



Punching up your presentations.

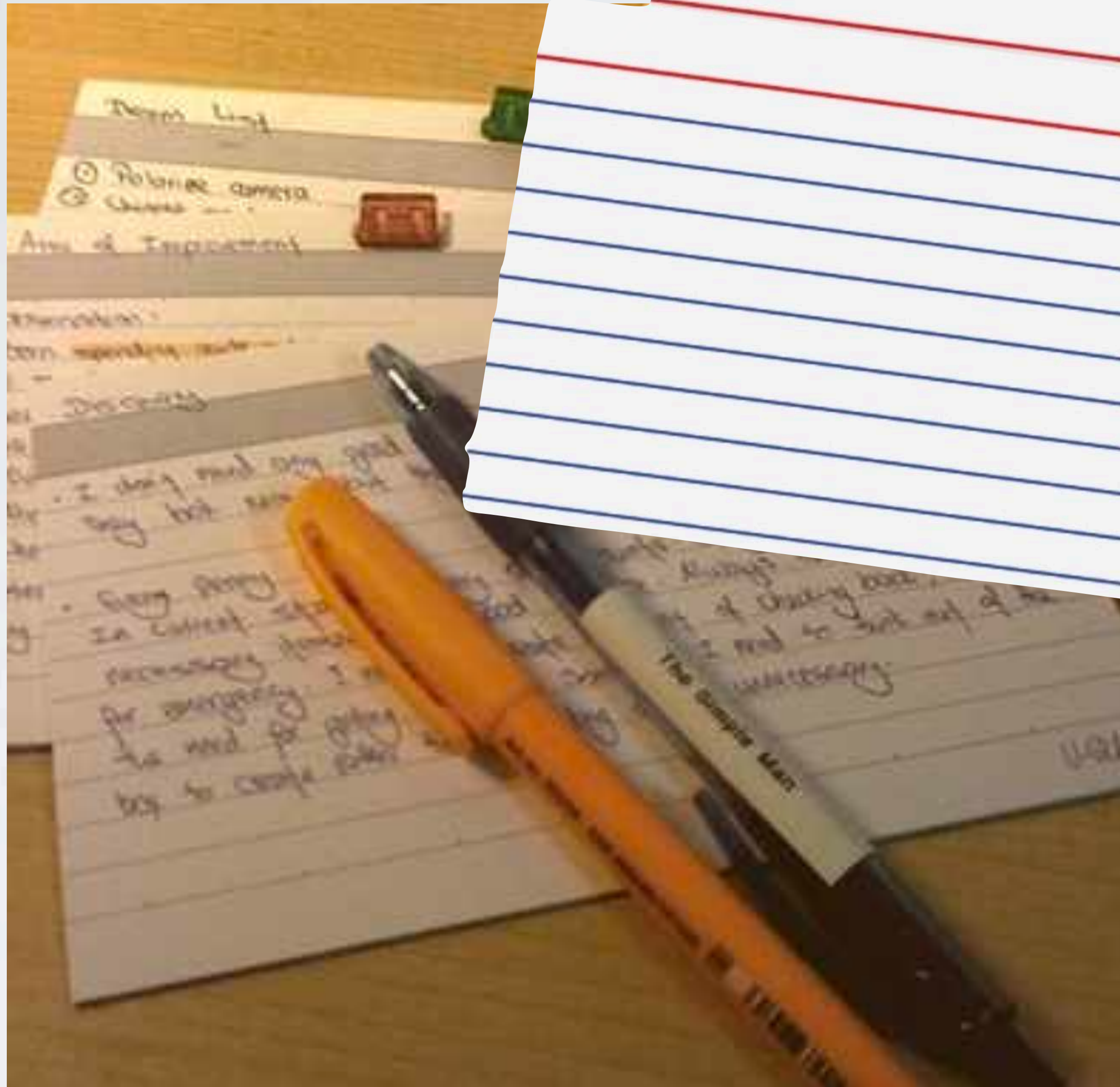
Chris Wooster
Copywriter, ECD

For you.
(Not just creatives.)

1983.



25+ years.



Term List

- ① Poland camera
- ② Camera

Area of Improvement

Characteristics

Term: ...

... Discovered

... I don't read any good
... but ...

... Every day
... in current ...
... necessary ...
... for emergency ...
... to read for ...
... try to create ...

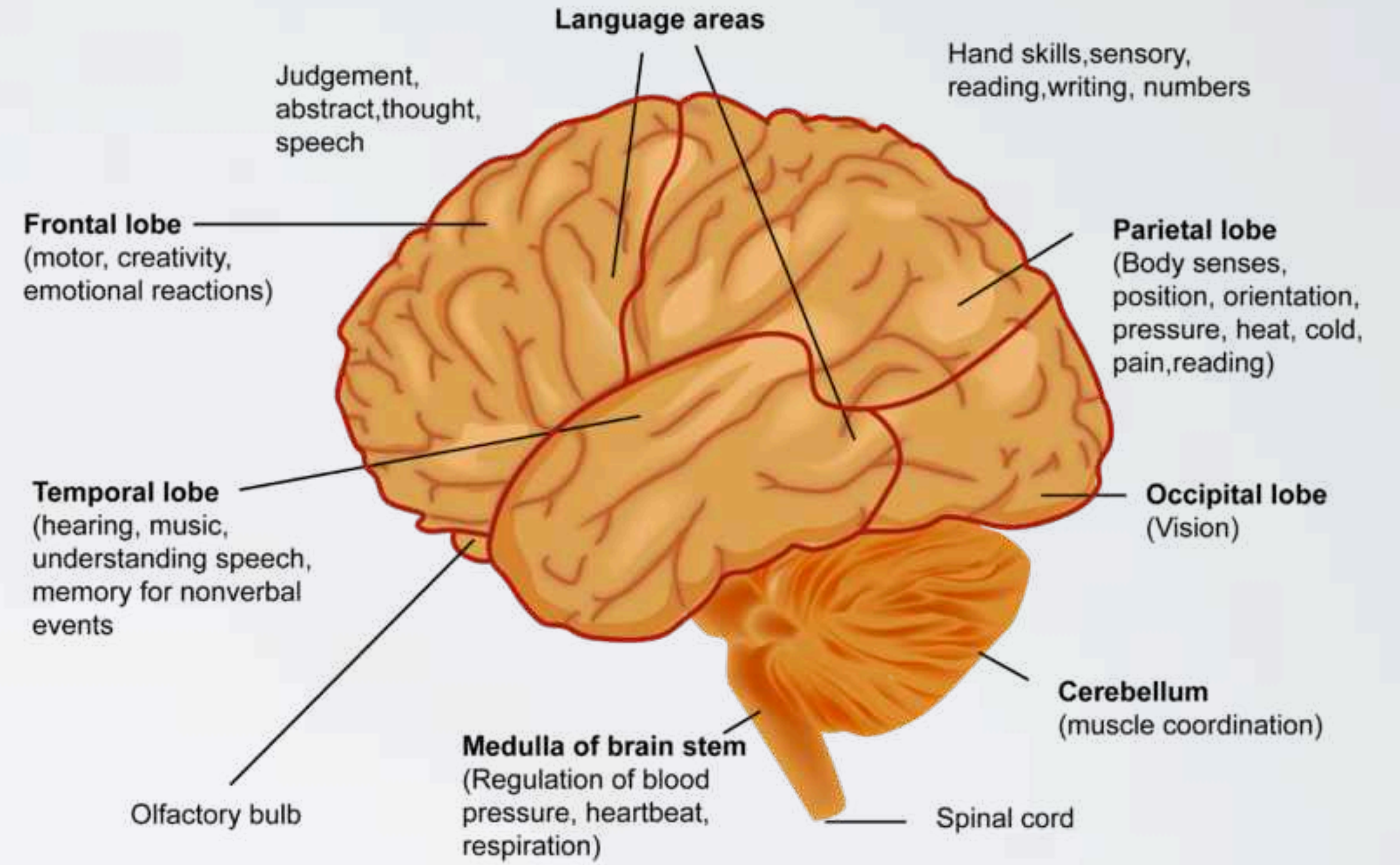
The Orange Man

... of ...
... and ...

11/21



Google Slides



Persuasion.

10

easy ways to make
your presentations
more persuasive and effective

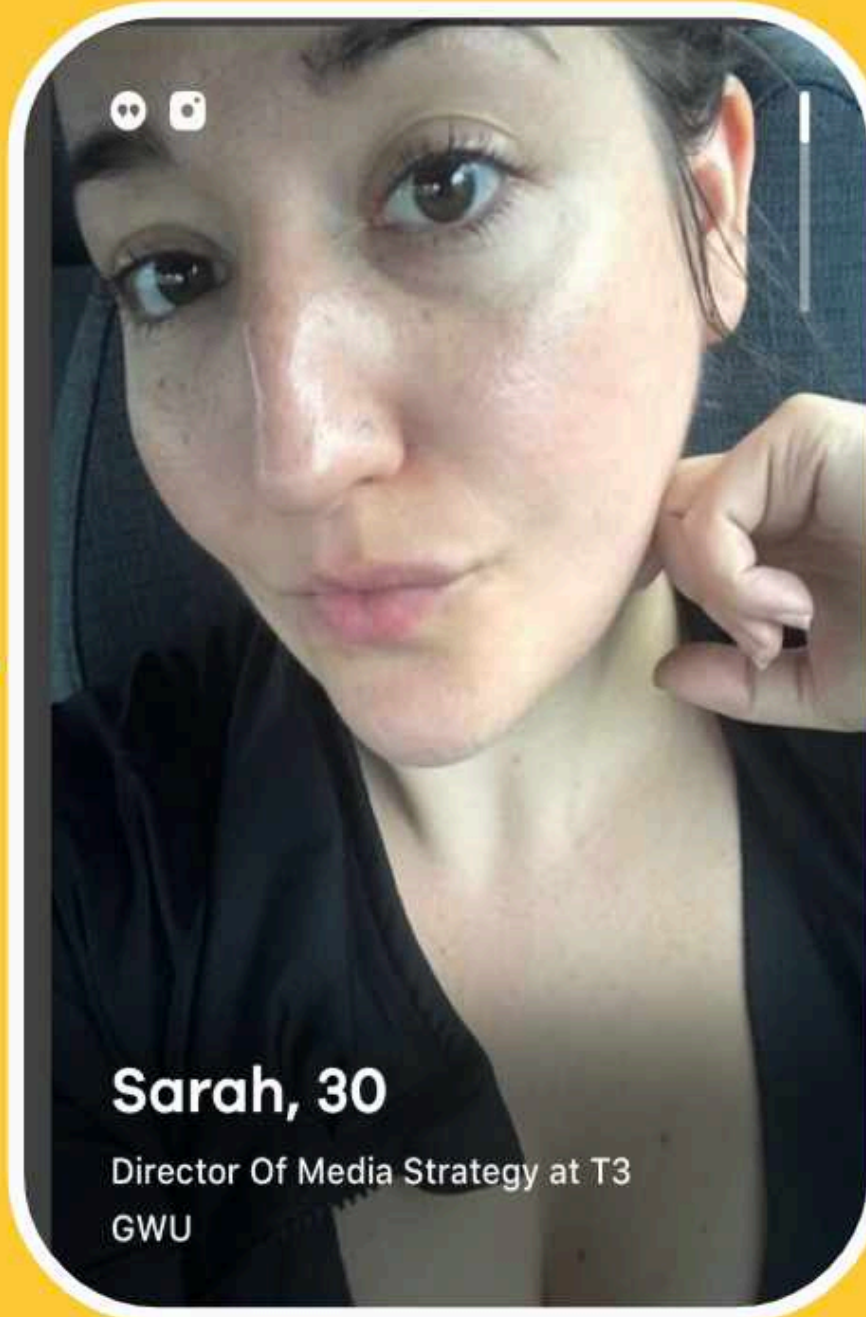
11.



