



# BRAND & WEBSITE DEVELOPMENT PORTFOLIO

© 2025

Brand Positioning • Image • Tone • Messaging  
Website Development • Presentations • Marketing



# Quick Bio

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[LinkedIn.com/in/dmusiel](https://www.linkedin.com/in/dmusiel)

[ngnroom.com \(portfolio\)](https://ngnroom.com)

I've learned a lot over the course of my career. But there is one thing, in particular, that has left a lasting impression on me – Jack Daniel's creed: "We never sell. We tell." More than 150 years ago, Mr. Jack pioneered social media selling whiskey and building a brand by telling stories from the back of his wagon. And the brand continues to forego the hard sell in favor of engaging consumers with its brand story to this day.

Over the years, I've remained true to that creed. I've developed a steadfast reputation as a creative leader who connects people with a brand in ways that are relevant and compelling to them while staying true to the brand. The brand experiences created under my leadership do more than entertain people. They engage them with the brand, making emotional, indelible connections that last. They inspire action that creates sales as well as affinity for the brand.

This approach has worked well for me as a multi-award-winning, multi-million-dollar business generating marketer and creative leader. It's helped to win and build business. It's helped me lead and mentor creative teams to great accomplishments. And it's helped the brands I've worked on grow sales while developing lasting relationships with their consumers.

In this portfolio are case studies of a few of the brand building and website development programs I've led the creation of that have helped build businesses.

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**JIM BEAM SMALL  
BATCH BOURBONS**  
Brand Launch





JACK DANIEL DIST.  
LEM MOTLOW PROP., INC. LYNCHBURG  
TENN.

# JACK DANIEL'S

We never sell. We tell.





# SITUATION

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As Creative Director for Jack Daniel's merchandising and promotional marketing, my job was to do more than increase product sales. It was to do it in ways that adhered to the brand creed: **“We never sell. We Tell.”**

For more than 150 years, since Mr. Jasper Newton Daniel first started selling his whiskey off the back of a wagon, the brand has been built by telling its story, not through hard sell.

My job was to sell Jack Daniel's and build the brand by bringing its story to life in stores, bars and restaurants. Its creed is a rule I follow on everything I create to this day.





**MR. JACK DANIEL PASSED AWAY DUE TO AN  
INJURY HE SUSTAINED WHEN KICKING HIS SAFE  
EARLY ONE MORNING AT WORK.**

**MORAL OF THE STORY: NEVER GO TO WORK EARLY.**



JACK DANIEL'S  TENNESSEE WHISKEY

Your friends at Jack Daniel's remind you to drink responsibly.

or to [www.jackdaniels.com](http://www.jackdaniels.com)

JACK DANIEL'S and OLD 700 are registered trademarks of Jack Daniel's. © 1995

## CHALLENGE / SOLUTION

### CHALLENGE

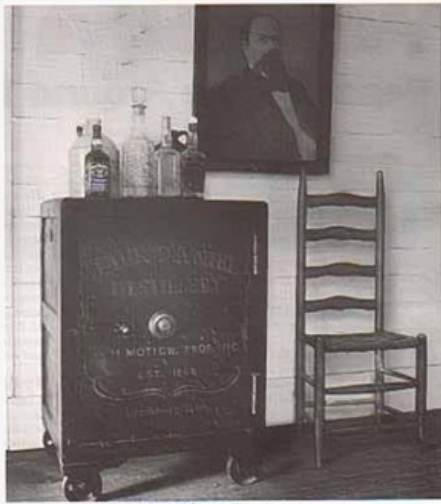
Sell whiskey by telling the story of Jack Daniel's, turning brand truth into marketable legend.

### SOLUTION

Created multiple award-winning merchandising, promotional, and experiential marketing programs that built and reinforced the brand story and its history.

These included programs built around Mr. Jack's birthday, the legendary way he died, the town of Lynchburg, traditions, and much more.



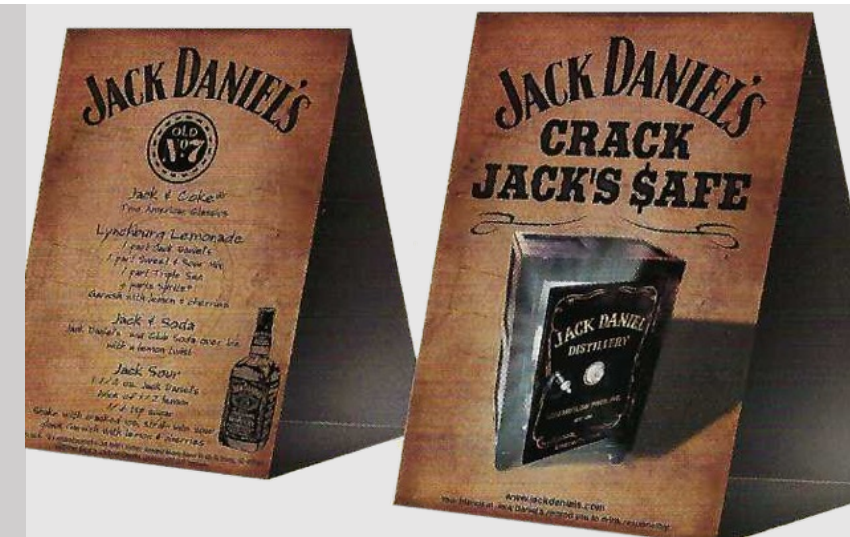
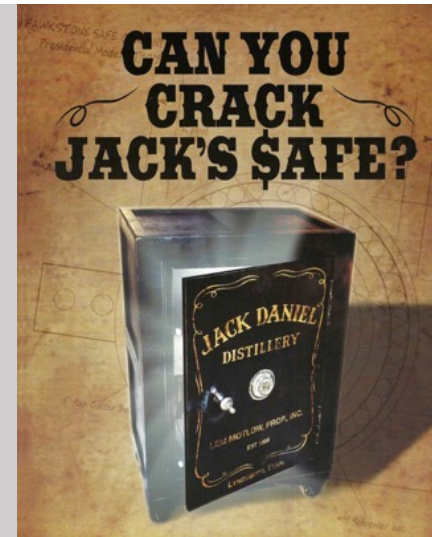


THIS OLD SAFE didn't fall on Jack Daniel, but it may well have.

One morning in 1905, the safe wouldn't cooperate with its owner (he thought he knew the combination well). Mr. Jack lost his temper and kicked it hard enough to break his big toe. Infection took a lot of people in those days, and a few years later, it took Jack Newton Daniel. Faithful to his ways, we've never altered the whiskey that bears his name. Nor, we'll admit, ever found reason to mess with that old safe.

SMOOTH SIPPIN'  
TENNESSEE WHISKEY

Tennessee Whiskey • 40-45% alc/vol (80-85 proof) • Distilled and Bottled by Jack Daniel Distillery, Inc., Lynchburg, Tennessee 37351 • www.jackdaniels.com  
Placed in the National Register of Historic Places by the United States Government.



## CRACK JACK'S SAFE

- Developed a sweepstakes around the true story told on distillery tours of how Jack Daniel died after kicking his safe and the legend that the safe had never been opened since
- 6 winners got the chance to travel to Lynchburg and take a crack at opening Jack's safe
- Included off-premise sweeps and on-premise safe-cracking events

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## JACK DANIEL'S 150<sup>TH</sup> BIRTHDAY

- Created a months-long promotional event leveraging the 150<sup>th</sup> birthday of Mr. Jack
- Commemorative bottles including limited edition for select buyers/guests
- Sweepstakes to win a trip to Lynchburg for a 150th Birthday event – featuring surprise performances from Third Eye Blind and The Wallflowers
- On-premise birthday activation plus local market Surprise Birthday Events with surprise bands

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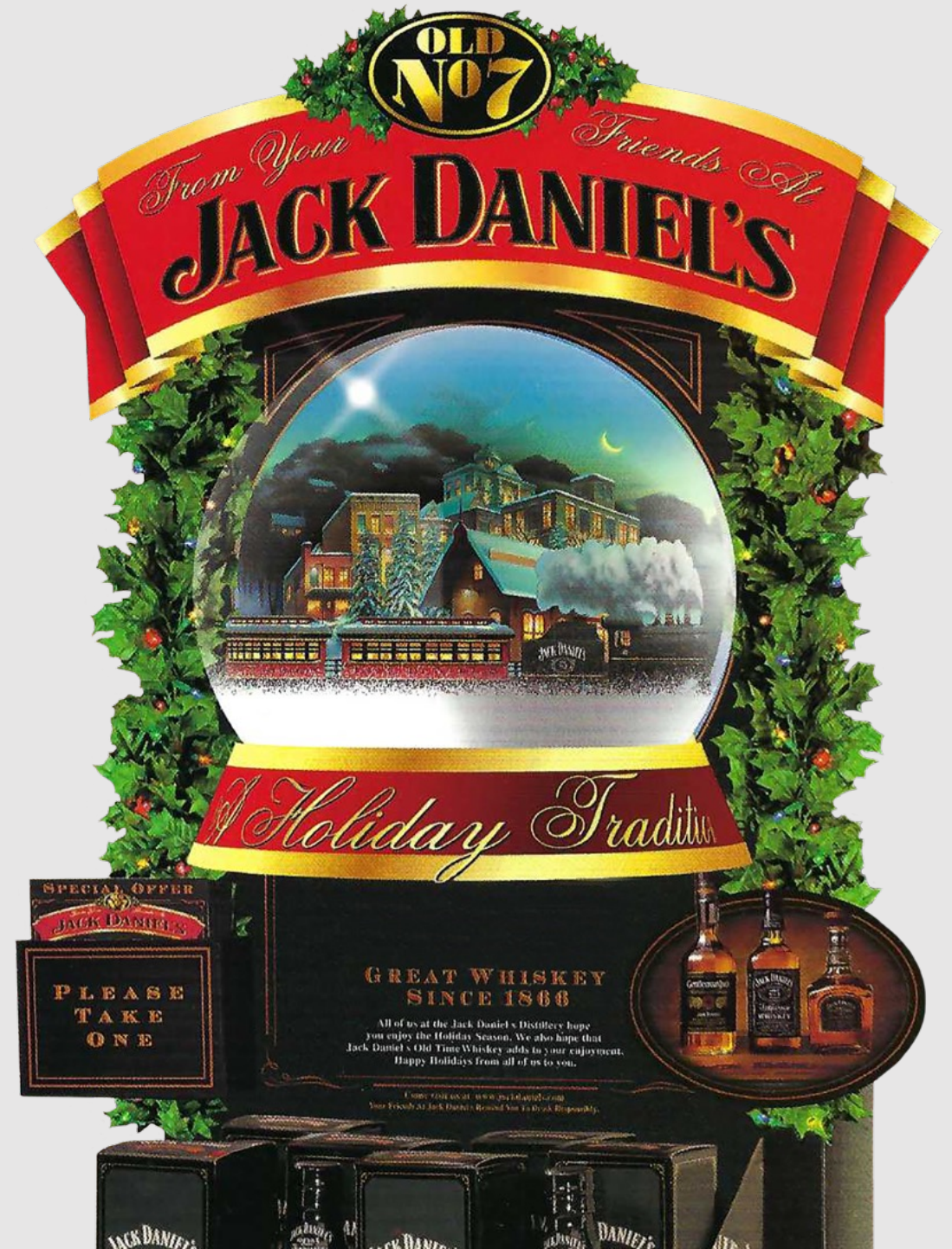
Stephen Jenkins Jakob Dylan  
Third Eye Blind The Wallflowers  
Performing at the Birthday Party





## JACK DANIEL'S HOLIDAYS

- Award-winning holiday case display merchandising designed to bring Jack Daniel's traditions to life
- Snow globe display included plexi globe with motorized train that circled the interior town
- Statue display included lighted holly and a removable 33.5" Mr. Jack statue with scarf
- Holiday Tradition display included a dissolve from the past to the present







the**kerry**group

INTERACT • INFLUENCE • ENGAGE

# THE KERRY GROUP

Re-Branding & Website Development



# SITUATION

25 years ago, a former roadie used his knowledge of producing events to offer companies a compelling alternative for engaging consumers with their brands to what they could get out of traditional advertising.

