

This is a Marketing Job for...



Super marketing that grows businesses by leaps & bounds!

Michael Berreth

Portfolio + Capabilities



SCAN ME



SCAN ME



Why Hire Michael Berreth?

1. **Super Marketing Executive with passion** for driving sales, building brands, and engaging consumers.
2. **Marketing generalist with multiple superpowers:** brand management, consumer marketing (digital marketing, advertising & promotions), and partnerships.
3. **Experience from Who's Who of world-class multinational corporations:** The Walt Disney Company, NBCUniversal, Nestlé, and Kellogg's.
4. **Experience as Vice President, Head of Marketing at a \$90 million company,** DiC/Cookie Jar Entertainment (now WildBrain), for 6+ years.
5. **Small & start-up company experience** as a consultant where I've learned to wear multiple hats and adapt quickly to change.
6. **Heavy digital marketing experience** as a Vice President, Marketing & Interactive and a Digital Marketing Consultant.
7. **Strategic planning and creative thinking** are my biggest strengths.
8. **More hands-on than my peers** with strategic planning and tactical execution.



Bio

- **All-star Marketing Executive**
 - Self-employed as founder of boutique youth marketing agency
 - Start-up & small company experience (clients): No Compromise Gaming | Valera Green Screens | Magic Jump | Darby Pop Publishing | Super League Gaming | Sky Zone Franchise Group
 - Entertainment experience: DiC/Cookie Jar Entertainment | The Walt Disney Company | NBCUniversal
 - Classic “packaged goods” brand management experience: Nestlé | Kellogg’s
- **M.B.A. from Top 20 B-School**
- **B.A. from Top 5 Public School: Regional Universities (West)**
- **Wife, son, daughter, basset hound, cocker spaniel**





Positions

- Founder & Managing Director, **Marketing Brands Consulting** (2013 - Present)
- Vice President, Marketing & Interactive, **DiC/Cookie Jar Entertainment** (2006 – 2012)
- Sr. Franchise Manager, **The Walt Disney Company** (2002–2005)
- Sr. Brand Manager, **NBCUniversal** (2000–2001)
- Marketing Manager, **Nestlé USA** (1999–2000)
- Brand Manager, **Kellogg Company** (1997–1998)



Cookie Jar Promotes Berreth to Marketing VP

Mar 17, 2010

■ **Michael Berreth** was promoted to vice president of marketing at Cookie Jar Entertainment, where he will lead global marketing campaigns and promotional programs. Berreth has handled brands and marketing campaigns, including third-party promotions with McDonald's and 2009's global re-launch of Strawberry Shortcake.



Michael Berreth



Key Business Results

Drove \$2 Million In Revenue
by securing licensing deals with top entertainment studios for inflatable attractions



Sold Out Inventory
of first official Bruce Lee comic books and graphic novel



Successful Launch
of licensed gaming events on Minecraft, the #2 best-selling video game



Highest-Grossing Month Ever
from Sky Zone's "Undercover Boss" episode



Drove \$3.4 Billion in Cumulative Global Retail Sales
by leading major brand re-launch on Strawberry Shortcake



World's #1 Character Franchise
from double-digit sales growth on Disney's Winnie-the-Pooh



Record-Breaking Results
on *The Fast and the Furious* home entertainment release



#1 Revenue Growth Driver
from doubling Kellogg's Rice Krispies Treats into \$240 million snack brand





Marketing Brands Consulting





GennComm



Consulted for –and subcontracted by -- toy PR agency, GennComm, to develop strategic marketing plan for client, Happy Line Toys, for Spring 2023 U.S. launch of Dream Beams glow-in-the-dark plush.



No Compromise Gaming NO COMPROMISE GAMING

DON'T COMPROMISE ON YOUR GAMING PC



Consulting role as Director/VP of Marketing. Developed comprehensive marketing assessment and strategic marketing plan. Drove +38% increase in sales conversions in latest 9 month period (April - Dec '22) with marketing assessment recommendations and new marketing channels. Led client in working with creative agency to develop new marketing campaign and video spots.



