

"Brands that create worlds that strike consumers' imaginations, that inspire and provoke and stimulate, that help them interpret the world that surrounds them, will earn kudos and profits."

- Douglas Holt,

branding and innovation expert and  
former HBS Professor and Oxford Marketing Chair

# The Creative Class

The people who are interested in culture. They are opinionated and want to share their experiences, ideas and inspiration with the world. Sharing is core to their identity – to capture moments that matter as well as broadcast to build social credibility. They are curious about and consumed by art, film, fashion, food, music and tech.



## Gatekeepers

The seers of cultural trends, Gatekeepers are the makers and shapers of culture. They have amassed large followings and influence based on their ability to create and share. Ex. Lady Gaga's Haus of Gaga

## Influencers

The followers of Gatekeepers, Influencers spread things discovered from Gatekeepers to the mass. They are usually looking into the Gatekeeper's world and want to be a part of the action. Ex: Lady Gaga's stylist (Nicola Formichetti), Lady Gaga's Choreographer (Lauriann Gibson), Lady Gaga's makeup artist (Billy B), etc

## Consumers

A mass audience, Consumers depend on Influencers & media to find culture.

# Overview of FY'14 Results

Engaging with a better connected, more influential base

**Our users have 32x more followers than @Windows users in the social sphere**

The average fan of @1MSQFT in social has 229 followers, while the average @Windows user has 7 – this provides with us greater access to built-in communities and ability to expand potential reach.



AVERAGE  
@1MSQFT  
FOLLOWER



AVERAGE  
@WINDOWS  
FOLLOWER

Source: Circle Media 2014, Sysomos 2014

# Overview of FY'14 Results

## Gatekeepers and Influencers became advocates

[Sundance Film Festival] has created ongoing initiatives to provide an environment that encourages innovation and creative risk-taking, solidifying [their] desire to push the boundaries of established genres...One of the organizations that [they have] engaged to further this mission is Microsoft, who has channeled this cross-disciplinary experience with their One Million Square Feet of Culture initiative (1MSQFT).

- PSFK, "How Sundance Is Generating A New Creative Culture" Jan 2014

Conscious of multinationals' role as art patrons—playing Medici to modern Michelangelos— Microsoft has been connecting with regional creative communities on the ground to support and promote local happenings in a vast survey of progressive culture that provides a platform for everything from film to food to visual art to dance [through 1Msoft].

- Okayplayer, June 2014



Tabitha @Royal\_T\_Me · Mar 5

@solangeknowles @SaintHeron @1MSQFT Very cool! We need more ways to express art, music & culture like this in America. #musicartlife

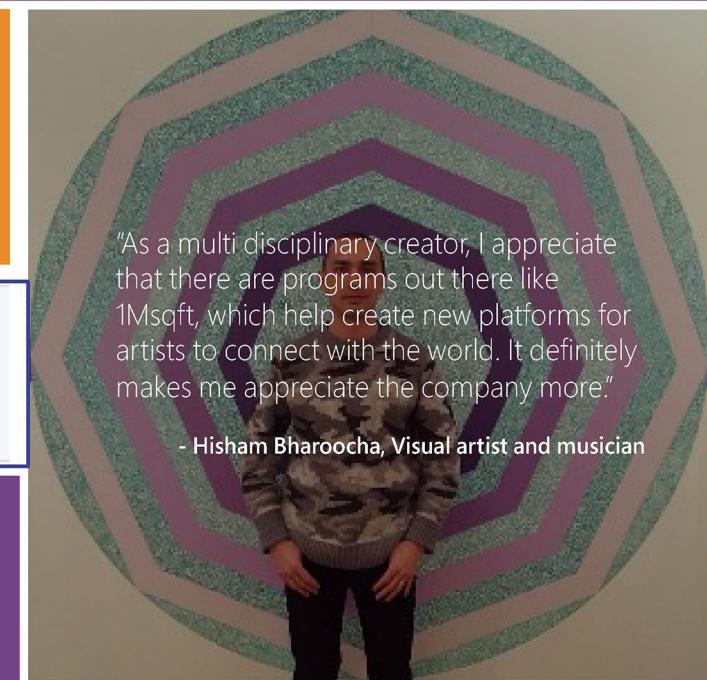
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"So many of our artists friends can be the kind of people who don't want to be involved with something 'branded'. But we explained where 1Msqft was coming from and I think everybody saw it as an opportunity."

