



Bleach Warmers

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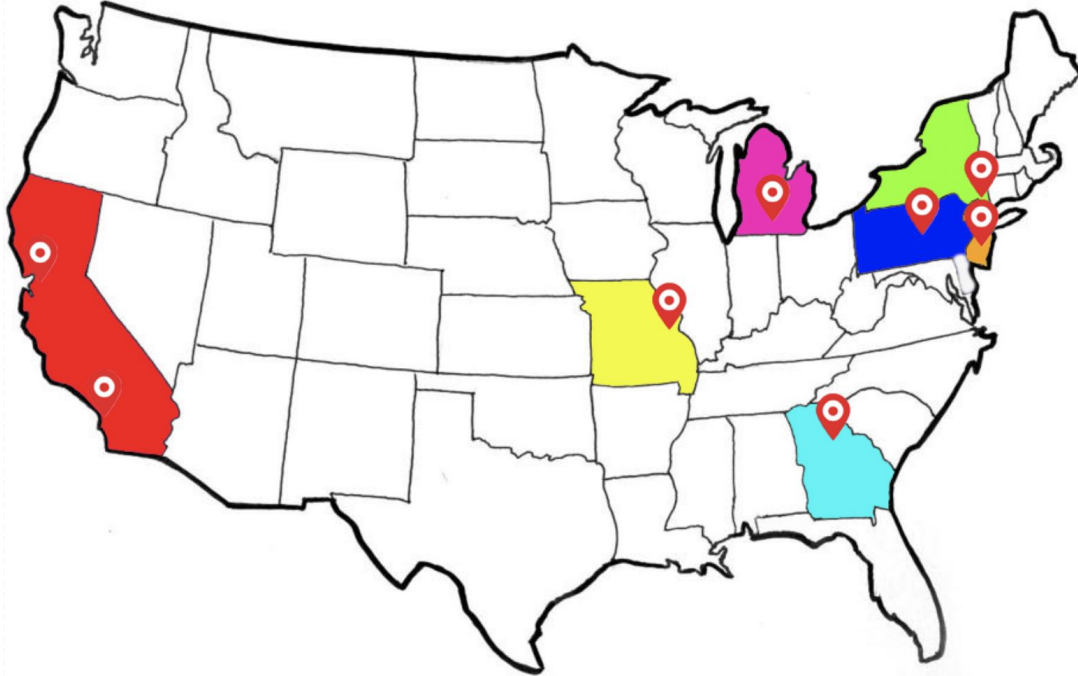
Our Team

3

Time Zones

20+

Meetings



ASSIGNMENT #1

INSIGHTS ON CORPORATE SOCIAL JUSTICE INITIATIVES

Based on interviews and secondary research: what are some important qualities of corporate supporters?

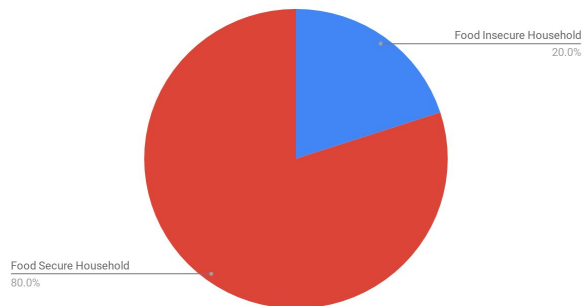
1. Genuineness/Fit
2. Communication of internal and external D&I changes
3. Financial support (doesn't have to be direct donations)
4. Celebration and recognition of Black/African-American excellence

“Younger consumers surveyed are 3.2 times more likely to suggest that the movement is going to change their purchase behaviors in the future.”

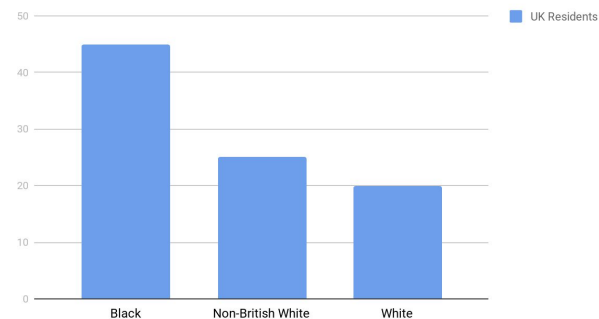
“90% of Gen Z Americans support the Black Lives Matter movement”

INITIATIVE #1: FIGHT FOOD INSECURITY (UNITED KINGDOM)

Children Under 15 Y/O



Income Poverty (%)



Source: [JRF](#), [EndhungerUK](#)

MANCHESTER UNITED



Marcus Rashford Successfully Pushes UK Govt. to Provide Free School Meals

JOSEPH ZUCKER
JUNE 16, 2020



Catherine Ivill/Getty Images

Manchester United star Marcus Rashford succeeded in persuading the British government to continue a voucher program that helps children from low-income families receive free meals, per [ESPN FC](#).



