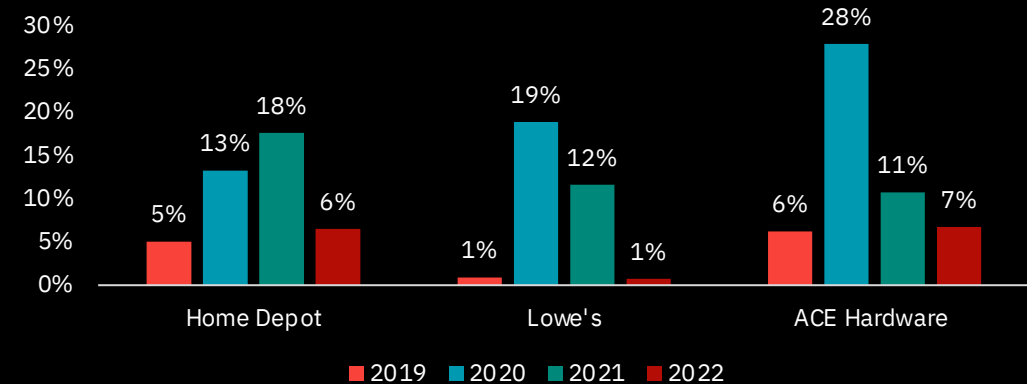
## RECORD-BREAKING RESULTS

**1598%** Omni Revenue Growth

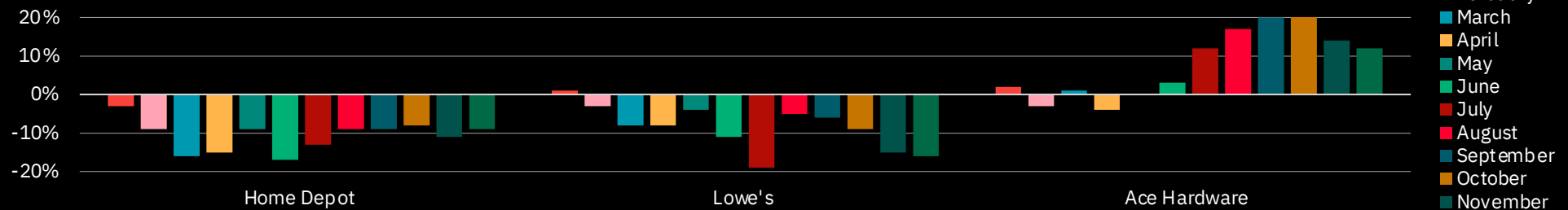
 Since 2019, **\$1.8B** Total Omni  
 Revenue 2019 - 2022

**1189%** Store Visit Growth

 Since 2019, 53M Visits to ACE  
 Hardware Stores 2019 - 2022

 TOTAL REVENUE GROWTH AS COMPARED  
 TO THE PRIOR YEAR


SITE TRAFFIC 2022 VS. 2021





Ace couldn't compete against big box retailers  
**with more spend and better infrastructure.**

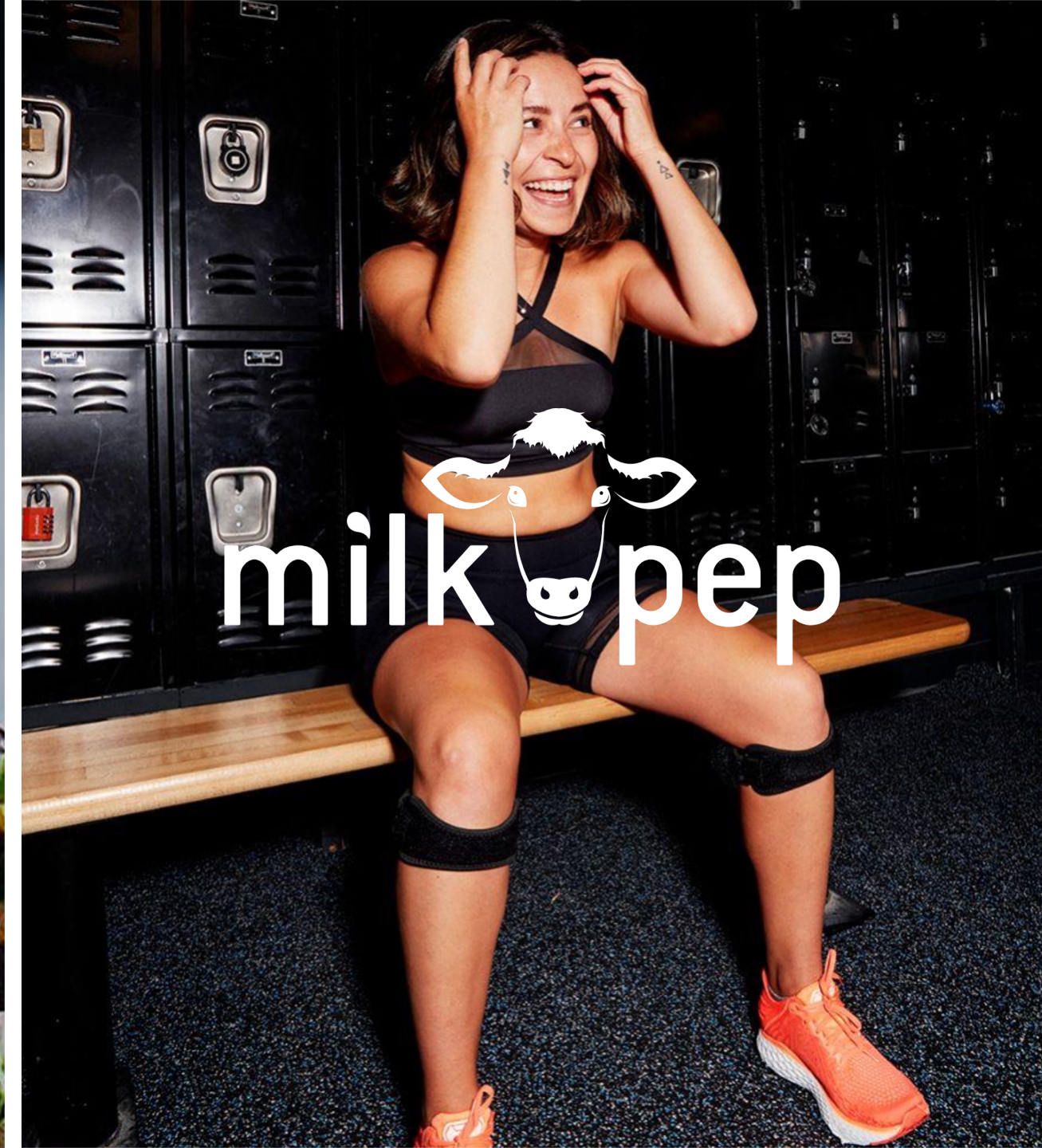


## ASSERTIONS

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1. Integrated business strategy led teams
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- ✕ 5. New Media/Measurable Media





CHIPOTLE  REWARDS

2020

8M



2023

31.6M



# STORIES POWERED BY A SYSTEM

LIMITED TIME ONLY



GET **250** BONUS  
POINTS  
ON YOUR NEXT PURCHASE



## FLORIDA LOVES ITS BOWLS

Florida ranks #1 for ordering the most Chipotle Bowls. In fact, their top two eaters are Florida State University and the University of Central Florida.