- Delaney Martin, New Orleans Airlift



"As a multi disciplinary creator, I appreciate that there are programs out there like 1Msqft, which help create new platforms for artists to connect with the world. It definitely makes me appreciate the company more."

- Hisham Bharoocha, Visual artist and musician

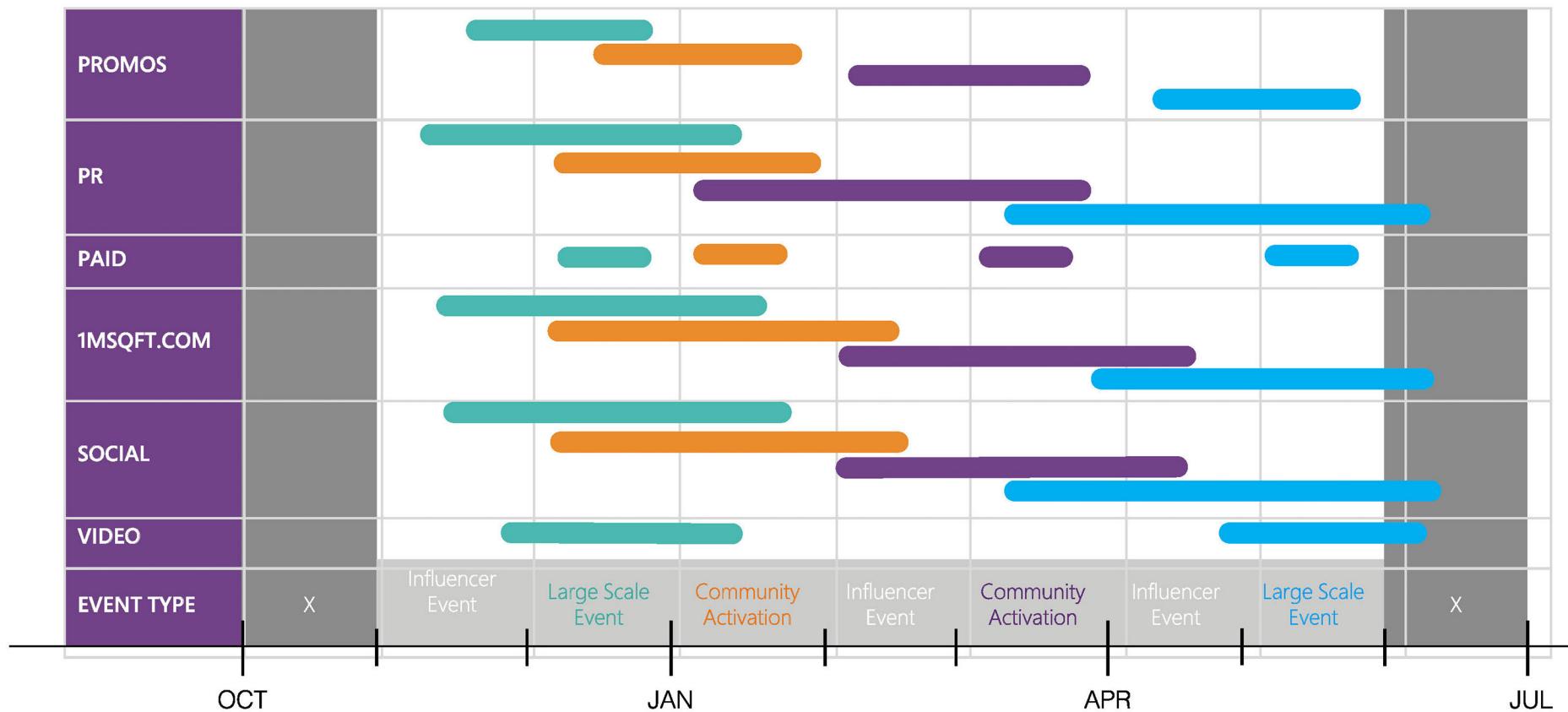
## Summary: FY'15 Goals

Expand audience, while maintaining influence

Increase attribution by directly communicating windows' role in the program

Leverage relationships with influencers to collaborate with other windows projects

# Activity Calendar



Each event and content related to that event share the same color.