Marcus Rashford
@MarcusRashford



I don't even know what to say. Just look at what we can do when we come together, THIS is England in 2020.

8:06 AM · Jun 16, 2020

709.4K 125.4K people are Tweeting about this



WHY NANDO'S?

- 1) Aligns with B/R's voice
 - a) Cultural influence
 - b) Consumer base
- 2) Consistent Growth
 - a) Revenue
 - b) Social
- 3) Social Consciousness
- 4) Mutual Benefit
 - a) B/R in the UK
 - b) Nando's in the US

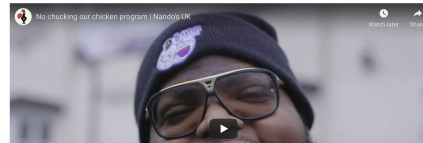


FOOD ORDER ONLINE RESTAURANTS NANDO'S CARD EXPLORE CAREERS

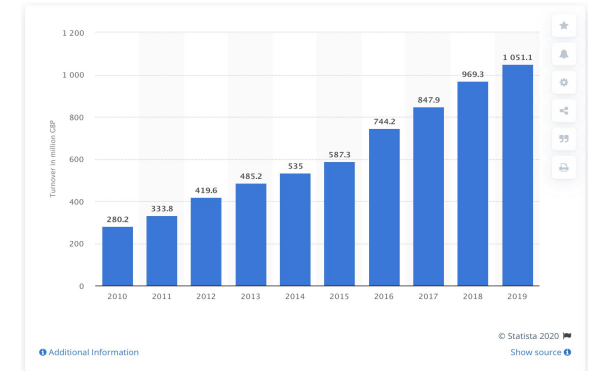
Our food donation program

We refuse to waste food when people are going hungry. As a restaurant business, we've learned that some food waste is unavoidable, but we try to reduce it as much as possible by cooking chicken only when it's needed. Since 2013 at the end of every night, any cooked chicken that hasn't been sold is temperature checked, frozen and given to one of the restaurant's charity partners as part of our 'No Chucking Our Chicken' programme. We have over 387 unique charities across the UK and Ireland, supporting all kinds of causes, including youth, homelessness, refugees, and women and family shelters.

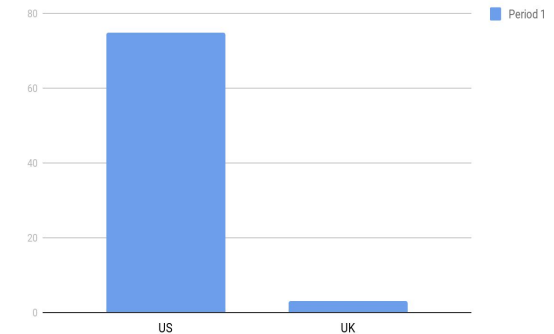
If there's any food waste we can't donate, we send it to Anaerobic Digestion where it is turned into renewable energy and agricultural fertiliser.



Annual Revenue of Nando's Group Holdings Worldwide



bleacherreport.com traffic by country



Source: [BizJournals](#), [Nandosstrategy](#), [Similarweb](#)



Anthony Joshua (GB Boxing)



Donate

Marcus Rashford (Manchester United)

@brfootball @nandosuk @fareshareuk



What was your
inspiration in grade
school?