You've only got 3 days left to earn your reward. Get a FREE Side of Guac, Queso, or Salsa with Chips\* when you place an order after 5pm.

ACCESS ENDS MARCH 22

12 03 14 45  
DAYS HOURS MINUTES SECONDS

CHIPOTLE REWARDS

# UNLOCK GUAC MODE


GET SURPRISE GUAC REWARDS THIS YEAR

Get Guac Mode verified by March 22 to get rewarded.

UNLOCK GUAC MODE

CHIPOTLE REWARDS TERMS

CHIPOTLE REWARDS



## REAP YOUR REWARD


In honor of the Harvest Moon and the farmers who grow our fresh veggies, we're giving you 25 points and an exclusive badge\* when you order a salad from 9/9 - 9/11.

ORDER & EARN

\*Lacus justo, in eu quis duiis morbi. Tellus faucibus tempus bibendum risus at turpis eget.

TOTAL

CHIPOTLE



UNWRAPPED:  
**BEHIND THE GOALS**

WITH ROSE LAVELLE

See what inspires Rose Lavelle and Sophia Smith, how they achieve greatness, and why they love Chipotle to help them get there.

WATCH ROSE'S VIDEO

WATCH SOPHIA'S NOW

CHIPOTLE

## CHIPOTLE IQ test

YOUR CHANCE AT  
**100,000 BOGOS EVERY DAY\***  
+ \$500 CHIPOTLE GIFT CARD\*\*

8/22 - 8/26

A high Chipotle IQ could mean serious perks. Ace the 10-question quiz to win a BOGO\* and unlock an extra credit question. Answer the extra credit question correctly for a chance to win a \$500 gift card.\*\*

<CITY> EXCLUSIVE

CHIPOTLE

NEW

## GARLIC GUAJILLO STEAK

Garlic Guajillo Steak offers a whole new dimension of flavor. Only available for a limited time.

ORDER NOW

1 DAY \$0 DELIVERY FEE\* ON GAME DAY \$0 DEL

CHIPOTLE

## THE CONSTANT INGREDIENT

WITH WESTON MCKENNIE & CHRISTIAN PULISIC

From youth soccer to playing pro to representing the U.S. on the world stage, Chipotle has been a constant ingredient in fueling Christian and Weston's success.

CHIPOTLE PRESENTS

## THE ROAD BACK

WITH CHASE YOUNG

Chase Young is back from an injury last season. Watch Chase's story; motivated by his family, the D.C. community, non-stop training, and eating right with Chipotle.

WATCH NOW

Love the video? Share it.

TAP TO TWEET

REWARDS MEMBERS EXCLUSIVE

CHIPOTLE

## BUY THE DIP

EAT THE DIP

7/25 - 7/31  
10AM - 6PM PT DAILY

CHIPOTLE

GIVE A LITTLE SOMETHING

# EXTRA

Sometimes the best occasion is no

CHIPOTLE REWARDS

NEW TRACTOR

## ORGANIC WATERMELON LIMEADE



NEW SEASONAL FLAVOR. ALWAYS ORGANIC.

Introducing our new, certified Organic Watermelon Limeade from farmer-founded Tractor Beverage Co.

REWARDS MEMBERS EXCLUSIVE

CHIPOTLE REWARDS

## HAPPY BOORITO


GET YOUR \$6 ENTRÉE\* TODAY  
3PM-CLOSE



### HOW TO PARTICIPATE

1. Dress in costume
2. Visit any U.S. Chipotle today from 3pm-close
3. Scan your Rewards member ID to get your \$6 entrée\*

