



Increasing Market Share Through Social Branding

The Impact of Social Branding: Entrepreneurial Endeavors

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ONEHOPE



ONEHOPE

One Hope
Many Causes



ONEHOPE Lifestyle
September 18-2009
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Contents



Cause marketing vs Cause branding	Page 2
Alex's Lemonade Stand:	Page 3
Brand Overview	Pages 4-7
Picking The Right Products	Pages 8-9
A Team That Genuinely Cares	Page 10-11
Packaging and Messaging	Pages 12-17
Quality of Product	Page 18
Has It Been Successful?	Pages 19-29
Future Goals and Milestones	Pages 30-32
Triple Bottom Line	Pages 33-34



CAUSE BUILDING BLOCKS



Where **ONEHOPE** Separates itself

Alex's Lemonade Stand

- Alex's Lemonade Stand Foundation (ALSF) for Childhood Cancer is committed to finding a cure for all children with cancer. The foundation operates on the principle introduced by our founder Alexandra "Alex" Scott - "when life hands you lemons, make lemonade."
- Alexslemonadestand.org
- We want to create the "lemonade" for others like Alex to sell
- The Lemonade helps raise funds but more importantly raises awareness and gives people a feeling of HOPE

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BRAND OVERVIEW



What is ONEHOPE?

ONEHOPE is a global “cause-brand” built on the trending popularity of cause marketing and social consciousness that allows people to make giving back a lifestyle choice rather than a hassle.

Mission of ONEHOPE:

ONEHOPE raise awareness and donates millions of dollars to worthy causes by donating 50% of profits from each product to different causes.

ONEHOPE Competitive Advantage:

ONEHOPE has been built organically from the ground up and is 100% genuine which helps separate it from many current cause initiatives.

We measure our Success on what we can give, not what we get.

“We do not build marketing campaigns around causes, but rather, we’ve built our brand around causes”

- ONEHOPE Team



Target ONEHOPE Consumer



ONEHOPE is an Affordable luxury brand that stands for the luxury of giving back.

Who would purchase ONEHOPE Products?

- “Alpha-Female”: *Spends \$200+ in one grocery shopping experience*
- Expendable income (Household income \$80,000+): *People who spend on Luxury brands and products are much more likely to be the same people who donate to a cause.*
- Young Professionals: *Highly educated millennials are highly altruistic.*
- Socially conscious people: *They want to donate but don't want to go out of their way.*
- People who wear brands as badges of who they are: *The ribbon is already a badge*

**Charity
Industry**

**Standard brands and
products**

**Charity
Industry**

**Luxury Brands &
Products**

ONEHOPE Purchasers



Statistical Effect of Cause Branding



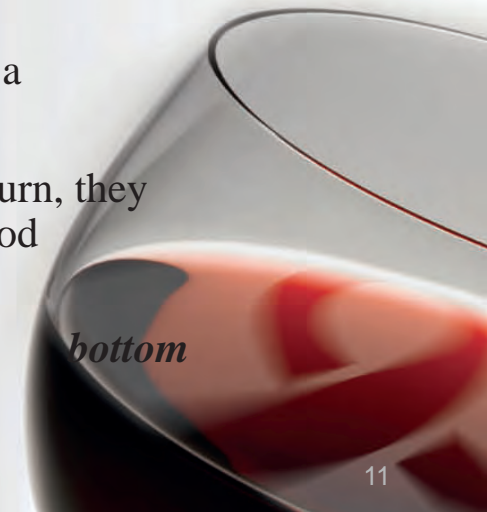
If a company is aligned with a cause:

- 90% of consumers will consider switching brands*
- 82% of consumers say they are not as price sensitive*
- Nearly 75% of the U.S. population, particularly women, say they will recommend a brand *
- 68% of consumers would remain loyal to a brand during a recession. **
- 71% say that when they think about the economic downturn, they have either given the same or more time and money to good causes.**

“When you stand for something greater than just the line... People Stand with you”

*Cited by Boston brand-strategy firm Cone one <http://marketingtowomenonline.typepad>

**Fenton, CSR Newswire 11/17/2008



Successes with Causes



Examples of Successful Cause Marketing:

- Yoplait yogurt lids
- Campbell's Soup
- Red Campaign
- Lee Jeans
- Crate & Barrel

Examples of Successful Cause Products:

Girl Scout Cookies: *"We want our wine to be the adult version of Girl Scout Cookies"*

Tom's Shoes: Growing Virally; *"We can put ONEHOPE on a shoe and compete later on"*

Paul Newman: *"Although his face is powerful it doesn't evoke emotion by tying the product to a specific cause"*

"Our goal is to be the most scalable brand in the Cause related space"

"ONEHOPE... Many Causes"

Why Wine as our Cornerstone Product?