Total
Raised: **250,000!**



Lewis Hamilton (Mercedes F1 Team)

Click [here](#)
to learn
how you
can
contribute
to the fight
against
child
hunger



Stormzy (Warner Records)

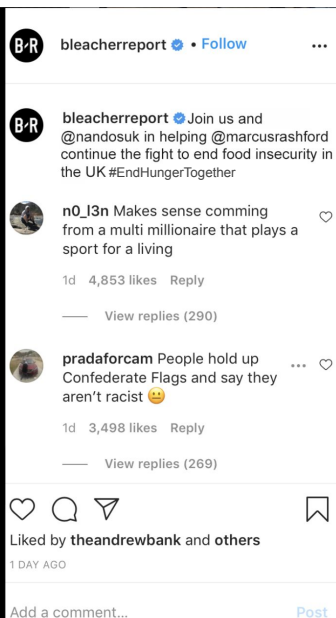
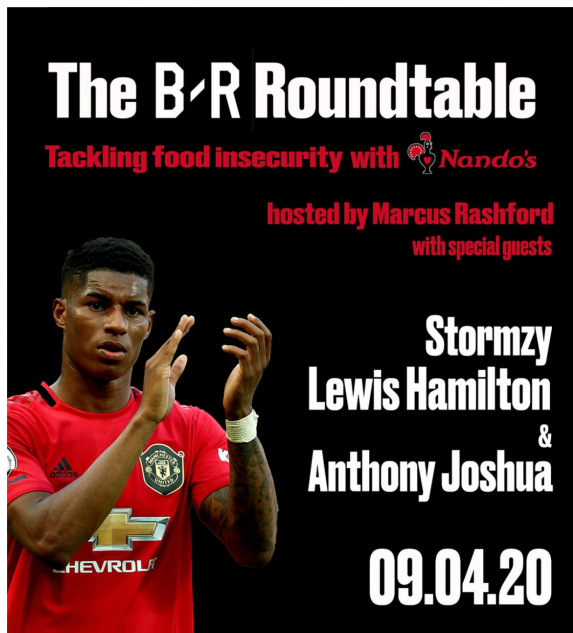
#ENDHUNGERTOGETHER



13.3M



1.6M



All above images are fake.

INITIATIVE #2: SPOTLIGHTING AFRICAN AMERICAN PIONEERS

Core Idea: Video series highlighting legacy and life of African American influencers across sports, with a focus on lesser known athletes

Features:

- 5-10 minute videos containing holistic documentation of obstacles and achievements
- Progressive D&I efforts, including:
 - Involvement of African American producers, narrators, etc.
 - Donations to social justice initiatives (BLM, education reform, community funds)
- Integrated across platforms
 - Can link app, site, B/R Live, intermixing video length and content

RECOMMENDATIONS FOR DONATIONS

Tier One

Direct Donations - Pledge at beginning of series, connect with content series

Tier Two

Donation Pool - B/R will participate as an amplifier, may also choose to match funds

Tier Three

Donate advertising revenues gained from series: may donate all revenue, siphon profits, or pledge a portion

Tier Four

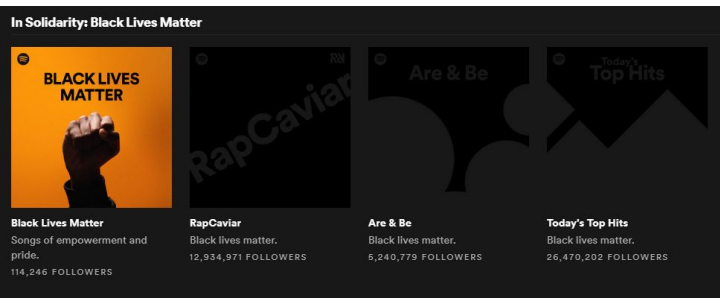
Hire Black/African-American performers, producers, studios to create content

Tier Five

Simply show support through creation of video series

RATIONALE FOR INITIATIVE

- High demand for content across social media
 - Amplification of Black voices by content providers
- No series of this magnitude or type has been done
 - One-offs, news segments, social media posts are common, but in-depth series are non-existent
 - Lack of focus on humanitarian aspects of race and culture
 - Shorter, fast-paced episodes capture attention economy (Millennial/Gen Z)



INSIGHTS ON CORPORATE SOCIAL JUSTICE INITIATIVES

Based on interviews and secondary research: what are some important qualities of corporate supporters?

1. **Genuineness/Fit**
2. Communication of internal and external D&I changes
3. **Financial support (doesn't have to be direct donations)**
4. **Celebration and recognition of Black/African American excellence**

“Younger consumers surveyed are 3.2 times more likely to suggest that the movement is going to change their purchase behaviors in the future.”