GreenScreens.com



 **VALERA**
SCREENS

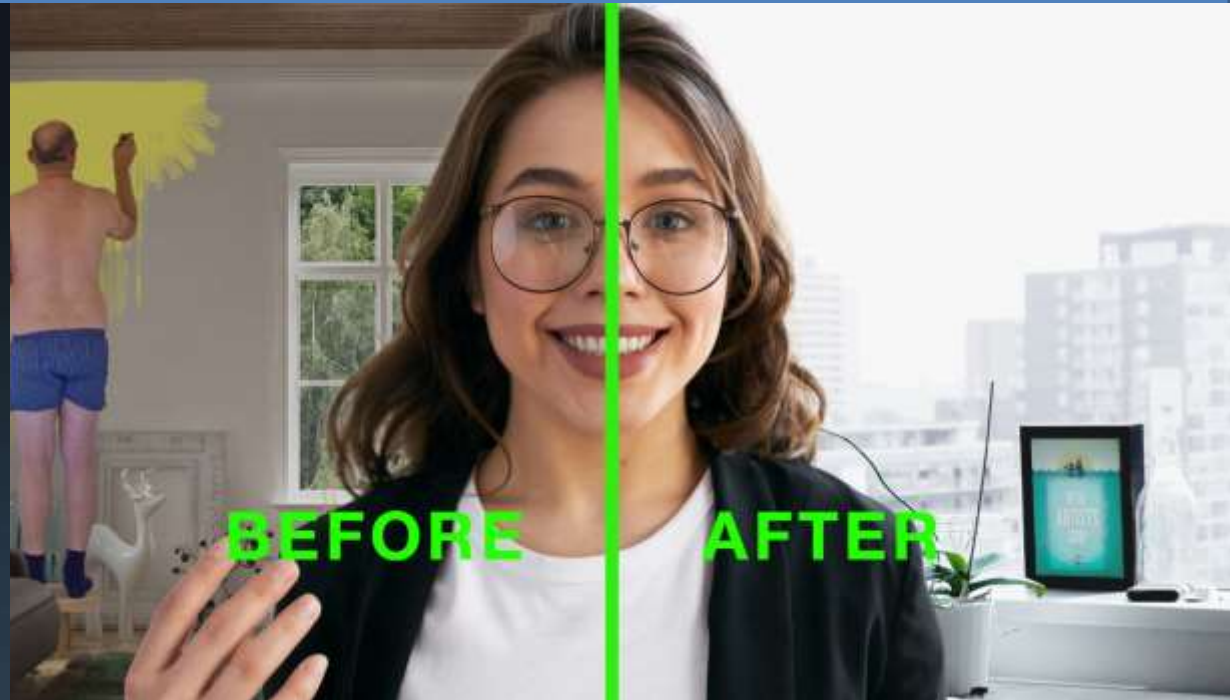
BROADCAST QUALITY GREEN
SCREENS WITH CHROMABOOST™

ULTRA-PORTABLE

LIGHTEST IN CLASS

FREE BACKGROUND GALLERY

WE GOT YOUR BACK **GROUND**



Consulting role as Director/VP of Marketing. Developed and executed digital marketing plan. Doubled online store sessions and delivered a Return on Ad Sales (ROAS) between 5 to 10. Drove ROAS on Google Ads to 10 and on AdRoll retargeting ads to 5. Grew Facebook into #2 marketing channel with Facebook ads with CTR that exceeded industry average by 5x. Drove CTR on LinkedIn ads that exceeded industry average by 2x.



Magic Jump, Inc.



LICENSEGLOBAL
THE LICENSING INDUSTRY'S THOUGHT LEADER



Magic Jump Pumps Up Deals with Warner Bros., Disney

Magic Jump has secured deals with both The Walt Disney Company and Warner Bros. Consumer Products to manufacture and sell licensed inflatables based on each company's IP.

License Global | Nov 06, 2018

The deal will see Magic Jump create inflatable products for Disney's Star Wars, Marvel's Avengers, Mickey Mouse & Friends, Disney Princess, and more; as well as DC's Justice League superheroes.

"Magic Jump is filling the void left by our industry's former manufacturer of licensed inflatables. However, we're combining Magic Jump's high-quality, U.S. made inflatable attractions with a focused mix of the top entertainment properties in pop culture to create a total home run for our customers and the industry," says Michael Berreth, Vice President of Marketing and Business Development.

