



DESIGN

JONATHAN GRABON
DESIGNER

JGRABON.COM
860.510.3656
JAGDESIGN04@GMAIL.COM



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® 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



Source: Nielsen Watermark data reported by Nielsen through its Strategic Planning Research for the Advertising category for the year 2012 and 2013. The Boston market including all outlets including C-Store.
Copyright 2014 The Nielsen Company
©2014 Nestlé Waters North America Inc.

BOSTON MARATHON, B.A.A. MARATHON, and the B.A.A. MARATHON logo are registered trademarks of the Boston Athletic Association. The B.A.A. MARATHON logo is a registered trademark of the Boston Athletic Association. All other trademarks without written permission from the Boston Athletic Association are prohibited.

>>> PROGRAM AD



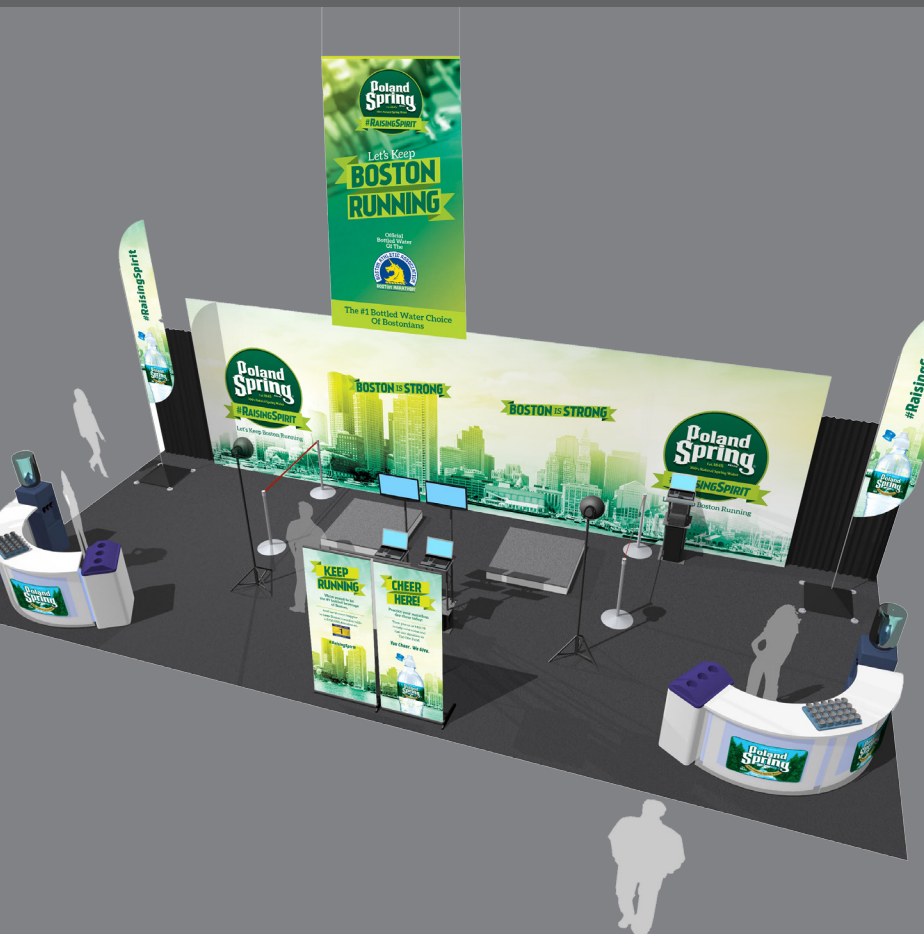
>>> T-SHIRT



