

THE ROAD LESS TRAVELLED

*An introduction to
Deviate Marketing*



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THE ROAD LESS TRAVELLED

The paths in life and business that are the most obvious, tend to be pursued most often, despite the fact that they are crowded and heavily trafficked.



The road less travelled calls to innovators and revolutionaries seeking a different path that is less predictable.

True Leaders deviate from the beaten path to blaze a new trail that eventually others will follow.



Our goal as an organization is to help Brand leaders identify their unique path and help elevate them to greatness

Our Philosophy

- + *Challenging Conventional Wisdom*
- + *Connecting with Compelling Clarity*
- + *Engaging Hearts & Minds*
- + *Creating evangelism*

01

CHALLENGING CONVENTIONAL WISDOM

“Without deviation there is no progress”-Frank Zappa

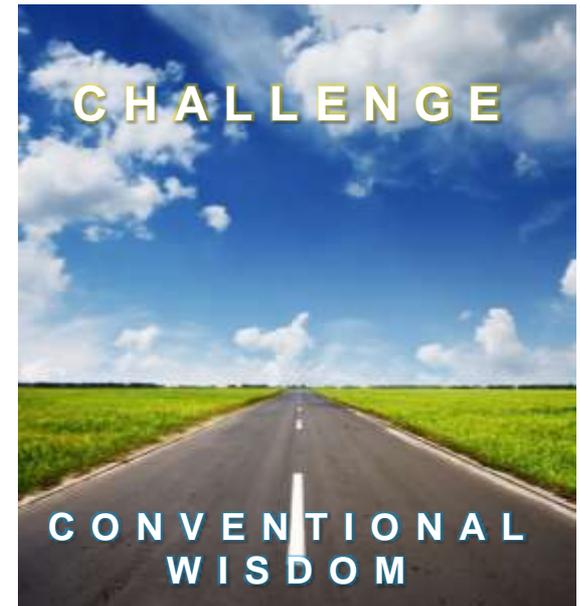
*We Believe in starting with
“Why” we exist.*

*We exist to challenge
conventional wisdom.*

*We believe that conventional
wisdom is the enemy of
creativity, innovation,
opportunity and growth.*

*Metaphorically speaking
conventional wisdom is the
traffic that people sit in going
the same place slowly
everyday.*

*Conversely, challenging
conventional is the open road
leading to new horizons.*



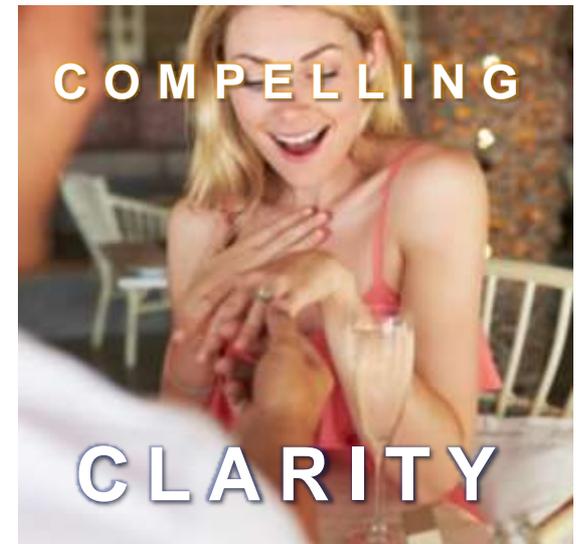
CONNECTING WITH COMPELLING CLARITY

People are convinced by facts, persuaded to act by emotion

In order to connect with people you need a message that is simple, concise and true. It also needs to resonate with them in a compelling way.

Anyone who has ever shopped for a diamond can tell you the 4 Cs of Cut, Clarity, Carat and Color. If they have shopped for an engagement ring they might even remember that the cost should equal 3 months salary.