That alternative was experiential marketing firm, The Kerry Group.

What follows is the updated branding and presentation of The Kerry Group that I led.







**WELCOME TO THE PENNZOIL  
PROVING GROUNDS**



## CHALLENGE / SOLUTION

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### CHALLENGE

Create differentiation from the competition in an increasingly more crowded marketplace and engage prospective clients with The Kerry Group.

### SOLUTION

Position The Kerry Group as an extension of the values of its ex-roadie owner while showcasing the interaction, influence and engagement that its programs generate.

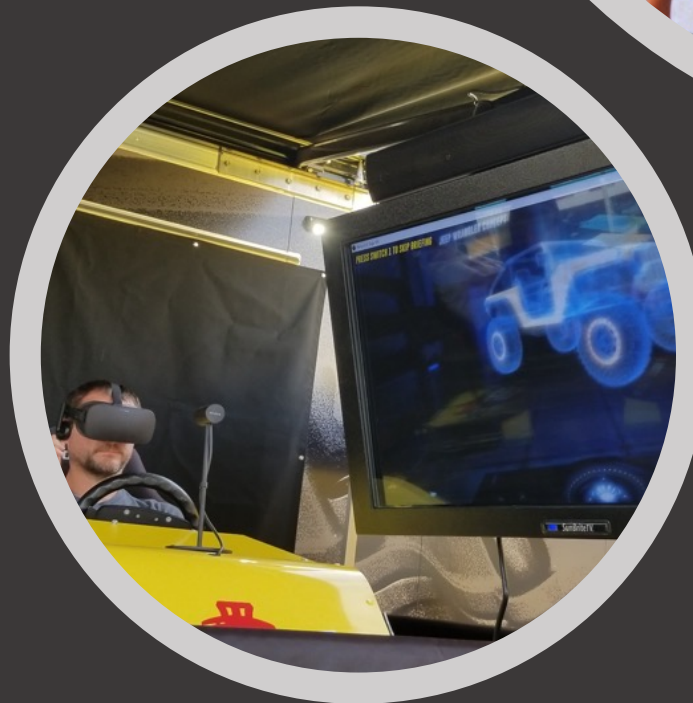


# POSITIONING



The three-word tag was designed to reinforce the benefits of experiential marketing to help offset cost perceptions

- Empower the audience to **INTERACT** with the brand on a personal one-to-one basis
- **INFLUENCE** their purchase decisions through relevant experience, knowledge and value
- **ENGAGE** people with the brand through multisensory environments and activities to make emotional, indelible connections





## POSITIONING cont'd

Presentations and the website also delivered on the meaning of the Kerry Group's Trinity Knot inspired icon:

*Create a deeper connection between a brand and its audience that results in a seamless, ongoing bond between them*





## POSITIONING cont'd

The other key component of the brand positioning that was important to communicate were the values of the owner, learned through his years as a roadie:

*Operational and logistical expertise, nimbleness to meet ever-changing production needs, collaboration, and cost control*

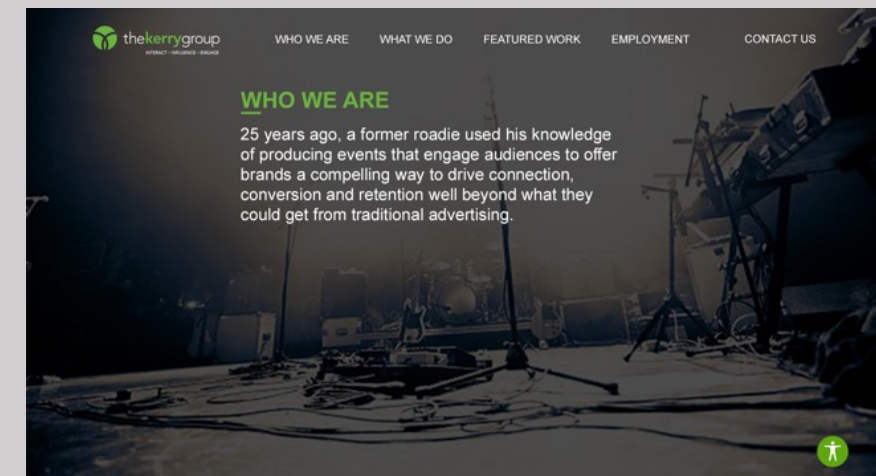
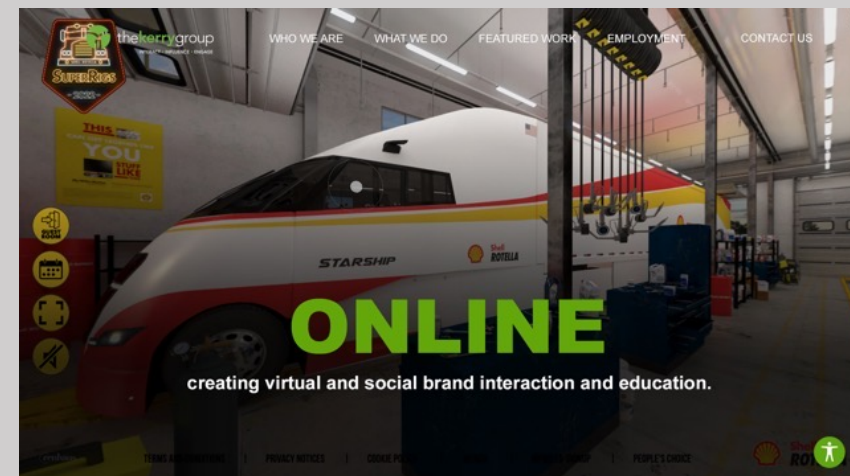
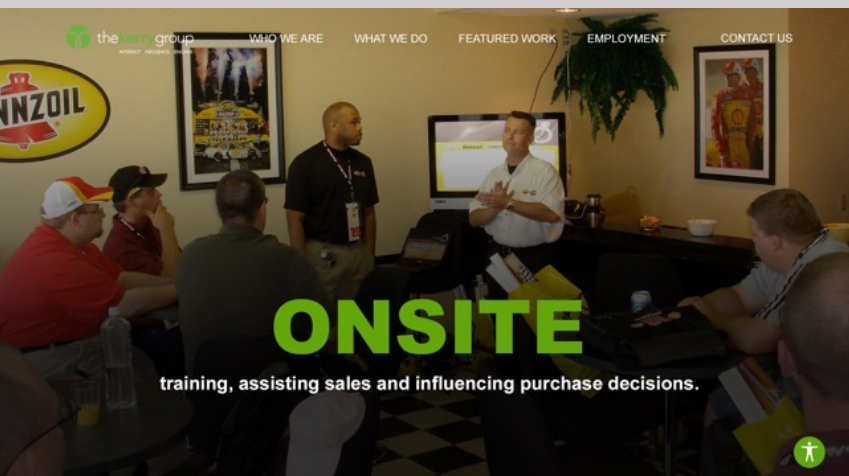
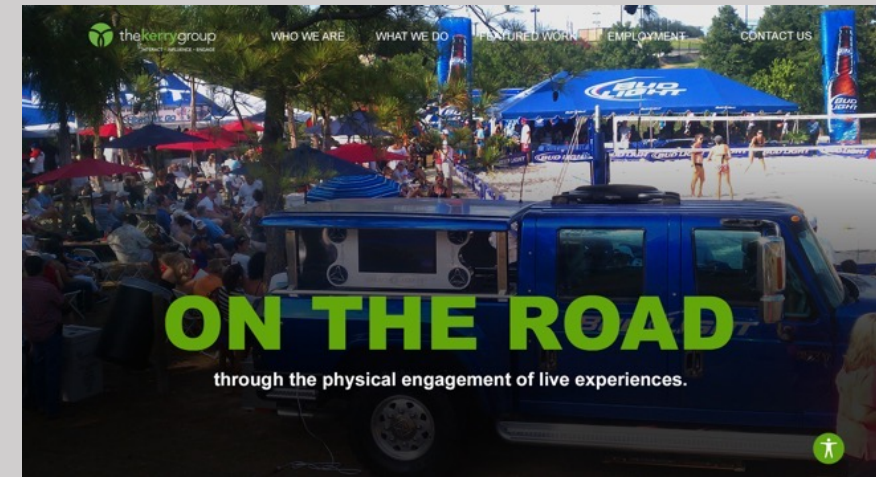
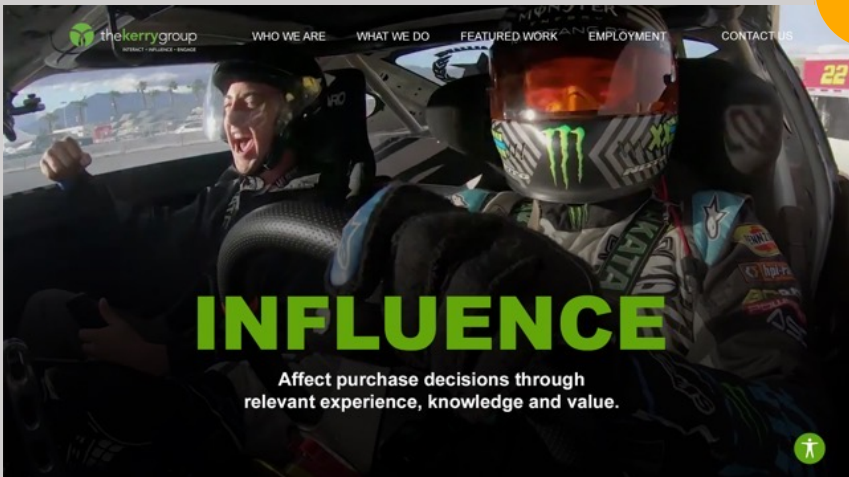