ONLY U.S. SELLER OF OFFICIAL LICENSED BOUNCE HOUSES

HOME OF LICENSED INFLATABLES

Magic Jump
inflatables

MagicJump.com
877.847.1313

LICENSEGLOBAL
THE LICENSING INDUSTRY'S THOUGHT LEADER



Star Wars MILLENNIUM FALCON
Hyperspace Jump Experience

Magic Jump, Disney Leap Further into Partnership

"Star Wars," Marvel and more make their way to Magic Jump-themed inflatables.

License Global | Dec 09, 2018

Magic Jump, a manufacturer of commercial inflatable attractions, is launching a new wave of products based on Disney properties. The deal between Magic Jump and Disney was signed in November of last year.

New inflatables include themes such as "Star Wars," "Spiderman," "The Avengers" and Mickey and Friends. Fans can expect inflatables of the Millennium Falcon and multiple obstacle courses.

"Magic Jump is developing more sophisticated designs in support of a diverse portfolio inspired by iconic franchises," says Michael Berreth, vice president marketing and licensing, Magic Jump. "We're very pleased with our current product lineup and expect to continue making considerable progress in the years to come."

Consulting role as VP, Marketing for 3 years. Drove \$2 million in sales revenue in 12 months -- and "on track" to double the company's size within the near term -- by starting up a licensed product business and securing inbound licensing deals with top entertainment studios. Drove highest sales growth rate (+10%) in 5 years by spearheading lead generation marketing. Led development of new branding (logo, videos, website redesign).



Darby Pop Publishing

DARBY POP
PUBLISHING



Consulting role as VP, Marketing. Launched new book titles (including 1st official Bruce Lee comic books and graphic novel) with online press, YouTube influencer outreach, paid digital ads, and retailer eblasts. Sold out inventory of graphic novels on Amazon and of comic books at Diamond Comic Distributors. Reached 9MM “targeted” unique visitors per title with online press.



Super League Gaming



Consulting role as Director of Marketing. Launched licensed gaming events on Minecraft (#2 best-selling video game of all time) with hyper-local, geotargeted “digital” marketing. Successfully launched licensed Minecraft gaming events with paid digital marketing with click-through rates that exceeded industry averages by 9x. Exceeded management expectations with ticket sales.



Sky Zone Franchise Group



SKY ZONE
INDOOR TRAMPOLINE PARK

SKY ZONE

YOU'RE AWESOME MOM!

Book Your Jump Time Today! SKY ZONE INDOOR TRAMPOLINE PARK

Protected by U.S. Patent # 5,624,122.

BEST BIRTHDAY PARTY EVER

Book Your Event Today! >

SKY ZONE INDOOR TRAMPOLINE PARK

Protected by U.S. Patent # 5,624,122.

National Media Campaign

WATCH SKY ZONE ON

INDOOR TRAMPOLINE PARK

UNDERCOVER BOSS

Friday, March 14 at 8/7c

ONLY CBS

Consulting role as Digital Marketing Director for national franchise group. Generated incremental \$2 million in revenue by leading company's first national media campaign (TV & digital) with 10% increase in comp store sales vs. PY. Helped generate highest-grossing month ever with digital marketing campaigns around Undercover Boss episode. Grew social media footprint by 46% from 800k to 1.2 million followers.



Sunkist Snacks



Consulting role as Interim VP of Marketing and handled marketing project work for Sunkist Snacks including Walmart launch update presentation with account-specific shopper marketing plans, corporate presentation for investors, “marketing and sales” due diligence for World Peas (now PeaTos) acquisition, and “snack category” competitive assessment.



SMC Entertainment Group



Redesigned Website



Online Shop

THE TOTAL LICENSING REPORT

The weekly newsletter connecting the industry around the world

June 6, 2013



The Jungle Book Gets a Refreshed Digital, Social Campaign

SMC Entertainment Group Inc. has given the animated TV series *The Jungle Book* a complete digital makeover. The new strategy will focus on a comprehensive digital marketing and social media plan, redesigned website, official online shop, and the first mobile gaming app for the property.