Wine is one of the biggest “word of mouth” purchases around making it a perfect vehicle to spread a brand and its story virally.

- “Alpha-Female”: Women account for nearly 75% of the wine purchased in grocery stores. *The avg. shelf is set for a 5’5”, right-handed woman*
- Expendable income (Household income \$80,000+): *The average wine buyer (\$8+) has expendable income*
- Young Professionals: *The millennial demographic is the fastest growing wine consumer in America*
- Socially concious people: *Wine is a staple at any charity event. It’s no secret that people who support charity drink more wine than an avg. person*
- People who wear brands as badges of who they are: *Wine consumers more than almost any other industry consumer take more pride in their favorite brand. They rep it by bringing it to parties and other events, and believe it to be a symbol of who they are.*

**Charity
Industries**

**Standard
Products**

**Charity
Industry**

Wine

**ONEHOPE Wine
Purchasers**



Health of the Wine Industry



- California wines at our price point (\$10-\$15), in particular, are among the category that show greatest growth in 2008/2009.
- Recent Mergers and Acquisitions in the industry show great multiples (often times as high as 12-18X EBITDA)
- 196 million cases of wine produced in CA in 2008 (up 26% since 1990)
- \$18.5 Billion of retail wine in 2008 out of CA
- CA wine makes up 95% of U.S. wine exported (up 359% since 1990)
- People drink when times are good...
- People drink when times are bad...



Founding Team



- Tom Leahy: *President*
Proud Father, Gallo Experience: Account Analyst, Sales, Data and Sales measurement (IPAQ)
- Tiffany Goodman: *National Head of Sales*
Gallo: District Manager of top wine region, Sales Representative, Management Development Program
- Blake Petty: *Head of Operations*
Gallo-Sales top 10 region, HR- ADP
- Alyse Gome: *V.P. Sales- Southern California*
Gallo- Sales top 10 region, Fine Wine Specialist
- Kristen Senseman: *V.P. of Sales- Arizona*
Gallo- Sales top 10 region, Manager of Gallo tasting room (Napa), management development program
- Sarah Gora: *V.P. Sales- Northern California*
Gallo- Sales top 10 region, District Manager of top Region, Development Program
- Brandon Hall: *Chief Marketing Officer HERE TODAY*
Tall, Strapping, Handsome, Single and Ready to Mingle



Executive Management- Wine



- Kirk Gaither: *Advisor; Distribution*
Past Director of Distribution Ketel One. Built them from under 20,000 cases sold to over 2MM by the time they were bought by Diageo in 2008
- Jim Riley: *Advisor; Marketing and PR*
Past VP of Marketing and PR for Ketel One. Executed one of the best grassroots PR and Marketing campaigns in recent history building the Ketel One brand.
- Darrin Maddux: *V.P. of sales Northwest, Acct Exec-Costco*
Past Manager of Northwest Sales for Ketel One. Past Chain Manager for Young's Market Distributor in California. Grew NW sales 38% from 2005 to 2008
- Thomas Woodley: *Director of Military Sales Internationally (commission only)*
Past International Director of Military Sales for Nestle. Grew military business 80MM to 225MM in 8 year.
- Marc Scizak: *Account Exec Safeway (commission only)*
National account exec for Rockstar in Safeway
- Paul Kowssari: *"CTO" (CEO of Technology)*
High honors degree in C.S. from Berkeley. INCREDIBLE EXPERIENCE social media platforms, custom software solutions (resume upon request)
- Christine Peake: *Publicist, Head of P.R, Networker*
Owner of Peake PR. , Relationships with all major publications



Brand

ONEHOPE

Our Marketing campaign doubles as an Awareness campaign for our various causes



Varietals and Causes



- **Chardonnay: Breast Cancer**
 - ✓ Breast cancer awareness month
 - ✓ Mothers Day



- **Cabernet: Autism**
 - ✓ Autism awareness month



- **Zinfandel: Troops**
 - ✓ Memorial Day
 - ✓ 4th of July
 - ✓ Veterans Day



- **Merlot: AIDS**
 - ✓ AIDS awareness month
 - ✓ AIDS Lifecycle
 - ✓ AIDS awareness day



- **Sauv Blanc: Environment**
 - ✓ Arbor Day/Earth Day

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Marketing

Awareness

Action

Brand

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In-Store Display Pieces: Relay the message and tell the story