CHIPOTLE



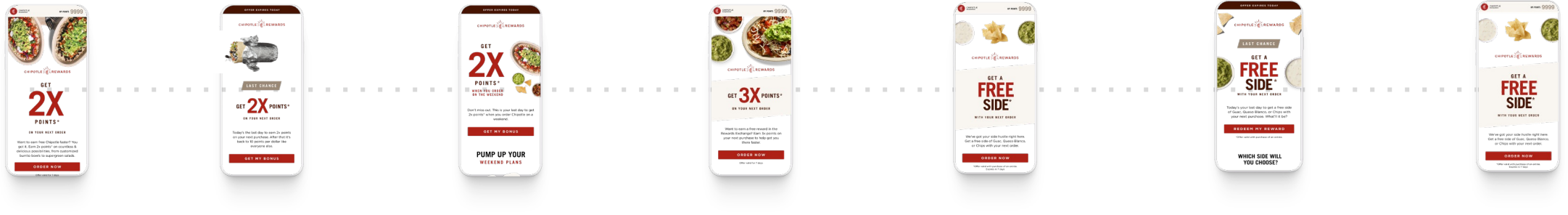
WATCH NOW

HAPPY NATION

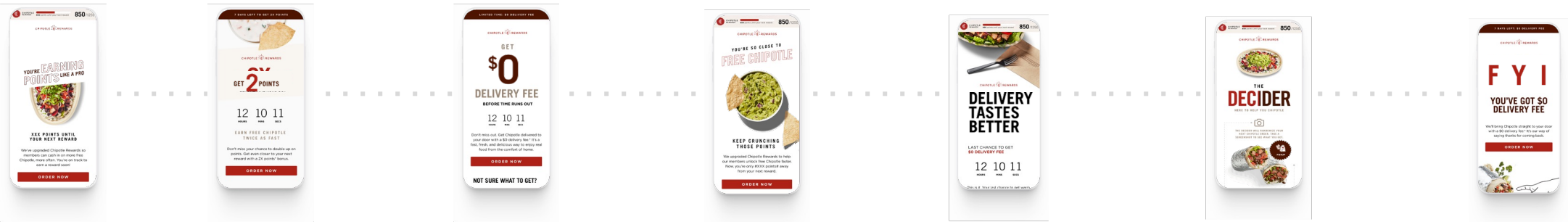
# WELCOME JOURNEY



# GROW JOURNEY



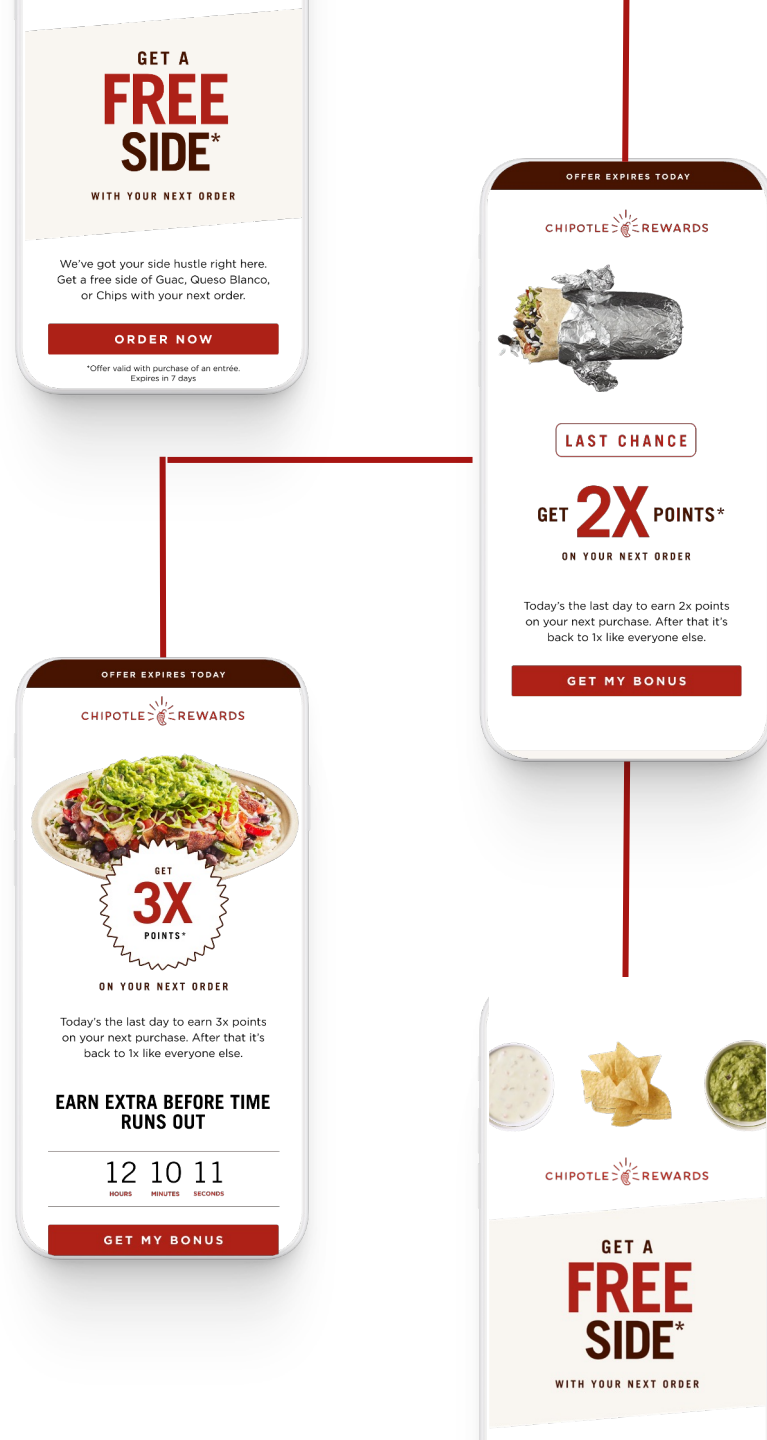
# REACTIVE JOURNEY





# 23M

TOTAL UNIQUE MEMBERS  
TARGETED IN JOURNEYS



INSANE MAIL



White Rice



Half Pinto / Half Black Beans



Fajita Veggies



Grilled Chicken - Double Protein



Extra Queso Blanco



Guac on side



Fountain drink



SYSTEM ALERT — WEEKLY DATA REPORT



# YOU HAVE A CHIPOTLE DOPPELGÄNGER

**>MEET YOUR DOPPELGÄNGER**

At approximately 2PM on 06/10/22 you and another customer ordered the exact same entrée.

