NFL
NETWORK
THURSDAY
NIGHT
FOOTBALL

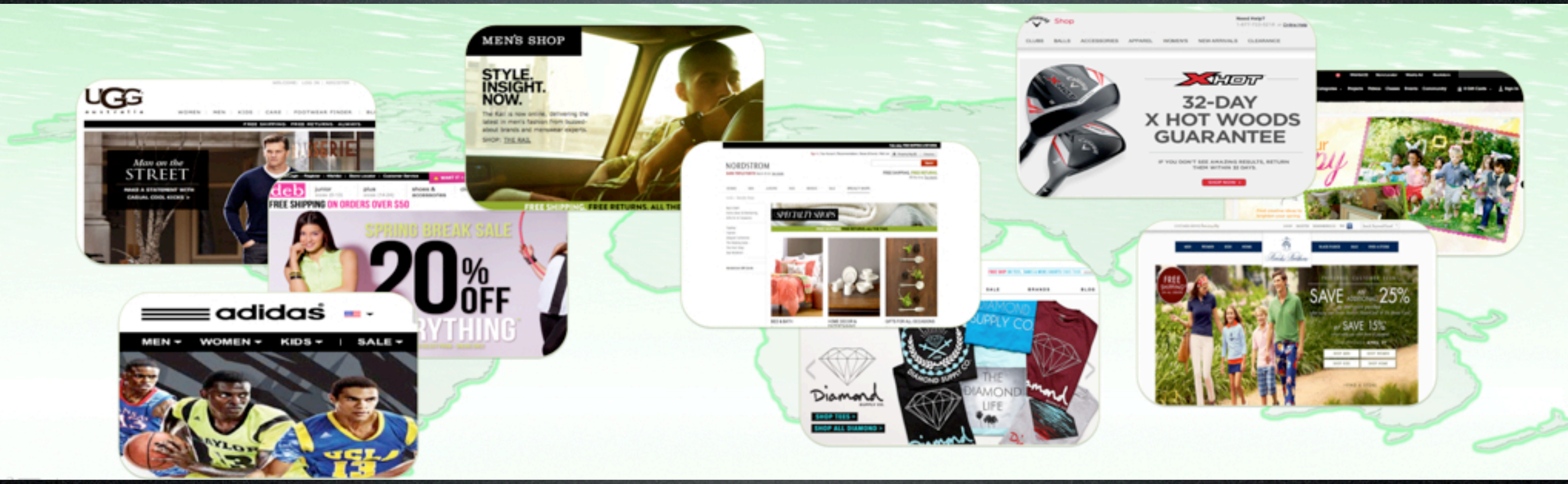
Amplifying the Initiative Every Quarter

Gillette

$200M Marketing Investment

JAS	OND	JFM	AMJ

SHAVING reimagined


UGG
Man on the STREET
deb
FREE SHIPPING ON ORDERS OVER $50
SPRING BREAK SALE
20% OFF
adidas
MEN
WOMEN
KIDS
SALE
MEN'S SHOP
STYLE. INSIGHT. NOW.
NORDSTROM
Diamond
Shop
X HOT
32-DAY
X HOT WOODS
GUARANTEE
SAVE 25%
SAVE 15%