Marketing

Awareness

Action

Brand

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In-Store Display Pieces: Relay the message and tell the story



Marketing

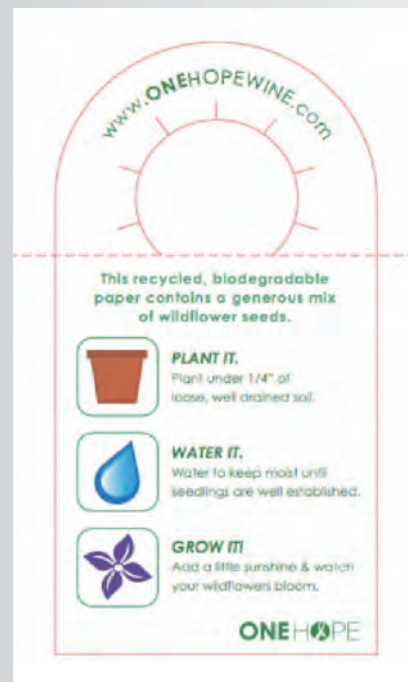
Awareness

Action

Brand

ONEHOPE

Neckers You Can Plant



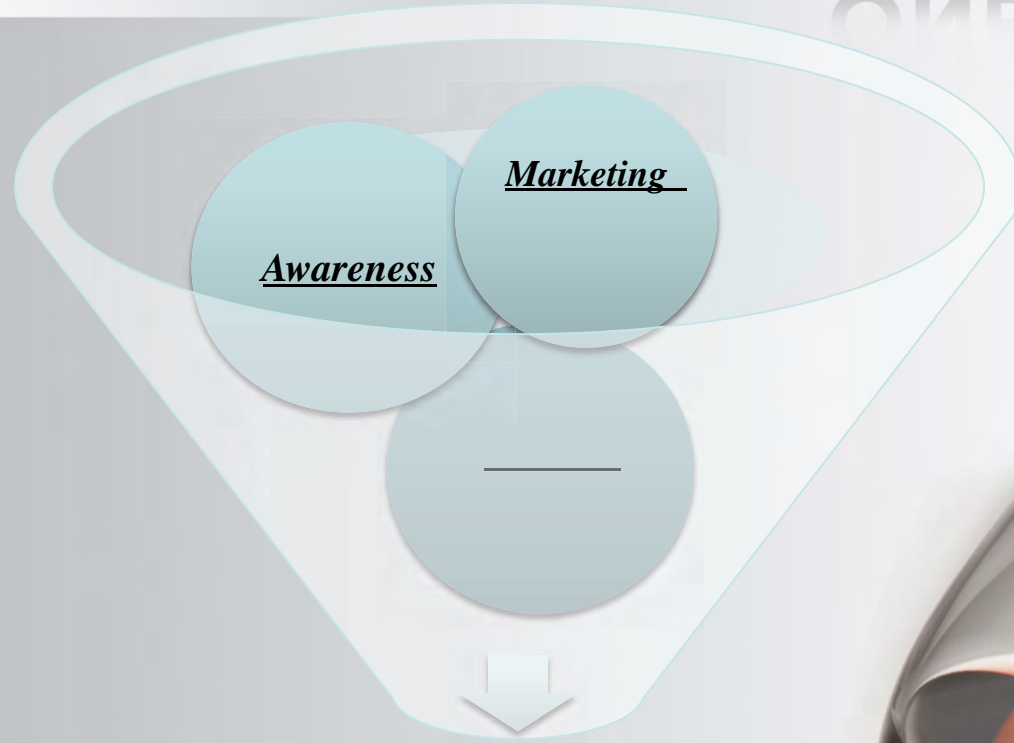
Marketing

Awareness

Action

Brand

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CAUSE BRAND:
ONEHOPE



Quality in the Bottle and Product



Wine Partnerships created:

Sonoma Wine Company: One of the biggest production facilities in Sonoma- over 3.5 million cases in 2008

David Elliott, Winemaker- 28 years of experience make wine including Clos Du Bois, Lancaster Estates, Carneros Creek, Matua Valley (New Zealand)

Folio Wine Company: Michael Mondavi and Rob Mondavi Jr.

Rob Mondavi Jr, Winemaker.- Folio Winery blending our Napa apelated reserve grade wines

“We know that people will try our product the first time because of the cause, but it’s the wine in the bottle that makes us a sustainable brand and brings them back to buy a case. “



...Have We Been Successful??...