FREEBIE!

“Disarm your audience”
to help soften up the room.
Choose your own way.

| WHO'S IN THE ROOM



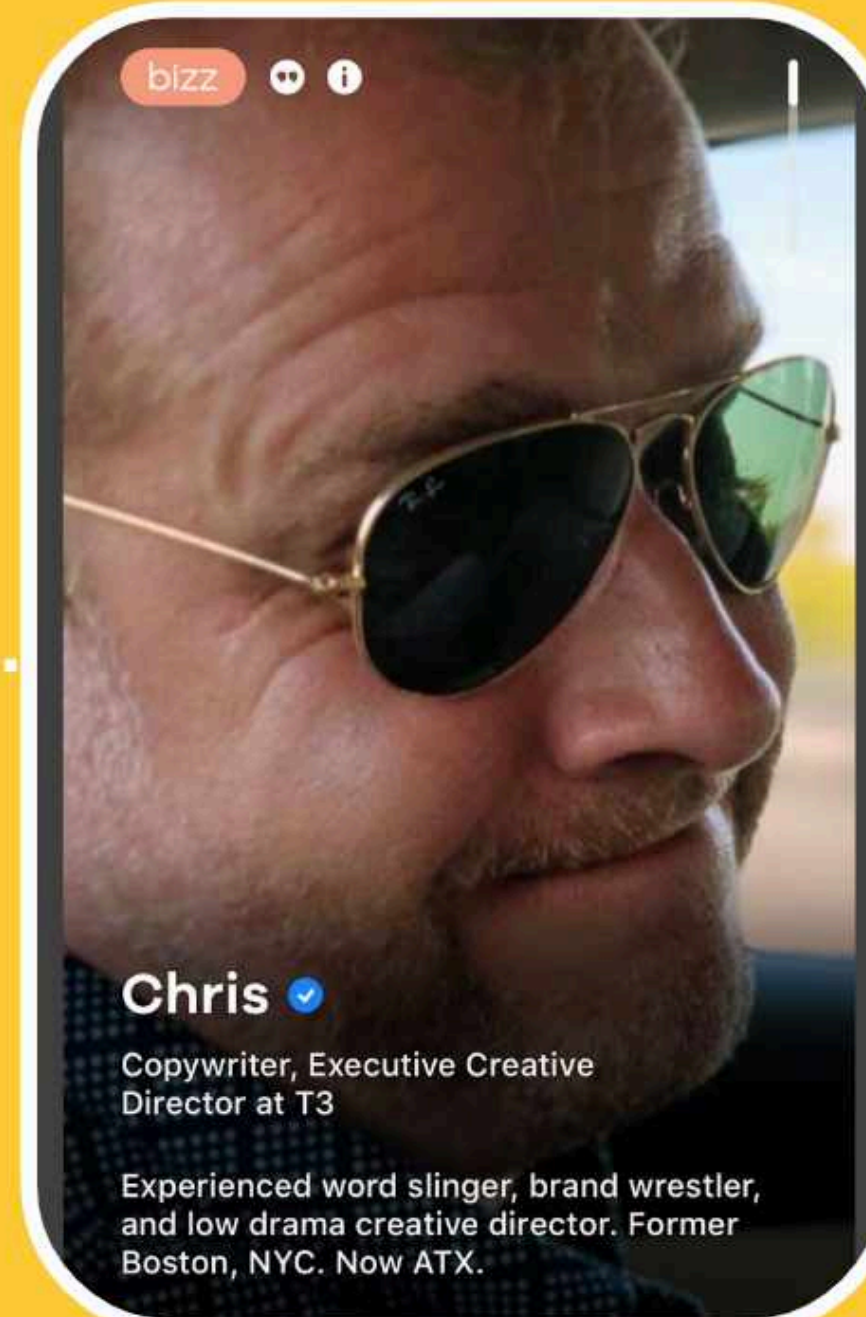
A close-up portrait of Sarah, a woman with dark hair, looking directly at the camera. The card has a white border and a yellow background. At the top left, there are icons for a camera, a speech bubble, and a profile icon. The text below the photo reads: Sarah, 30, Director Of Media Strategy at T3, GWU.

Sarah, 30
Director Of Media Strategy at T3
GWU



A full-body photo of Angela, a woman with long dark hair and sunglasses, wearing a blue dress with red floral patterns. She is holding a black bag. The card has a white border and a yellow background. At the top left, there is a 'bizz' label and icons for a camera, a speech bubble, and a profile icon. The text below the photo reads: Angela, VP Growth at T3, Previously T3, Dot connector. Pattern seeker. People builder. Strategist at the core. Learn more about me at Angelayang.work.

Angela ✓
VP Growth at T3
Previously T3
Dot connector. Pattern seeker. People builder. Strategist at the core. Learn more about me at Angelayang.work



A close-up profile photo of Chris, a man with a beard and sunglasses. The card has a white border and a yellow background. At the top left, there is a 'bizz' label and icons for a camera, a speech bubble, and a profile icon. The text below the photo reads: Chris, Copywriter, Executive Creative Director at T3, Experienced word slinger, brand wrestler, and low drama creative director. Former Boston, NYC. Now ATX.

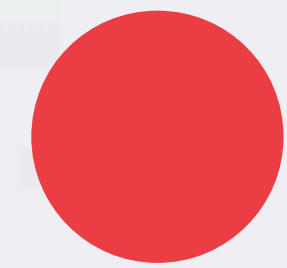
Chris ✓
Copywriter, Executive Creative Director at T3
Experienced word slinger, brand wrestler, and low drama creative director. Former Boston, NYC. Now ATX.



A portrait of Ben, a man with a beard and a collared shirt, smiling. The card has a white border and a yellow background. At the top left, there is a 'bizz' label and icons for a camera, a speech bubble, and a profile icon. The text below the photo reads: Ben, President at T3, Frequent speaker and writer, co-host of the podcast "Cocktails and Questions," and Irrational thinker.

Ben ✓
President at T3
Frequent speaker and writer, co-host of the podcast "Cocktails and Questions," and Irrational thinker.

1



“Why are we here?”

Their needs + your needs.



What are their
motivations for
listening to you?

How will this
information
benefit them?

How do they want
to **feel** leaving your
presentation?

less:

What do I need
to **tell** them?

more:

What am I hoping
they **learn**?

What are they hoping
to **take away** from this
presentation?

1. What's the **key thing** (or things) you want them to get from your presentation?
2. What is the **benefit** to them understanding that one thing?
3. What are the things that will **help them** understand that one thing?

2.

If you remember nothing else
from this presentation,
remember this one...

A path of smooth, dark grey stones on a light grey surface. The stones are arranged in a slightly curved line, starting from the top right and moving towards the bottom left. The stones have a glossy, reflective surface. The background is a light, textured grey.

Tell them what
you're **going** to tell them.

Then **tell** them.

Then tell them
what you told them.



We learn
through **repetition.**

**MAKE KRAFT DESSERT BRANDS' SOCIAL
KNOWN AND LOVED FOR HOW THEY
MAKE THE AUDIENCE FEEL.**

**DRIVE MEASURABLE IMPACT ON WHAT,
WHY, AND WHEN THEY CHOOSE TO BUY.**

TO INCREASE BUY RATE
TO GROW PENETRATION AND
TO BE POISED FOR THE FUTURE

WE MUST USE SOCIAL TO CREATE RELEVANT
CONNECTIONS THAT DO **TWO THINGS:**



EMBRACE AUDIENCE PASSIONS

Cultivate and nurture fans into die-hard loyalists and heavy users.

1/4 Online millennials say the most important part of cooking is adding a personal touch to make a recipe unique.

Source: Forbes

ARTICULATE YOUR VOICE

Build social currency and differentiation to win hearts and minds.

88% Of 900 food & bev brands added to U.S. shelves in the past 5 years are small- to medium-sized companies.

Source: eMarketer

DELIGHT IN THE EXPERIENCE

Transform the way people think, engage and consider in feed for in store.

25-34 Prefer the culinary process as much as the finished dish: They want to dive into everything.

Source: Google Think

WHERE BAKER'S CHOCOLATE CAN PLAY

KEY AUDIENCE INSIGHT: Baking isn't something I just do. It's a passion that connects me with others.

GOAL: Offset decline in the category and poise Baker's Chocolate for growth by elevating product innovation and modernizing brand equities to attract younger audiences.

APPROACH: Celebrate the reasons why baking novices and connoisseurs, the young and the mature, are drawn to baking and Baker's like never before.

BAKER'S CHOCOLATE: BUILDING COMMUNITY

bakerschocolate Were you born to bake? Or did you just start recently? Whenever it was, there's one thing all #BakersKnow.

THE EXPERIENCE

AUDIENCE

CURRENT: Reinforces the equity and legacy of Baker's past and future

GROWTH: Leverages the hive mind and emotional as much as functional benefits of baking to influence younger demos

CHANNEL

Robust revamp of Pinterest channel gives pincode launch a place to "live" and land to reinforce community and equity

Extensions into virtual skills and storytelling brings "Innovation" to life in what we do and say.

Deprioritization of Twitter as another place for inspiration and baking application drives content efficiencies and removes duplication.

CONTENT/EXPRESSION

The focus on real people using Baker's IRL gives the brand room to amplify content among a spectrum of demos and ages.

Recipes, tips and quotable quotes provides lower level content opportunities to keep the lights on.

Dessert kit distribution as a surprise and delight rewards advocacy.

PARTNERSHIPS

Using influencers as sources of content and street cred give recipes another avenue to be discovered and consumed beyond branded properties.

10

easy ways to make
your presentations
more persuasive and effective



3 ●

Flow first.
Design later.