PHYSICAL
MENTAL
SOCIAL

INSTRUCTOR NETWORK

Reebok ONE

RETAIL STORES

GYMS AND STUDIOS

EVENTS

DIGITAL

TRADITIONAL

FIT COMMUNITY

SOCIAL

Helping You Make The Transition

BlackBerry 10 Ready Program

BES CAL Trade-In

Free BlackBerry Z10 offer

New Technical Support & Services

Resources

OMNI CHANNEL

Gillette

Preferred

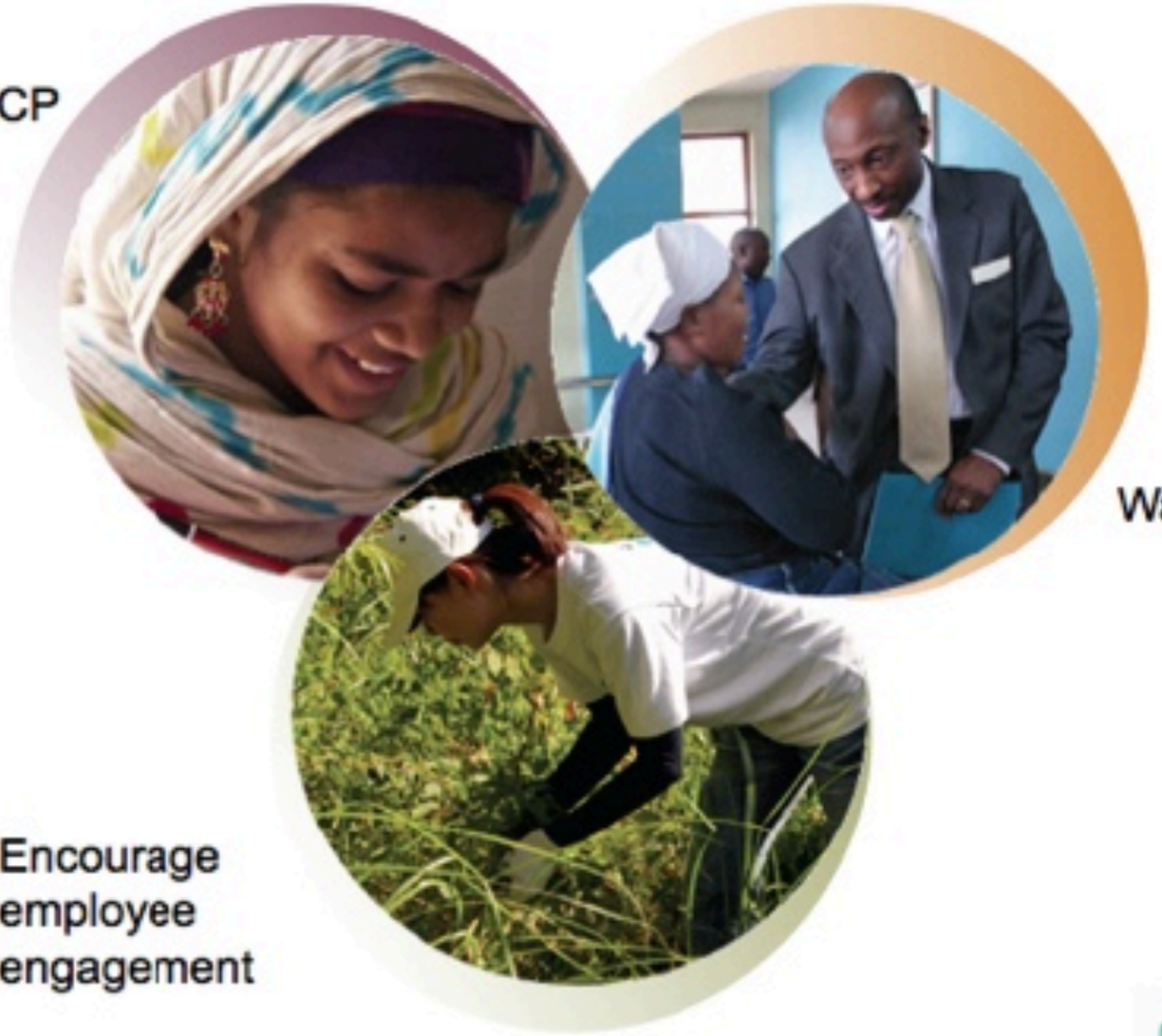
2 to 1

SHAVING reimagined

Merck leaders support the strategy

OFFICE OF
CORPORATE
PHILANTHROPY

Partner with OCP



Walk the talk

Encourage
employee
engagement

MERCK
Be well

BlackBerry® 10
Applications
Unified communications
Security
Device management

CONSUMER

FITNESS AND STYLE

NEW BRAND SYMBOL

PRODUCT

VALIDATION

EXPERIENCE

Edge14
KEEP YOUR COLLEAGUES IN THE KNOW
Edge14

ai
nuance sko 15

POWERING THE EVOLVING CONSUMER JOURNEY

DISCOVERY

>Custom product creation

new balance

BROWSING

>Endless aisle & guided selling in the store

BUTLERS MADE FOR YOUR HOME

Pier 1 imports

AWARENESS

>Early Facebook adopters got stores up quickly

BARE ESCENTUALS

BROOKS

SERVICE

>Strengthen customer experience

HOUSE OF FRASER

Brooks Brothers

PURCHASE

>Supporting the sales floor & mobile check-out

TORY BURCH

VERO MODA

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