

Original Grain



Red Sox Collectors Watch



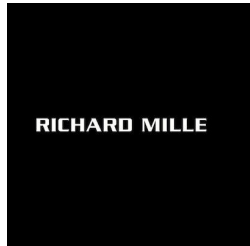
Interview with Steve Garfield, Watch Aficionado

Background

- Vice President of Direct Systems Support at IBM
- Watch Collector
 - Brands owned include Richard Mille, Rolex, Omega, Patek Philippe

Insights

- Exclusivity
- Influencers



Sponsored Athlete: Joe Kelly

- Develop promotional video with current Red Sox relief pitcher Joe Kelly
 - Similar to videos that Joe produces with SportRX



- Social media posts about the watch
 - @josephkellyjr (121K Twitter followers)



Charitable Event Sponsoring

- Sponsor an event using Joe Kelly's wife as a connection to the Red Sox Wives and Girlfriends charitable events
 - Great connection to the community
 - Bloomingdale "From Fenway to Runway" event

- Allocate part of the budget available to Joe Kelly's wife
 - Option 1: Ask Ashley Kelly to help Original Grain become a co-sponsor for the "From Fenway to the Runway" event
 - Option 2: Allow Ashley to collaborate on an event with Original Grain
 - Suggested event: Dance Marathon Fundraiser (matches with the Red Sox "Win, Dance, Repeat" Slogan)



Influencer: David Ortiz



- Played 14 seasons with the Red Sox
- Beloved by the Red Sox community
- Announcer for the MLB playoffs
- Send Ortiz a watch or have former teammate Joe Kelly give him the watch
- Consistent with insight from Steve Garfield



Marketing Campaigns

- Digital Advertising Emphasis (e.g. Facebook, Google, Instagram, YouTube)
- Newspaper ads, TV commercials and PR coverage similar to the advertising for the Yankees and Cubs watches
- Podcast advertising



Budget Breakdown



	Price:
Influencers:	\$10,000 or Cost of Watches
Advertisement:	\$67,000
Video Production with Joe Kelly:	\$10,000
Event with Ashley Kelly:	\$25,000
Total:	\$112,000

Budget Breakdown



Advertisement:	Price:
Geo-Fenced Ad	\$10,000
Instagram	\$10,000
Facebook	\$10,000
Google	\$10,000
Youtube	\$3,000
Newspaper	\$2,000
Radio	\$2,000
TV	\$20,000
Total:	\$67,000

Warriors Timepiece



Current Cause Marketing

- Friends of Trees Partnership - Earth Week:
10% of profits goes directly to Friends of Trees
- “Trees for the Future”
 - Forest Garden Program in Senegal, Africa
 - 25% of profits goes directly to families in need
 - “Every watch sold plants trees, feeds families, and saves lives”



Proposed Cause Marketing

- **Partnership with Warriors Community Foundation and a percentage of each sale (5-10%) goes directly back to the Foundation**
- **This would incentivize the Warriors to work with Original Grain to help sell these specific watches**



Influencer Marketing

- **G-Eazy & E-40**
 - Local Rappers with loyal following in the Bay Area
- **Current Warriors players and coaching staff**
 - Stephen Curry
 - Klay Thompson
 - Kevin Durant
 - Draymond Green
 - Steve Kerr
 - Mike Brown



Building Exposure and Excitement

- Watch Making Video
 - Process of making the watch from Finals court
 - Have an influencer like Steve Kerr or Stephen Curry wearing it at the end
- Giveaways (courtside tickets, signed jerseys, meet-and-greet, etc...)
 - Enter into drawings after purchase of watch
- Snapchat Filter at Warriors home games
 - Swipe-Up Feature that links directly to Original Grain website
- Sponsorship of in-game event (half court shot, hot spot shooting at halftime)
 - Build awareness and brand recognition with emcee



Event Ideas



- **Onsite Events**
 - **Meet and Greet with Players (based off winning raffle for buying a watch)**
 - **Pop-up booth with watches to try on, post to the Our story and entered to raffle to win prize**
- **Partnership with Local Wineries in Oakland**
 - **Dashe Cellars**
 - **Two Mile Wines**
 - **E&J Gallo Winery (SF)**
 - **Previous success with Jim Beam Collection**
- **Sponsorship of Galas**
 - **St. Francis Yacht Club Gala**
 - **BUILD Annual Gala (Warriors have sponsored in the past)**

Budget



Giveaways	34,150
In-game	21,150
Social Media	10,000
Galas	3,000
Influencer	20,000
G-Eazy	10,000
E-40	10,000
Video	1,000
In-game Sponsorship of Halftime Event	20,500
Paid Advertising	24,350
Instagram	5,000
Facebook	5,000
Snapchat Filter (entire season)	14,350
Total	100,000

Conclusion

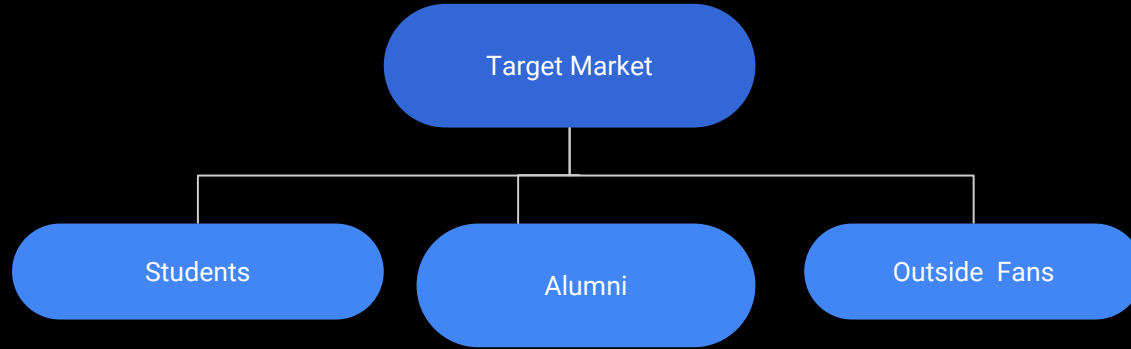
- **Conversation with Andrew Beltran, Co-Founder of Original Grain**