**>WHERE YOU ORDERED**

📍 200 Varick St Frnt B, New York, NY 10014

**>WHERE YOUR DOPPELGÄNGER ORDERED**

📍 200 Varick St Frnt B, New York, NY 10014

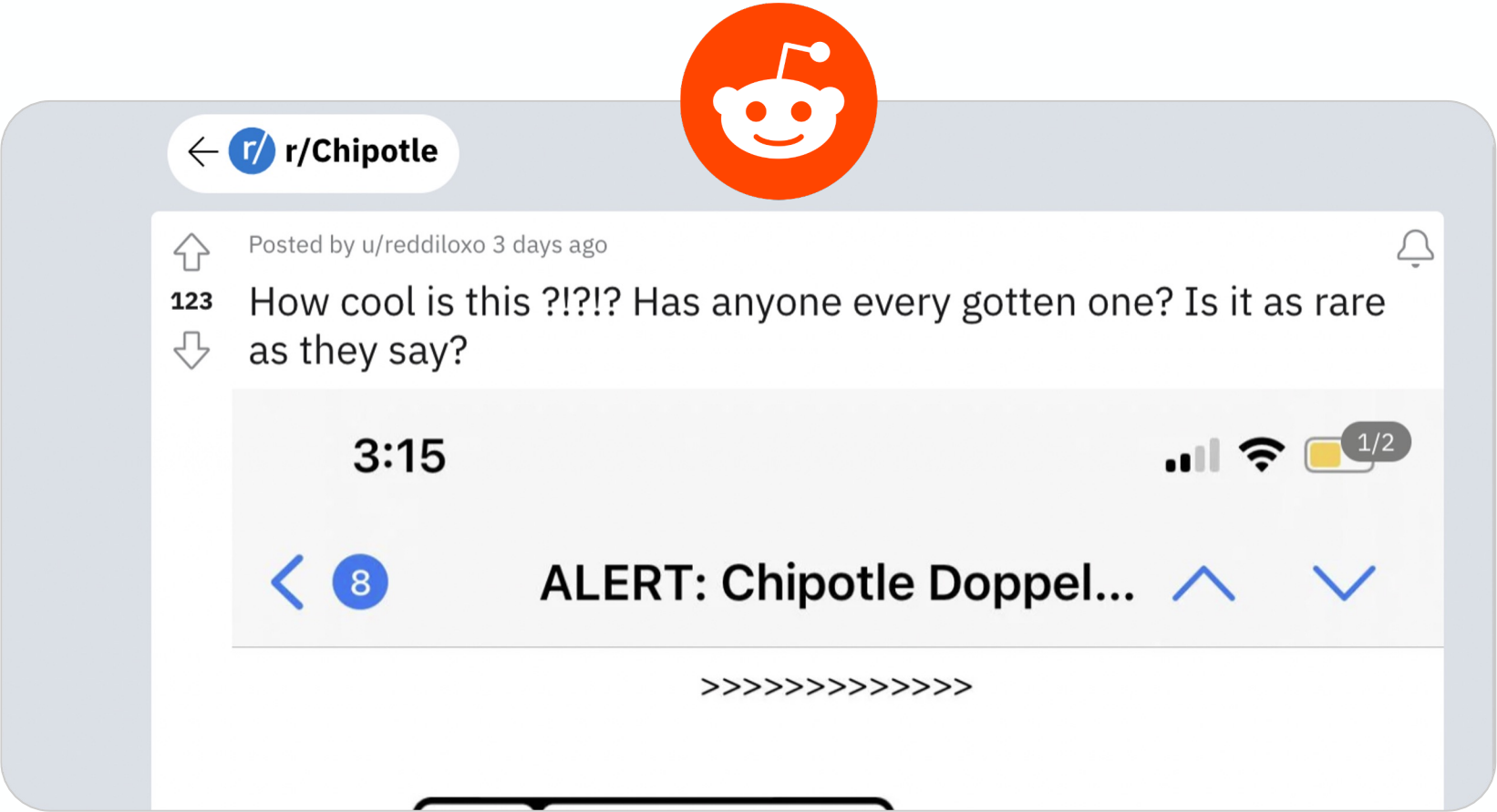
**>YOU BOTH ORDERED**

>Ordered Entrée <Bowl>

>Added Black Beans



PEOPLE ARE LOVING DOPPELGANGER



459K

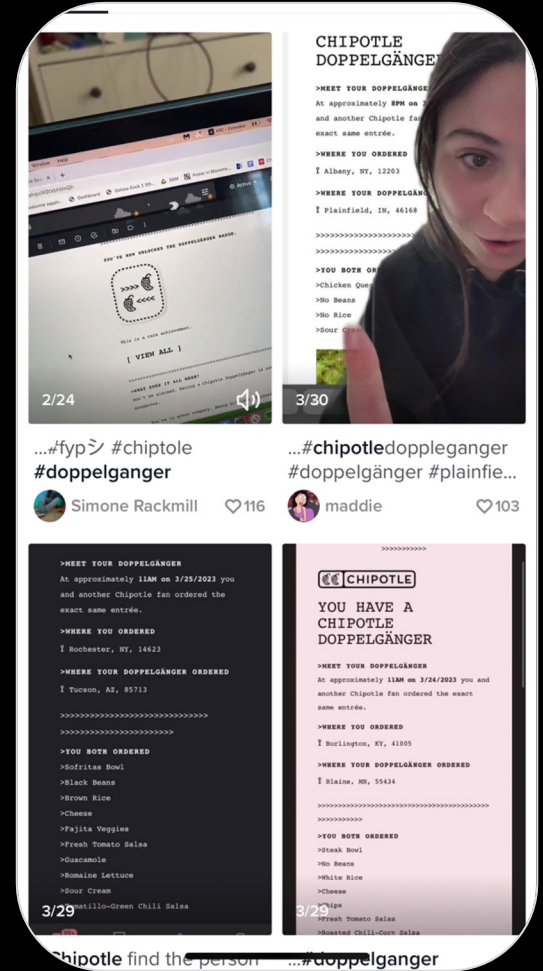
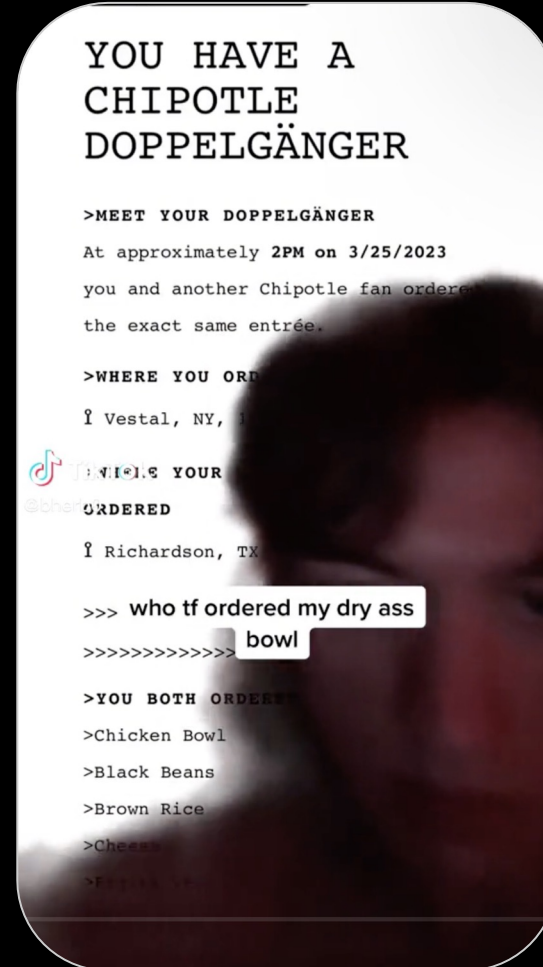
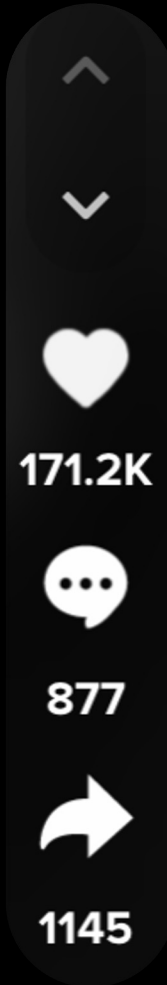
DOPPELGANGER  
EMAILS SENT

