

DECK SAMPLE

(A FULL DECK TYPICALLY CONSISTS OF APPROXIMATELY 35 SLIDES)

FOR FULL CONTENT SAMPLES, PLEASE EMAIL BIGDECKDESIGNS@GMAIL.COM. THANK YOU!



DELIVERABLES	WORKSTREAM	DELIVERABLE	RIGHTS/DETAILS	STATUS
<p>Artist will collaborate with Belvedere on the marketing platform comprising various influential individuals, known as the "Belvedere Collective Program" or the "Collective"</p>	APPEARANCES	Four Appearances	4 total (2 in 2018 & 2 in 2019)	Lorem Ipsum
	PERFORMANCES	Live Performances	2 total (1 at Art Basel 2018)	Art Basel 12/6/18 performance in planning
	PRODUCTION (ASSET CREATION)	Productions Days	2 total (1 in 2018 & 1 in 2019)	1 in 2018 COMPLETED
	PR/MEDIA	<ul style="list-style-type: none"> Announcement Media Alerts Media Interviews Image + Likeness 	<ul style="list-style-type: none"> Artist gives MHUSA rights to 3 photos of Artist solo each year Partnership announcement Appear with other Collective members -1 full media day or 8-hour equivalent -30 minute phone training -Ad hoc interviews -OSA -Name, image & likeness for use in all media with Artist approval 	Partnership announcement COMPLETED Given interviews with VMagazine, Forbes, Vibe
	SOCIAL MEDIA	Ten Collective Posts	10 posts on all social media	Three posts made
POS	MHUSA POS Rights	During the term, the following may be used for POS & other retail use: name, image, performances, behind the scenes footage/photos, any materials created by Artist for the agreement		COMPLETED - In market

2019 REQUIREMENTS

2018 was a broad overview of a dense idea, introducing ABF and Belvedere's role, while also highlighting visions of ABF from our creative partners.

In 2019, we should focus our communications by topic area (eg music, film, art, fashion) and make ABF more tangible to the consumer by:

- Having a simple, easily communicated "big idea" to drive PR pickup and consumer engagement
- Ensure that our topics/viewpoints are more entertaining than heavy and rooted in existing cultural moments and shared passion points.
- Have an organic tie-in to Janelle as lead talent
- Give the brand a holistic, natural reason for being involved

CREATIVE TERRITORIES/ THOUGHT STARTERS

Make Belvedere the catalyst for ABF:

- Use the bottle as the tool that brings about ABF by earmarking a portion of proceeds from that bottle to charities or projects in each of our territories.
- Bring together established creatives in each category with those creating a buzz. Focus on mentorship/collaboration/passing the torch.
- Give the consumer a way to experience ABF, rather than simply consuming the results (e.g., create an ABF Instagram Museum at each tentpole event allowing consumer to experience Belvedere's vision for ABF in each territory)

Leverage cultural moments by tying our activations to 'tentpole moments' in each of our creative territories:

- Music (Grammys)
- Art (Art Basel)
- Fashion (Fashion Week)
- Film (Toronto Film Festival/Sundance)