Distribution Success



Young's Market, California, Arizona

- Fourth largest wine and spirits distributor in the United States.
- Portfolio built: Jack Daniels, Bacardi, Grey Goose, Sutter Home, Blackstone, Fetzer etc.

Young's Columbia Distributing, Oregon

- Portfolio built: R. Mondavi Napa, Sutter Home, Toasted Head, Rombauer, Wild Horse etc.

Young's-Better Brands, Hawaii

- Portfolio built: Jack Daniels, Bacardi, Grey Goose, Sutter Home, Blackstone, Fetzer etc.

Young's Columbia Admiralty, Washington

- Portfolio built: Cakebread, Sutter Home, Toasted Head, Rombauer, Wild Horse etc.

Johnson Brothers and Affiliates, North Carolina

- Portfolio built: All Gallo Brands

In negotiations with:

RNDC: Texas, Colorado and New Mexico

Young's Market: Utah, Montana, Alaska, Wyoming, Idaho

Fedway: New Jersey



Retail Success

American Airlines, National

Albertsons, Southwest Region

Ralphs, California

Fresh and Easy, California, Nevada, Arizona

AJ's, Arizona

Safeway, National

Foodland, Hawaii

Costco, California (in and out program)

Harris Teeter, North Carolina

Loew's, North Carolina

Kroger, North Carolina

Select Restaurants: Flemmings, Ruth's Chris, Roys, Morton's etc.

Hotels Include: Hyatt, Four Seasons, Marriott, Westin etc.

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Marketing Success (No Cost)

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Print

- Wine Enthusiast
- People
- Glamour
- OK
- US Weekly
- TV Guide
- Green Publications
- 944



Marketing Success (no cost)

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PAST T.V. Radio Press

- NBC
- CBS
- ABC
- Fox
- Fox Business
- Bill Handel Show
- 93.3 and 95.7 Radio plugs for 2 weeks



Future T.V. Radio Press

- Ellen Show
- Oprah
- The Today Show
- Tyra Banks Show
- The Big Idea
- Daily Show
- Colbert Report



Grassroots Success:

Marketing in the form of a donation

Event Promotions:

- 200+ events participated in 2008
- 100+ events in first 2 quarters 2009
- AIDS Lifecycle Rides, Susan G. Komen Walks, Autism Walks, Reforestation Projects, Welcoming Troops home
- ONEHOPE trained representative at all events.
- Continued Event involvement in the RIGHT events for the brand image.
- Sell cases at events and make money while marketing



Celebrities Who Support ONEHOPE

ONEHOPE



- Lorenzo Neal
- Matt Leinart



- Lamar Odom
- Kobe Bryant



- Todd Heap



- Lisa Gleave

Partnership Success: Mondavis

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Folio Wine Company: Michael Mondavi and Rob Mondavi Jr.

Rob Mondavi Jr, Winemaker.- Folio Winery blending our Napa appellated reserve grade wines



Partnership Success

American Airlines: All first class and Business class passengers

American Way: Full page Ad October & November

Gala in October: American Airlines Annual Fundraiser in Texas

Joint Press Releases

ONEHOPE

When you drink **ONEHOPE**, you give hope.

We're giving back. The American Way.

ONEHOPE Chardonnay has a rich golden straw color with mellow apple and citrus flavors and a crisp but smooth finish. We donate 50% of our profits from every bottle we sell, helping us get that much closer to an even better finish: finding a cure for breast cancer.

American Airlines supports **ONEHOPE** by proudly serving our wine. To purchase **ONEHOPE** wine at a special discount visit us at: WWW.ONEHOPEWINE.COM/AMERICAN

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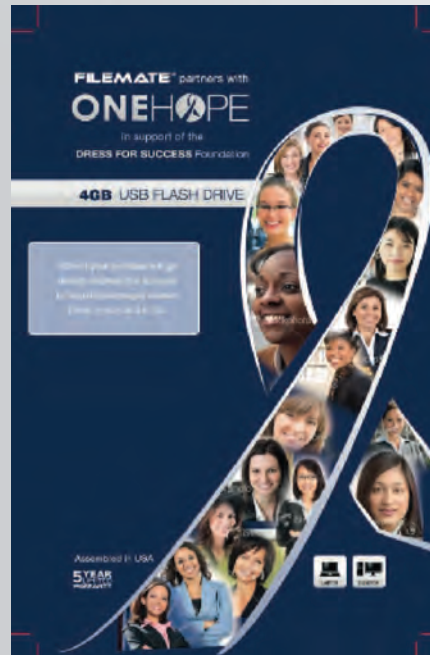
Partnership Success

Wintec Industries:
2,8,16 GB USB drives

ONEHOPE: 50% of
Profits on each USB
Drive

Dress for Success: 50%
of Profits donated by
ONEHOPE and Wintec

Joint Press Releases



ONEHOPE



Donation Success

ONEHOPE

Over a quarter Million donated to Charity in Cash and in-kind donations in the last year and a half.... Selling wine out of the back of our cars....