>>> CHEER METER



>>> EVENT VIDEO PASSWORD = VIEW



>>> EXPO FOOTPRINT



>>> EXPO EVENT



>>> EXPO EVENT



>>> EXPO EVENT



DEWAR'S DISCOVERY

DEWAR'S | EXPERIENTIAL

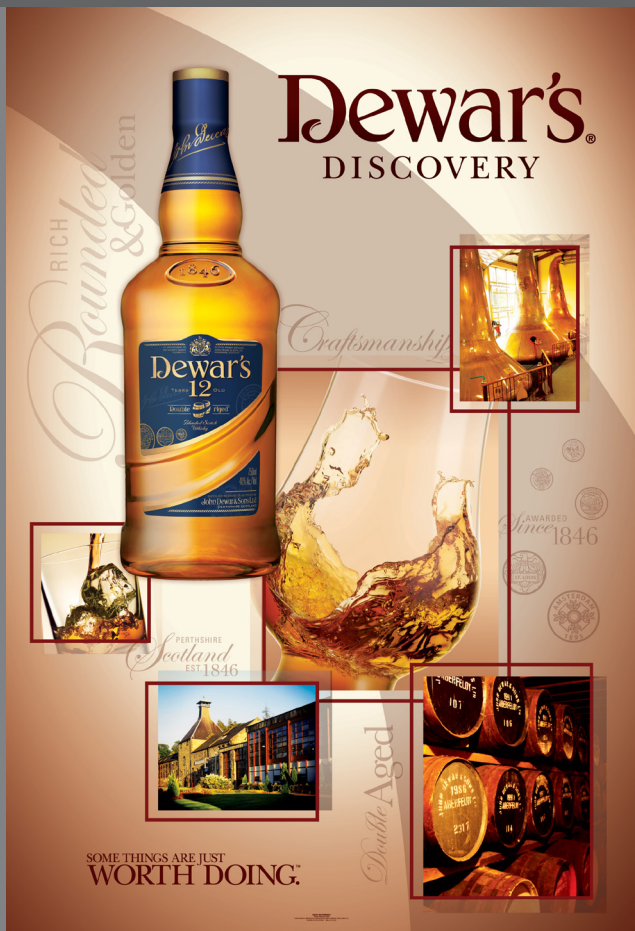
SOME THINGS ARE JUST WORTH DOING.

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.



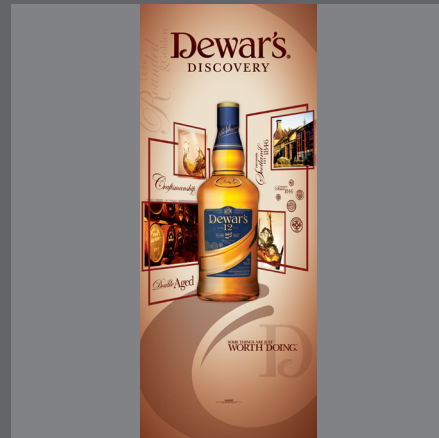
>>> EVENT BANNER



>>> 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.



>>> ON-PREM POSTER



>>> HOLIDAY VAP



>>> HOLIDAY CASE CARD



>>> SILK BANNER



>>> TABLE TENT



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.



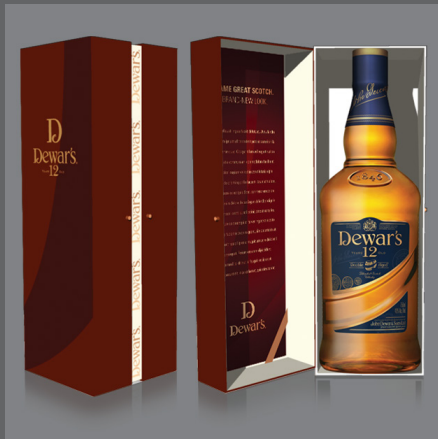
>>> EVENT GUIDE



>>> POS



>>> TRADE AD



>>> 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

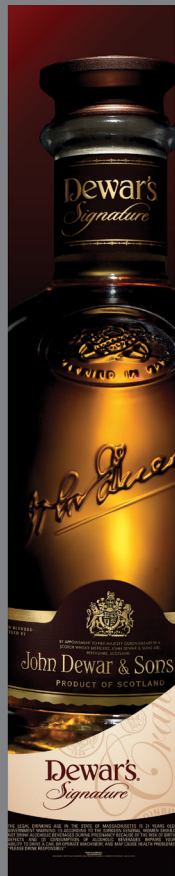
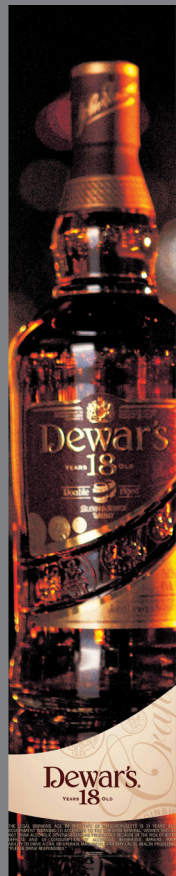
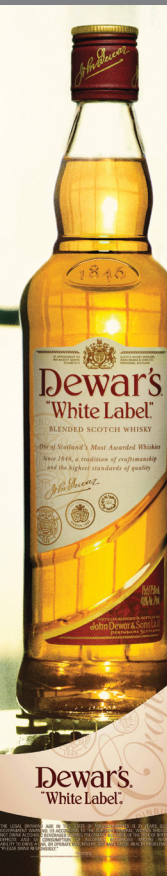
SCOTCH AS ART