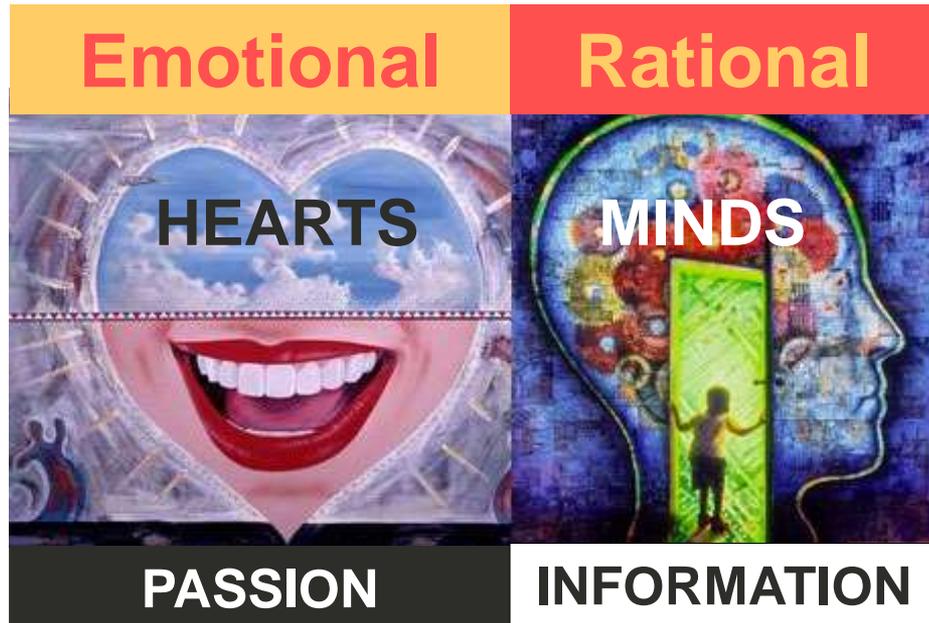
The real reason, however, that they actually buy a diamond is for the look in the eye of the recipient.



ENGAGING HEARTS & MINDS

Put your heart in it

We believe that in order to transcend the features and attributes of products, brands need to connect emotionally with their core constituents. The rational information is essential for the frontal cortex of the brain that is analytical. The “Heart” (or more accurately the limbic brain) actually controls our actions and impulses. The limbic brain is driven by emotional connection not rational facts and consequently this is where the connection with brands resides



CREATING EVANGELISM

Spreading the word

When you succeed in connecting with your audience the most powerful opportunity is to allow them to connect with others on your behalf.

Any customer survey on purchase influences invariably ranks paid media in single digits of percentage points. Conversely in double digits at the top of the list of reasons is other customer ratings or likes.

In our view evangelism needs to start internally and spread out to be truly powerful.

A key step is to make the top metric for your brand not awareness but “I would recommend this brand to a friend”



Our Background & Experience

+ *Our mission*

+ *Who we are*

+ *Our Expertise*

02

OUR MISSION

Deviante Marketing is dedicated to increasing the power of your brand by offering a unique blend of business and creative thinking to solve strategic challenges



WHO WE ARE

Based in California, Deviate Marketing is a collaboration of business and creative thinkers, committed to challenging conventional wisdom.

The DV8 Team uses a unique blend of business and creative thinking to solve strategic challenges facing Brand leaders

The DV8 approach provides compelling clarity for the strategic path of their brands.

The result is a dramatic increase in Brand Power.

Beyond our day to day business, the DV8 Team is obsessed with championing the true value of brands and exploring new frontiers.



FOUNDERS

Deviate Marketing was founded in 2007 by Marshall Dawson and Roger Morrison, after 13 years of challenging conventional marketing wisdom together.

Collectively, the founders have worked in virtually every marketing segment on a variety of small and local, huge and global brands, with a joint focus on the Premium Lifestyle category.

The combination of their respective client side and agency side experience convinced both of them that the traditional approach to marketing was in serious need of deviation.