# THE AGENCY

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**JWALK makes brands culturally relevant through storytelling with intent.**

As an agency of creatives, designers, technologists, entrepreneurs, influencers and inventors, we understand what it takes to build businesses. Our job is to make your brand part of culture, loved by your consumers and envied by the competition.

The customer journey has evolved from the traditional awareness-to-purchase funnel to today's fragmented shopping experience. Storytelling is the only common thread that binds the brand together, and drives consumer engagement.

**JWALK**

# HOW WE TELL STORIES

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**Creatives** unlocking white space

**Designers** simple is beautiful

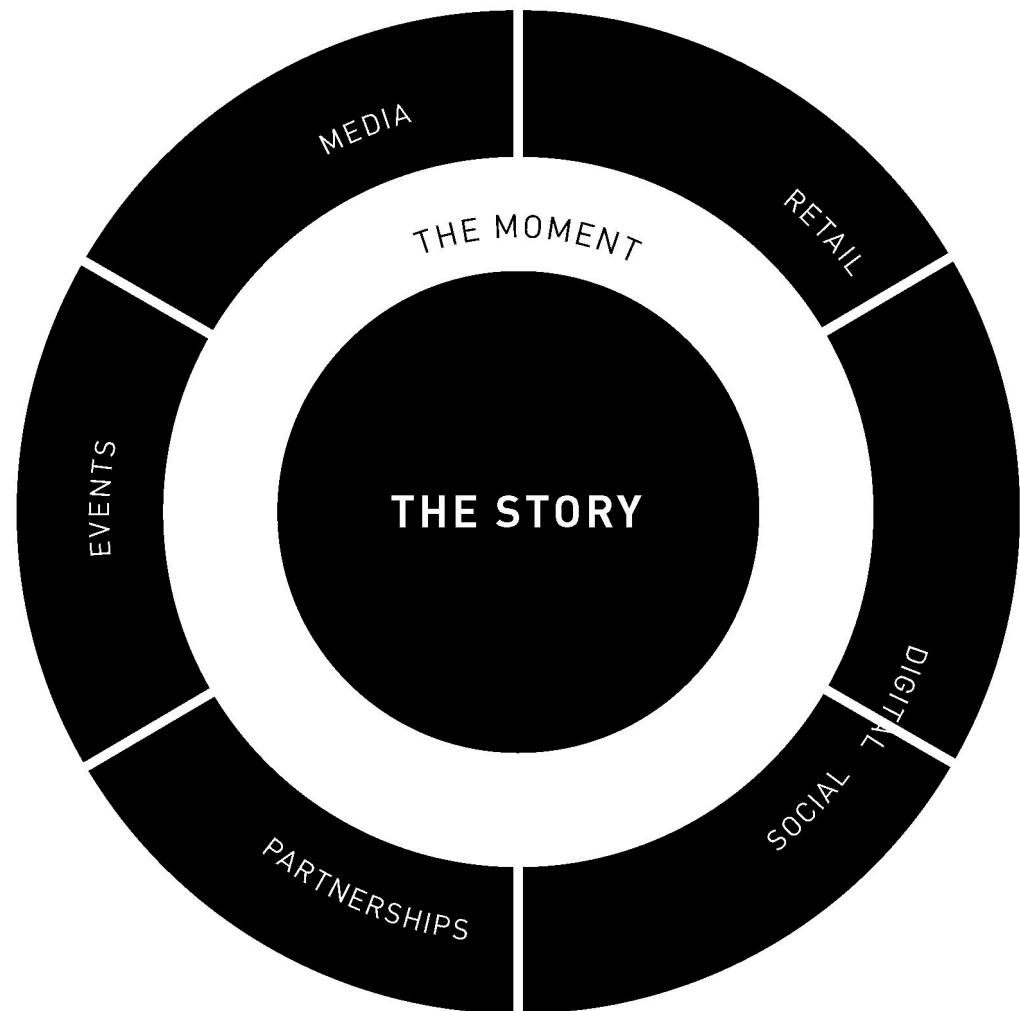
**Technologists** leading not bleeding

**Entrepreneurs** more with less

**Influencers** culturally connected

**Inventors** dusk till dawn

The story needs to lead. At whatever stage we join the consumer's journey, the story needs to engage them in that moment, with tailored messaging and content to suit each channel.



