



DESIGN

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# RAISING SPIRITS

POLAND SPRING | EXPERIENTIAL



## SHOWING AWARD WINNING SUPPORT

### OBJECTIVE:

As a long standing partner of the Boston Marathon, create an activation to authentically show our support of Boston one year after the Boston bombing.

### SOLUTION:

Create an interactive, charitable event along our sponsored mile inviting spectators to help raise money for the victims while proudly cheering on the runners.

# BOSTON IS STRONG

and nothing brings the people of our town together quite like the Marathon.

For five years running, we've been the Official Bottled Water of the Boston Marathon<sup>®</sup> and the #1 bottled beverage choice of Bostonians.

We're 100% committed to the sources that provide our natural spring water, and we're just as committed to the people and places we provide it for.

That's why we're looking to rally the city of Boston at Mile 19. Join us to raise a little noise and a lot of support.

## #RaisingSpirit



Official Bottled Water Of The  BOSTON MARATHON

Source: Nielsen WaterScan data reported by Nielsen through its Strategic Planner. Excludes the "water" category for the year 2012 and 2013. The Boston market includes all outlets including C-Store.

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>>> PROGRAM AD



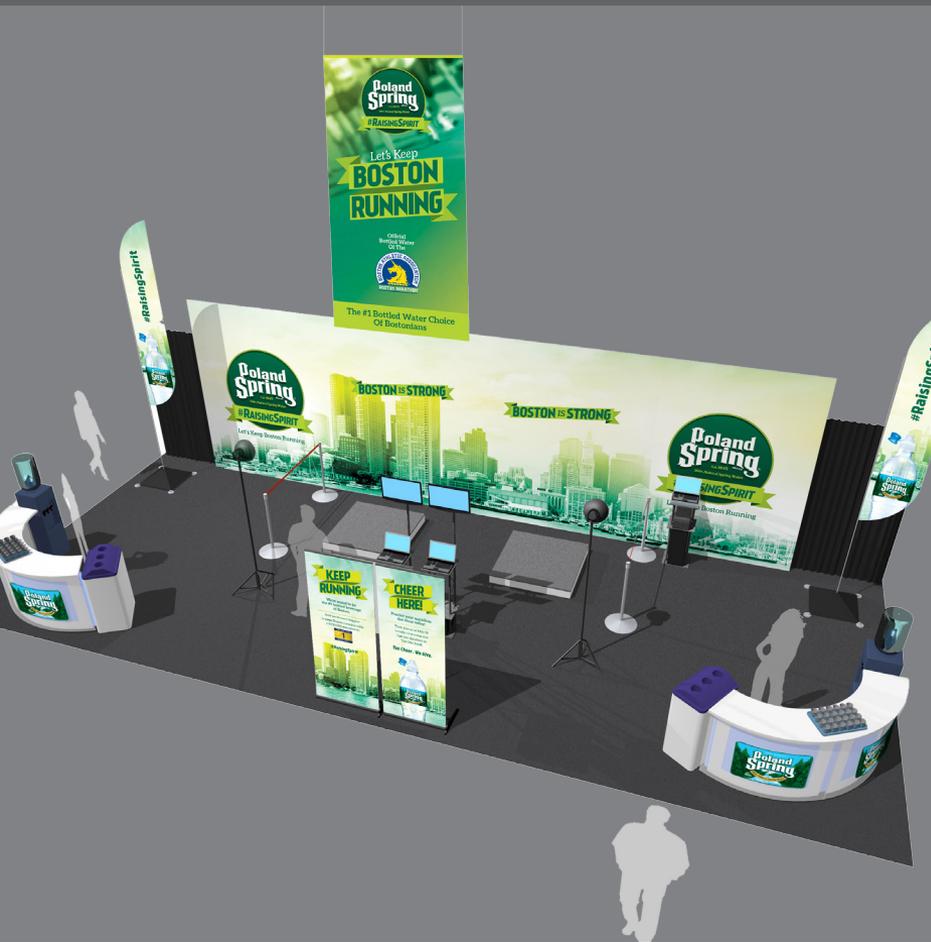
>>> T-SHIRT



>>> CHEER METER



>>> EVENT VIDEO PASSWORD = VIEW



>>> EXPO FOOTPRINT



>>> EXPO EVENT



>>> EXPO EVENT



>>> EXPO EVENT



>>> EXPO EVENT



# DEWAR'S DISCOVERY

DEWAR'S | EXPERIENTIAL

SOME THINGS ARE JUST WORTH DOING.