# WEBSITE

Home Page Hero Slider  
& First Scrolled Content

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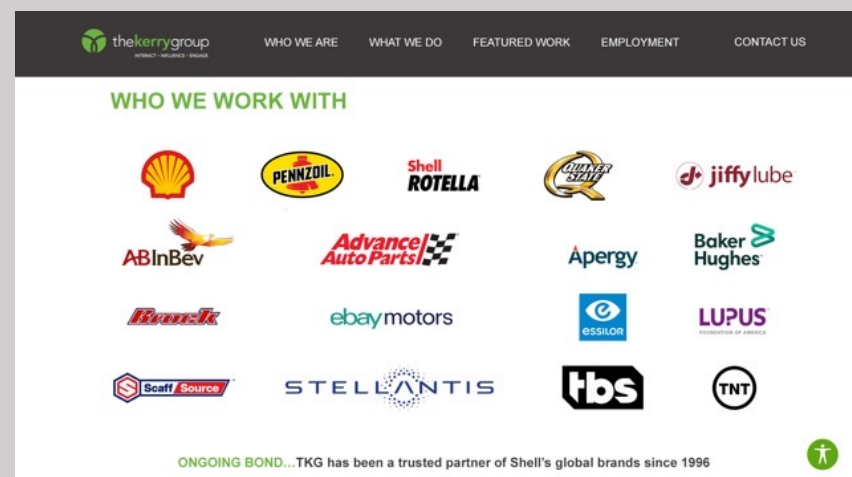
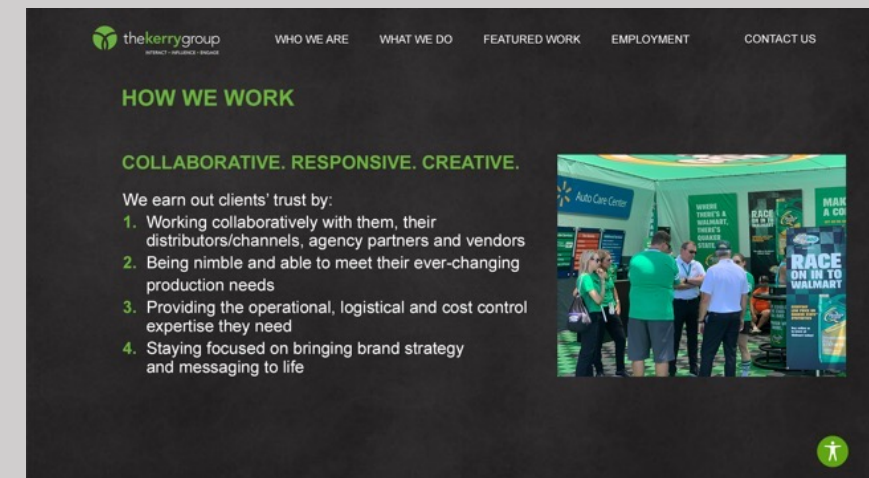
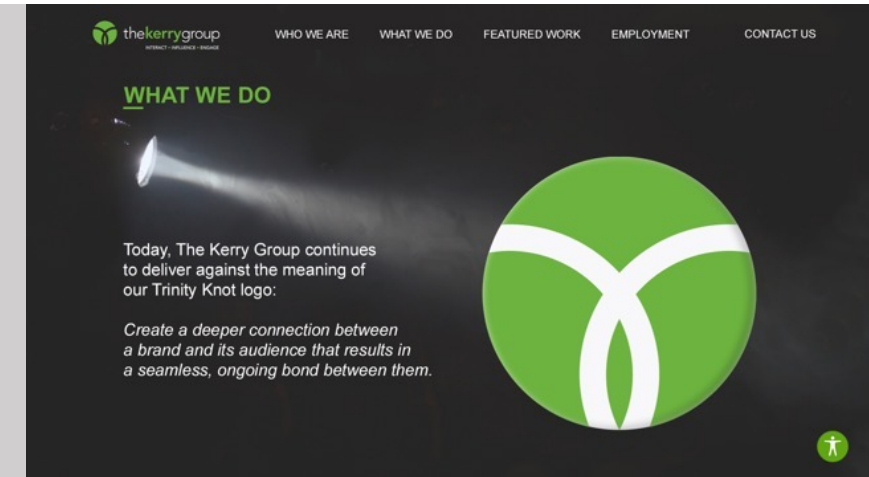
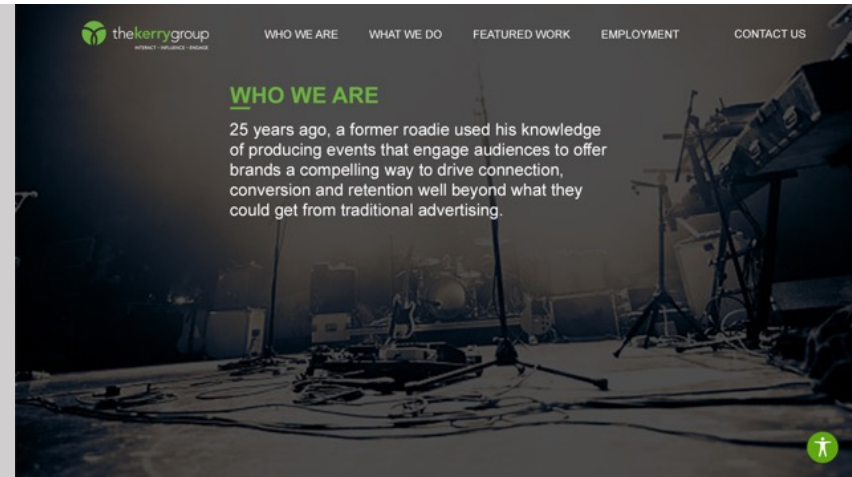




# WEBSITE

## Home Page Scroll-Down Content

- Who We Are
- What We Do
- How We Do It
- How We Work
- Who We Work With
- Featured Work (content switches out)





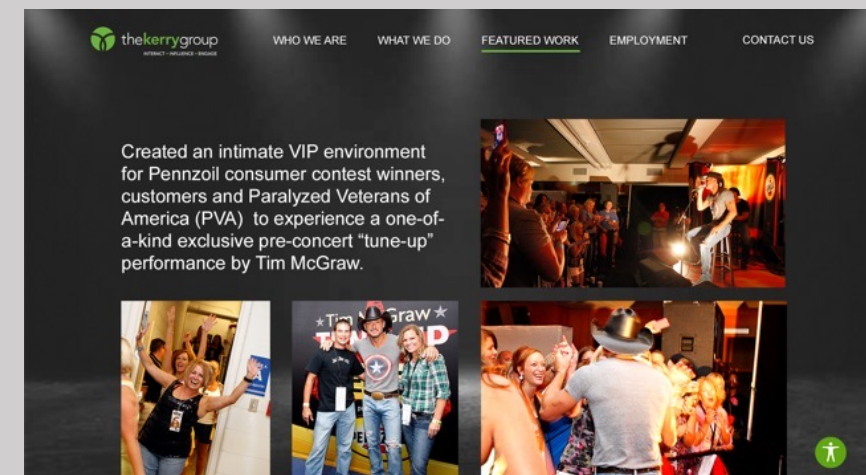
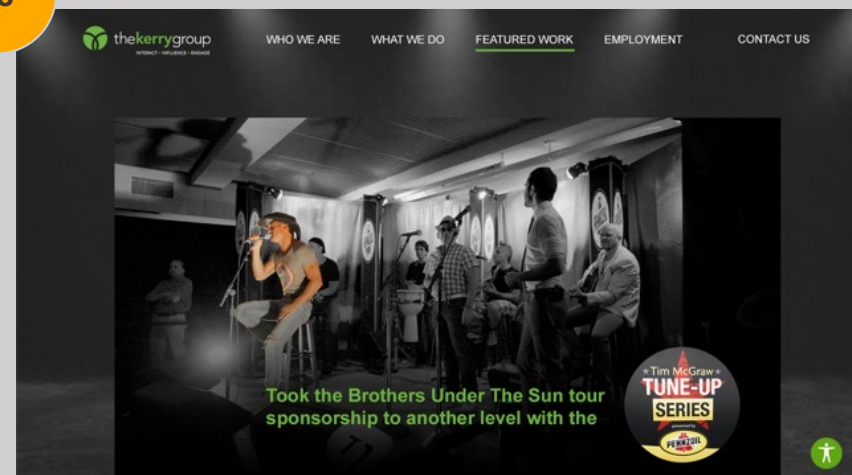
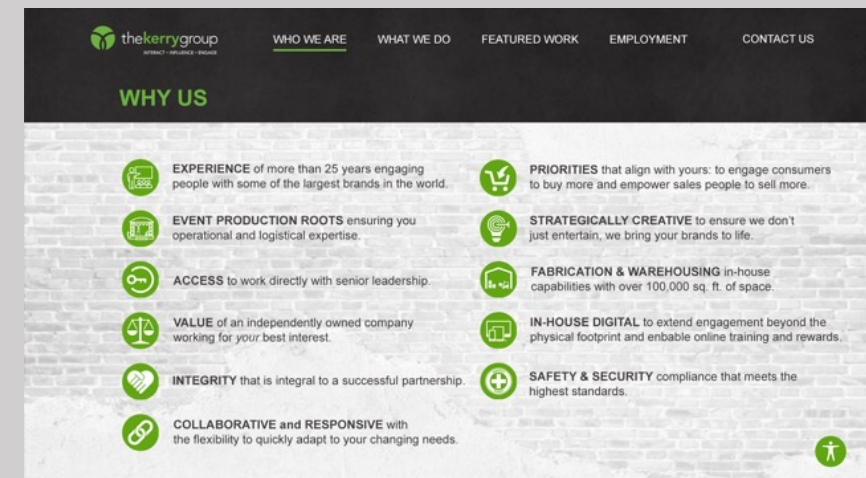
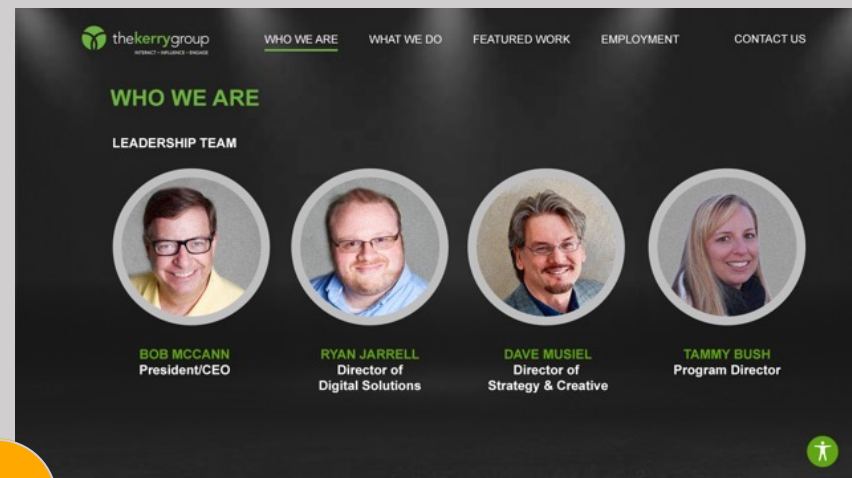
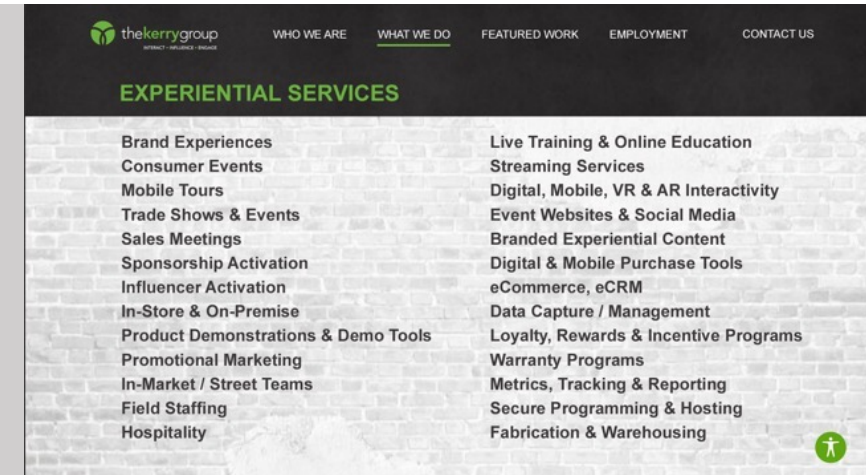
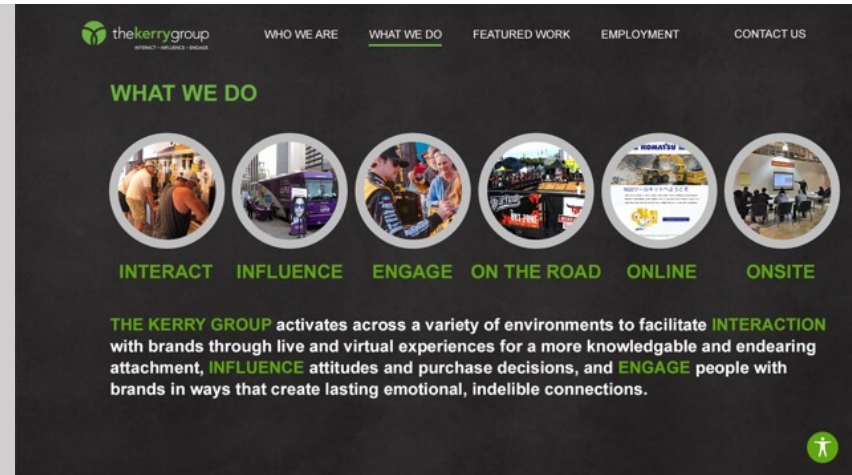
# WEBSITE

## Interior Pages

The four at right represent sections of the What We Do and Who We Are pages.

