Increasing Market Share Through Social Branding

The Impact of Social Branding: Entrepreneurial Endeavors

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CAUSE BUILDING BLOCKS

Corporate Philanthropy  Community Relations  Cause Marketing  Cause Branding

Where most brands stop

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
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
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*
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 bottom line… People Stand with you”

*Cited by Boston brand-strategy firm Cone onehttp://marketingtowomenonline.typepad
**Fenton, CSR Newswire 11/17/2008
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 millenial demographic is the fastest growing wine consumer in America
- **Socially conscious 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.

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<td><strong>ONEHOPE Wine Purchasers</strong></td>
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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 Billon 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 (Sonoma, 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, Accct 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 from 80MM to 225MM in 8 years.

- **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
Our Marketing campaign doubles as an Awareness campaign for our various causes
**VARIETALS AND CAUSES**

- **Chardonnay: Breast Cancer**
  - Breast cancer awareness month
  - Mother's Day

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

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

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

- **Sauv Blanc: Environment**
  - Arbor Day/Earth Day
In-Store Display Pieces: Relay the message and tell the story
In-Store Display Pieces: Relay the message and tell the story

50% of ONEHOPE's Chardonnay profits are donated to the fight against breast cancer.

One in eight women in the United States will be diagnosed with breast cancer. Enjoy our award winning chardonnay and know that you are making a difference.
Neckers You Can Plant
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.

Youngs 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 Admirality, 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.
Marketing Success (No Cost)

Print

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

[Image of various magazine covers]
Marketing Success (no cost)

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
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

• Lorenzo Neal
• Matt Leinart
• Todd Heap

• Lamar Odom
• Kobe Bryant
• Lisa Gleave
Partnership Success: Mondavis

Folio Wine Company: Michael Mondavi and Rob Mondavi Jr.

Rob Mondavi Jr, Winemaker.- Folio Winery blending our Napa appellation 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**
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**
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…. 
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

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**
OneHope Non-Profit

- ONEHOPE Licensing
- ONEHOPE Wine
- ONEHOPE Merchandise
- ONEHOPE Water

50% of profits towards wells in Third World countries
"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"