“90% of Gen Z Americans support the Black Lives Matter movement”

PLATFORMS TO UTILIZE



1.9M

Longer-form video content - Primary home for series



13.3M

Secondary home for series



18.1M

Highlights to redirect followers

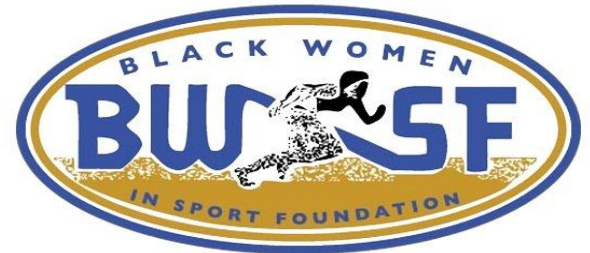


1.7M

Rising appeal for younger audience - trailers, highlights

BRAND PARTNERS

- Corporate sponsorship has the chance to belie authenticity, could lose interest and power of initiative in fans
- Production partnerships can increase impact and draw attention
- Partnerships with charitable/non-profit organizations: amplify cause, integrate social media posts, connect B/R tangibly to a specific social cause



POTENTIAL ATHLETES TO DISCUSS

Current, Well-Known:



Historical, Well-Known:



Popular Sports, Lesser-Known:



Obscure Sports:



ASSIGNMENT #2

THE DROP UP

LAT 21, DOWNTOWN MIAMI



bang
WOMEN'S FOOTWEAR




CASAMIGOS



Nike
LeBron 17 "I Promise"

B-R



KICKS

KITH



LOT 11 SKATE PARK

- Heart of downtown Miami
- Open air concept
- Covid-19 friendly



- Has hosted events before
- Venue aligns with B/R Kicks voice/brand



X



FOOD/BEVERAGE



HipPOPs

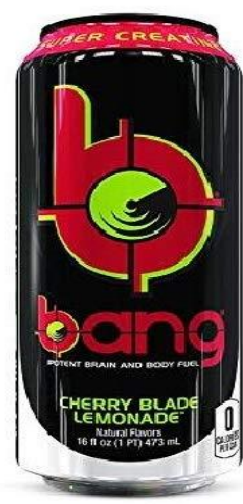
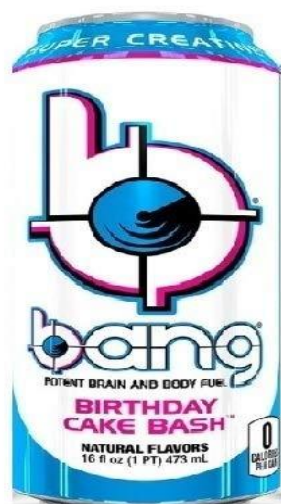
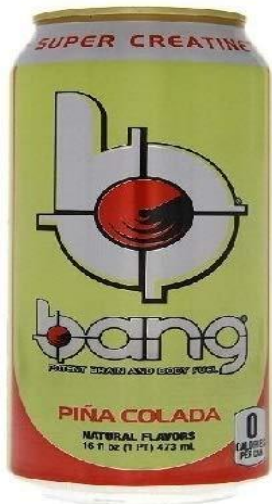


Pig Out

CASAMIGOS VIP EXPERIENCE



- Adult getaway
- All access pass to food trucks
- Goodie bag
- Line skip

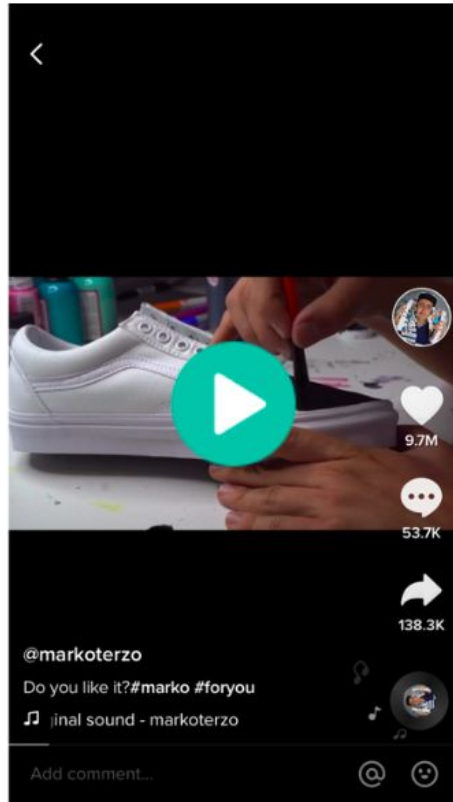


B/R KICKTOK

- We want B/R Kicks to be a pioneer on this new platform and be the glue of the #kicktok community
- We are going to personally invite the best sneaker creators on the platform with an all access pass to come a create hype and content around the drop up