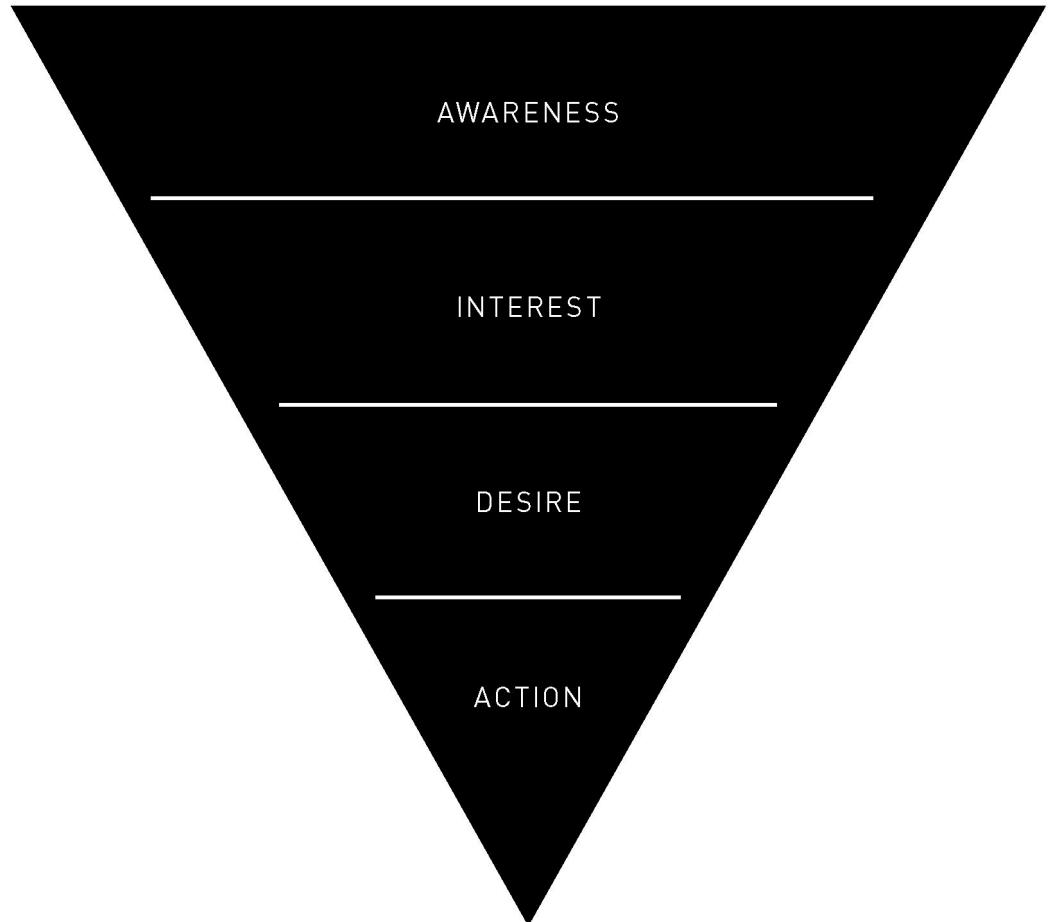
JWALK

# REIMAGINING THE JOURNEY

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## The Path to Purchase Has Changed

Technology and access to information has transformed the way people discover and experience brands. The traditional sales funnel is out of date. It has become irrelevant.



(TRADITIONAL SALES FUNNEL)