They created DV8 to take marketing in a new direction off the beaten path unhindered by today's obsolete set of rules.

The absence of these rules helps establish the clarity that Marshall and Roger are dedicated to providing their clients in order to accelerate their Brands.



MARSHALL DAWSON

Business Strategist dedicated to challenging thinking about almost everything

Marshall has created, managed, expanded and grown brands for over 20 years. This experience has included: work on the agency side; small and large brand management and P/L responsibility; and both domestic marketing and global marketing. He is passionate about brands and the marketing of brands. His expertise includes strategic marketing, helping others to solve problems and team building.

Over the past 20 years, Marshall has managed small brands and brands that lead their categories; managed brands domestically in the U.S. and run brands globally; and created marketing plans utilizing virtually every discipline. He has created new brands, brought long-forgotten brands back to life and grown existing brands into global success stories.

He was hired by Bacardi to take brands they acquired to the next level, as the Global Brand Director for Bombay Sapphire gin and Grey Goose vodka, based in London.

In 2007 he founded DV8 with Roger Morrison.

He loves speaking engagements and has talked at Luxury Marketing conferences, Columbia University, FIU, the London School of business, and numerous other conferences.

He received his degree in Business from University of Michigan

www.linkedin.com/in/marshalldawsondeviator



ROGER MORRISON

A Strategic and Creative Thinker dedicated to improving the dialogue between brands and their key audiences.

Roger started his career in advertising at Saatchi & Saatchi in New York learning the basics of packaged goods marketing on Procter & Gamble brands. He then moved to Chiat/Day in New York to hone his creative and strategic planning skills. Jay Chiat subsequently transferred Roger to the agency headquarters in Los Angeles which he has since made his home. Roger has worked for both large and small agencies, with global as well as local clients.

His years in the advertising business convinced Roger that there was a gap in the communications between clients and consumers. So Roger founded ID8 in 1994 to provide clients with a unique blend of strategic consulting and creative communications

While on the agency side of the business, he had the opportunity to work on a broad spectrum of brands in every industry sector, including Beverage alcohol, luxury goods, packaged goods, restaurants, technology, and entertainment. Roger has worked with communicators across practically every marketing segment, providing comprehensive strategic planning and innovative problem solving.

In 2007 he founded DV8 with Marshall Dawson.

Roger has been involved in the marketing industry for over 25 years as a strategic planning consultant and also as a speaker for industry seminars.

He received a Bachelor of Arts degree in Creative Writing from Dartmouth College

<http://www.linkedin.com/in/rogermorrisondeviator/>



OUR EXPERTISE

Premium lifestyle brands



WILLIAMS-SONOMA

Neiman Marcus



SONY

WALL STREET JOURNAL

BOMBAY
SAPPHIRE



Neutrogena



GREY GOOSE

illy

While we have worked in almost every category of consumer goods, our core expertise is in the area of premium lifestyle brands.

We do not use the term “luxury” because these brands’ consumers consider their choices to be an essential part of their overall approach to life.

Our experience with these brands includes the following

- *New Luxury Spirits*
- *Wine*
- *Epicurean*
- *Travel*
- *Sporting*
- *Automotive*
- *Personal Technology*
- *Fashion*
- *Skincare cosmetics*
- *Jewelry*
- *China & Crystal*

Case Histories

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03

Bombay Sapphire

Inspired By Design

Bombay Sapphire was acquired by the Bacardi Company in order to expand the brand throughout the company's global distribution. In the brand's history it had always promoted a relationship with the design community that had helped it transcend gin and achieve strong growth in a declining category. The key insight for the brand was that Bombay Sapphire's core consumer was in fact a global traveler and expected to see the brand presented at a consistently high standard around the world. The key to success was to develop a brand guide that went beyond the ordinary to inspire the local markets to create a "Blue World" and programs that were in turn:

"Inspired by Design"

Brand Vision

Brand Positioning

Brand Story

Brand Guide



Mitchell Historic Properties

Unique Properties. Unique Stories. Unique Brands.