44%

STRONGER OPEN RATE  
THAN BENCHMARK

175%

STRONGER CLICK RATE  
THAN BENCHMARK



## FUN FACT



**MEMBERS** WHO ENGAGE WITH  
A MIX OF PROMOTIONAL +  
BRAND CONTENT **PURCHASE**  
**MORE FREQUENTLY**

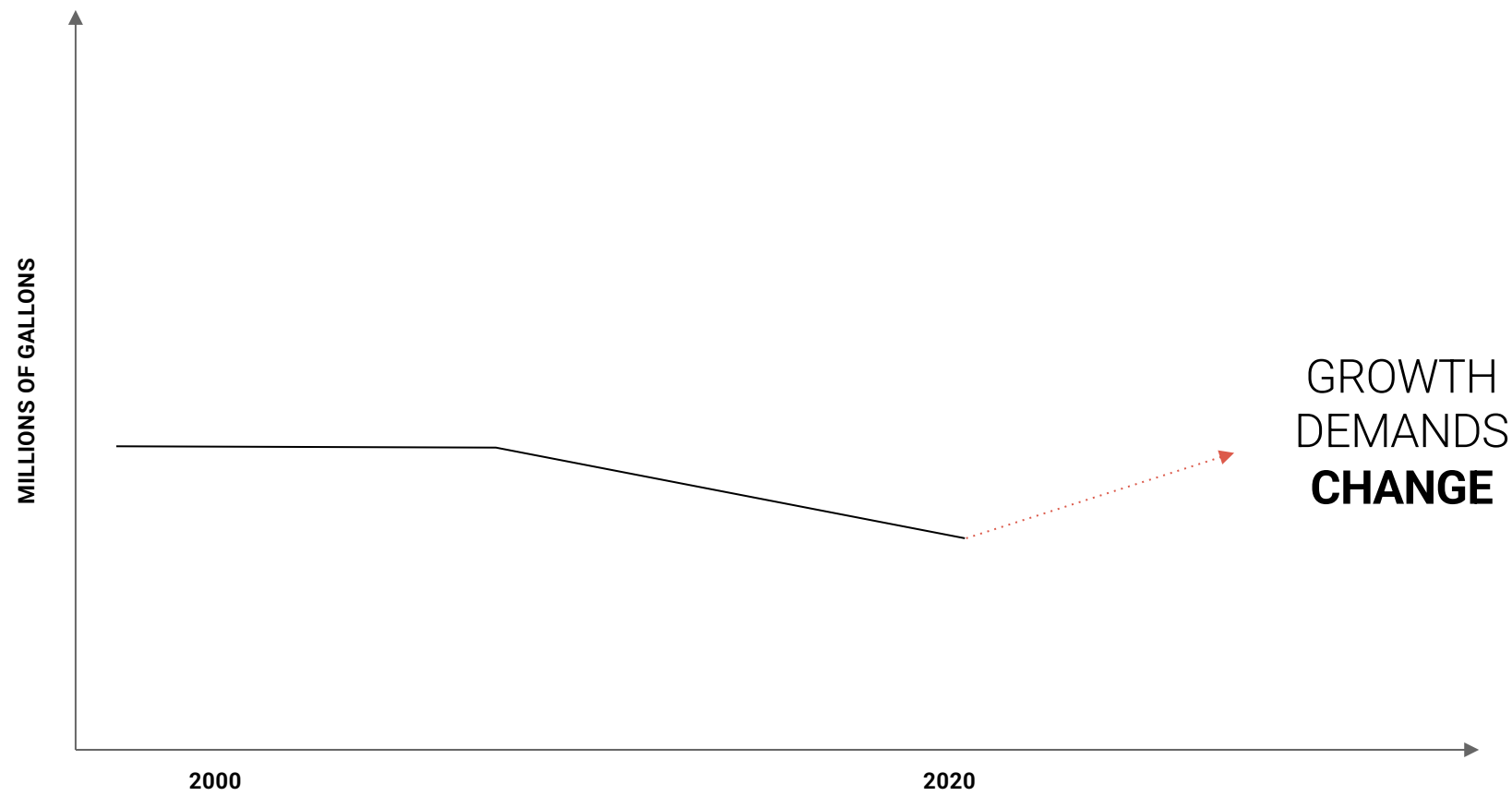




milk & pep



# DECADES OF SLOW DECLINE



**“THE PROBLEM”** IS MANY PROBLEMS



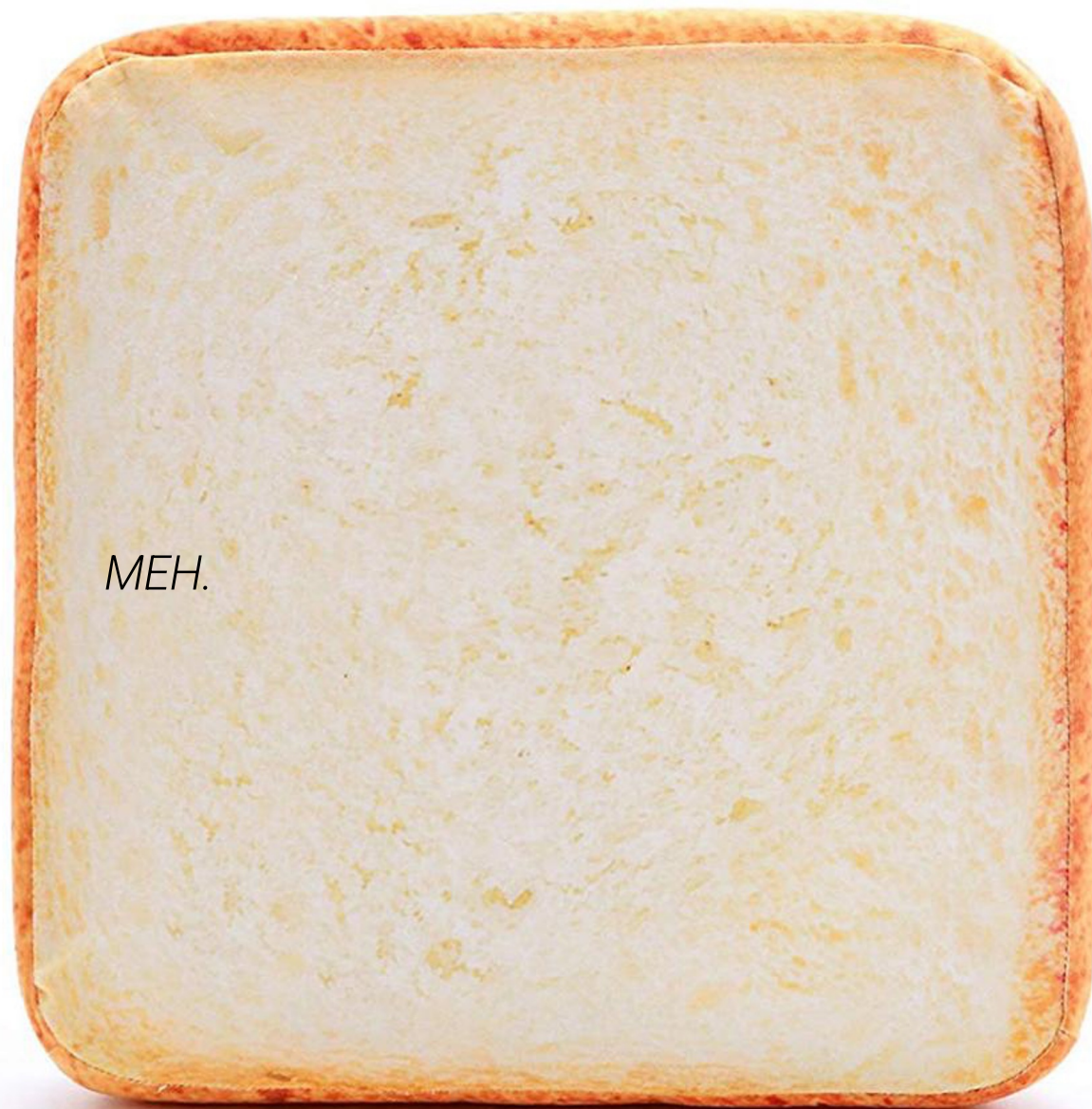
(HABITS, VALUES, DEMOGRAPHICS, COMPETITION)



WITH **ONE RESULT...**

Milk has become ...