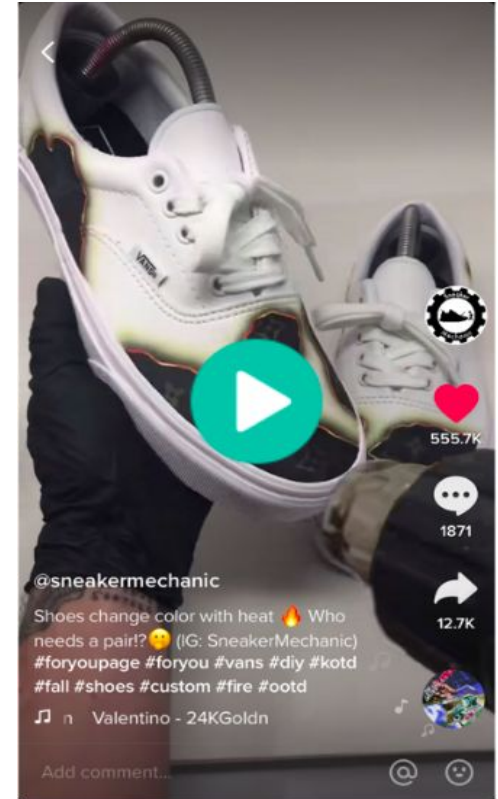
@markoterzo



2.4M
followers



@sneakermechanic

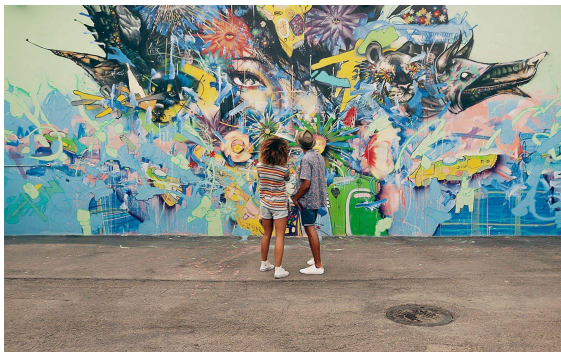


1.1M
followers

CONTENT PROMOTION: KICKS ON THE STREET



- Master Tes hosts promotional content series
- Approaches strangers on the street to ask sneaker related questions.
 - What was your first pair of kicks?
 - What kicks are you wearing right now?
 - How do you ask your parents for new kicks?



- Compile the best answers into a digestible content series that can be displayed on multiple platforms

ACTIVATIONS

- Shoe Cleaning Promo
- Custom shoe contest (auction with celebrity judges with sponsored brand)



- Sneaker Photo Booth
- Best outfit/shoe competition (Done over B/R app) Pop-Up Shops

ASSIGNMENT #3



- 300+ teams competed in national Spikeball championship of all different demographics- matches well with B/R's target
- NBA Bubble animated series similar to The Champions and Game of Zones
- Spikeball nets and logos featured prominently in the content
- Other storylines
 - Snitch Hotline
 - Card games
 - Golf
 - Fishing

Source: [Spikeball Roundnet Association](#)



BETTING 101



- Sports are back → Many people working from home
- New sports bettors are incredibly important to capture - people might want something extra on the game
- Tutorial video series on Instagram:



- Series hosted by B/R Betting talent
- Tutorial videos would include
 - Spreads vs. Moneylines
 - Overs/Unders
 - Prop bets
 - Parlays
 - Futures
 - Teasers



DRAFTKINGS SPORTSBOOK IS HERE

NEW JERSEY USERS, SIGN UP BELOW TO CLAIM YOUR
INSTANT **FREE BET UP TO \$200!***

SIGN ME UP

ENTER A PROMO CODE

If you or someone you know has a gambling problem, call 1-800-GAMBLER.

*First bet matched up to \$200. Free bet must be used within 30 days of first bet. Free bet amount is not included in any returns or winnings. Free bet is also not redeemable for cash, non-transferable, and non-refundable. Promo ends 8/31/18.