The three at the bottom are scrolling content for the Pennzoil Tune-Up with Tim McGraw featured work.

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**No interface  
can  
replace  
a taste.**

**PROMOWORKS**  
Brand & Website Development

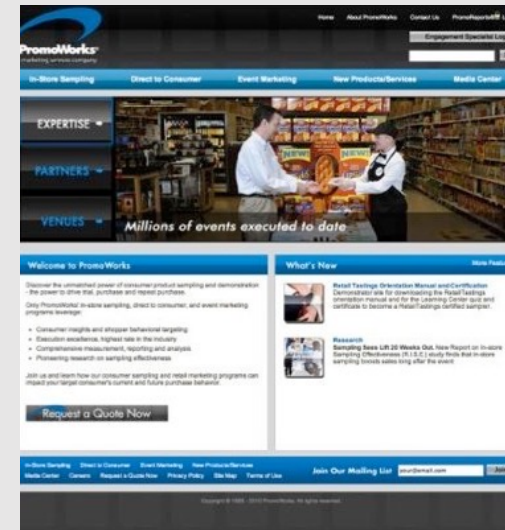
**PromoWorks®**  
We put brands in hands... and hearts.



# SITUATION

PromoWorks was a product sampling and demo company with a perception of being the traditional “Mabel at the Table” company with old ladies in hairnets handing out samples.

Business was declining due to consolidation, more contemporary competition, a lack of understanding of the ROI of sampling/demos, and social marketing taking marketing dollars away.



To compete, PromoWorks needed to change its image and strategy.

A close-up photograph of a woman with dark hair and light-colored eyes, looking down and smelling a glass of white wine. The background is blurred, suggesting an outdoor setting.

**There's  
only one  
way to  
appreciate  
its bouquet.**

**PromoWorks®**  
We put brands in hands... and hearts.

## **CHALLENGE / SOLUTION**

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### **CHALLENGE**

Change perception by transforming PromoWorks from hairnet-wearing Mabel into a contemporary, relevant solution to engaging shoppers.

### **SOLUTION**

Reposition as a company that makes an emotional connection with shoppers through the power of face-to-face engagement that can't be replicated with other interfaces. Contemporize the brand image. Change the ROI perception by demonstrating the short AND long-term sales impact. Embrace digital as a way to enhance the face-to-face experience and increase ROI.





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## REPOSITION

My primary goal at the start was to change the perception of PromoWorks.

The tag line, “We put brands in hands...and hearts”, accompanying mission statement, and all creative executions were designed to engage our audience with a powerful message. PromoWorks doesn’t just stick a product in someone’s hand. We engage them with it and foster an emotional connection to it. We convert shoppers to buyers and turn undecideds into advocates.



what we do

### mission

out-of-store

in-store

digital interaction

research & analysis

### Our Mission

We put brands in hands...and hearts.

PromoWorks is more than a sampling company. More than a demo company. More than a company that simply hands your product to someone.

We engage consumers with your brand. Get them to do more than try it. We introduce them to it. Educate them about it. Get them to interact with it. To understand it.

To do more than “like” it. To connect with it. Start a relationship with it. And, buy it.

Yes, we put brands in hands.

But we also put them in hearts... As only the emotional power of face-to-face and one-to-one interactions can.

Did  
You  
Know?

The most powerful language  
in communication is **body  
language.**

# CONTEMPORIZE





## ESTABLISH THE RELEVANCE of Face-to-Face Engagement

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As the differentiating form of PromoWorks' consumer engagement, it was extremely important to establish the key benefits of face-to-face interaction with prospective customers.

No interface can replace face-to-face.

Communication has less to do with what you say  
than how you actually say it.

Face-to-face, we create an emotional connection  
to build trust, credibility and understanding that  
you cannot get through words and pictures alone.

It is this emotional connection that is key...  
and that we must convey and own.

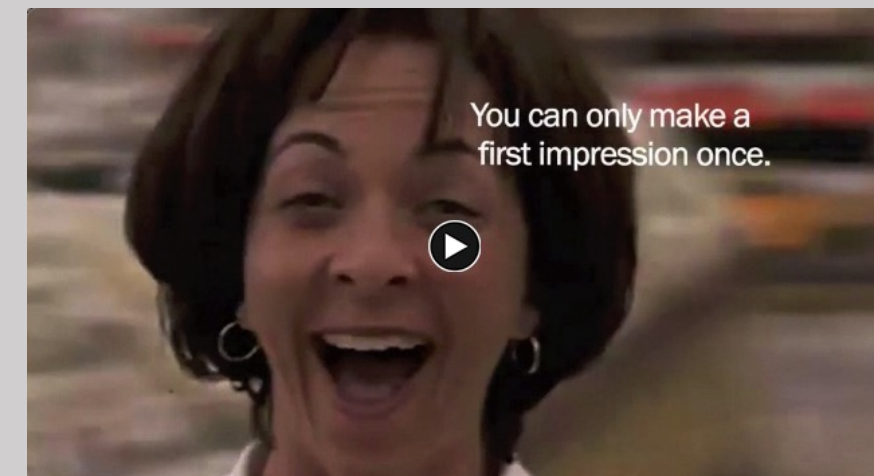
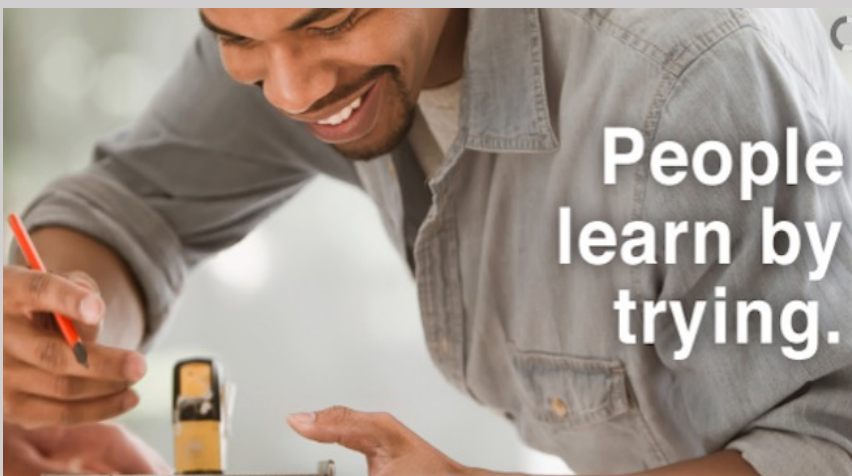
None of our direct competitors do.



## EMPHASIZE THE EMOTIONAL CONNECTION of Face-to-Face Engagement

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This key strategy helped PromoWorks stand out from the competition. It quickly conveyed the irreplaceable power that face-to-face interaction had to influence purchase decisions.





## ESTABLISH A NEED

Commissioned research studies and leveraged industry insights to create a powerful story on the benefits of sampling and product demos. Used this data to influence marketers to dedicate/increase budgets for in-store marketing programs.

### There Is A Strong Need To Engage Shoppers



### In-Store Engagement Helps Brands Succeed



### Face-to-Face Translates To Results

It drives unparalleled – and crucial – sales lift and trial acceleration.

PromoWorks average results:

656% average sales lift day of engagement

10 wks average trial acceleration

Average results, test versus control, as measured by R.I.S.E.™ (Report on In-Store Shopper Engagement), an independent research study from GfK Shopper & Retail Strategy of PromoWorks sampling events across various categories.

PromoWorks

Shopper Marketing

### Not Just Short Term

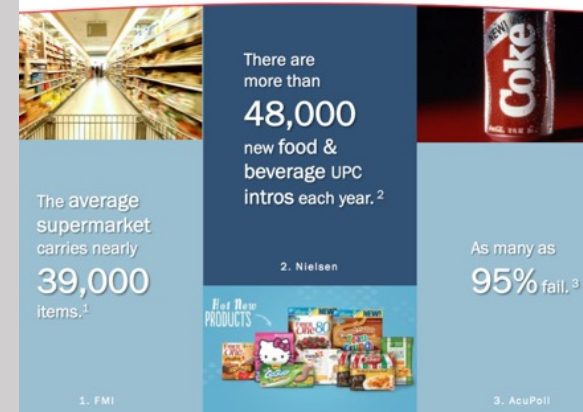
90% average sales lift 20 weeks post engagement

Average results, test versus control, as measured by R.I.S.E.™ (Report on In-Store Shopper Engagement), an independent research study from GfK Shopper & Retail Strategy of PromoWorks sampling events across various categories.

PromoWorks

Shopper Marketing

### There Is A Strong Need For Accelerated Trial







## CHANGE ROI PERCEPTION

Co-led the development of a sampling ROI measurement program in conjunction with GfK research.

Also created the name and logo and marketed the findings to prospective and existing customers.

## In-Store Engagement Converts Shoppers To Buyers

Tried it,  Like it

Don't just get consumers to "like" your brand. Get them to buy it, buy it sooner, and buy it more...