The restaged website, thejunglebookus.com, was designed to enhance the overall user experience with increased functionality. Integrated into the new website is the official online shop, where consumers can purchase a host of Jungle Book merchandise ranging from toys to home entertainment to mobile apps and party goods. The restaged website went live June 1.

The brand's first mobile gaming app, *The Jungle Book–The Great Escape*, will launch as part of a new BK Crown Kids Meal promotion in the U.S. Consumers can also download the new app on Google Play and later in the year on the iTunes App Store. The Jungle Book brand will also be supported with a comprehensive digital marketing and social media plan that includes Facebook and Twitter advertising and promotions, search engine marketing, email and mobile text campaigns, and an extensive mom blog campaign.

Served as in-house Marketing Department. Significantly increased website traffic on www.thejunglebookus.com with re-designed website. Drove significant holiday sales on Jungle Book toys by setting up Amazon store into the brand's top-selling retail channel. Supported with comprehensive digital marketing plans.

Job Experience



The
WALT DISNEY
Company





DiC/Cookie Jar Entertainment



The New York Times

Beloved Characters as Reimagined for the 21st Century



June 11, 2008

The 1980s Strawberry Shortcake has been updated to spend her time chatting on a cellphone instead of brushing her calico cat, Custard. Photographs From TCFC



American Greetings and Cookie Jar Entertainment Celebrate Strawberry Shortcake's New Look & Licensees

Building on Strawberry Shortcake's success and enduring appeal, Cookie Jar Entertainment has signed a host of new licensees in all major categories to reflect the American Greetings' brand's fresh new look, new world and new storyline.



Cookie Jar has signed Children's Apparel Network (CAN) as the master apparel licensee. The line, set to debut this fall, will feature t-shirts, fashion apparel, daywear and active wear. Additional new licensees include: Saramax (sleepwear), MTC (outerwear), Berkshire Fashions (outerwear and cold weather accessories), Added Extras (HBA products), Penguin (publishing), Dalmatian Press (coloring/activity books) and In Zone (beverages).

An assortment of Strawberry Shortcake products including apparel, books, accessories, HBA, bags and more will be available through all channels of retail distribution.

Re-imagined for a whole new generation, the Strawberry Shortcake characters and the world they live in will be small in scale, but big on adventure, friendship, fashion and fun. Through Cookie Jar Entertainment's role as American Greetings' global licensing agent for Strawberry Shortcake, the company has attracted over 480 licensees, a number that is quickly growing as the brand expands into new territories and categories.

Strawberry Shortcake has generated more than \$3 billion in worldwide retail sales since its re-launch in 2002 and is building on this success with a new look also supported by a toy line created by worldwide master toy licensee Hasbro, launching in summer 2008. A new CGI DVD movie release, *The Strawberry Shortcake Movie: Sky's the Limit*, from Fox Home Entertainment will debut this fall.



Rejuvenated the Strawberry Shortcake character franchise to \$3.4 billion in cumulative global retail sales by leading a major global brand re-launch including oversight of licensing agents and global marketing plans. This was the company's #1 largest revenue stream.



DiC/Cookie Jar Entertainment



GOOD LUCK TROLLS OUTDOOR AD CAMPAIGN SAN FRANCISCO

get lucky on the troll-ey car!

visit www.goodlucktrolls.com

legs + feet novelties available at retailers near you!

<p>high troller!</p> <p>visit www.goodlucktrolls.com</p> <p>LAS VEGAS</p>	<p>get lucky!</p> <p>visit www.goodlucktrolls.com</p> <p>NEW YORK / CHICAGO / PHILADELPHIA / BOSTON</p>	<p>trollywood</p> <p>visit www.goodlucktrolls.com</p> <p>LOS ANGELES</p>
<p>we're back and hair to stay</p> <p>visit www.goodlucktrolls.com</p> <p>MIAMI</p>	<p>BIG LUCK!</p> <p>visit www.goodlucktrolls.com</p> <p>DALLAS</p>	<p>catch some luck!</p> <p>visit www.goodlucktrolls.com</p> <p>DENVER</p>



get lucky in Las Vegas!

instead who goes?

PRIZES!
A TRIP TO LAS VEGAS FOR TWO!

EVERY GOOD LUCK WINNER!
Prizes at www.goodlucktrolls.com
*Must visit the code to participate. See terms & conditions for details!

