Contractor Legal Info

* Streamlining Shipping Costs for France and Germany
  + Ideas:
  + Re-Organize in France are old and out of sync with this season’s consumers
  + Japan: Release Billboard Ad
  + Indonesia: Emphasize modern and urban citizen
  + Korea: New Market: Run “New Product, New Opportunity” ad
    - Recast with Korean Actors
* New Markets: Northwest and California
  + Ideas:
  + Seattle: Proposal created Waiting on approval
  + Portland: Similar campaign as Seattle, craft it unique to the city
    - Portland: Capture Portland mindset. Additional Research?
  + California: Build off of our Midwest ads?
* Revamping our Mindset: What creates a connection?
  + Color
  + Shape
  + Symbols
  + Words?
    - Use Phrases that people Connect with
* Very specific ad targeting: by Region, by City
  + Emphasis on urban areas?
  + Limited Targeting of Rural Areas