Which Changes The Trajectory of Your Sales



	Line Extension		New Product Launch		Established Brand	
	Sampled Item	Brand Franchise	Sampled Item	Brand Franchise	Sampled Item	Brand Franchise
% HH Trial Increase	+218%	+23%	+47%	+22%	+54%	+26%
% Sales Lift – Day of Event	+1,581%	+288%	+329%	+156%	+442%	+137%
% Sales Lift – 20 Weeks Post	+221%	+29%	+60%	+32%	+57%	+28%
% New Buyers	+95%	+50%	ALL NEW	+73%	+86%	+67%



## DEVELOP DIGITAL ENHANCEMENTS To Increase Value

- **INTERFACE™ INSIGHTS:** Created the naming, branding and marketing for a sampling insights tool that provided brands valuable feedback right as shoppers tried their product, thus enabling quick response to make critical plan adjustments if needed
- **SampleShare™:** Led the development, branding and marketing of this social amplification program to increase sampling ROI by quickly spreading the word of positive interaction with brands



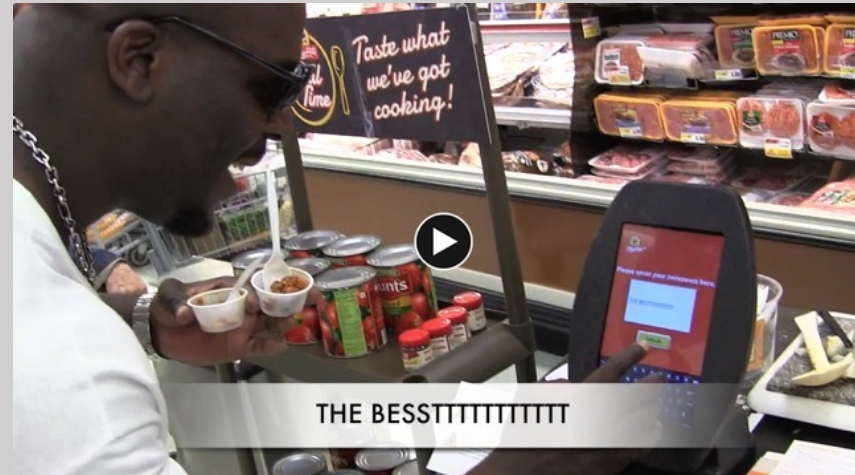
**sampleshare™**  
Try it. Like it. Share it.

SampleShare generated a **30X** increase in reach for this sampling program for Tenth & Blake, a division of MillerCoors.



# DEMONSTRATE

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I designed PromoWorks' Shopper Marketing Expo presence to showcase how we engage people with brands and create emotional connections.

We sampled client products and demonstrated our INTERFACE INSIGHTS program.

I led the creation of videos for client presentations, training and marketing.

The videos showcased the value of sampling, how PromoWorks engaged and informed shoppers, and how tools like INTERFACE INSIGHTS were implemented to enhance program learning.

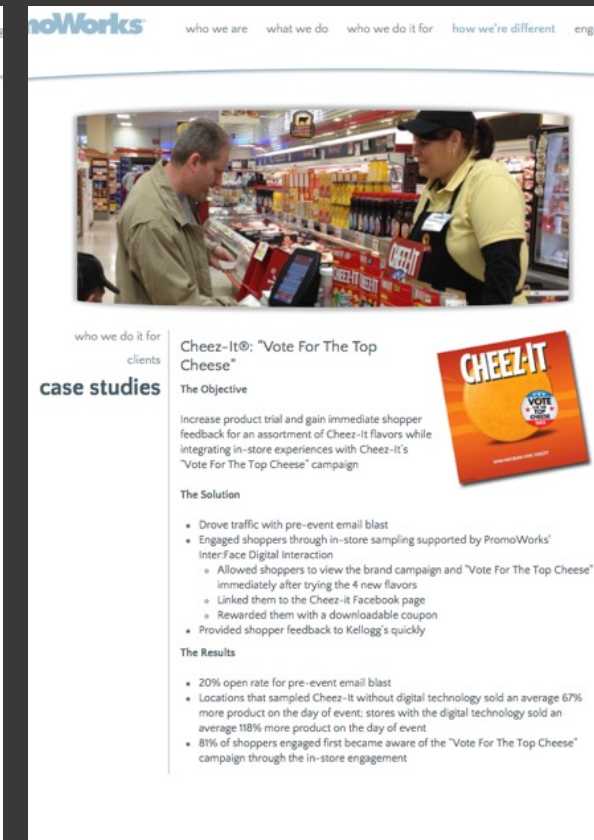
Note that I also directed the Mealtime Inspirations program branding for Safeway.



# WEBSITE

These screenshots represent various frames from the updated website.

It is a much more contemporary design than the old one. The home page featured a multi-image slider showcasing emotional connections. Key stats were featured throughout. Simple navigation made things easy to find.







# RESULTS

## KEY BUSINESS WINS

Bi-Lo / Winn-Dixie

Keurig Green Mountain

MillerCoors

Safeway

## ACQUIRED BY CROSSMARK

**PromoWorks®**  
We put brands in hands... and hearts.  
a **CROSSMARK®** company



# 121 BEVERAGE SALES & MARKETING

Brand Development



# 121

BEVERAGE SALES & MARKETING

beer · wine · spirits





# SITUATION



Beer, Wine & Spirits (BWS) sampling had been a small part of PromoWorks' business, sold as Retail Tastings with no marketing behind it.

PromoWorks wanted to expand the business but had a few hurdles to clear. The name Retail Tastings limited the focus to "retail" and "tastings". Key competitors focused on both off-premise (retail) and on-premise, as well as on sales and marketing.

PromoWorks is also known as a traditional food sampling company, which is perceived negatively in the BWS category.







## CHALLENGE

Create a new Beer, Wine & Spirits brand that:

- Separates from PromoWorks
- Appeals to adult beverage companies
- Promotes sales and marketing
- Works for retail (off-premise) and beyond (on-premise, on-site)





## SOLUTION

### 121 (One-To-One) Beverage Sales & Marketing

- Named to reinforce what the division does in an appealing, relevant way
- Designed like an adult beverage label
- Portrays “hand-crafted” image that
  - Reinforces the level of care and professionalism of the face-to-face engagement
  - Is authentic, yet contemporary
- Appropriate for beer, wine and spirits
- Differentiates from PromoWorks and the competition



# 121 BEVERAGE SALES & MARKETING

## SALES & TRAINING MATERIAL

### Training Guide

Only PromoWorks Delivers World-Class Dry & Wet Alcohol Sampling Events on a National Scale.

### Wine, Beer & Spirits National In-Store Sampling Events

Our comprehensive, managed program brings you:

- Over 2,400+ pre-approved national retail stores
- Trained, experienced, and professional event talent who thoroughly understand:
  - How to communicate presentation and brand image
  - The importance of selling, not just sampling
  - How to focus on selling, not just sampling
- Managed state-by-state regulatory compliance
- Pre-event store level coordination
- Dedicated resources including regional retail business management teams
- Advanced reporting and post-event analysis

**Consistency • Safety • Execution**

Albertsons Publix Safeway

For more information please contact your PromoWorks representative.

Toll-Free: (888) 121-1212  
www.promoworks.com

PromoWorks, LLC  
300 North Main Street  
Schaumburg, IL 60195

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### ONE-TO-ONE SALES & MARKETING OF ADULT BEVERAGES

121 specializes in live, face-to-face engagement that gets consumers to not only taste your brands, but to know them, and to purchase them. We bring the same personal attention to the sales and marketing of your brands as the master brewers, winemakers and distillers do in making them. Our engagement goes beyond typical wet and dry sampling to include:

- one-to-one marketing
- product tastings
- product sales
- consumer insights
- store audits
- nightlife events
- brand ambassador programs

### Adult Beverage Sales Specialists

Our Sales Specialists are category enthusiasts who are trained to engage and motivated to sell. Before representing your brand, they go through a comprehensive training program in the art of tasting, marketing and selling beer, wine and spirits. The program includes workshops, a web portal, a 4-phase modular education process, and brand-specific learning. Because we measure our success by yours, we compensate our Sales Specialists with incentivized pay based on their sales of your product.

What makes us different, makes a difference...

- Targeting based on proprietary store level data
- Adult Beverage Sales Specialists
- Complete integration with your brand marketing
- Post-event analytics & ROI measurement
- National coverage

• Our industry leading 98.7% execution rate

• INTER:FACE™ Insights digital consumer feedback collection at point of trial (optional add-on)

For more information on how you can bring the selling power of one-to-one engagement to your brand, contact:

Scott Varner • VP of Sales • 510-316-2973 • [svarner@promoworks.com](mailto:svarner@promoworks.com)

121 Beverage Sales & Marketing is a division of PromoWorks, LLC.

Old Sell Sheet

New Sell Sheet

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### Orientation and Training Program



One-To-One Adult Beverage Sales & Marketing

### Presentation of Beer – Color

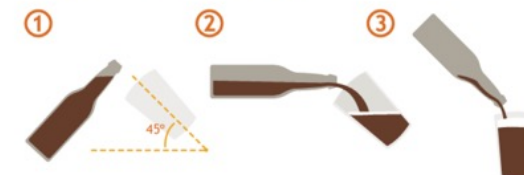
This will be the most difficult portion of discussing beer with customers. Everyone tastes things differently and there is a lot of characteristics that cross styles of beer.



Using this generic scale, if a customer says they don't like bitter beers lean towards a light lager. If they like bitterness head towards an IPA.

### Presentation of Beer – Pouring

Whether you're pouring a sample or a pint glass from draught, pouring a beer correctly will help ensure the customer gets the full effect.



Always start pouring the beer holding the glass at a 45 degree angle. As the glass fills, straighten it so that the beer is pouring into roughly the center. There should always be about an inch of head, or foam, at the top of the beer.

### Presentation of Beer – Pairings

Pairing with food isn't just for wine. Beer pairings are quickly becoming popular because of how well they compliment different foods.

Beer Flavor	Interaction	Food
Hop Bitterness Roasted Malt Carbonation Alcohol	Balances	Rich or Sweetness
Sweetness Maltiness	Balances	Spiciness and Heat
Hop Bitterness	Emphasizes	Spiciness and Heat





**Get more out of the store.™**

# **SPAR GROUP**

Brand & Website Development

**SPAR**  
*Get more out of the store*





# SITUATION

When I came on board as SVP Marketing, SPAR Group was a 50-year-old merchandising and retail services company representative of “old retail” in a shrinking universe of brick-and-mortar stores.

In the face of contracting business opportunities and competition from more contemporary alternatives, it was struggling with the challenges of a dated image and a changing retail market.

In addition, it had been sparsely marketed for decades, leading to a lack of industry presence and leadership position. There was also little to no awareness of its key benefits.

Old Website



**SPAR**  
*Get more out of the store*

After all, it's not about how much product we help you get in the store. It's about how much gets out of it.

## CHALLENGE / SOLUTION

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### CHALLENGE

Reinvigorate the SPAR brand, re-establish relevance and leadership, and spur growth in a challenging omnichannel retail environment.

### SOLUTION

Reposition the company as a strategic partner focused on its clients end results. Contemporize the brand and create a branded point of difference that stands out from the competition and makes an emotional connection with the audience. Establish relevance. Expand the brand to foster growth. And do it all on a very small budget.



# REPOSITION

In a retail environment with declining foot traffic, it was important to position SPAR as a retail partner that could help maximize sales.

Get more than speed to the shelf.  
Get more than your product in the store.

Get the right product in the right place at the right time in the right quantities at the right price.  
Get it done right.  
Get it done on your schedule.  
Get it customized to your needs.  
Get it done globally. With local expertise.  
Get it with insightful, actionable data in real time.  
And get more sales and higher profits as a result.  
Demand more. Get more. Because at SPAR Group, our dedication in-store allows you to...