You don't get to
Chicago by just starting
to drive up Lamar.
(or Ponce)





850 feet
2nd Ave

and then

4
blocks

St. Marks Pl

E 6th St

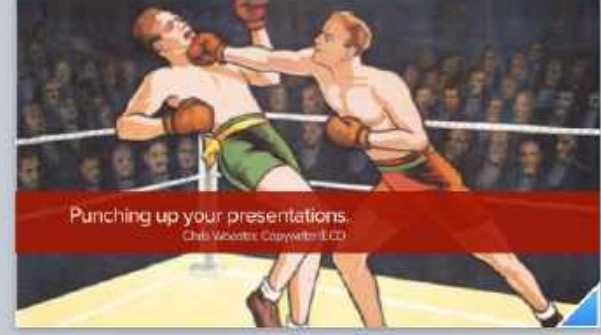
ebowohl
park

Square Park

Cooper
Triangle

Cooper Sq

6th St



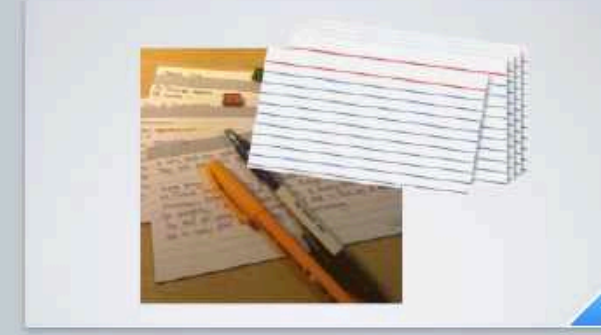
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2

25 years.

3



4



5

Persuasion.

6

You.

7

10 easy ways to make your presentations more effective

8



9

1. "Why are we here?" Their needs/your needs.

10

2. Flow first. Design later.

11

3. What to say vs. what to show.

12

4. Tell them what you'll tell them. Tell them. Then tell them what you told them.

13

5. Insights are better than information.

14

6. Seven, +/- Two.

15

7. Script yourself. Then bullet yourself. Then wing it.

16

8. Eyes on me.

17

9. Know your material. Pace yourself and your room.

18

10. Read the room. Surf the room.

19

? What are their motivations for listening to you? How will this information benefit them? How do they want to feel leaving your presentation?

20

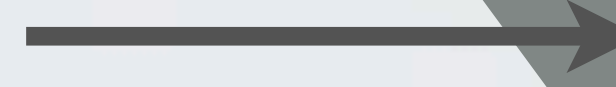


“Inverted Pyramid”

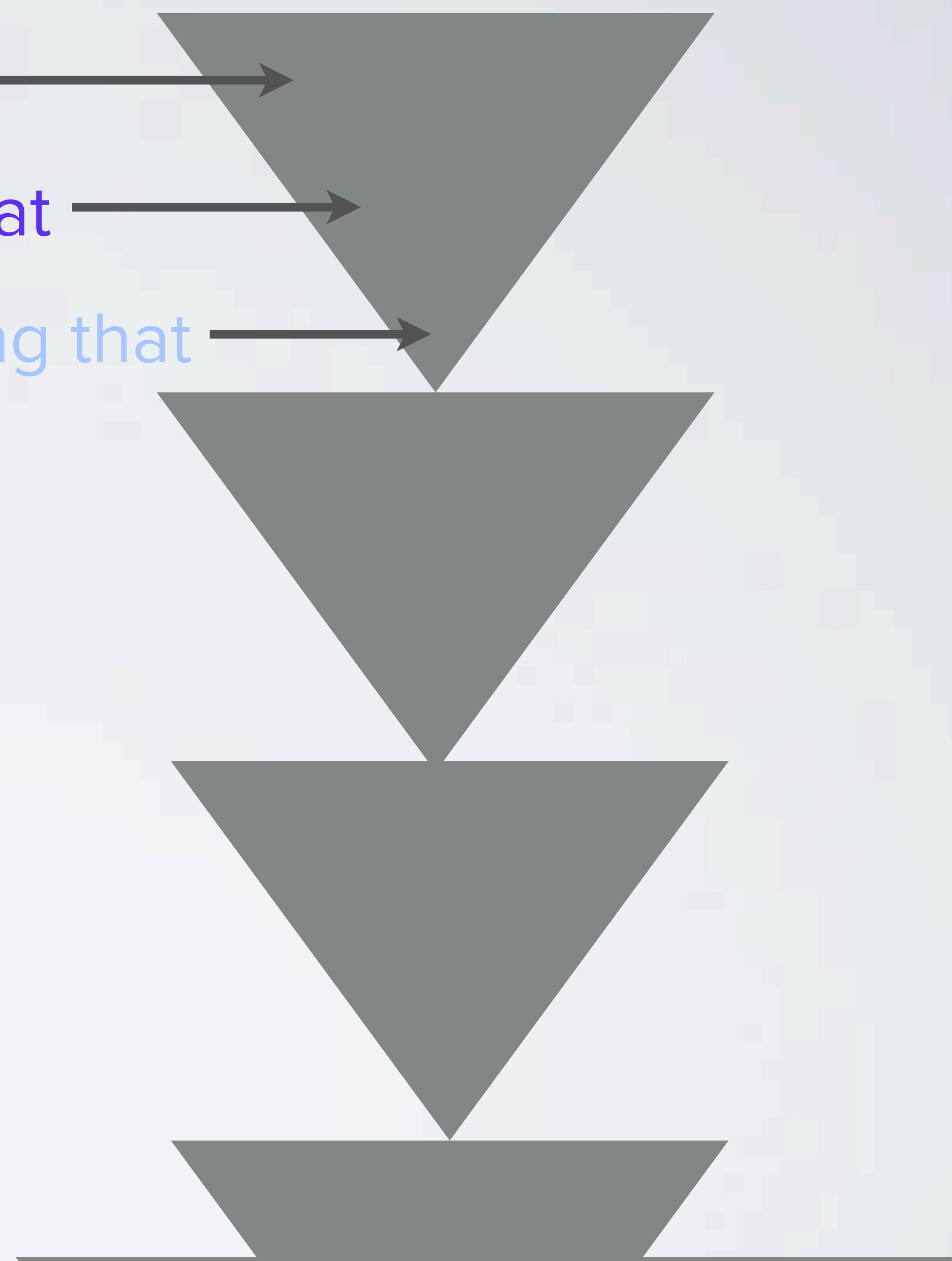
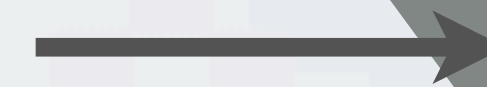
Most important stuff



Stuff supporting that



Stuff supporting that



4.

What to say vs.
what to show.

What you *show*: Key callouts
Visuals that add context
Think economically

What you *say*: Context and detail
Explanation
“What you need to know.”

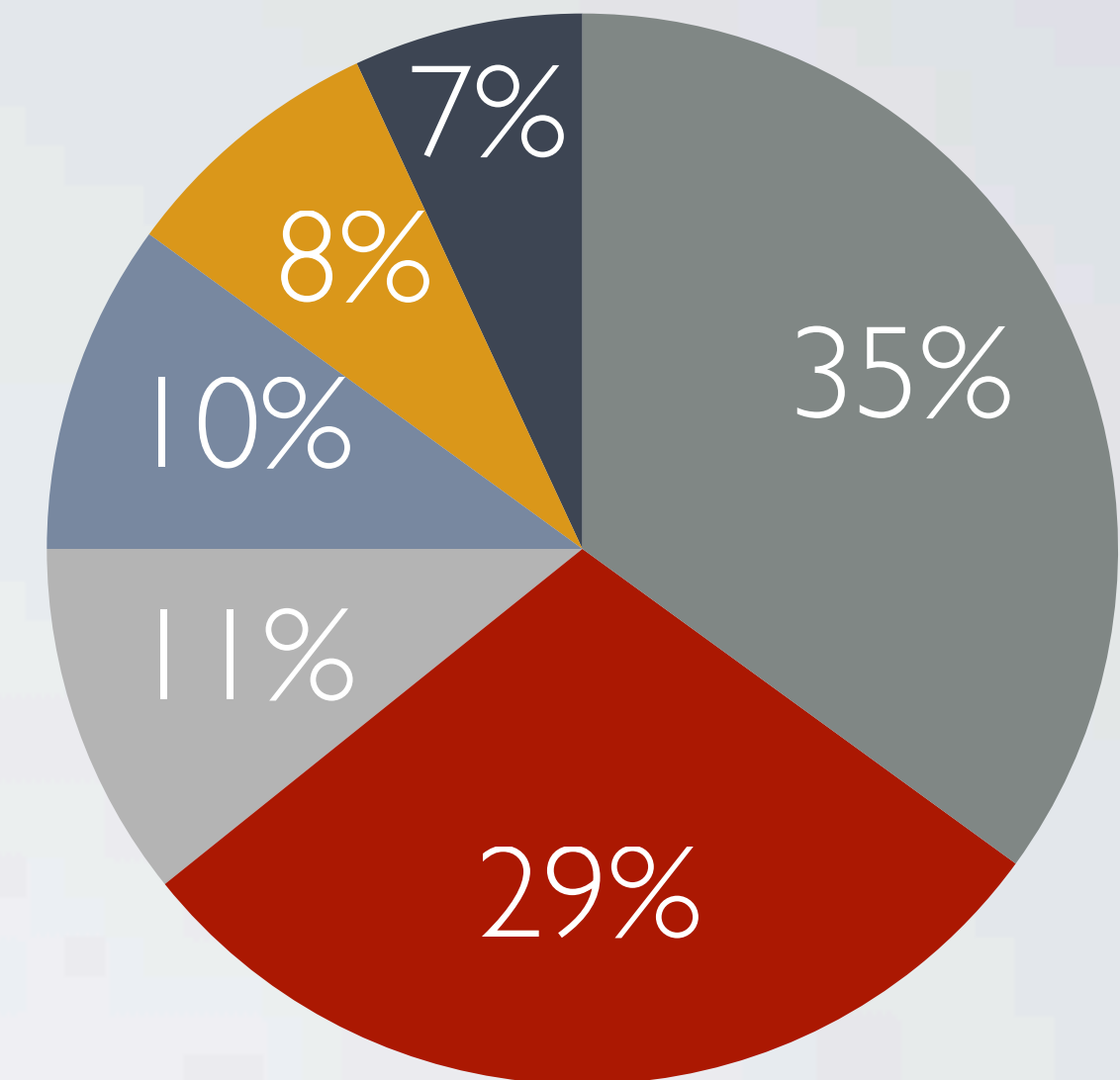
How Most People Write Decks

Most people do give thought to what they're going to say when presenting a deck. After all, that's the point: they're assembling the guts of something they're going to say to a group of people. The problem is, most people actually write pages of the deck as their script, but they never consider what a pain in the ass it is to sit and listen to a person read everything that's on a screen when you can visually read it faster than they can actually say it. And then you find you slowing down to stay with the pace at which they're reading.

But still, people put more and **more** on the page. Every word.

- Carefully writing what they plan to say.
- And every word they say shows up on the page.
- This soon creates an insufferable deck that disrespects the audience

And all along, the audience is reading, not listening.