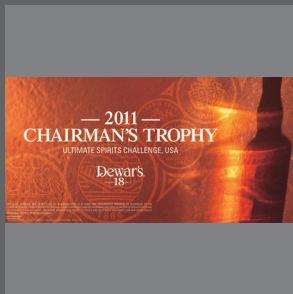
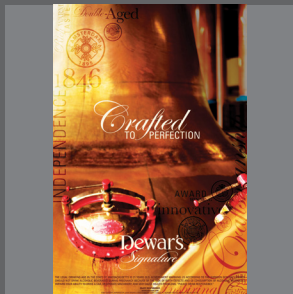
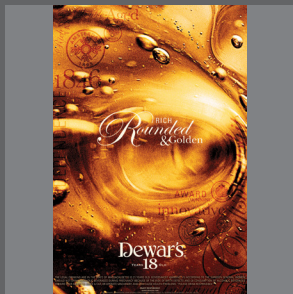
OBJECTIVE:

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.





>>> VARIOUS BANNERS

Rich WARM TASTE

Double-Aged

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

Dewar's.

YEARS 12 OLD

Craftsmanship

Inspiring

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, CLEVELAND, OHIO. DEDICATED TO THE CRAFT OF SCOTCH WHISKY.

>>> KIOSK

THANKS A MILLION

POLAND SPRING | OOH

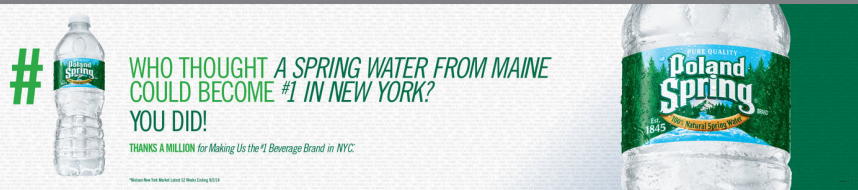
FOR NEW YORK, FROM MAINE.

OBJECTIVE:

In an authentic way, celebrate Poland Spring becoming the #1 Beverage Brand in NYC.

SOLUTION:

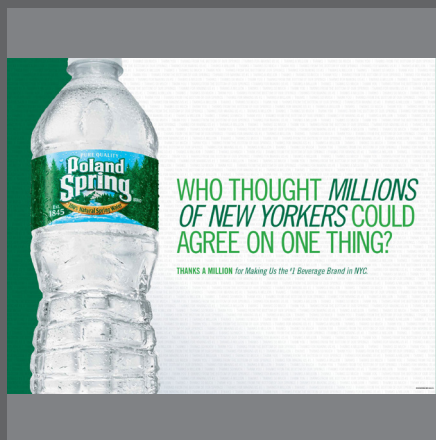
Through Union Station, "Thank" the millions of NYC for choosing Poland Spring.