University Watches



Target Market



Alumni
Corner



Student Market

- Finding a way to reach the student population within the different Universities
- How exactly can we reach this segmented market?
 - Various Events
 - Social Media Platforms
 - Brand Ambassadors



Events tailored for Students

Fraternity Launch Party (trunk show)

- Publicize a networking event for all current members and alumni
- Sponsor the launch party as a way to market the new brand
- First few to enter the event receive a free watch
- Bring back past players from that University
 - Have them sporting the watch

Tailgating Presence

- Have a tent at football games where people can come try on the watches
- Watch giveaways
- Coupons for food within the Stadium if they stop by the tent

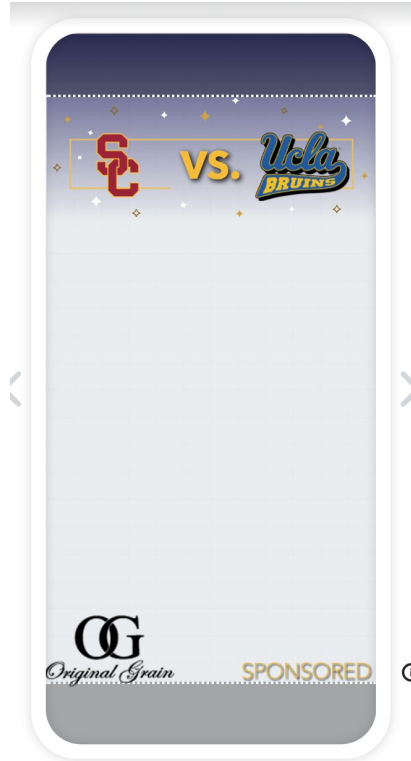


Student brand ambassadors

- Use brand ambassadors to strengthen the awareness of the watches
- Utilizing members of fraternities as brand ambassadors
 - Having them as ambassadors will help with the Launch Party



Social Media-- Snapchat Geofilters





Alumni Market

- Finding ways to connect with Alumni from the universities
- How exactly can we reach this segmented market?
 - Alumni Events
 - Social Media Platforms
 - Brand Ambassadors specified for Alumni

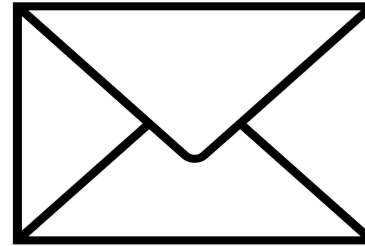
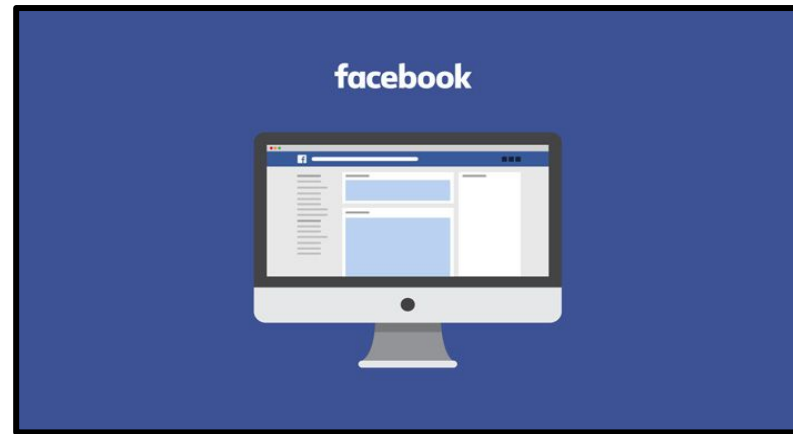


Reaching Alumni

Social Media:

- Facebook page
- Mailed Brochure Pamphlet
- Email/Newsletters

***A continuous stream of uptodate emails**



Alumni Outreach Continued

-Have 5\$ of the watch purchased go back to the school

*Alumni's want to support their alma mater



Alumni Events



- Networking Event
 - Bring back Alumni sports players
 - Alumni tailgate before a sports game to launch product
- *Could raffle off free tickets to next game, a watch, school gear etc...



Outside Fans

- Hand-out fliers or cards to incoming fans at the start of the game
- Supply a coupon when purchasing food and drinks/ gear
- Have an Original Grain booth to show watches during half time
- Make announcements during the game of the new watch creation
- Promotion on all social media accounts



**10% off
Original Grain
watches with
purchase of UCLA gear!**

Budget



	Price:
Influencers (Athletes):	\$5,000
Advertisement:	\$70,000
Networking Event:	\$10,000
Tailgating Events:	\$10,000-\$20,000
Brand Ambassadors (Optional Pay)	\$30,000
Raffle (watches, gear, tickets):	\$25,000
Total:	\$150,000-\$160,000

Meet the Team



- Amber Michel
- Talia Londos
- Joshua Kracoff
- David Smith
- Makenna Kovach
- Bryce Tecson
- Leon Mueller Wiesen
- Mason Miguel
- Christopher Lawler
- William Han