**OBJECTIVE:**

Recruit, educate and introduce current U.S. Scotch whisky drinkers to the Dewar's brand.

**SOLUTION:**

Create a fully immersive, invite only event centered around educating the Scotch enthusiast about our process and what makes Dewar's one of the leading Scotch brands.

RICH  
*Rounded & Golden*

# Dewar's<sup>®</sup>

DISCOVERY

*Craftsmanship*

AWARDED *Since* 1846

PERTSHIRE  
Scotland  
EST 1846

*Double Aged*

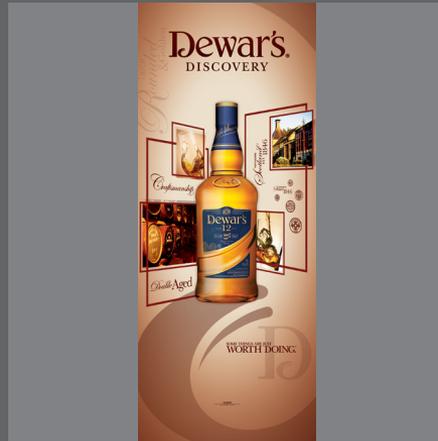
SOME THINGS ARE JUST  
WORTH DOING.<sup>™</sup>

>>> EVENT BANNER

>>> EVENT



>>> EVENT



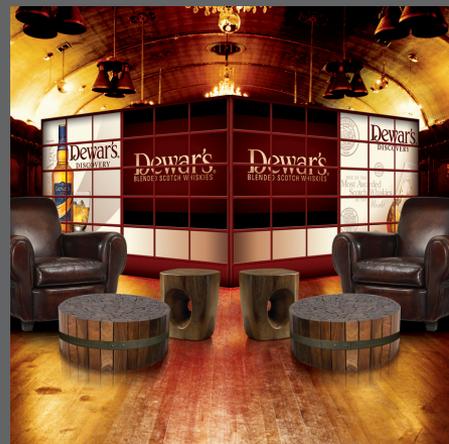
>>> RETRACTABLE BANNER



>>> ROCKS GLASS GIVEAWAY



>>> DRINK TOKENS



>>> MEDIA WALL



# CLASSIC SAPPHIRE TIME

BOMBAY SAPPHIRE | 360° MARKETING

## STIRRING PERFORMANCE

### OBJECTIVE:

Increase the consumption of Bombay Sapphire through the ownership of classic cocktails.

### SOLUTION:

Develop an engaging 360° program with a focus in the on-premise that will drive sales and volume while promoting the classic cocktail drink strategy.





# STUDIO D

DEWAR'S | 360° MARKETING

## SAME GREAT SCOTCH

### OBJECTIVE:

Develop a creative platform that will effectively communicate the new package launch of the Dewar's portfolio to distributors, trade and consumers.

### SOLUTION:

Partnering with celebrity photographer Danny Clinch, develop an intriguing 360° program celebrating the artistry of Dewar's updated packaging and their idea of living life on your own terms.

**STUDIO D**  
PRESENTED BY Dewar's

**WELCOME TO STUDIO D**

WELCOME TO STUDIO D  
The new portfolio look of Dewar's Branded Scotch Whiskies features the iconic 'D' logo for a look that is as timeless as the brand's rich history. It's a look that is as timeless as the brand's rich history. It's a look that is as timeless as the brand's rich history.

**SAME GREAT SCOTCH. BRAND-NEW LOOK.**

In honor of the brand's 150th anniversary, Dewar's has introduced a new look for its iconic Scotch Whiskies. The new look is a look that is as timeless as the brand's rich history. It's a look that is as timeless as the brand's rich history. It's a look that is as timeless as the brand's rich history.

**DANNY CLUNCH — ROCK PHOTOGRAPHER**

With his music, photography and performance career, Danny Clunch has established himself as one of the premier photographers in the industry. His work has been featured in Rolling Stone, Time, Newsweek, and many other top-tier publications. He has also been photographed in a wide range of settings, from intimate to large-scale. His work has been featured in Rolling Stone, Time, Newsweek, and many other top-tier publications. He has also been photographed in a wide range of settings, from intimate to large-scale. His work has been featured in Rolling Stone, Time, Newsweek, and many other top-tier publications.