WILL WIN THOUSANDS OF OTHER PRIZES!

visit www.goodlucktrolls.com

get lucky in Las Vegas!

Get Good Luck?

Will your guess get you to Win or just lead to...
...divide your prize!

IF YOU GUESS THE NUMBER OF TROLLS IN THE PHOTO...
...YOU WILL WIN \$1000.00. IF YOU GUESS THE NUMBER OF TROLLS IN THE PHOTO...
...YOU WILL WIN \$1000.00. IF YOU GUESS THE NUMBER OF TROLLS IN THE PHOTO...
...YOU WILL WIN \$1000.00.

Must enter the prize code shown to collect your prize.



Built 'word-of-mouth' buzz-on-the-street in support of Good Luck Trolls doll re-launch with Trolls "Get Lucky!" street marketing campaign that included outdoor advertising, "Troll patrol" mobile brand ambassadors, decoder-based online instant win game, event marketing and photo missions.



DiC/Cookie Jar Entertainment



INSPIRED BY KONAMI'S HIT GAME
DANCE DANCE REVOLUTION™!

Dance Revolution

Presented by DJ RICK!

Featuring
The Slumber Party Girls

SPG

WATCH THE

KOL SECRET SLUMBER PARTY

ON CBS

DEBUTING
SEPTEMBER 16th

Check your local listings

cake

Sabrina
The Animated Series

www.SecretSlumberParty.com

HORSELAND

KEWLopolis

formerly secret slumber party
on CBS

All NEW Series!

DINO SQUAD

Five quirky teens gain the power to transform into dinosaurs.

All NEW Series!

rushi pack

Five crime-fighting pieces of suits that serve and protect!

cake

Presenting the first season!

The coolest and most original "How-To" show ever to hit TV.

Return with new episodes!

HORSELAND

Four amazing friends on horseback in Horseland.

All NEW Series!

Strawberry Shortcake

A berry sweet world of fun, friendship and friendship.

All NEW Series!

Care-Bears Adventures

Adventures of Care-a-lot!

Teens with awesome belly buttons who make understanding feelings fun.

DiC

Devi Danowaki • 212-239-4437 x102 • ddanowaki@dicent.com

Delivered 30% increase in TV ratings -- and only upward trend in network broadcast TV on Saturday mornings -- on CBS Kids' TV programming block with tune-in marketing: advertising, watch & win promotions, and digital marketing.



Cookie Jar Entertainment



Hey kids, this is advertising!

Sweet Fun! Click Here!

happy meal.com

Strawberry Shortcake

While supplies last at participating McDonald's. Ask about our special toys for children under 8. See us.happymeal.com for full details. © 2011 McDonald's. © Strawberry Shortcake™/NFCFC.

Busytown Mysteries
SPECIAL CASE

The Missing Apple Mystery

Wendy's

visit AAA.com/SafeSeats4Kids

AAA Buckle up on every trip!

JOHNNY TEST
FUTBOL

Cool Pictures

BORDERS where books and more come to life

SUPER SCARRY FUN
by Richard Scarry

Stuffed Toy \$14.99
New Stuffed Book \$14.99
Book \$6.99

Busytown \$19.99
Matching \$7.99

50% OFF \$15.99

Kellogg's Strawberry Shortcake

10 GREAT AND FUN IDEAS FOR YOUR CHILDREN'S PARTY

Strawberry Shortcake

Alex's Lemonade Stand
FOUNDATION FOR CHILDHOOD CANCER

Strawberry Shortcake

National Strawberry Month
Activity Book

HORSELAND

With 100 illustrations and 50 worksheets on 100 different horse breeds and their uses.

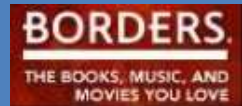
www.cookiejar.com/ckj

With 10 illustrations on 100 different horse breeds and their uses.

happy meal

One of 8 Notebooks with Stampers in each Happy Meal!

Strawberry Shortcake



Generated \$2 million in sales revenue and significant marketing value by securing and executing third-party licensed promotions (kid's meals) with McDonald's, Wendy's, and Carls Jr.; branded food licensing deals with Kellogg's and Litehouse Foods; retail promotion with Borders; and strategic partnerships with American Automobile Association, 4-H, Alex's Lemonade Stand Foundation, and Produce for Better Health Foundation.