*Get more out of the store.*

**SPAR**  
Get more out of the store



# CONTEMPORIZE



Old Logo



Updated Logo



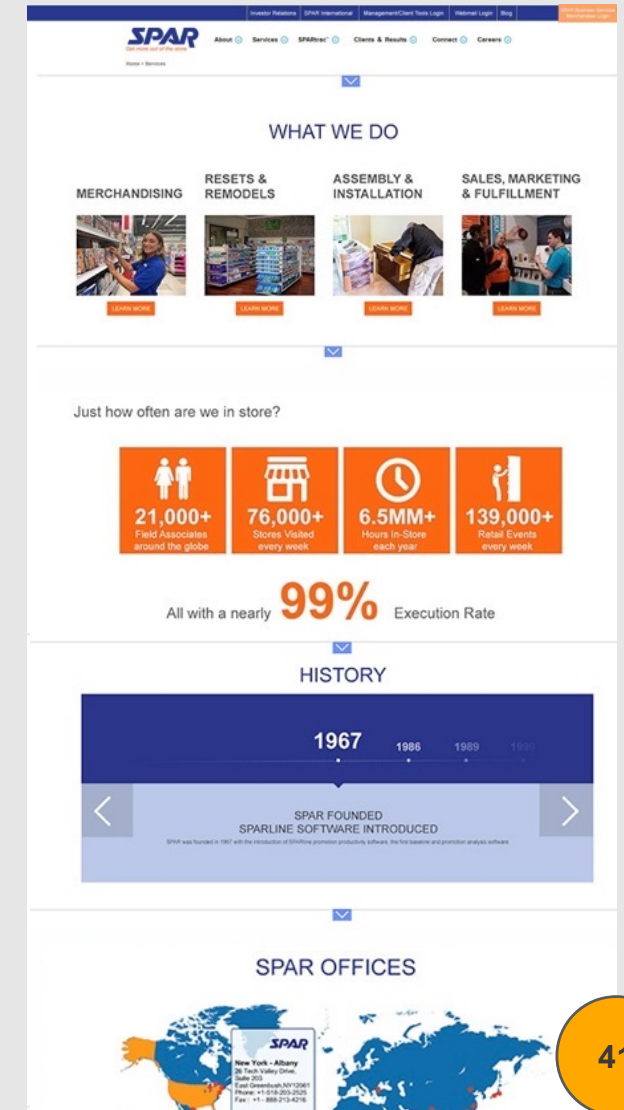
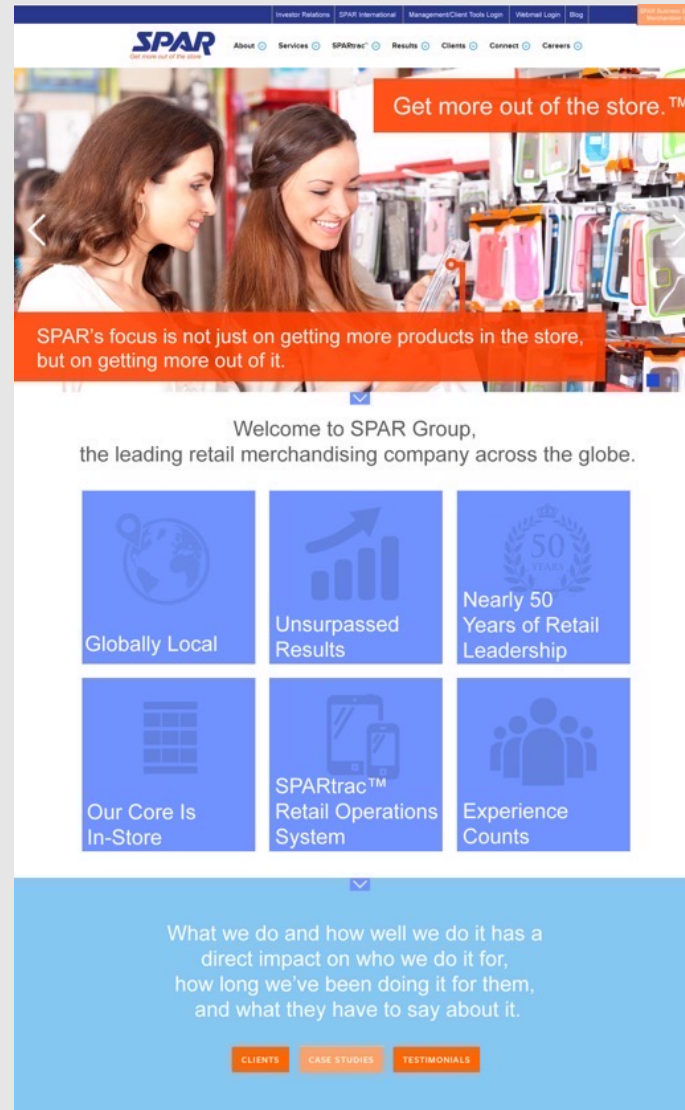
Old Website

Updated Website

Home page slider featured several different benefits.

Clickable content revealed more detail or clicked to additional linked content.

A scrolling history timeline showcased important dates to establish stability.

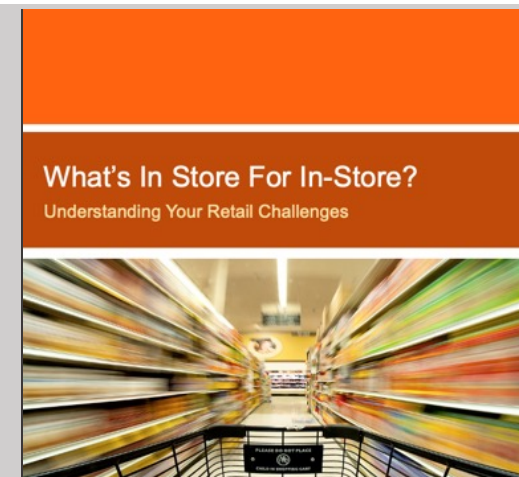




# ESTABLISH RELEVANCE & THOUGHT LEADERSHIP

Led the development of industry research studies, white papers, webinars and more, including:

- ShopTalk global retail trend reports
- What's in Store for In-Store reports on retail changes and challenges
- Changing The Retail Labor Model for a New Retail Environment





## Changing the Retail Labor Model for a New Retail Environment



## BUILD INDUSTRY PRESENCE

- Developed and marketed industry research studies, white papers, webinars and more
- Led our trade show and industry conference presence, including speaking engagements for our CEO and me
- Set up interviews for our CEO on globally aired programs such as *Worldwide Business with Kathy Ireland*® to reach all of SPAR's international markets





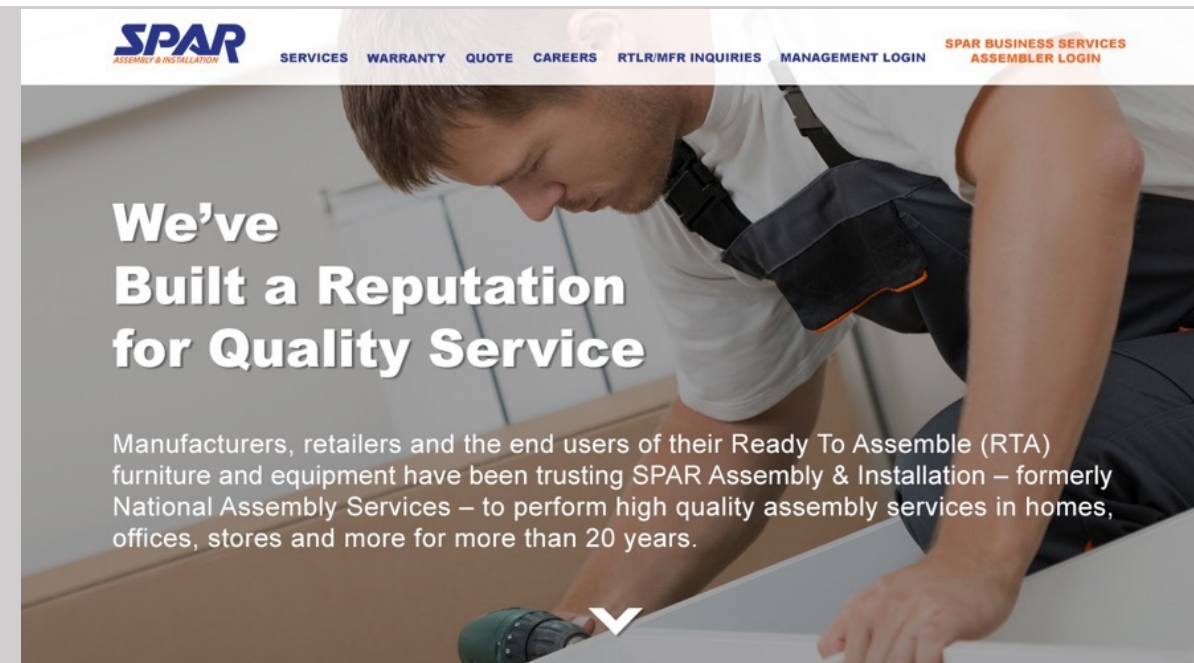
# GENERATE REVENUE

As a member of the Senior Leadership Team, I helped develop and bring to market new revenue-generating services, including:

- **SPARtrac®** Global Retail Service Operations System
- **Crowdmerchandising™** service combining crowdsourced audits with skilled merchandisers for greater efficiency on a large scale
- **Click & Pick** order fulfillment
- **Image Recognition** technology to drive accuracy and insights
- **TeamTotal™** dedicated retailer service to merchandise multiple brands per visit
- **SPARCaMM** Category Management Merchandising





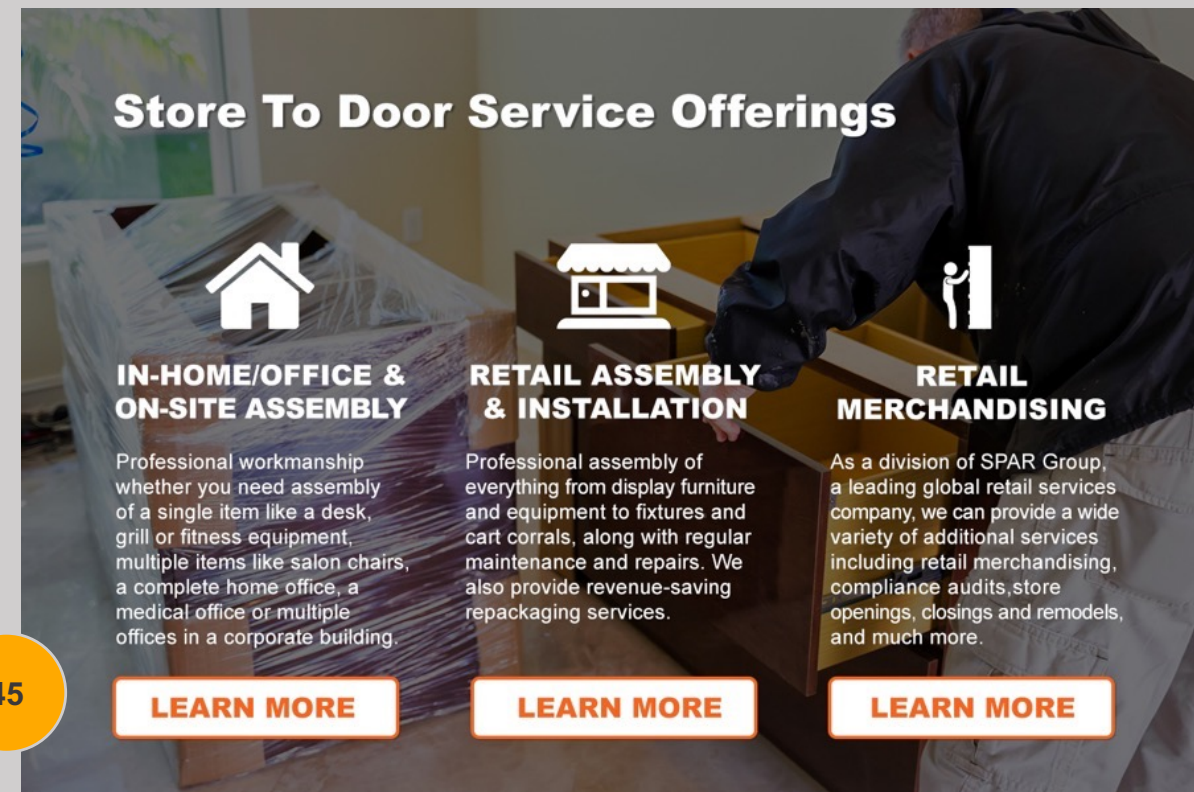


## EXPAND THE BRAND



- Rebranded the former National Assembly Service as SPAR Assembly & Installation (SAI)
- Led the development and launch of its new website
- Created marketing content including the *Pros vs. Joes* video series touting the advantages of SAI in-home assembly versus DIY

45





# ATTRACT TALENT



- Led the brand update for SPAR's field rep employment services, including

- Logo re-design
- New website
- Social media
- Marketing

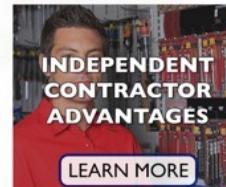


IC ADVANTAGES MERCHANDISING ASSEMBLY TESTIMONIALS CONTACT

## A GREAT OPPORTUNITY IS IN STORE FOR YOU

### What is the right fit for you?

Merchandising/audits, installation/assembly or both?  
Part-time or full schedule? You choose what fits you.