ENJOY RESPONSIBLY. Dewar's Scotch Whiskies are 100% grain neutral spirits distilled from soft water and malted barley. © 2014 Dewar's Scotch Whiskies. All rights reserved.

>>> EVENT GUIDE

INTRODUCING THE NEW LOOK OF DEWAR'S. SAME GREAT SCOTCH. BRAND-NEW LOOK.

**Dewar's**

>>> POS

INTRODUCING THE NEW LOOK OF DEWAR'S. SAME GREAT SCOTCH. BRAND-NEW LOOK.

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ENJOY RESPONSIBLY. Dewar's Scotch Whiskies are 100% grain neutral spirits distilled from soft water and malted barley. © 2014 Dewar's Scotch Whiskies. All rights reserved.

>>> TRADE AD

**Dewar's**

**Dewar's**

**Dewar's**

>>> VIP INVITE



>>> EVENT



# #SWEETACTS

SWEET LEAF | EXPERIENTIAL

## BE SWEET OUT THERE

### OBJECTIVE:

Introduce Sweet Leaf tea to New York City.

### SOLUTION:

Bring a little Texan sweetness to a city known for being tough by inviting visitors of The Highline to take one of 3,000 magnetic caps each with a #SweetAct to complete.



>>> WALL OF SWEETNESS



>>> SWEET ACT



>>> PHONE KIOSK



>>> EVENT WALL



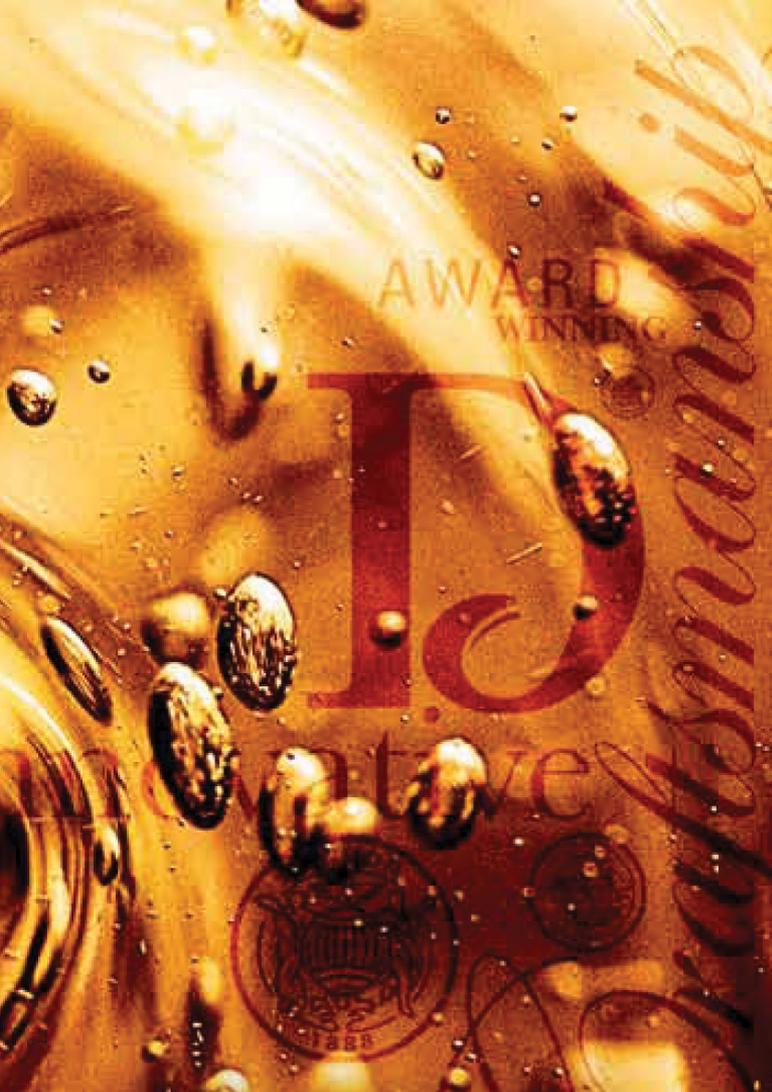
>>> EVENT VIDEO PASSWORD = View



>>> T-SHIRT



>>> WILD POSTING



# SOUTH STATION

DEWAR'S | OOH

## SCOTCH AS ART

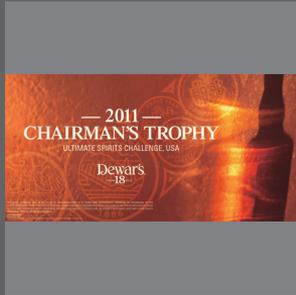
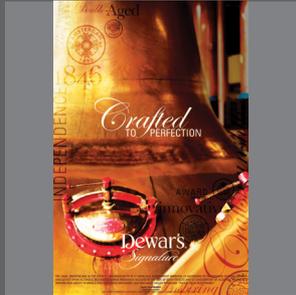
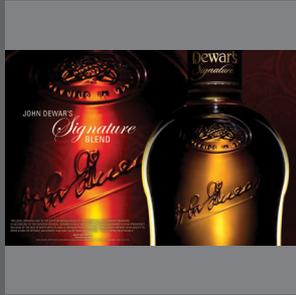
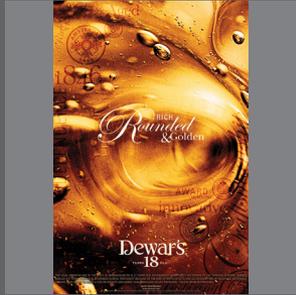
### OBJECTIVE:

Showcase Dewar's award winning portfolio in the greater Boston area.