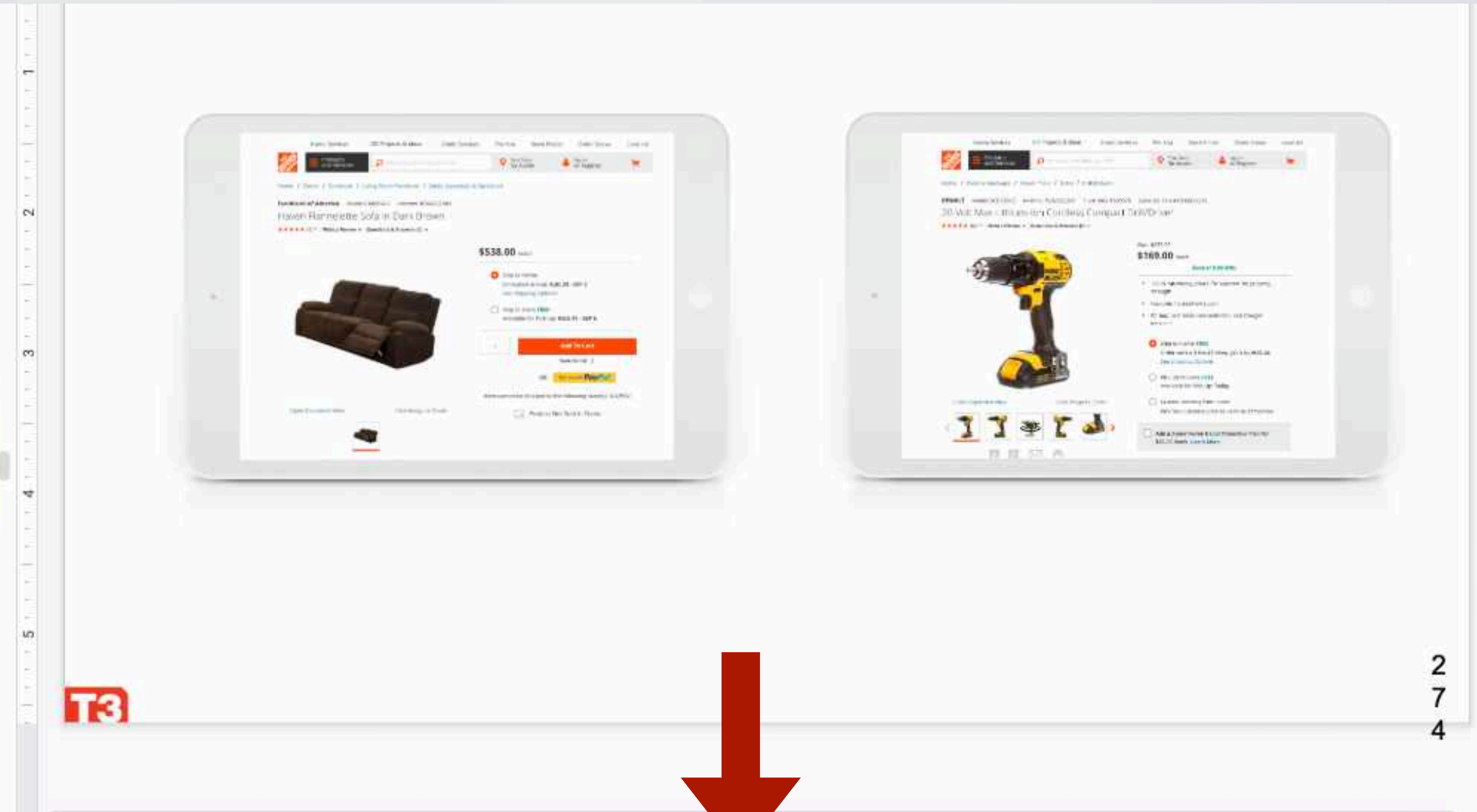
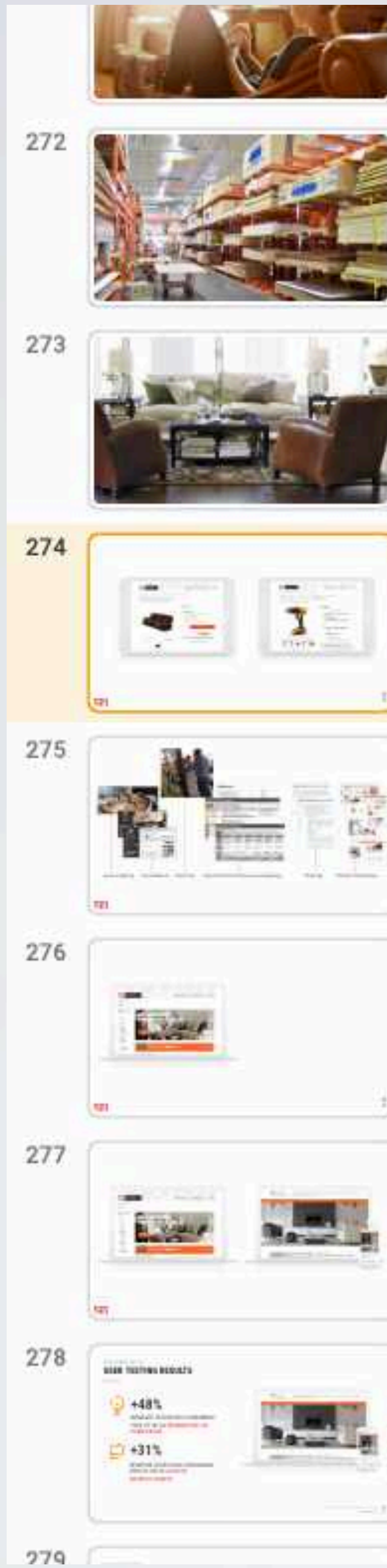
Some dumb chart



Rando raccoon doing jazz hands

● Do not **read** your slides.

● Do not **make** people read your slides.



T3

2
7
4

Who knew that Home Depot sold home goods? Home Depot does, but nobody else.

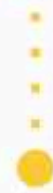
You can buy thousands of home decor products on Home Depot's web site, but they're doing a miserable job of presenting those items.

For example, you can buy THIS COUCH. But they're presenting this couch the exact same way they're presenting Dewalt Power Drills.

In fact, the Dewalt has 360 degree views, two videos... it's a DRILL! Compare this to the couch, which has literally ONE PICTURE. I actually need all that stuff on the drill for the couch, but Home Depot is not doing that.

| OUR APPROACH: HOW WE CREATE DYNAMIC GROWTH WITH SOCIAL

Expand footprint.



Attract new segments with new messages



Build relationships through modes

Enhance storytelling.



Break through the competitive noise



Elevate the idea of “connections”

Increase personalization.

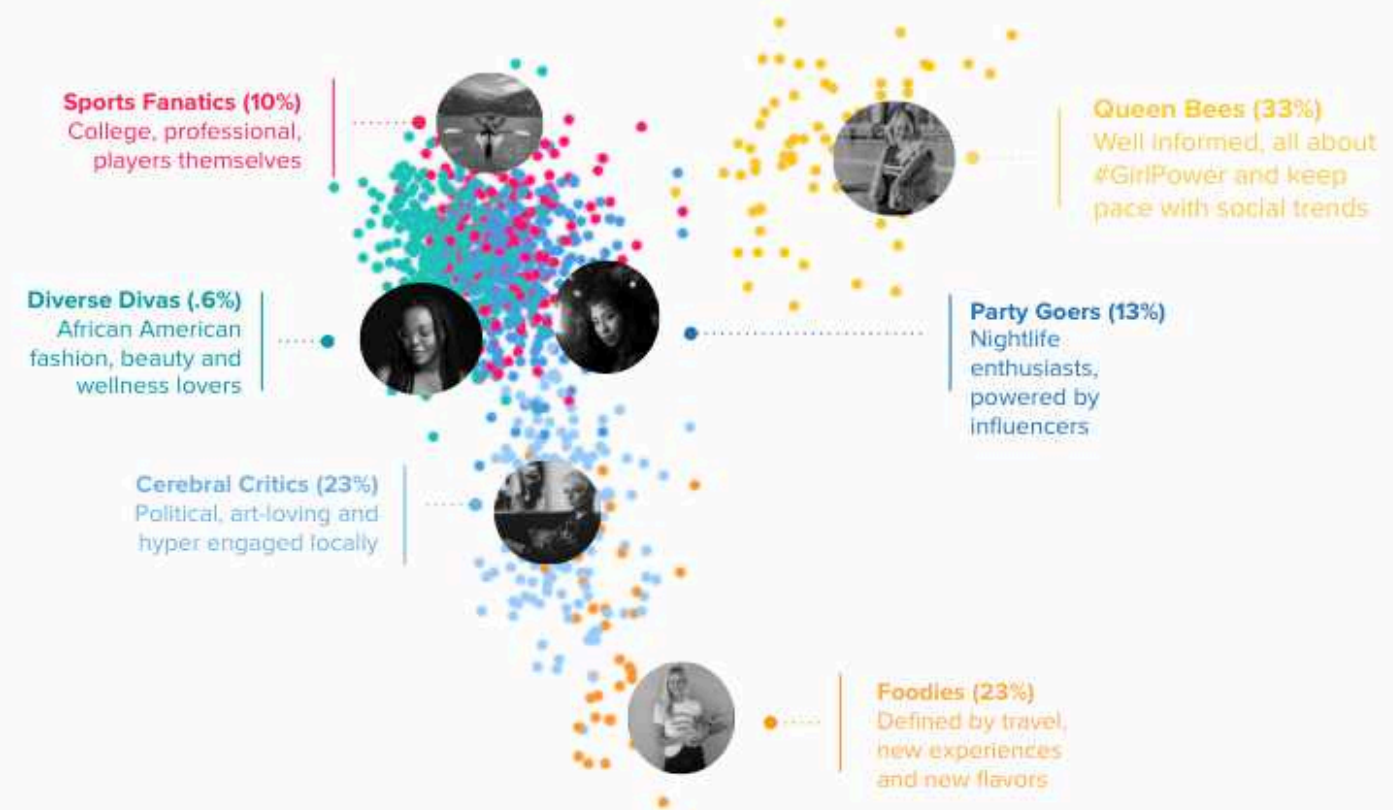


Give users custom ways in; track and test



Empower users by creating a new lifestyle

| YOUR BROADER AUDIENCE AND PROSPECTS HAVE A DIVERSE SET OF NEEDS



| OUR APPROACH: HOW WE CREATE DYNAMIC GROWTH WITH SOCIAL

Expand footprint.