JWALK

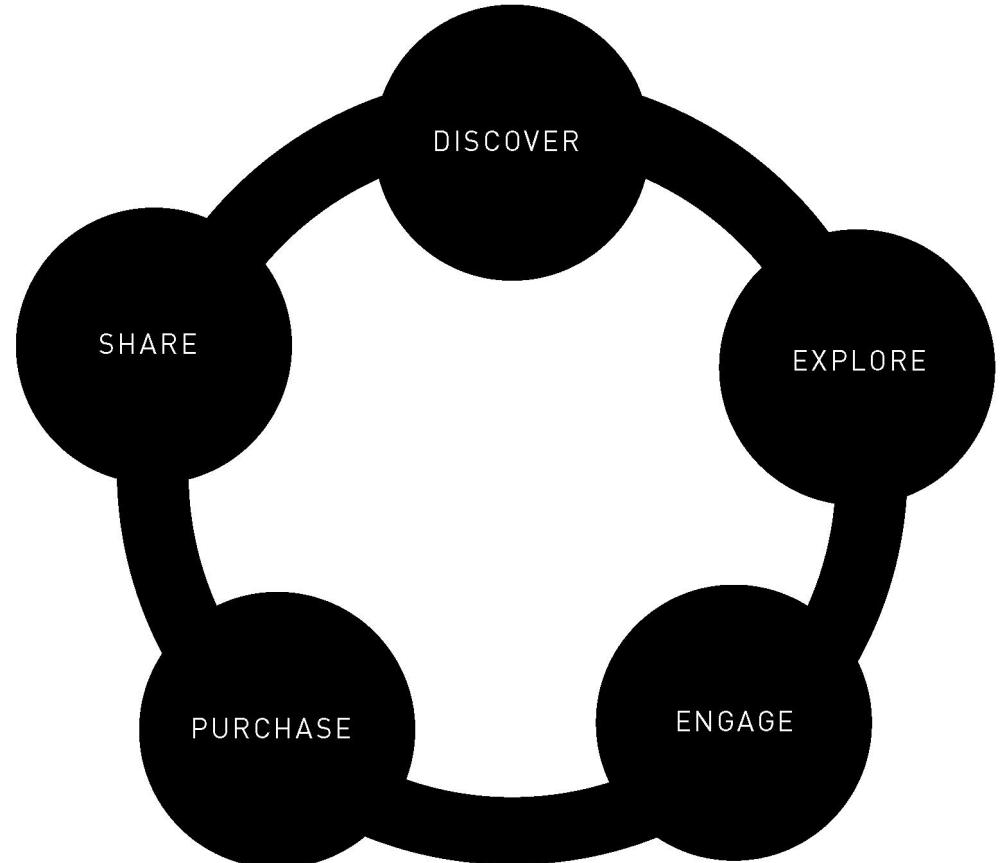
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(SOCIAL SALES CYCLE)

# REIMAGINING THE JOURNEY

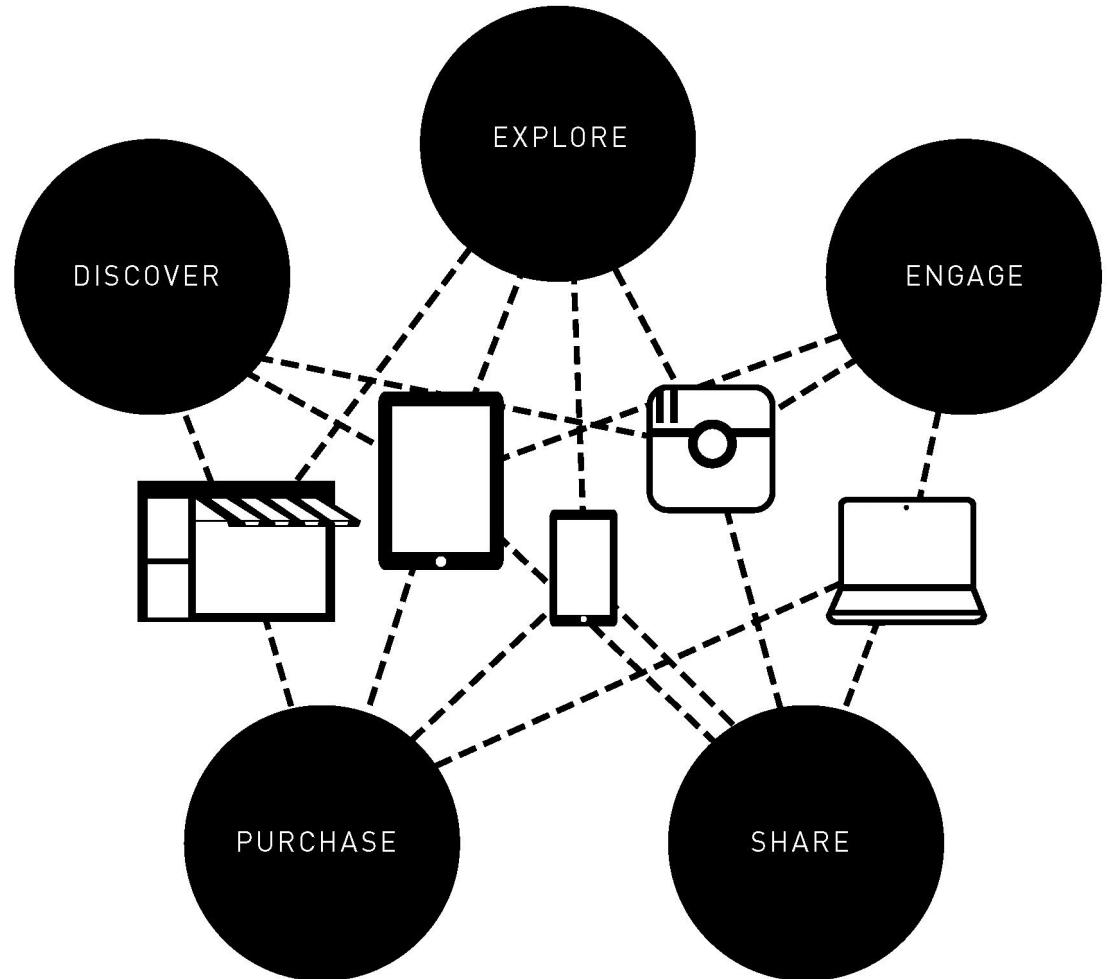
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Today's consumer can interact with a brand in any number of ways – discovering products in store or via apps or social channels like Instagram, engaging with other consumers using social media or e-commerce. They can explore or make purchases on their smartphones and tablets and then share what they think on Facebook and a range of digital channels.