### SOLUTION:

Turn South Station Boston into an art gallery, beautiful showcasing the Dewar's portfolio while showcasing our recent awards and brand story.





Rich WARM TASTE

Double-Aged

AMSTERDAM 1895

INDEPENDENCE 1846

Double-Aged

FOR A SMOOTHER TASTE

We don't just age our whiskies once. We age them twice. In fact, we've been double-aging our premium blended Scotch whiskies for over 100 years. We return them to the cask for an additional period of aging, allowing them extra time to mellow and harmonize together. The result is a perfectly balanced whisky with a fuller, warmer flavor and exceptional smoothness.

AWARD WINNING

innovative

craftsmanship

LONDON 1868

Dewar's

YEARS 12 OLD

THE LEGAL DRINKING AGE IN THE STATE OF MASSACHUSETTS IS 21 YEARS OLD. GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS AND (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR, OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. \*PLEASE DRINK RESPONSIBLY.\*

ENJOY RESPONSIBLY

©2011 DEWAR'S. IMPORTED BY JOHN DEWAR & SONS COMPANY, LEGAL SALES IN MASSACHUSETTS ONLY.

Inspiring



#



WHO THOUGHT A *SPRING WATER FROM MAINE* COULD BECOME *#1 IN NEW YORK?* YOU DID!

THANKS A MILLION for Making Us the #1 Beverage Brand in NYC.

© 2014 Poland Spring Water Company. All rights reserved.



>>> BILLBOARD

**Poland Spring**  
Est. 1845  
100% Natural Spring Water

**100% NATURAL SPRING WATER FOR NEW YORK, FROM MAINE.**

THANKS A MILLION for Making Us the #1 Beverage Brand in NYC.



WHO THOUGHT *MILLIONS OF NEW YORKERS* COULD AGREE ON ONE THING?

THANKS A MILLION for Making Us the #1 Beverage Brand in NYC.