### Ready for work that works for you?

You can benefit from the flexible hours, independence, variety of work, work/life balance, and unlimited income potential that come from being an Independent Merchandising and/or Assembly Contractor working with SPAR Business Services (SBS).

If you're ready for contract work that works for you, complete the **Independent Contractor Form**

HERE

To view opportunities in your area, visit the SBS Facebook Page.

SPAR Business Services



IC ADVANTAGES MERCHANDISING ASSEMBLY TESTIMONIALS

## Advantages of being an Independent Contractor

### Flexible Work

Choose the projects you want, the locations you want, and the schedule you want. Flexible hours allow you to work part-time or fill your schedule.

### Independence

As an Independent Contractor, it's your business.

### Unlimited Income Potential

You are paid by the project. Take on as few or as many as you want. Even hire sub-contractors. It's your business to grow.

### Tax Benefits

As an Independent Contractor, you get the benefits of tax deductions for your business.

### Balance

You set your schedule within a client's window of time for job completion, allowing you to balance your work and life to fit you.

### Variety

Work on a variety of retail jobs across hundreds of brands.

### Dynamic Environment

Be part of the building of brands in an ever-changing retail environment that is hands-on, interactive and engaging.

### Technology & Support

In addition to Best Practices and Product Education from our clients, you have access to the leading global Retail Service Operations System technology, which loads easily on your smartphone or tablet and gives you more time to spend on what's important to you.



# TAKE IT GLOBAL



- Acquisitions of and partnerships with other retail services companies around the world were brought under the SPAR brand umbrella
- Branding, logos, websites, design and messaging were aligned

WEBMAIL LOGIN MANAGEMENT/CLIENT LOGIN MERCHANDISER LOGIN

**SPAR BRASIL** ABOUT SERVICES SPARtrac® RESULTS NEWS/MEDIA CONTACT CAREERS

**Momentum in-store is now SPAR Brazil**

Part of a global leader dedicated to retail services.

[LEARN MORE](#)

WEBMAIL LOGIN MANAGEMENT/CLIENT LOGIN MERCHANDISER LOGIN

**SPAR BRASIL** ABOUT SERVICES SPARtrac® RESULTS NEWS/MEDIA CONTACT CAREERS

**NATIONAL & INTERNATIONAL COVERAGE**

Subsidiary – Rio de Janeiro  
HQ – São Paulo

3,000+ Field Associates across Brazil (plus Affiliates)  
25,000+ across the globe

45,000+ Store Visits per week  
185,000+ across the globe

5,000,000+ Hours In Store each year  
10,000,000+ across the globe



# GLADE

## Brand Repositioning

*Feel a change in the air.*



**10** to change  
SECONDS the way you feel



# SITUATION

For years, “air fresheners” have been marketed around masking or eliminating odors.

Recently, Febreze had taken ownership of “refresh” – making things smell better.

Glade had become known more as a “fragrance”, which has less urgency to it than “refresh” when it comes to purchase intent.

I came up with this concept to reposition the Glade brand around something with more urgency it could own as part of a new business pitch based on the insight highlighted on the following page.







## CHALLENGE / INSIGHT

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### CHALLENGE

Turn fragrance into a stronger purchase incentive.

### INSIGHT

Smell is the only one of the five senses directly linked to the brain's emotional control center and can affect the way we feel in *less than 10 seconds*.



# MARKETABLE BENEFIT DEVELOPMENT

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I put together this chart showing fragrance benefits and the products that pertain to them to guide our creative. A variation was used for POS displays, direct mail and more.

Benefits	Fragrances	Products
Uplift	Bergamot, Berry, Citrus, Cinnamon, Geranium, Ginger, Grapefruit, Honeysuckle, Lemon, Mandarin Orange, Peppermint, Pineapple, Rose, Sage, Tangerine	Cotton and Italian Mandarin, Pineapple and Mangosteen, Lavender and Juniper Berry, Fresh Berries, Refreshing Citrus, Honeysuckle and Japanese Plum, Fruit Explosion, Vanilla and Meyer Lemon, Clean Line
Relax	Apple, Cardamom, Chamomile, Jasmine, Lavender, Lily, Patchouli, Rose, Sandalwood, Vanilla	Fuji Apple and Cardamom Spice, Lavender and Juniper Berry, Spiced Rose and Vanilla, Water Blossoms, White Tea and Lily, Crisp Waters, Cool Serenity, Angel Whispers, Clear Springs, Jasmine and White Rose
Balance	Apple, Bergamot, Berry, Cedar, Cypress, Geranium, Ginger, Rose, Sandalwood	Fuji Apple and Cardamom Spice, Fresh Berries, Berry Splash, Fresh Berries and Wild Raspberries, Lavender and Juniper Berry
Focus	Bergamot, Cinnamon, Citrus, Grapefruit, Peppermint, Rosemary	Refreshing Citrus
Comfort	Cardamom, Chamomile, Cinnamon, Geranium, Honeysuckle, Lavender, Lilac, Lily, Peppermint, Sandalwood, Vanilla	French Vanilla, Baked Pear and Cinnamon Treat, Apple Cinnamon, Creamy Custard and Blushing Apple, Honeysuckle and Japanese Plum, Sweet Pea and Lilac, White Tea and Lily, Country Garden, Clean Linen, Powder Fresh
De-Stress	Apple, Bergamot, Cardamom, Chamomile, Cinnamon, Geranium, Honeysuckle, Jasmine, Juniper, Lavender, Lilac, Lily, Mandarin Orange, Sage	Fuji Apple and Cardamom Spice, Apple Cinnamon, Lavender and Juniper Berry, Water Blossoms, Moonlit Walk and Wandering Stream, Crisp Waters, Cool Serenity, Angel Whispers, Clear Springs
Energize	Cinnamon, Citrus, Ginger, Grapefruit, Lemon, Mandarin Orange, Peppermint, Tangerine, Thyme	Cotton and Italian Mandarin, Apple Cinnamon, Refreshing Citrus, Fruit Explosion
Sensualize	Cardamom, Cinnamon, Jasmine, Lilac, Mandarin Orange, Patchouli, Rose, Sandalwood, Vanilla	Cotton and Italian Mandarin, Spiced Rose and Vanilla, French Vanilla, Lavender and Vanilla, Jasmine and White Rose
Escape	Coconut, Kiwi, Melon, Ocean Spray, Papaya, Passion Fruit, Pineapple, Tropic Flowers	Hawaiian Breeze, Hawaiian Breeze & Vanilla Passion Fruit, Ocean Blue, Ocean Blue & Refreshing Surf, Tropical Mist, Pineapple and Mangosteen





## SOLUTION

### MARKETABLE IDEA

A fragrance sprayed in a room doesn't just change the smell of a room. It has the capability to change the whole mood of the room and everyone in it.

### STRATEGY

Make fragrance a force for good.

## CREATIVE IDEA

Feel a change in the air.



**10** to change  
SECONDS the way you feel



# CREATIVE EXECUTION



Print & In-Store

**DON'T REFRESH.**

**REJUVENATE.**



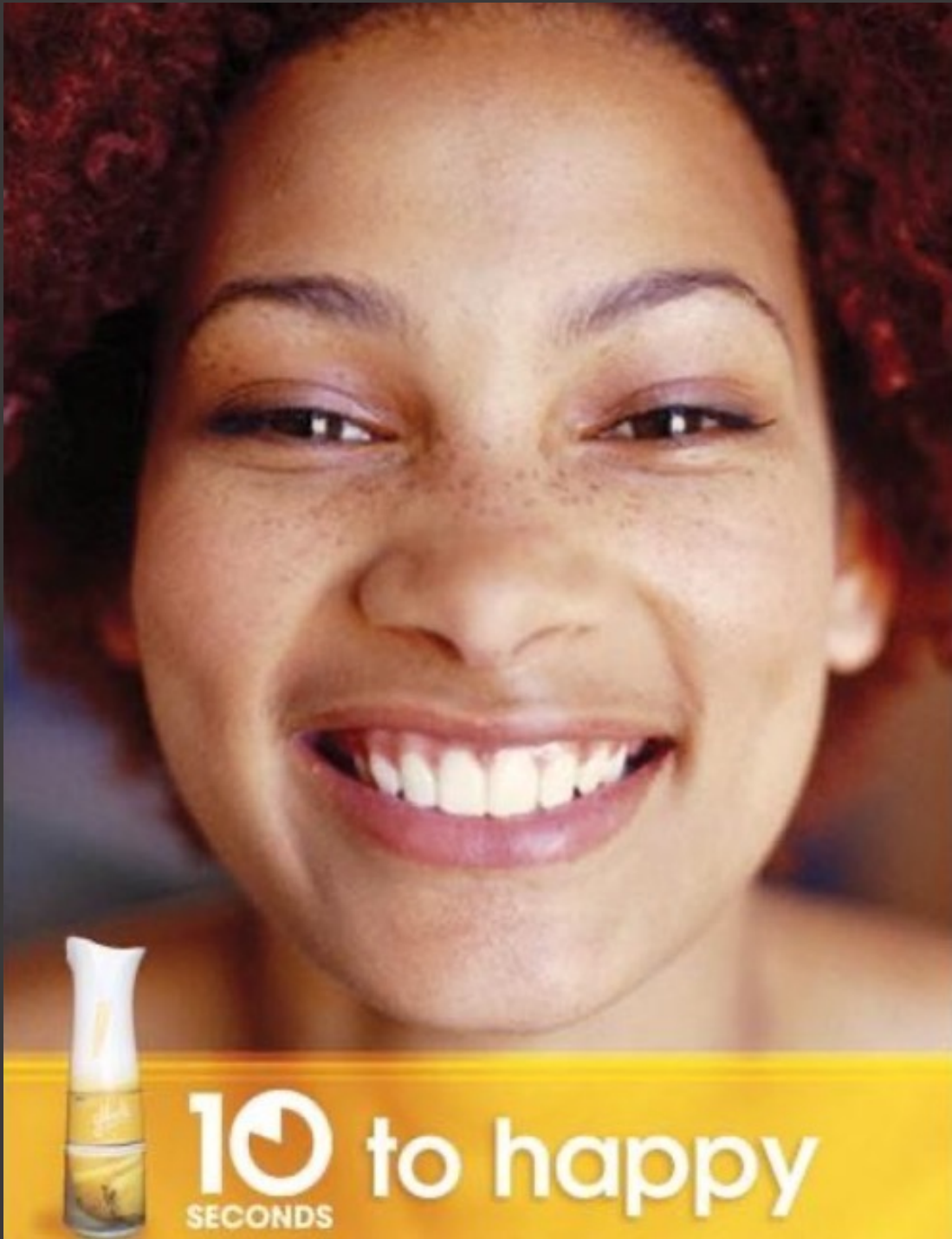
**10 to change**  
SECONDS the way you feel