*MEH.*





THE JOB FOR MARKETING: **RECONSIDERATION**

**A ORDINARY DRINK**  
**FOR KIDS**

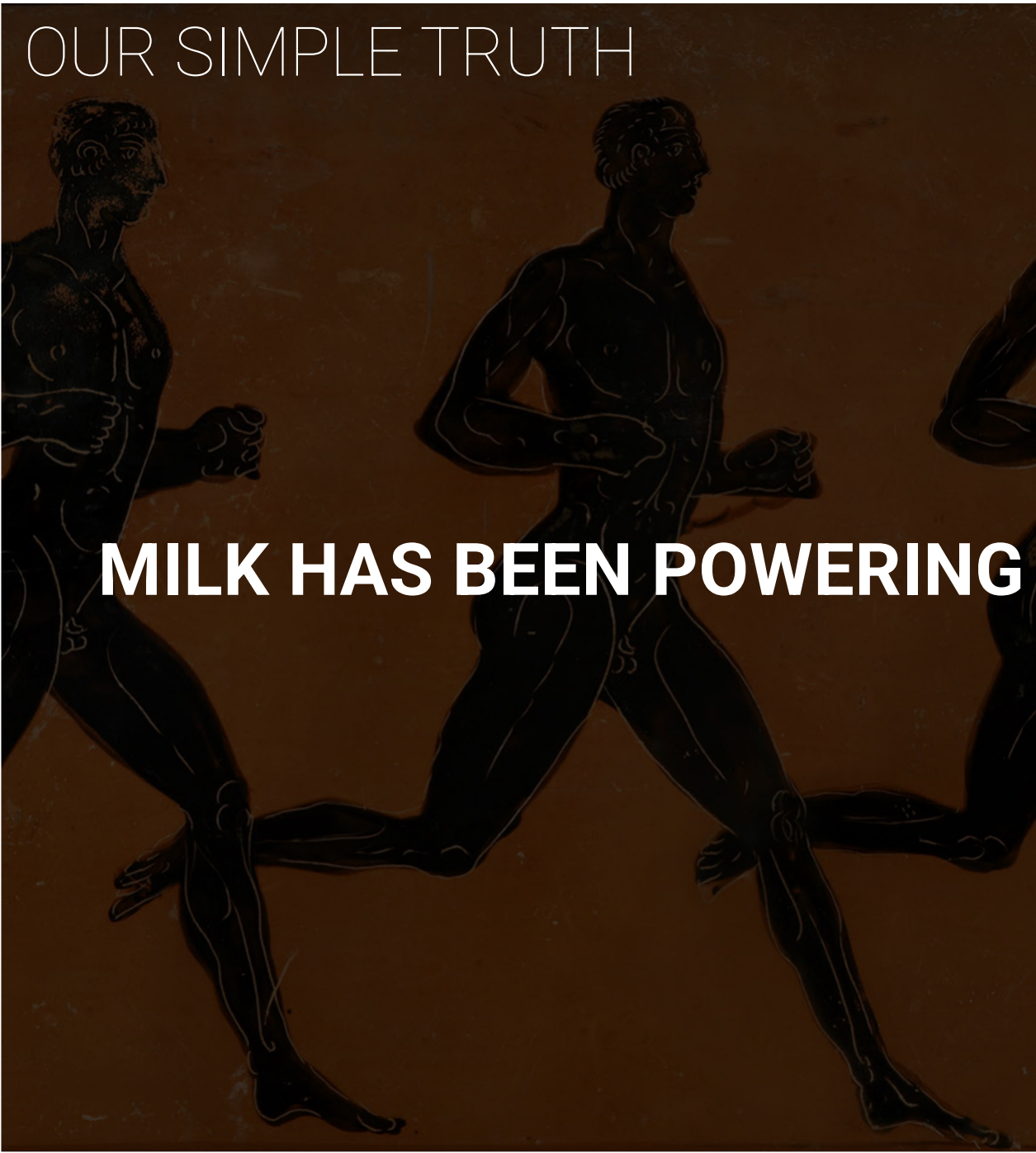


**AN EXTRAORDINARY DRINK**  
**FOR PEOPLE WHO NEED TO PERFORM**

OUR SIMPLE TRUTH

10  
8

**MILK HAS BEEN POWERING ATHLETES FOR 3,000 YEARS**



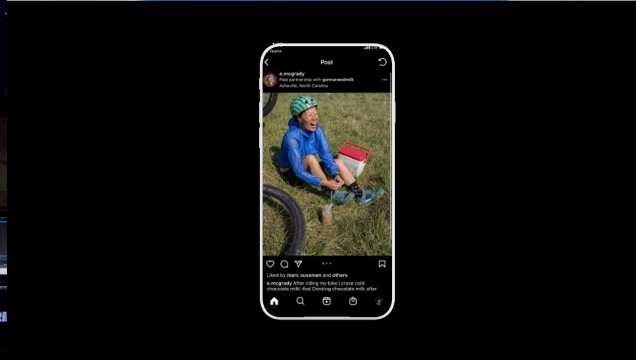
# FRESH NEW ENEMIES

POWERADE®





***YOU'RE GONNA NEED MILK  
FOR THAT.***







MOMS & DAUGHTERS  
MATTER MOST. ❤️













26.2 **YOU'RE GONNA NEED MILK FOR THAT.**



26.2

**YOU'RE  
GONNA  
NEED  
MILK  
FOR THAT.**



IWD 2023



WEDNESDAY, MARCH 8, 2023

THE NEW YORK TIMES, WEDNESDAY, MARCH 8, 2023

**ONLY 5% OF SPORTS COVERAGE FEATURES FEMALE ATHLETES.**

Milk wants to help change this.

To start, we want to sponsor every woman running a marathon in the U.S. We're also committing to featuring only women in our campaigns this year.

Women runners, join #TeamMilk and help us accelerate gender equality in sports.

26.2 YOU'RE GONNA NEED MILK FOR THAT.

©2023 Purina Veterinary Health

THE NEW YORK TIMES, WEDNESDAY, MARCH 8, 2023

**SHIARA ROBINSON / #TEAMMILK**

**GONNA NEED MILK.COM**

**Gen Z's Insta**

FROM FIRST BUSINESS PAGE

Instagram users if they wanted to share their post to Facebook, too. To make the prompt go away, users had to click a big blue button to agree to share their Instagram posts on Facebook, or a smaller hyperlink to opt out. Many people, including Ms. Underwood, clicked the more visible blue button — and then immediately regretted about it, according to interviews with more than a dozen Gen Z and millennial Instagram users. Reversing the setting requires clicking through multiple Instagram menus.

“It feels so sticky,” said Audrey LaBrosse, 28, a digital media manager in Canton, Ga., who has had trouble turning off the setting. “It’s Facebook suffering to help!”

Meta has long been concerned about losing younger and young adults to rivals like TikTok and Snapchat, especially since that audience is highly coveted by advertisers. Facebook, which Mark Zuckerberg created in 2004 while at Harvard, was aimed at college students in its early years but has struggled in recent years with an aging user base.

Last year, 17 percent of Facebook users were 18 to 24 years old, compared with 44 percent who were older than 45, according to DataLabs, an analytics company. In contrast, 38 percent of Instagram users were 18 to 24 and 21 percent were older than 45, while 39 percent of Snapchat users and 39 percent of TikTok users were 18 to 24.

To appeal to younger users, Instagram and Facebook have in recent years introduced features like Stories, which emulates a Snapchat feature by letting people post photos and videos that disappear after 24 hours. They also rolled out Reels, a TikTok-like feature that lets people create short videos.

Last year, Instagram engineers were told that their worst enemy was people who posted from Instagram to Facebook, said those people involved with the project, who were not authorized to speak publicly. This led to the new prompt, which also informed users that they could turn off the prompt.