- Attract new segments with new messages
- Build relationships through modes

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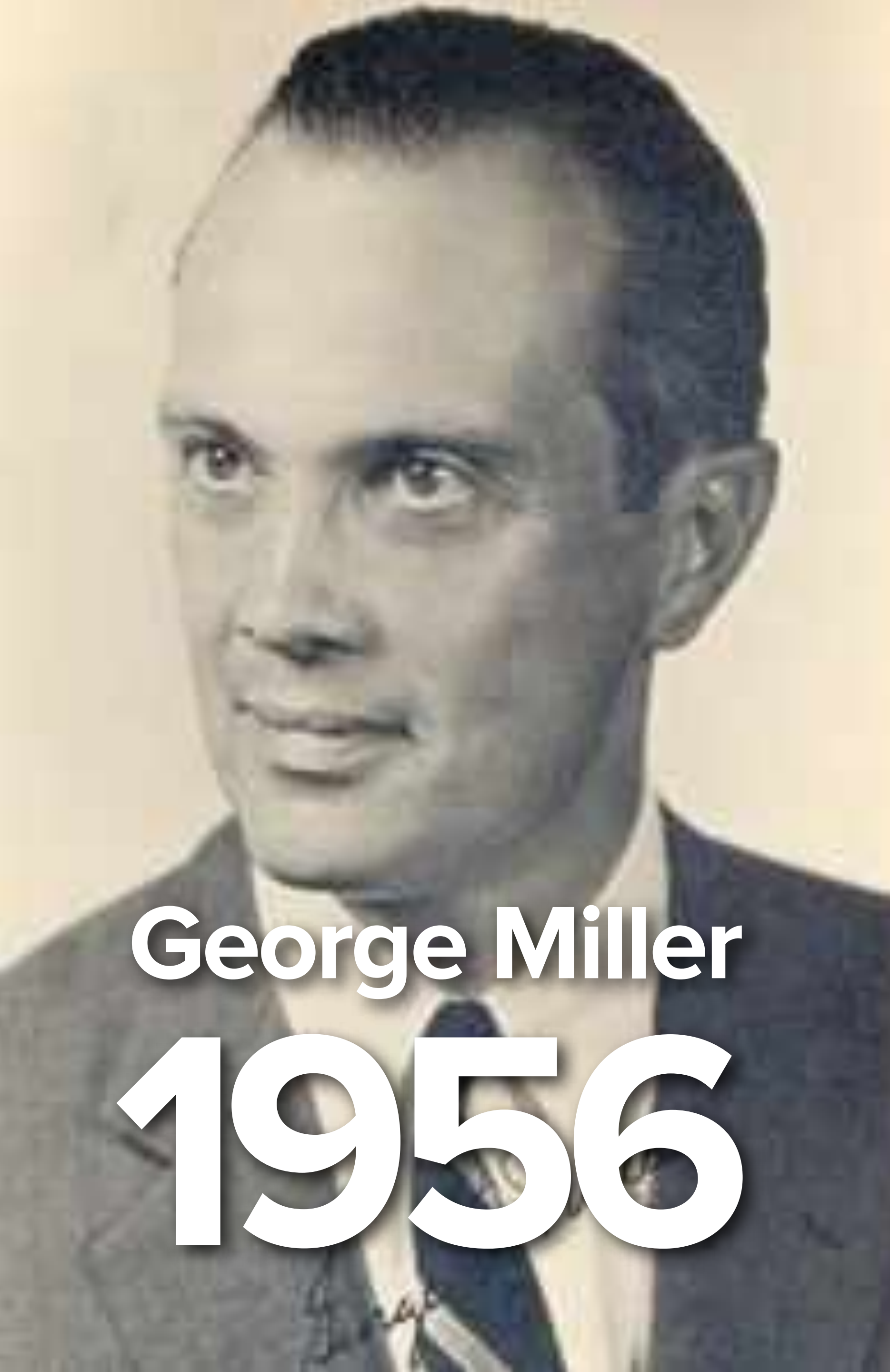
Increase personalization.

- Give users custom ways in; track and test
- Empower users by creating a new lifestyle

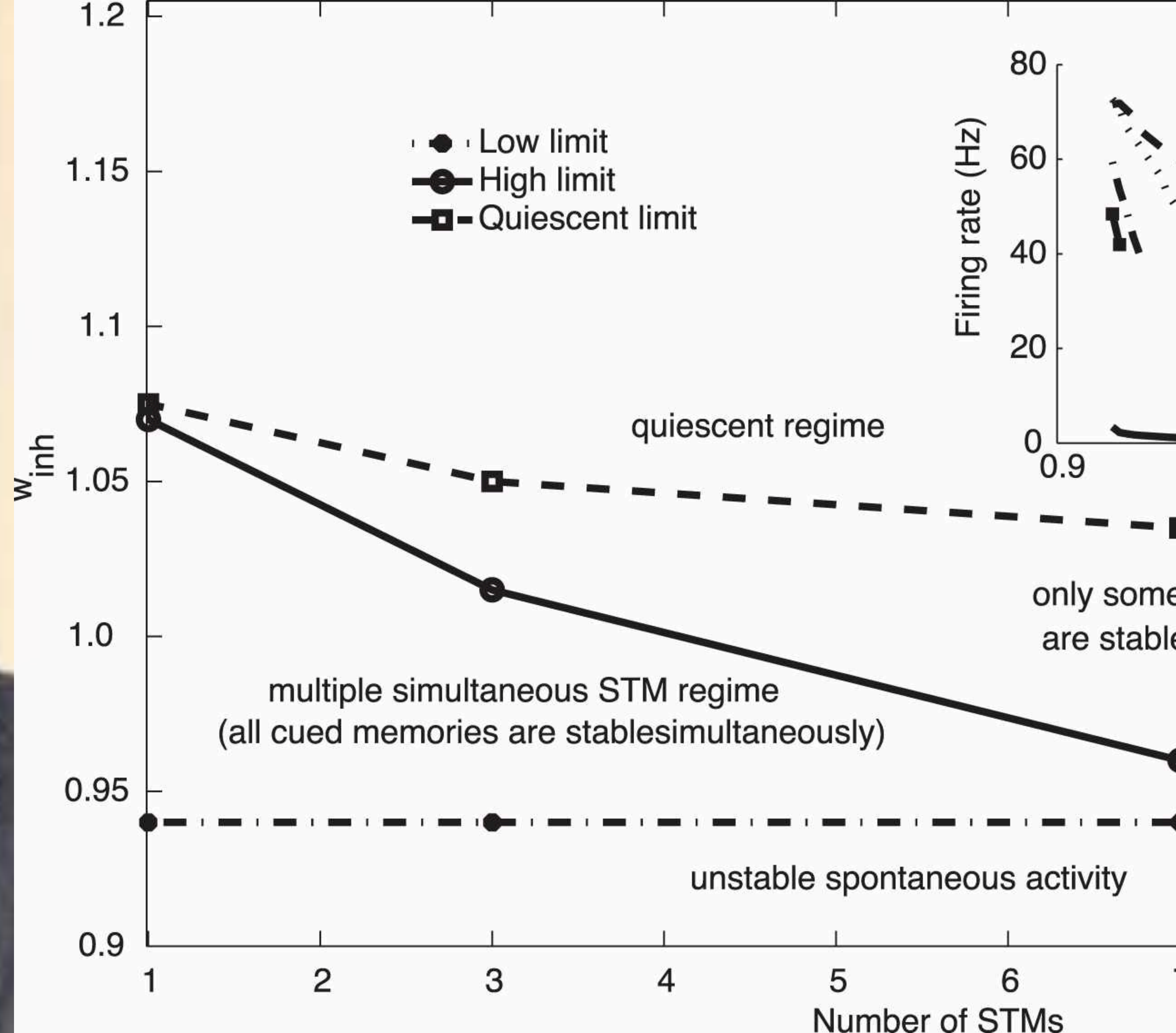
5



Seven, +/- Two.



George Miller
1956





Humans can only keep **seven** disparate stimuli in short term memory at a time.

(plus or minus two)

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MARKETING OPPORTUNITIES

Revenue Metrics Update
 - Increased revenue from new product lines and existing brands.
 - Strong performance in key markets and regions.

Key Brand Performance
 - Increased market share for existing brands.
 - Strong performance in key markets and regions.

Key Brand Performance
 - Increased market share for existing brands.
 - Strong performance in key markets and regions.

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SCHLOTZSKY'S

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SCHLOTZSKY'S BACKGROUND

THE AIM
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

THE APPROACH
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

ACHIEVEMENTS
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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SCHLOTZSKY'S CREATIVE OVERVIEW

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SCHLOTZSKY'S CREATIVE OVERVIEW

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SCHLOTZSKY'S RESULTS

MARKET
 - 3.44x
 - 10.88x

REVENUE
 - 10.3K+
 - 39,532

PROFIT
 - \$321K+
 - \$506K+

MARKET SHARE
 - \$4.23
 - 61.7K

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SCHLOTZSKY'S OPPORTUNITIES

Brand Awareness
 - Increased brand awareness and revenue from existing brands.
 - Strong performance in key markets and regions.

Market Share
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

Revenue
 - Increased revenue from new product lines and existing brands.
 - Strong performance in key markets and regions.

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CINNABON

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CINNABON BACKGROUND

THE AIM
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

THE APPROACH
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

ACHIEVEMENTS
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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CINNABON CREATIVE OVERVIEW

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CINNABON CREATIVE OVERVIEW

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CINNABON RESULTS

REVENUE
 - 130M
 - 477K
 - 23.8M

PROFIT
 - \$4.03
 - \$0.52
 - \$0.011

MARKET SHARE
 - 408K
 - 1.9K
 - 25.5K

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CINNABON OPPORTUNITIES

Brand Awareness
 - Increased brand awareness and revenue from existing brands.
 - Strong performance in key markets and regions.

Market Share
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

Revenue
 - Increased revenue from new product lines and existing brands.
 - Strong performance in key markets and regions.

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AUNTIE ANNE'S

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AUNTIE ANNE'S BACKGROUND

THE AIM
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

THE APPROACH
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

ACHIEVEMENTS
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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AUNTIE ANNE'S CREATIVE OVERVIEW

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AUNTIE ANNE'S CREATIVE OVERVIEW

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AUNTIE ANNE'S RESULTS

REVENUE
 - 49.4M
 - 2.4M
 - 2.4M

PROFIT
 - 980K
 - 22.4K
 - 16.5K

MARKET SHARE
 - 33.2K
 - 8.05
 - 81%

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AUNTIE ANNE'S OPPORTUNITIES

Brand Awareness
 - Increased brand awareness and revenue from existing brands.
 - Strong performance in key markets and regions.

Market Share
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

Revenue
 - Increased revenue from new product lines and existing brands.
 - Strong performance in key markets and regions.

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CARVEL

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CARVEL BACKGROUND

THE AIM
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

THE APPROACH
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

ACHIEVEMENTS
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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CARVEL CREATIVE OVERVIEW

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CARVEL RESULTS

REVENUE
 - 15.4M
 - 136K
 - 2.71M

PROFIT
 - \$6.76
 - \$0.49
 - \$0.019

MARKET SHARE
 - \$3.6K
 - 3.1K
 - 11.7K

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CARVEL OPPORTUNITIES

Brand Awareness
 - Increased brand awareness and revenue from existing brands.
 - Strong performance in key markets and regions.

Market Share
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

Revenue
 - Increased revenue from new product lines and existing brands.
 - Strong performance in key markets and regions.

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JAMBA

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JAMBA BACKGROUND

THE AIM
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

THE APPROACH
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

ACHIEVEMENTS
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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JAMBA CREATIVE OVERVIEW

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JAMBA RESULTS

REVENUE
 - 1.31K
 - 772x
 - 206,947

PROFIT
 - -36%
 - \$40.5K+
 - \$2.08MM+

MARKET SHARE
 - \$2.08MM+
 - \$2.08MM+
 - \$2.08MM+

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JAMBA OPPORTUNITIES

Brand Awareness
 - Increased brand awareness and revenue from existing brands.
 - Strong performance in key markets and regions.