>>> BILLBOARD

>>> BILLBOARD



>>> UNION STATION



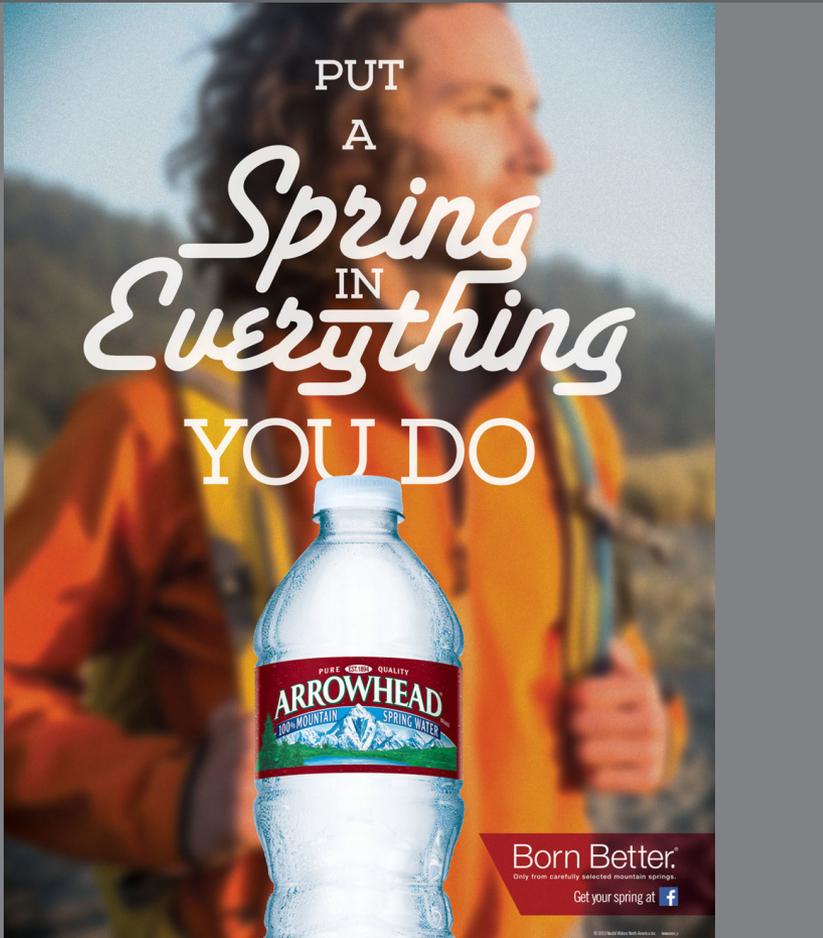
# PASTEBOARD

VARIOUS BRANDS | MULTIPLE CHANNELS

## ATTENTION TO DETAIL

Various stand alone POS and left behind concepts.

PUT  
A  
*Spring*  
IN  
*Everything*  
YOU DO




PURE QUALITY  
**ARROWHEAD**  
100% MOUNTAIN SPRING WATER

**Born Better.**  
Only from carefully selected mountain springs.  
Get your spring at 

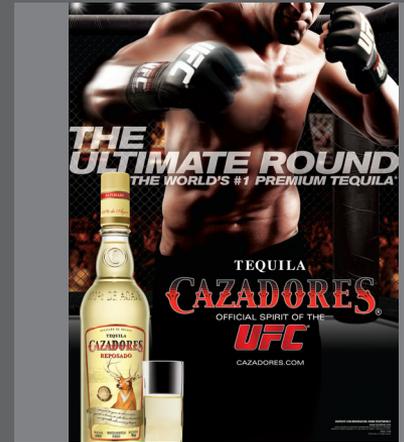
© 2011 North American Water Bottling Co. 1000011

>>> CASE CARD



>>> T-SHIRT

**THE ULTIMATE ROUND**  
THE WORLD'S #1 PREMIUM TEQUILA



TEQUILA  
**CAZADORES**  
OFFICIAL SPIRIT OF THE  
**UFC**  
CAZADORES.COM

>>> CASE CARD

**A STIR OF  
HOLIDAY  
INSPIRATION**

Share a picture-perfect  
martini cocktail and give your  
guests an evening to remember.



>>> HEADER CARD

THE BOMBAY SAPPHIRE  
EXPLORATION

START HERE  
NEW YORK • 5/X/09

VISIT  
WWW.BOMBAYSAPPHIRE.COM/EXPLORATION  
FOR MORE DETAILS

>>> PRINT AD

[yellow tail] *The Reserve*



*[tail]ored to fit*

>>> CASE CARD



>>> MAGAZINE AD



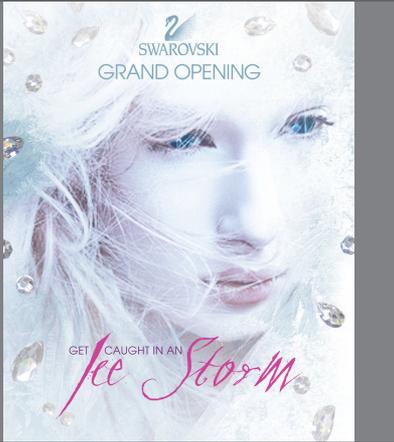
>>> ON-PREM POSTER



>>> AD



>>> CASE CARD, AT SHELF, OOH



>>> STORE POSTER



>>> IN-STORE DISPLAY



>>> OOH WILD POSTING



>>> VIP VAP



THANK YOU

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