**SPECIAL OFFER INSIDE!**  
See how Glade® can change the mood of a room and everyone in it in less than 10 seconds.

## CREATIVE EXECUTION

Direct Mail /  
Newspaper Insert





## CAMPAIGN INTEGRATION

1. “Transformative” TV Spots
  - Rigors of everyday life in B/W quickly transform to colorful moods when the door is opened
2. “10 Seconds” Print
3. “Aroomatherapy” Direct Mail
  - Includes scent strips, “power of fragrance” chart and offer
4. In-Store / Shopper Marketing
  - Feature-benefit displays and shelf cards with scent strips
  - Cross merchandising/marketing against aspirin, energy drinks, coffee, flowers, candles, etc.
  - “10 seconds to change the way you feel” sampling
5. “Change In The Air” Social Media
  - 10-second aroomatherapy tips, “agents of change” brand ambassadors, and much more
6. “Air Raid” Brand Experiences
  - Air Raid Crews get people to take 10 seconds to change the way they feel by smelling a fragrance





# CAPTAIN MORGAN

Brand Image Makeover





## SITUATION

This plan was originally presented as the winning pitch for the Captain Morgan PR Event business.

The concept is based on insight from what we saw at on-premise events The Captain attended versus the ideal pirate persona the client strived for.

Captain Morgan had drifted away from the coolness and revelry associated with a pirate and gotten a little goofy in its portrayal. At some events, people were laughing behind The Captain's back.





# CHALLENGE / SOLUTION

## CHALLENGE

Increase affinity for Captain Morgan among LDA-24 by rebuilding the cool, spontaneous and mischievous nature of The Captain and sparking good times into great times.

## SOLUTION

Revamp The Captain's image by putting him in situations and experiences befitting the hit and run, fun with rum, pirate legacy

- Showcase The Captain's ownable, mischievous behavior by pirating relevant, media-worthy events with unexpected Raiding Parties
- Update The Captain's persona



## ACTIVATION

- Pirated big events like Mardi Gras, SunFest, Gasparilla and sports events to spark good times into great times
- Smaller Raiding Parties hit local events and on-premise accounts
- The Captain and his Morganettes made hit and run appearances and passed out Pirate Booty (premiums)







## RESULTS

Won a multi-million-dollar new business pitch.

Events succeeded in establishing Captain Morgan as the brand that sparks good times into great times.

Successful makeover of The Captain as a worthy pirate persona.

Many of the events are still being run annually, including The Captain of Mardi Gras and the Captain Morgan Party Barge at Sunfest.



HERE IT COMES,  
THE WHOLE  
COLLECTION



# JAMES B. BEAM DISTILLING CO.

Small Batch Bourbon Launch



# SITUATION

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Before small batch liquors were even a thing, shoppers' liquor choices were primarily mainstream. In fact, the term “small batch bourbon” was coined by Jim Beam's grandson, sixth generation Master Distiller Booker Noe.

When his Small Batch Bourbon Collection – Booker's, Baker's, Basil Hayden's and Knob Creek – hit the market, we needed to create the ultra premium category, establish the high-end positioning, and generate the demand, both off-premise and on-premise.







## CHALLENGE / SOLUTION

### CHALLENGE

Establish an ultra premium brand image targeting dual audiences: traditional bourbon connoisseurs and young urban professionals looking to reward themselves with the best.

Stimulate both audiences to trade up to this higher priced, ultra premium bourbon collection.

Gain on-premise and off-premise distribution.

### SOLUTION

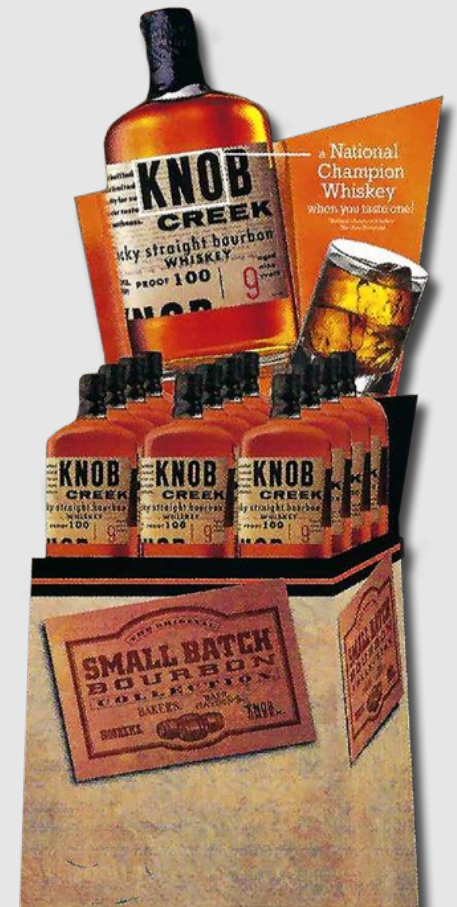
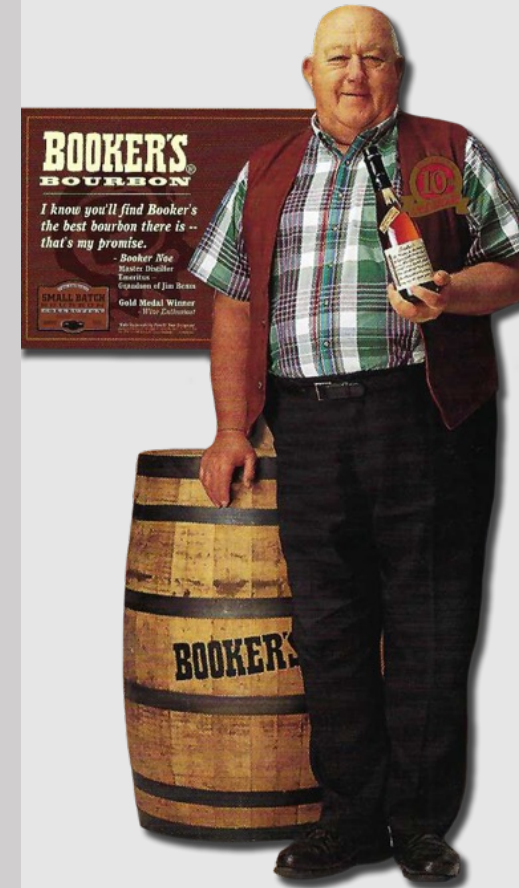
Created a number of on-premise and off-premise merchandising and promotion programs that built the brand image while generating and maintaining sales momentum – from display elements to gift sets, tie-ins and tasting events.



# PROGRAM DETAILS

## Off-Premise Merchandising

- Included case displays, shelf talkers for the full collection as well as each individual brand, bottle display shelf enhancers, and a Booker Noe standee
- Designed to reinforce the ultra premium positioning, promote the accolades and provide tasting notes to generate trial



### CRITICS' CHOICE

**Basil Hayden's® Hand-Bottled at 80 Proof**  
*"Soft and light on the palate with a potpourri of attractive fragrances. Displays a sense of elegance and grace."*  
*Wine Enthusiast*

**Knob Creek® Hand-Bottled at 100 Proof**  
*Winner of Wine Enthusiast's National Champion Whiskey. "One of the most singular bourbons available. I think that it may be the best."*  
*Wine & Spirits*

**Baker's® Hand-Bottled at 107 Proof**  
*"A rush of deep flavors attack the palate accompanied by a good dose of heat. Sensational aromatics never cease. Greater depth is realized in the broad, lush finish. A Tour De Force!"*  
*Wine Enthusiast*

**Booker's® Hand-Bottled Straight-From-The-Barrel at 121-127 Proof, Aged 6-8 Years**  
*"Loaded with richness in flavors, woody notes and rich spices. For all its power and heat, there is a remarkable velvety, elegant finish. A potent, soaring spirit. Bravo!"*  
*Wine Enthusiast*

### SMALL BATCH BOURBON COLLECTION

*"Small Batch Bourbons were invented as the American answer to single malt Scotch. But the reality is that these are the best bourbons ever made."*  
*The New York Times*

For FREE membership in the Kentucky Bourbon Circle®, a club for bourbon connoisseurs, call 1-800-860-0111. Must be 21 or older.  
 Visit the best bourbons in the world at [www.smallbatch.com](http://www.smallbatch.com)  
*"Make Responsibility Part of Your Enjoyment"*

### BOOKER'S

**Straight-From-The-Barrel 121-127 Proof Aged 6-8 Years**

The finest, rarest, absolute best bourbon available. Uncut, unfiltered, straight from the barrel. Originally created for the personal stock of Jim Beam's grandson, Master Distiller Emeritus Booker Noe. Dark amber color. Big oak, vanilla and smoky charred aroma. Full-bodied, loaded with rich flavors, woody notes and spices. Full of power and heat, yet with a remarkably smooth finish.

Enjoy the bold taste of Booker's in a snifter, with 1 oz. of spring water or as a Booker's Tall Water (1-1/2 oz. Booker's, 4 oz. spring water, 2-3 ice cubes).

For FREE membership in the Kentucky Bourbon Circle®, a club for bourbon connoisseurs, call 1-800-860-0111. Must be 21 or older.  
 Visit the best bourbons in the world at [www.smallbatch.com](http://www.smallbatch.com)  
*"Make Responsibility Part of Your Enjoyment"*



## PROGRAM DETAILS

### Off-Premise Promotion

- Various promotions including multi-brand gift sets/boxes, glassware gift boxes, cigar gift sets and offers, humidor gift set and more
- Each promotion was developed to target the high-end and young urban professional bourbon audience

### Gift Sets / Boxes



### Cigar Promotion



# PROGRAM DETAILS

## On-Premise

- On-premise initiatives included merchandising of the collection, back bar bottle glorifiers, tasting events, smoker events and more

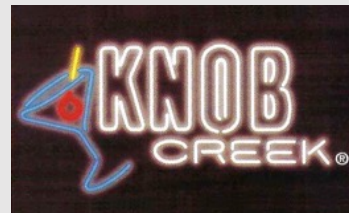
Cocktail Suggestions



Tin Sign



Neon Light



Tasting Events



Tasting Notes



Bottle Glorifier



Humidor Glorifier



Cigar Pairings







## RESULTS

- Double and triple digit sales growth each year over the first five years
- Created the small batch bourbon category
- Succeeded in expanding the bourbon audience to a younger generation

# THANK YOU



*Dave Musiel*

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[LinkedIn.com/in/dmusiel](https://www.linkedin.com/in/dmusiel) • [ngnroom.com](http://ngnroom.com) (portfolio)