The prompt was placed where users typically find an advertisement, the people said.

“What had led to the prompt and its design. We had to make sure that all Instagram users received the prompt and acknowledged that some had to decline multiple times before Instagram stopped asking. Meta also said a software bug last year caused some users to see the prompt every time they posted on Instagram.”

“We know that people enjoy cross-posting content to easily share it across platforms. We want to make sure that people who want to share their posts with their friends on Facebook can do so without any friction. We want to make sure that people who don’t want to share their posts with their friends on Facebook can do so without any friction. We want to make sure that people who don’t want to share their posts with their friends on Facebook can do so without any friction.”

**Walgreens Under**

FROM FIRST BUSINESS PAGE

any that retail pharmacies could become certified to offer many services, which would previously be dispensed only by clinics, doctors’ offices and hospitals.

“We understood the moment we decided to participate in the F.D.A. program that we would have to navigate some of the restrictions, including complete abortion bans and requirements around who can actually dispense the medication,” Mr. Engemann said.

“We have said from the beginning we will dispense this medication wherever we legally can once we are certified by the F.D.A.,” he added, “not at the same time we have to follow the law.”

But by publicly confirming that it would not dispense in the 21 states, Walgreens faced backlash from consumers and politicians alike.

“There were social media calls for shoppers to boycott the company,” Gen. J.B. Pritzker of Illinois, whose Walgreens has its headquarters, held a video call on Friday with the company’s senior leadership, including the chief executive, Rosalind Brewer. Mr. Pritzker, a Democrat, urged them to rethink their stance in response to the Republican threat.


Another Democratic Gov. Gavin Newsom of California, said on Twitter that his state “won’t be doing business” with Walgreens “or any company that covers to the extremes and puts women’s lives at risk.” Brandon Richards, Mr. Newsom’s deputy communications director, later said the govern-

ment’s official stance was that Walgreens was not a pharmacy. “We’re not a pharmacy,” he said. “We’re a retailer.”

Walgreens’ stance was a legal gray area, but it was a clear statement of intent. “We’re not a pharmacy,” he said. “We’re a retailer.”





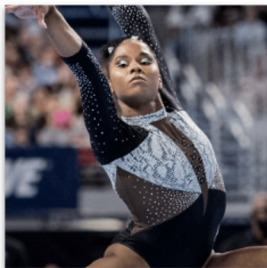
**billiejeanking**  Happy International Women's Day!

According to the Tucker Center for Research on Girls and Women in Sport, 40% of all sports participants are women, and yet just 5% of all sports coverage features women athletes.

This year, [@gonnaneedmilk](#) is making a pledge to feature only women throughout all of their campaigns. From visibility to sponsorships, Milk is celebrating women as the fierce champions they have always been.