(ZERO MOMENT OF TRUTH)

JWALK



# PRESENTATION TITLE

FEBRUARY 7, 2014



# OFF THE SCALE HEADER

DETAILED SUPPORTING HEADLINE

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# OFF THE SCALE HEADER

DETAILED SUPPORTING HEADLINE

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5
Item 1				
Item 2				
Item 3				
Item 4				
Item 5				
Item 6				





**LUNCH RUSH.  
EVENING YOGA CLASS.  
EARLY MORNING GYM SESSION.**

**No matter the time, no matter the activity, no matter the setting, it was always the same. People grabbing sugar-packed ‘thirst quenchers’ and ‘natural beverages’ with ingredients we couldn’t even pronounce and throwing them back like shots.**

**We’d grown pretty tired of trying to tell our friends they had to stop drinking the stuff they thought was ‘ok for them’ and start caring about what they were putting in their body.**

**So we decided to do something about it.**

**First, we thought about what people needed in a beverage.  
TASTE. ENERGY. QUALITY INGREDIENTS. NUTRIENTS.**

**Seemed to us a drink could offer all of that.**

**Then we took a look at what existed in the market and  
saw nothing we liked.**

**We wanted to make a beverage that could be enjoyed by  
everyone and stand for something worthwhile. A properly  
sourced, all-natural, great-tasting, fully functional tea that  
wouldn't make you shudder if you looked at the ingredients  
and wouldn't make you crash an hour after you drink it.**

So we did it.  
It's called Titan Tea.