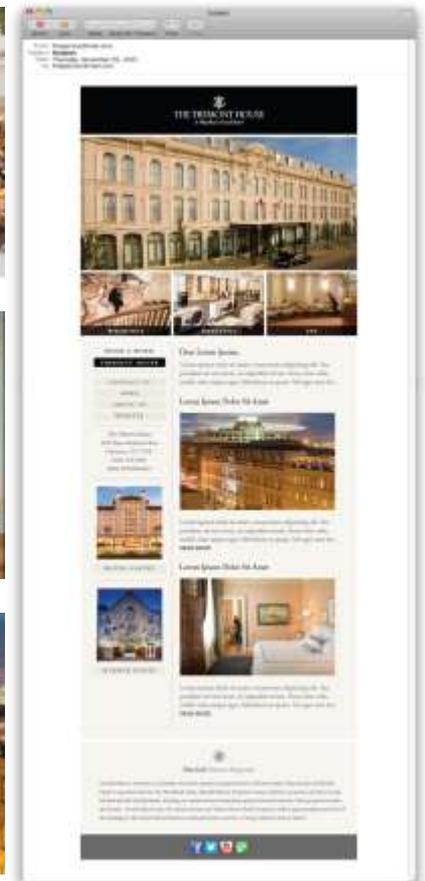
The Tremont House and the Hotel Galvez & Spa share a tradition of luxury and service on Galveston Island. Each property has undergone a renaissance since acquisition by Mitchell Historic Properties and both are operated by the Wyndham Grand.

We lead a series of workshops to determine how to position the properties working with teams from both the owner and operator groups. The resulting recommendation was to individually position the properties as follows

Hotel Galvez, “Texas style hospitality on the beach”

Tremont House “Hidden gem, a boutique hotel with European style”

- Brand Vision*
- Brand Positioning*
- Brand Story*
- Brand Architecture*
- Brand Guide*



Appleton Estate

Life Well Lived

Appleton Estate is a premium rum range from Jamaica. The challenge for the brand was to overcome stereotypes of Jamaica and Rum in building the brand globally. We lead a series of workshops and global research studies to determine the positioning that would connect with consumers. The first insight was to position the brand with crafted bourbons and whiskeys not other rums. The other insight was to embrace the pace of life and pace of craftsmanship in Jamaica as more enlightened approach to life captured in the Brand essence of

“Live Life Well”

Global Brand Research

Brand Vision

Brand Positioning

Brand Story

Brand Architecture

Brand Guide

Go to Market Strategy



Wedgwood China

Celebrating the Details

Consumers viewed Wedgwood as a quality brand but did not relate to it. Wedgwood was connected with the Blue and White stuff my grandmother had. Wedgwood was viewed as conservative, stuffy, traditional and snobbish. Wedgwood was “not for me”. Wedgwood was a brand that is respected not loved. The challenge was how to infuse the brand with new energy.

The key insight for the brand was that the consumers who love to entertain at home and the craftsmen who create Wedgwood’s fine china have a shared passion to:

“Celebrate the Details”

Brand Vision

Brand Positioning

Brand Story

Brand Architecture

Brand Guide

Go to Market Strategy



illy espresso

Simply the Most Beautiful taste

illy espresso is a dominant brand in Europe but much less developed in the rest of the world. The challenge was to develop a brand story that resonated in Europe and the Americas. Within that challenge illy needed to embrace its heritage and expertise in away that was relevant and differentiated for consumers.

illy as a brand has always been committed to beauty and a relationship to the art world. The insight was that the relationship between its commitment to pursuing perfection and the brand's passion for beauty actually was the brand's promise to provide:

“Simply the most beautiful taste”

Brand Vision

Brand Positioning

Brand Story

Brand Architecture

Brand Guide

Go to Market Strategy