Future Goals: Technology



WE are creating our “**Brand Champion**” program to make use of the 100’s of inquiries we have gotten by people ranging from College Seniors to Stay at Home Mothers personally touched by one or many of the causes who want to help our brand. The Brand Champion program is tracked by an objective point system and is meant to be fun, competitive and highly incentivised. We are using advanced technology to create a turnkey solution to help “Brand Champions” do the following things:

- Work and Secure valuable events to pour and sell our wine at
- Sell our wine online (for commission)
- Educate local accounts about our product
- Distribute discount cards to highly influential people
- Collect emails, and sign people up for our email database
- Market us through social media: Twitter, Facebook, Blogs etc.
- Create content for our site: photos, video, etc.
- Recruit others to our “Brand Champion Program”
- Recruit Charities to get involved with our Affiliate program
- Much more.... **ODP@onehopewine.com**



Future Goals: International

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Wildaid.org



WildAid

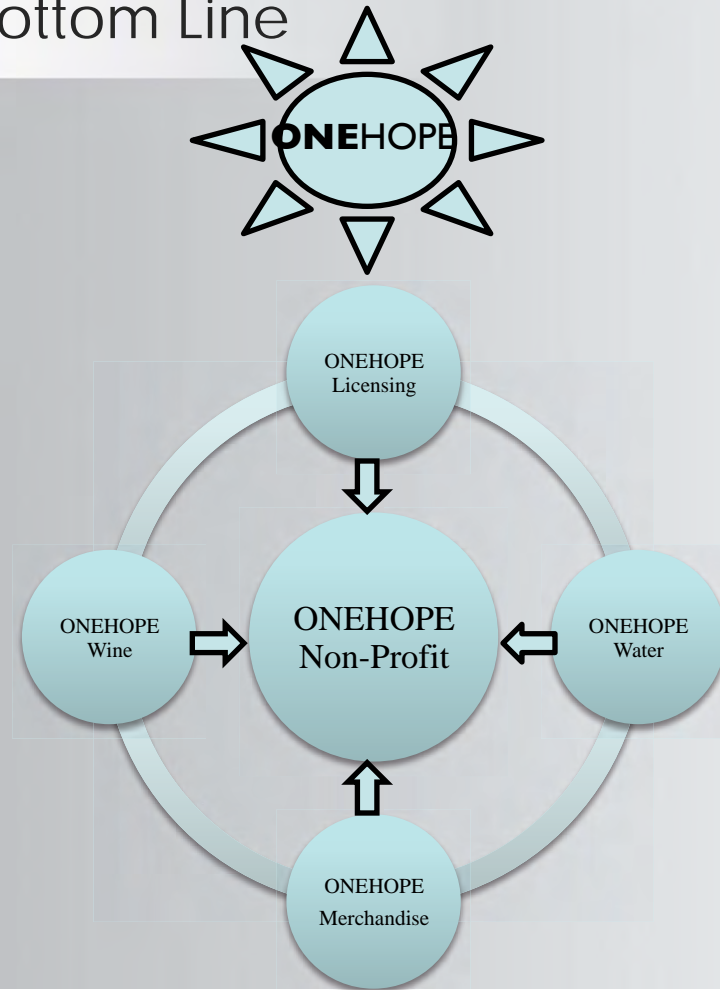
Future Goals and Milestones



- Expand into our Napa reserve grade with the Mondavis- Year 2
- Expand into other products in beverage industry (water,etc.)- Year 2
- Expand into licensing the brand to other premier consumer products companies- Year 2
- Launch ONEHOPE Non-Profit- Year 2
- 200,000 cases- Year 5
- Valuation of \$100MM for ONEHOPE Wine-Year 5
- Millions of dollars donated- Year 3
- Nationally recognized consumer product brand in stores- Year 5
- Largest "Cause Brand" globally- Year 10



Triple Bottom Line



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50% of profits towards wells in Third World countries



Triple Bottom Line

ONEHOPE

"We give away half of our profits, but if we grow two times as fast, our team and the consumers are two times as inspired about our brand we think it's a good cost-benefit"