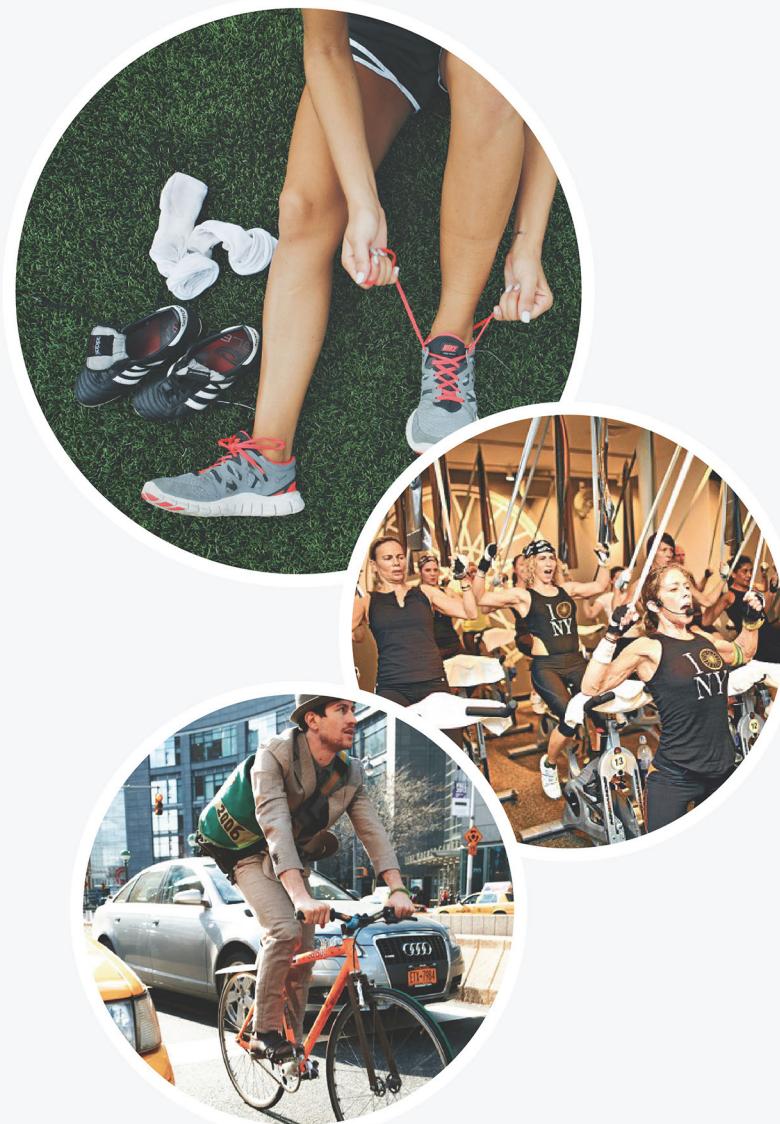
## THREE TYPES OF HEALTHY ACTIVIST

### The Athlete

16-35 M/F

Sports are what drive the Athlete's life. They need a drink to get them amped before a game or match, keep them up during, and replenish their electrolytes afterward.

They've never considered tea an option, but would be open to it.



### The Connected Professional

25-40 M/F

The Connected Professional works out at Equinox 3-5x a week and is a member of summer and winter sports leagues.

Health is a secondary consideration for them, behind work; health is important within the limitations of having to fit into their schedule.

They need a drink to wake them up and get them going before their morning pre-work workout and a drink to keep them going during the afternoon lull.

### The Early Adopter

18-35 M/F

Always at the forefront of the cultural zeitgeist, the Early Adopter believes that insider information is their social currency. They use knowledge of the new to separate from the pack.

Exercise generally comes from bike rides as commutes. They need a drink to get them going in the morning and through the afternoon lull.

## TAKING SHARE FROM OTHER SHELVES

And we don't plan on only stealing market share from other RTD tea brands.

Our positioning, benefits, and taste make us a choice over the Gatorade's, the 5-Hour Energy's and the Yerba Mate's of the world.

The nutritional drink category as well as the performance drink category are both expected to double in size with the next 5 years (Mintel).

Titan Tea is positioned perfectly to take advantage of both of those growing markets.



## The Support Plan

A multi-channel approach will be key in supporting the launch and growth of the Titan Tea brand. Telling a unified story across all touch points will keep the brand in consumer's minds and show them why this product is superior.

### Retail

The premium, clean bottle design will help Titan stand out on the cluttered tea shelf. Point of sale materials will drive home the value proposition.

### Digital And Social

Website will clearly explain our product and its benefit – make it super easy to purchase. Social channels will immediately begin building lifestyle aspect of the brand.

### Strategic Partnerships

Because of the nature and target of our product we feel that it can live in new environments. We will partner with fitness and athletic-focused clubs to bring tea to a whole new shelf.

### Sampling And Events

Demoing at the correct stores and appearing at the right events will create a link with our consumers.

### Influencer Marketing

We will utilize the reach of influencers who speak to our target consumers to create yet another connection between them and our brand.

### PR

Copy about approach to PR...