Market Share
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

Revenue
 - Increased revenue from new product lines and existing brands.
 - Strong performance in key markets and regions.

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FUTURE OPPORTUNITY

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FOCUS + FUTURE
 WE'RE GENERATING BIG RESULTS TOGETHER.

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FOCUS + FUTURE
 WE'RE GENERATING BIG RESULTS TOGETHER. BUT WHAT'S ON THE SECOND HORIZON?

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OUR POV

WHERE WE ARE
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

WHERE WE'VE HEARD
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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OUR POV

WHERE WE ARE
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

WHERE WE'VE HEARD
 - Increased market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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OPPORTUNITY #1
 LEVERAGE A SINGLE VIEW OF THE FOCUS CUSTOMER TO DELIVER EXCEPTIONAL PERSONALIZED EXPERIENCES.

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THE MORE CUSTOMERS EXPECT EXCELLENT BRAND EXPERIENCES BUT MOST QSRs FALL SHORT.

133

CREATING A CONNECTED CRM + LOYALTY DATA ECOSYSTEM

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CONVERTING LOYALTY AND CRM INTO ONE EXPERIENCE

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CONVERTING LOYALTY AND CRM INTO ONE EXPERIENCE

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CONVERTING LOYALTY AND CRM INTO ONE EXPERIENCE

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Each face automatically triggers:

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SETTING STARTED

- 1 DELIVER LALY AND CRM PROGRAM AUDIT
- 2 DATA AND TECHNICAL ASSESSMENT
- 3 FUTURE STATE SOLUTIONS ARCHITECTURE & ROADMAP

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OPPORTUNITY #2
 DELIVER NEW REVENUE STREAMS THROUGH AN INNOVATION FRAMEWORK

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THE MORE FOCUS CAN NO LONGER SIT BACK IN AN INCREASINGLY SUBSCRIPTION-DRIVEN ECONOMY

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SUBSCRIPTION THOUGHT STARTERS

- GROUP-BASED: Appeal to existing members (existing group)
- CONVENIENCE-BASED: Bundled perks to drive new joins (existing group)
- CRISIS-BASED: Offer demand delivery through members in need (new group)

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OUR APPROACH

- 1 ANALYZE: Define your focus for the program
- 2 DESIGN: Develop your program architecture
- 3 IMPLEMENT: Design, build and test your program
- 4 OPERATE: Monitor and optimize your program
- 5 EVALUATE: Measure and report on your program

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FOCUS LOYALTY CURRENCY

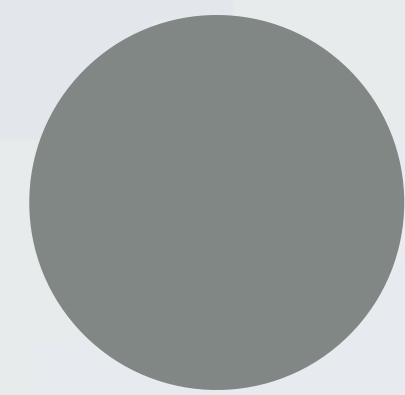
THE GOAL
 - Increase market share and revenue from existing brands.
 - Strong performance in key markets and regions.

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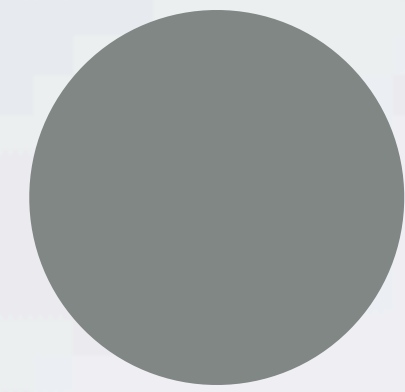
SETTING STARTED

- 1 ESTABLISH BRIEFING
- 2 CREATE AND CONCEPTUALIZE
- 3 ASSESS FINANCIAL VIABILITY

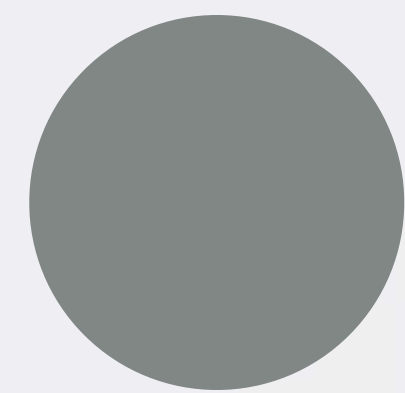
7 **+** **/** **-** **2**



Summarize complex information.



Simplify multi-pronged thoughts.



Help me out:
tell me what you just told me.



Success Meeting



Think Tank

DIY RE-CREATOR

WHO THEY ARE:
A group of people who are interested in home improvement and DIY projects. They are looking for inspiration and ideas to help them with their projects.

THEIR GOALS:
To find inspiration and ideas for their projects. To learn from others who have completed similar projects. To find a community of people who share their interests.

THEIR CHALLENGES:
Finding the time to complete their projects. Finding the right materials and tools. Getting the help they need.

THEIR NEEDS:
Inspiration and ideas for their projects. A community of people who share their interests. Access to the right materials and tools.

THEIR PAIN POINTS:
Lack of time. Lack of knowledge. Lack of resources.

THEIR PERSONALITY:
Creative. Hands-on. Detail-oriented. Organized.

THEIR BEHAVIOR:
They spend a lot of time researching and planning their projects. They are often looking for inspiration and ideas from other people's projects. They are often looking for a community of people who share their interests.

THEIR VALUES:
Quality. Creativity. Innovation. Practicality.

THEIR ATTITUDES:
Optimistic. Determined. Hardworking.

THEIR BELIEFS:
They believe in the power of DIY. They believe that anyone can do it. They believe that it's a great way to save money and get things done.

THEIR OPINIONS:
They think that DIY is a great way to improve your home. They think that it's a great way to learn new skills. They think that it's a great way to save money.

THEIR INTERESTS:
Home improvement. DIY projects. Home design. Home decor.

THEIR Hobbies:
Reading. Gardening. Cooking. Traveling.

THEIR FAVORITE TV SHOWS:
Home Improvement. The Restoration Man. The Handyman.

THEIR FAVORITE WEBSITES:
This Old House. The Spruce. HGTV.

THEIR FAVORITE TOOLS:
Screwdriver. Hammer. Saw. Drill.

THEIR FAVORITE MATERIALS:
Wood. Metal. Glass. Fabric.

THEIR FAVORITE COLORS:
White. Grey. Blue. Green.

THEIR FAVORITE TEXTURES:
Smooth. Rough. Shiny. Matte.

THEIR FAVORITE SOUNDS:
Power tools. Music. Nature sounds.

THEIR FAVORITE SMELLS:
Fresh paint. Wood. Clean.

THEIR FAVORITE TASTES:
Coffee. Tea. Food.

THEIR FAVORITE ACTIVITIES:
Reading. Gardening. Cooking. Traveling.

THEIR FAVORITE PEOPLE:
Family. Friends. Community.

THEIR FAVORITE PLACES:
Home. Office. Store. Park.

THEIR FAVORITE THINGS:
DIY projects. Home improvement. Home design. Home decor.

Persona/Needs

RECOMMENDATIONS

These recommendations are based on the data we have collected and analyzed. They are intended to help you improve your user experience.

1. Increase the number of recommendations shown to the user.
2. A personalized set of recommendations would be more effective.

Home Depot User Journey: DIY RE-CREATOR

OPPORTUNITY SUMMARY

Opportunity	Impact	Effort	Strategic Value
Personalized recommendations	High	Low	High
Improved search filters	Medium	Medium	Medium
Streamlined checkout process	High	Low	High

Home Depot User Journey: DIY RE-CREATOR

EMPATHY the DIY RE-CREATOR

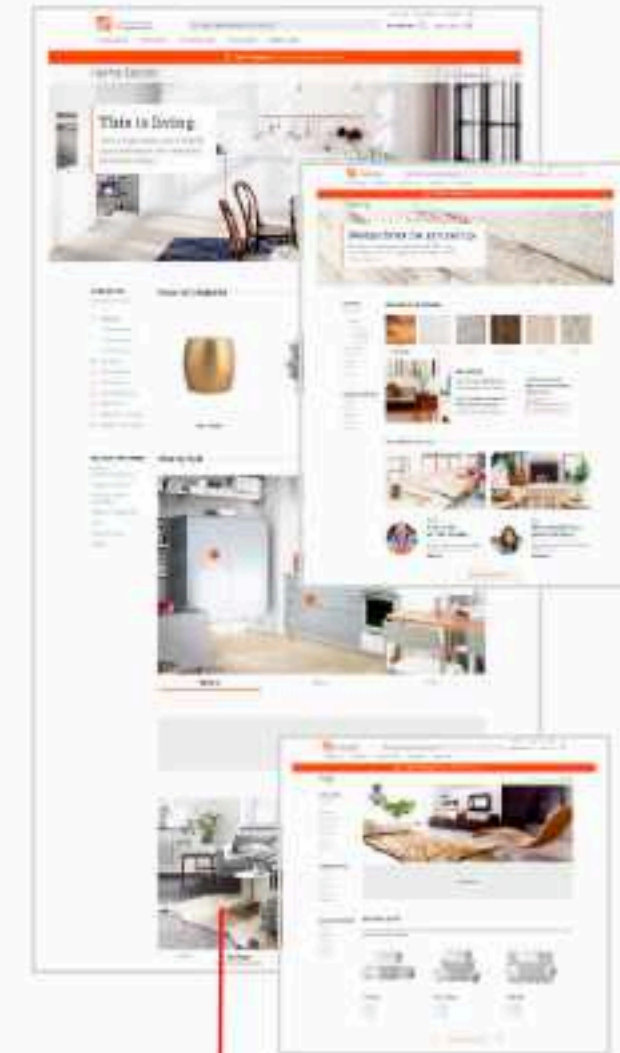
Use the process of empathizing a series of specific behaviors, not just broad generalizations, to understand the user's experience. This is a key step in the user journey process. It helps you understand the user's perspective and identify opportunities for improvement.