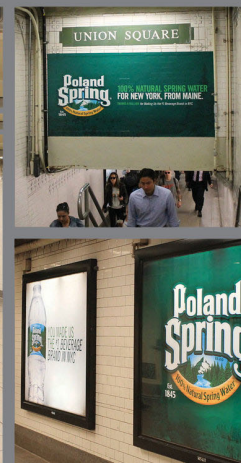
>>> BILLBOARD



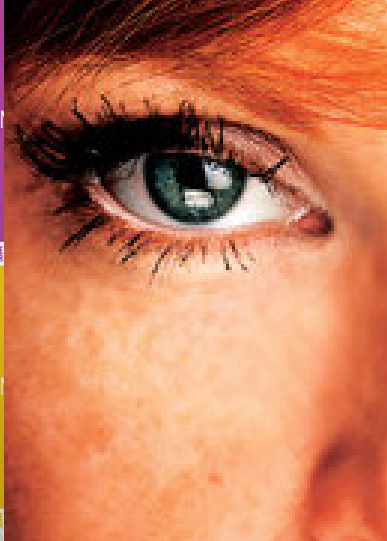
>>> BILLBOARD



>>> BILLBOARD



>>> UNION STATION

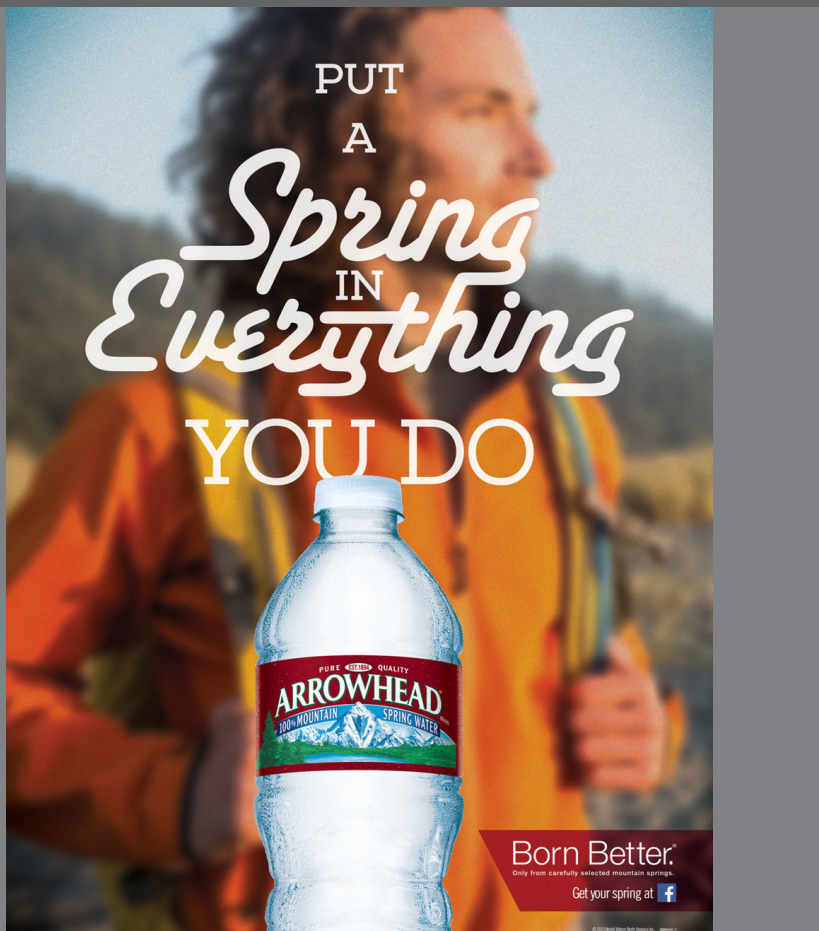


PASTEBOARD

VARIOUS BRANDS | MULTIPLE CHANNELS

ATTENTION TO DETAIL

Various stand alone POS and left behind concepts.



>>> CASE CARD



>>> T-SHIRT



>>> CASE CARD



>>> HEADER CARD



>>> PRINT AD

[yellow tail] *The Reserve*



[tail]ored to fit

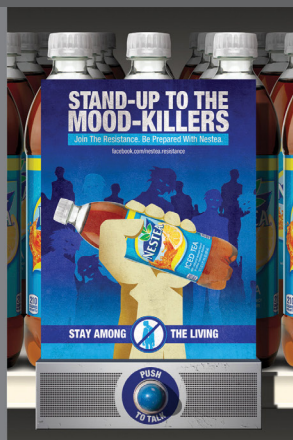
>>> CASE CARD



>>> MAGAZINE AD



>>> ON-PREM POSTER



>>> CASE CARD, AT SHELF, OOH



>>> AD



>>> STORE POSTER



>>> IN-STORE DISPLAY



>>> OOH WILD POSTING



>>> VIP VAP



THANK YOU

JONATHAN GRABON
DESIGNER

JGRABON.COM
860.510.3656
JAGDESIGN04@GMAIL.COM