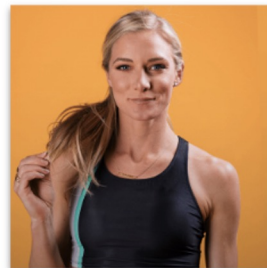
[Jordan Chiles](#)  
GYMNASTICS



[Alix Klineman](#)  
VOLLEYBALL



[Lisa Leslie](#)  
BASKETBALL



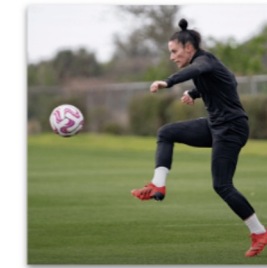
[Emma Coburn](#)  
TRACK



[Sue Bird](#)  
BASKETBALL



[Troy Mullins](#)  
GOLF



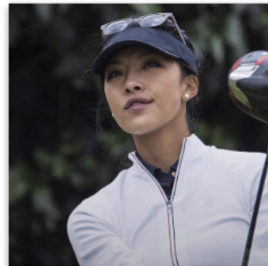
[Ali Krieger](#)  
SOCCER



[Billie Jean King](#)  
TENNIS



[Kaleigh Gilchrist](#)  
SWIM



[Lily He](#)  
GOLF



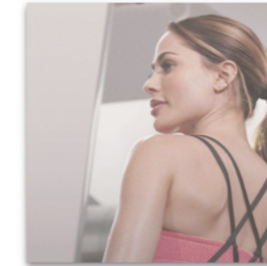
[Daisy Bamberger](#)  
BOXING



[Tara Davis-Woodhall](#)  
TRACK



[Selena Smuela](#)  
BIKING



[Olivia Amato](#)  
BIKING



[Taylor Heise](#)  
HOCKEY



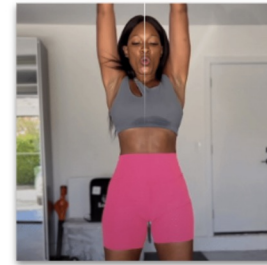
[Maria Sharapova](#)  
TENNIS



[Carli Lloyd](#)  
SOCCER



[Kay Adams](#)  
BROADCASTER



[Cari Champion](#)  
BROADCASTER



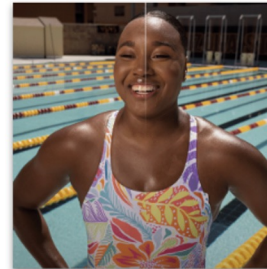
[Sydney Leroux](#)  
SOCCER



[Julie Foudy](#)  
SOCCER



[Crystal Dunn](#)  
SOCCER



[Simone Manuel](#)  
SWIM



[Chiney Ogumike](#)  
BASKETBALL



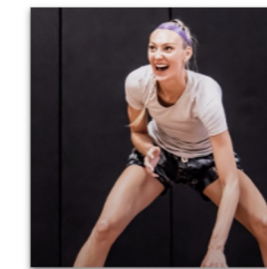
[Hilary Knight](#)  
HOCKEY



[Kiki Rice](#)  
BASKETBALL



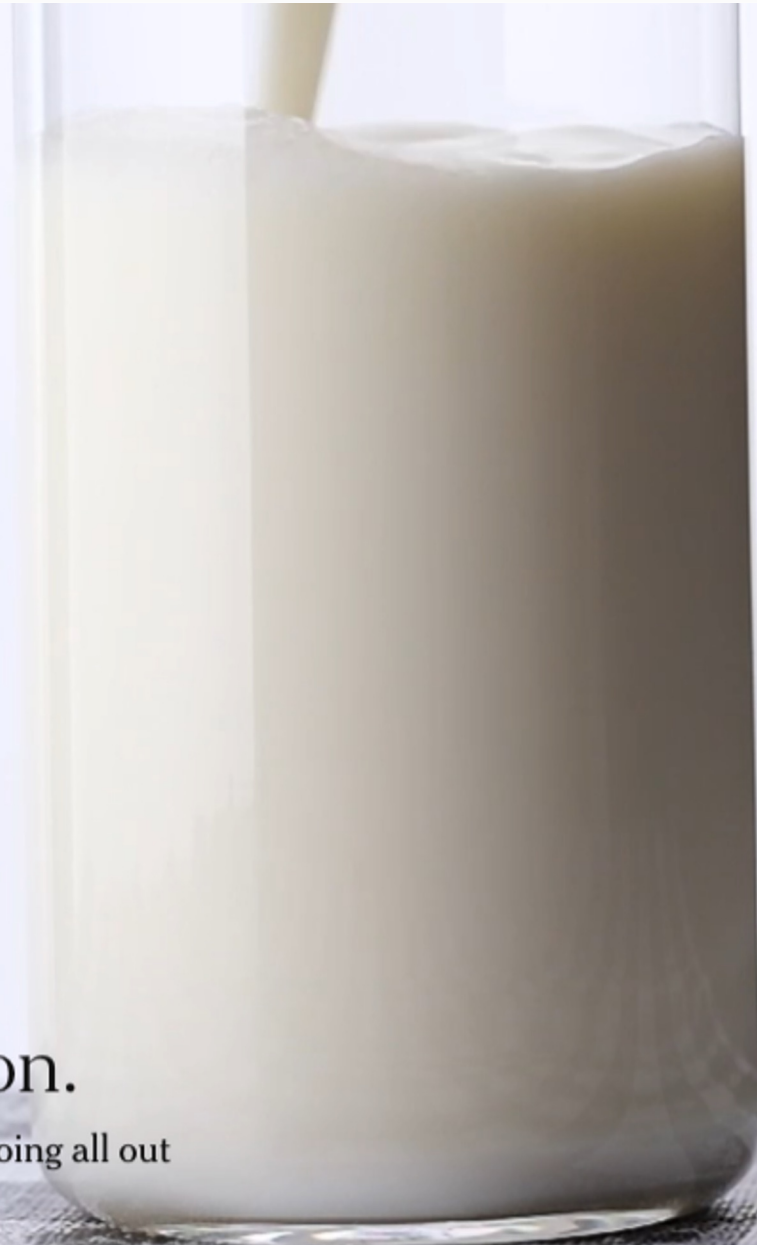
[Aerial Powers](#)  
BASKETBALL



[Cam Brink](#)  
BASKETBALL

# Got Milk? Not This Generation.

Alarmed by dwindling sales to Gen Z, the dairy industry is going all out to get younger Americans on the milk train.





# How MilkPEP and Gale Rebranded 'Got Milk?' for a New Generation



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Thank You