Stage	Types	Opportunities	Research	Insights	Actions	Next Steps
Discover	Understanding the user's needs and goals. Identifying the user's pain points.	How can we better understand the user's needs and goals? How can we identify the user's pain points?	Interviews, surveys, focus groups, user testing.	The user's needs and goals are not being met. The user's pain points are not being addressed.	Improve the user's experience by addressing their needs and goals. Solve the user's pain points.	Define the user's needs and goals. Identify the user's pain points.
Define	Defining the user's needs and goals. Identifying the user's pain points.	How can we better understand the user's needs and goals? How can we identify the user's pain points?	Interviews, surveys, focus groups, user testing.	The user's needs and goals are not being met. The user's pain points are not being addressed.	Improve the user's experience by addressing their needs and goals. Solve the user's pain points.	Define the user's needs and goals. Identify the user's pain points.
Design	Designing the user's experience. Creating the user interface.	How can we better understand the user's needs and goals? How can we identify the user's pain points?	Interviews, surveys, focus groups, user testing.	The user's needs and goals are not being met. The user's pain points are not being addressed.	Improve the user's experience by addressing their needs and goals. Solve the user's pain points.	Design the user's experience. Create the user interface.
Develop	Developing the user's experience. Building the user interface.	How can we better understand the user's needs and goals? How can we identify the user's pain points?	Interviews, surveys, focus groups, user testing.	The user's needs and goals are not being met. The user's pain points are not being addressed.	Improve the user's experience by addressing their needs and goals. Solve the user's pain points.	Develop the user's experience. Build the user interface.
Deliver	Delivering the user's experience. Launching the user interface.	How can we better understand the user's needs and goals? How can we identify the user's pain points?	Interviews, surveys, focus groups, user testing.	The user's needs and goals are not being met. The user's pain points are not being addressed.	Improve the user's experience by addressing their needs and goals. Solve the user's pain points.	Deliver the user's experience. Launch the user interface.
Debrief	Debriefing the user's experience. Evaluating the user interface.	How can we better understand the user's needs and goals? How can we identify the user's pain points?	Interviews, surveys, focus groups, user testing.	The user's needs and goals are not being met. The user's pain points are not being addressed.	Improve the user's experience by addressing their needs and goals. Solve the user's pain points.	Debrief the user's experience. Evaluate the user interface.

Opportunity Prioritization/Journey Mapping



UX/Design



Clickable UX Simulation

| BUSINESS-LEVEL SUCCESS ACROSS REVENUE DRIVING CHANNELS



Store Traffic

\$1.67

COST PER LIFTED STORE VISIT

600,000+

DIRECT CUSTOMERS FROM ADS



Catering Orders

11.1:1

CURRENT ROAS IN SEARCH

\$4.3MM+

DIRECT CATERING REVENUE



Online Orders

46%

DECREASE IN CPO

123%

INCREASE IN MONTHLY ORDERS



App Installs

\$2.93

COST PER INSTALL

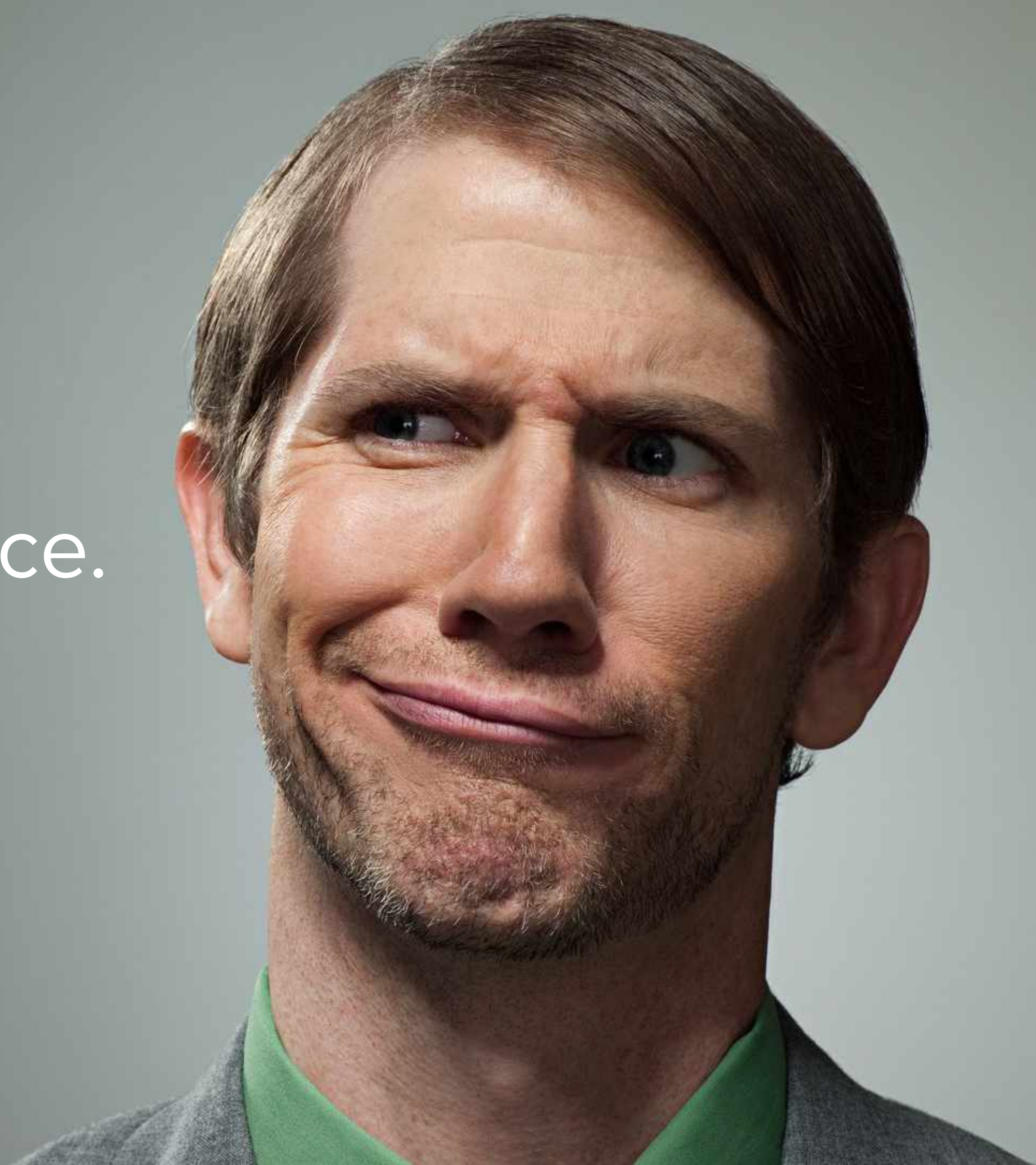
80,000+

LOYALTY USERS ADDED

6.

Insights and context are better than raw information.

**You know more
than your audience.**

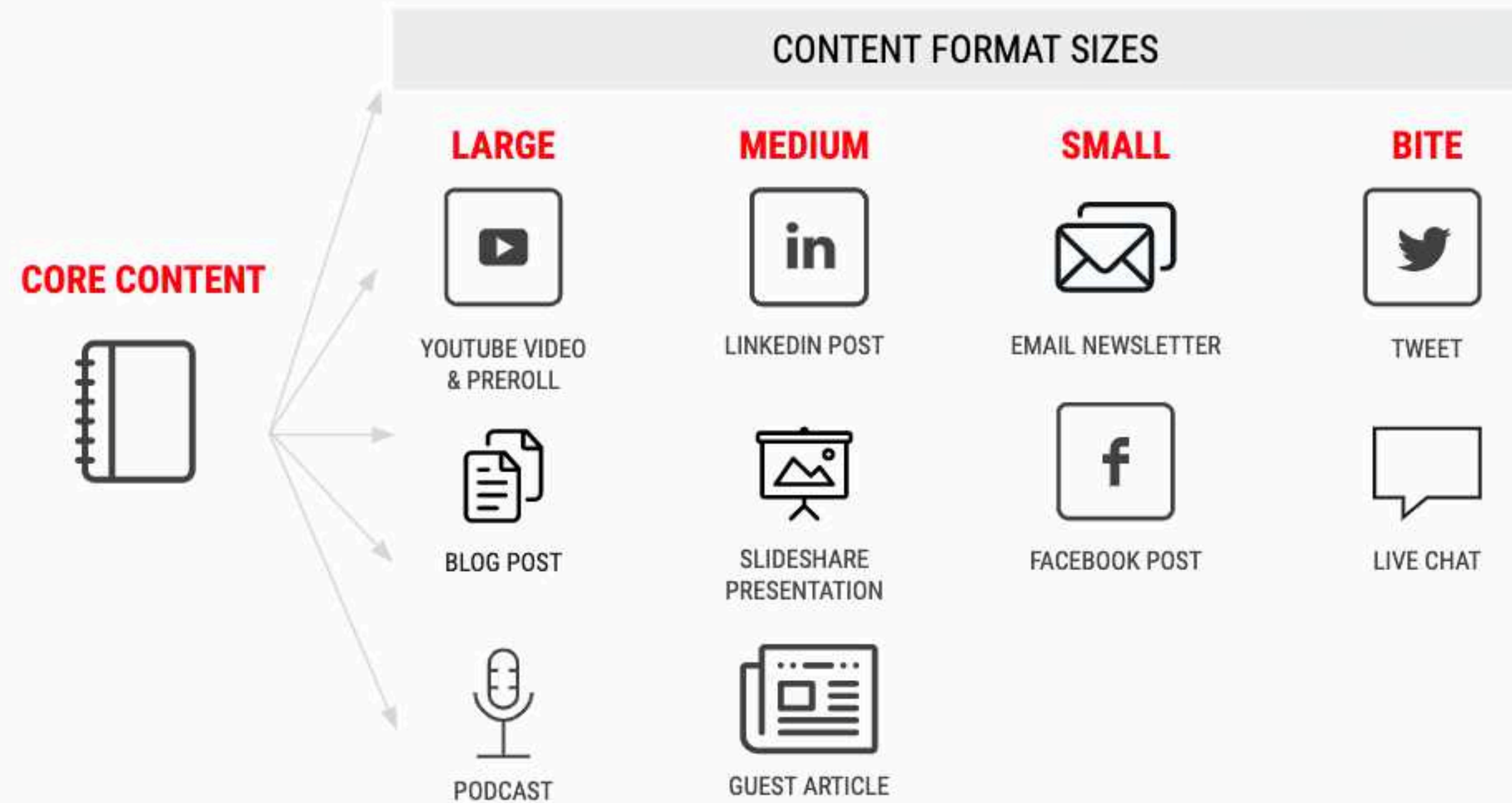


● Help them not only hear but to **understand**.

● Tell them what you just told them.

CONTENT STRATEGY: "POPCORNING"

T3 has helped UPS develop a comprehensive digital content strategy that leverages the brand's investment in detailed annual surveys for industries such as healthcare and retail. Instead of locking valuable content into lengthy PDFs, T3 has created a system to package that content across multiple touchpoints in easy-to-read formats.



SEGMENTED CAMPAIGNS / SOCIAL

UPS CONTENT MARKETING: HEALTHCARE "PAIN IN THE CHAIN" REPORT

ups
Eighth UPS® Pain
in the Chain Survey
**Survey
Snapshot**

Contingency
planning and
the healthcare
supply chain

pdf

The report includes data on supply chain strategies, contingency planning, and the impact of supply chain disruptions on healthcare. It features various charts and graphs illustrating the findings of the survey.



Building An Airtight Healthcare Supply Chain Strategy:
Why creating a strategy can be your biggest investment.

ups | Healthcare

"If you're trying to extend life, you're basically trying to solve death."
— Hal Perlmutter

ups | Healthcare

But 82% of companies have no up-to-date supply chain strategy.

ups | Healthcare

UPS @UPS
Most healthcare executives have no current supply chain strategy. Are you one? Start here: solvers.ups.com/healthcare

82% of supply chain plans look like this.
How's yours?

ups | Healthcare

THE SUPPLY CHAIN CONTROLS
50-60% OF TOTAL COST

How to build an airtight healthcare supply chain strategy

ups | Healthcare

422 views

UPS SUCCESS STORY



7

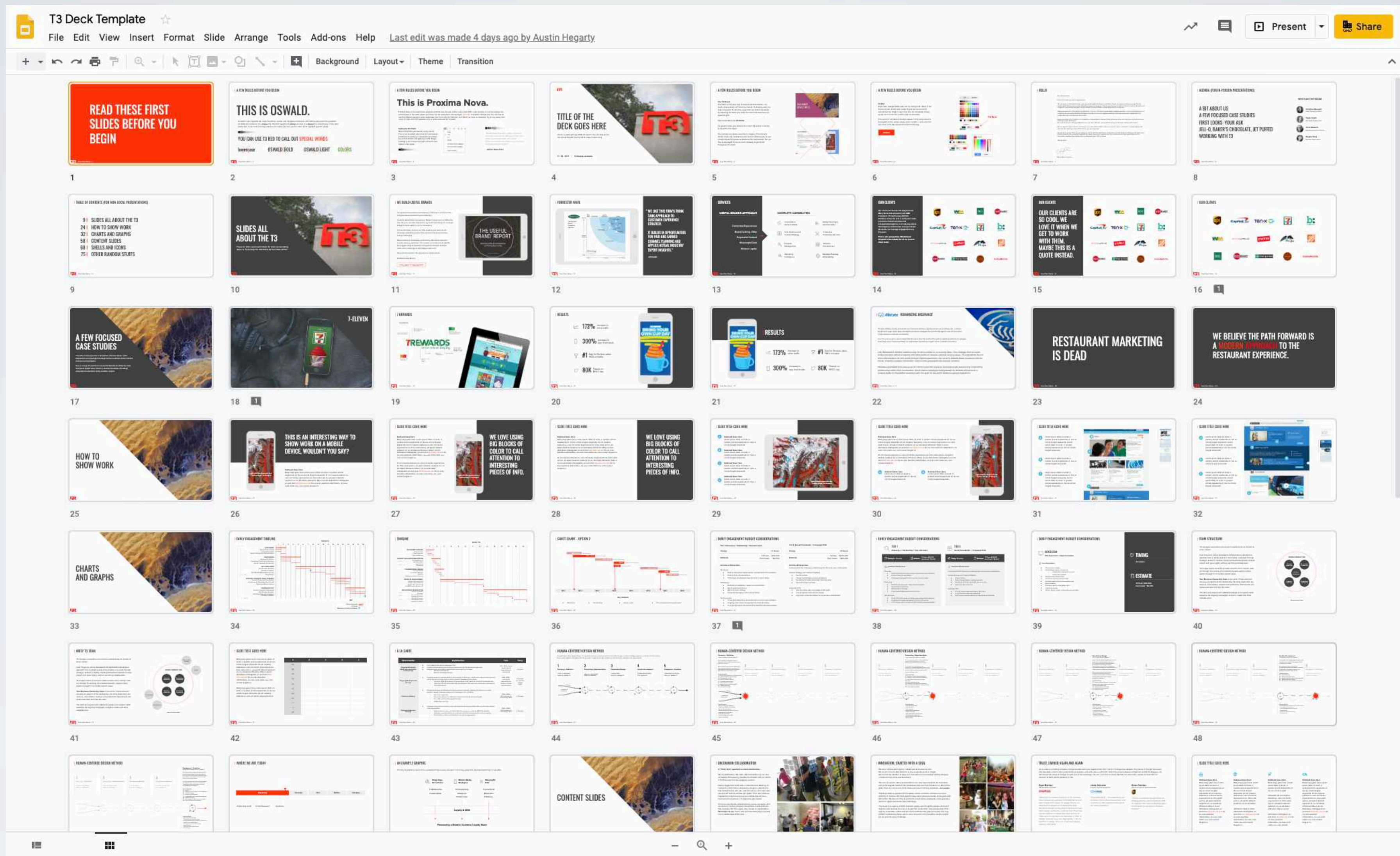


You don't need to be an artist.
Just keep it simple.

Don't grab
online clip art.



Don't stretch photos
disproportionately.



We've already done the hard work [here](#).



Script yourself.

Then bullet yourself.

Then, record yourself.

Church's Chicken_T3 - Digital Marketing Agency RFP Pre

File Edit View Insert Format Slide Arrange Tools Add-ons

Share

New

Open

Import slides

Make a copy

Download as

Email as attachment

Make available offline

Version history

Rename

Move to

Move to trash

Publish to the web

Email collaborators

Document details

Language

Page setup

Print settings and preview

TO-GO FOR IT: LAUNCH

APP INCENTIVE

T3 Church's Chicken | 51

Church's Chicken_T3 - Digital Marketing

File Edit View Insert Format Slide Arrange

« Close preview 1 slide with notes - Portrait - Hide background

1 slide without notes

✓ 1 slide with notes

Handout - 1 slide per page

Handout - 2 slides per page

Handout - 3 slides per page

Handout - 4 slides per page

Handout - 6 slides per page

Handout - 9 slides per page

PHASE ONE

WE KNOW TO-GO: LAUNCH

FEED THROWBACK

RETRO PRICING: OLO

T3 Church's Chicken | 66 © 2019 T3

To prove we invented To Go back in 1952, we'll launch our new To Go offering by taking the feed back to where it all began, featuring a slew of retro content for the day. And to really drive To Go orders, we could incentivize people with retro pricing for ONE DAY ONLY when they place their first To Go order.

FEED THROWBACK: We'll launch To Go by taking the entire Church's social feed back to the year 1952 for a day—giving fans an inside look at the beginning of our to-go evolution.

RETRO PRICING: On launch day, we'll take our menu back to what it was in 1952 — and offer everything for 49 cents. We'll also do exclusive offers and retro swag for the first 100 guests who place a To Go order using the app. (promote on 3P apps, email, social)

Down home, we never forget where we come from.



9



Know your material.

Pace yourself and your room.

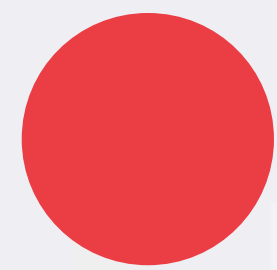


Calculate your allotted time.

Master presenting to that.

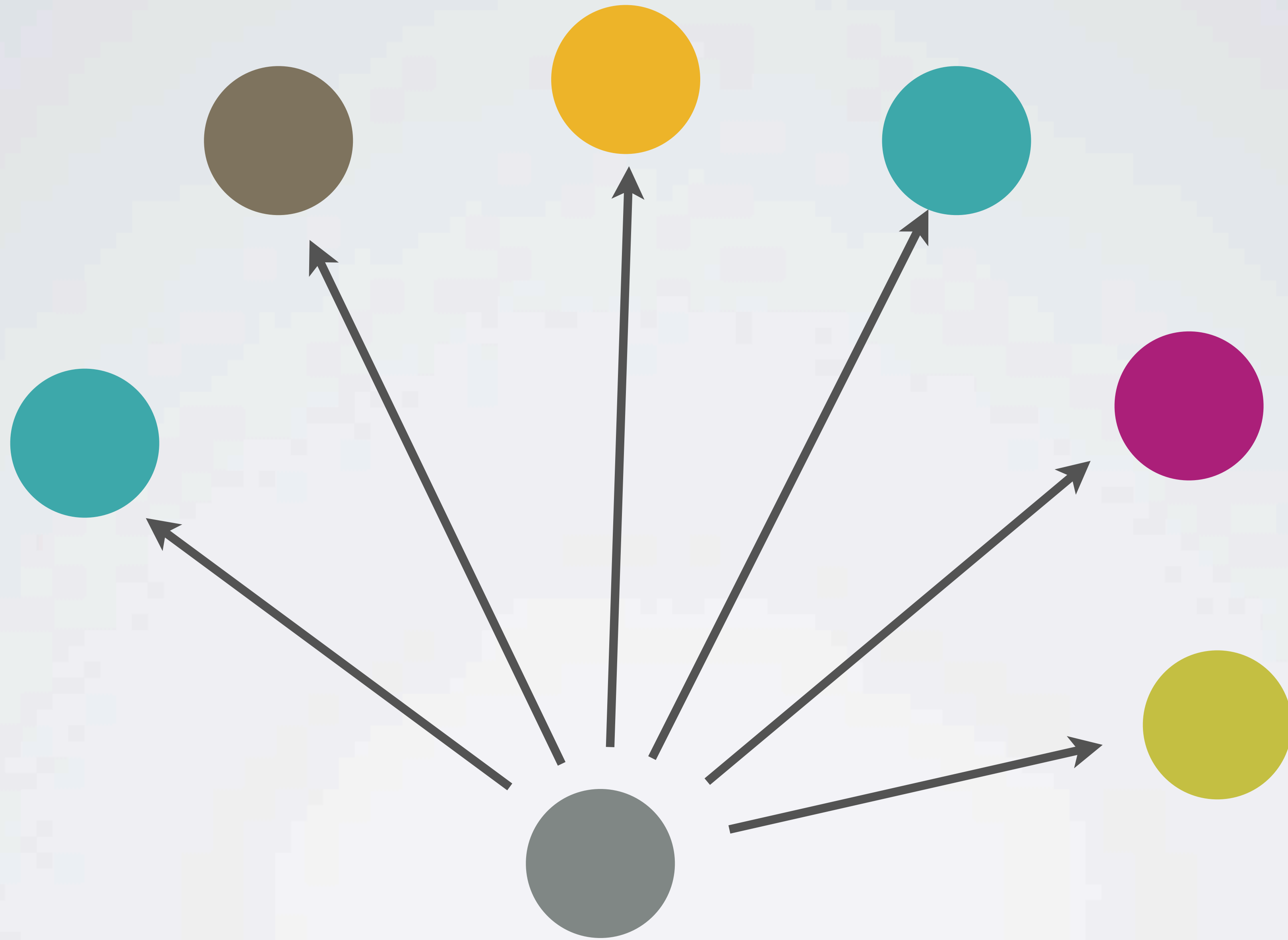
Then try cutting that time
by **1/4**. Then **1/2**.

10.



Surf the room.

Read the room.







Slow down.

Take breaths.

Take the pulse of
your audience.



Call your slides (“page 22”). Check in often.

“Does this make sense?”

10:

1. Balance your needs and theirs.
2. Tell them, tell them, then tell them.
3. Flow first. Design later.
4. What to say vs. what to show.
5. Seven +/- two.
6. Insights/context beats information.
7. Rely on templates. Don't be an artist.
8. Script, rehearse, record, review.
9. Know your material. Pace yourself.
10. Read the room. Surf the room

Try to have fun.



Thanks.
(+/- two.)