DiC/Cookie Jar Entertainment



Websites



Digital Advertising



Mommy Blogs



Advergaming



Social Media



Facebook Ads



Online Games & Sweeps



Mobile Apps



Viral Videos



E-Commerce



SEM

VP, Head of Marketing & Interactive for 6+ years. Oversaw digital marketing & social media, and launched websites, social media sites, e-commerce sites, mobile apps and digital marketing campaigns that drove consumer engagement and sales revenue.

The Walt Disney Company

Forbes

Top-Earning Fictional Characters

Creator: A.A. Milne

Birth Date: 1926

Debut Role: *Winnie the Pooh*, a book

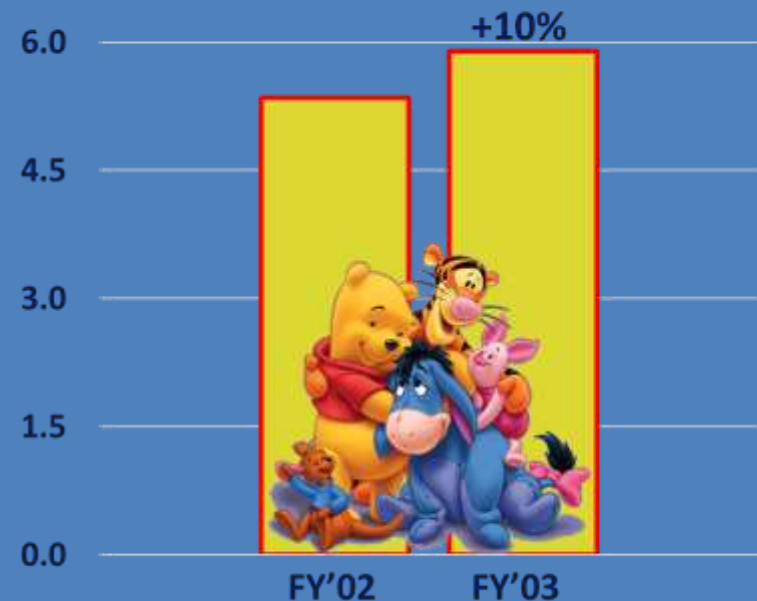
Known Associates: Eeyore, Tigger,
Piglet, Christopher Robin

Income: \$5.9 billion

**Winnie the Pooh & The 100 Acre Wood
Characters**



TWDC Global Retail Sales: WTP



Drove 10% increase in global retail sales on Disney's Winnie-the-Pooh to become the world's #1 most valuable character franchise per Forbes' "Top Earning Fictional Characters List" with strategic brand plan, brand stewardship on entertainment content across the company, and new licensed product programs.



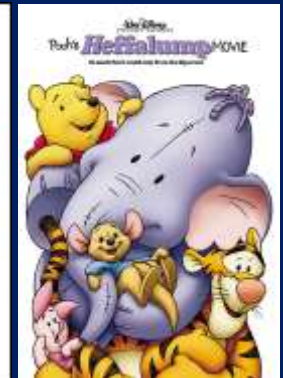
Disney's Winnie-the-Pooh



Radio Disney



TV Series




Theatrical Release

Forbes
Top-Earning Fictional Characters

Creator: A.A. Milne
 Birth Date: 1926
 Debut Role: Winnie the Pooh, a book
 Known Associates: Eeyore, Tigger, Piglet, Christopher Robin

Income: \$5.9 billion

Winnie the Pooh & The 100 Acre Wood Characters




Licensed Products



Holiday TV Specials



Live Entertainment



Theme Park Attraction



Home Entertainment

VARIETY

HOME | DIGITAL | FEATURES

U gets 'Fast' start in '02

JANUARY 9, 2002 | BY SCOTT HETRICK

Diesel starrer sets record for DVD rentals in its first week

Scott Hettrick

Universal Studios Home Video broke away from the starting grid in 2002 at the same pace it ended 2001, with last summer's breakout hit "The Fast and the Furious" selling so fast that it is leaving some retailers standing in the dust.

At the same time, the title also set a record for DVD rentals in the first week.

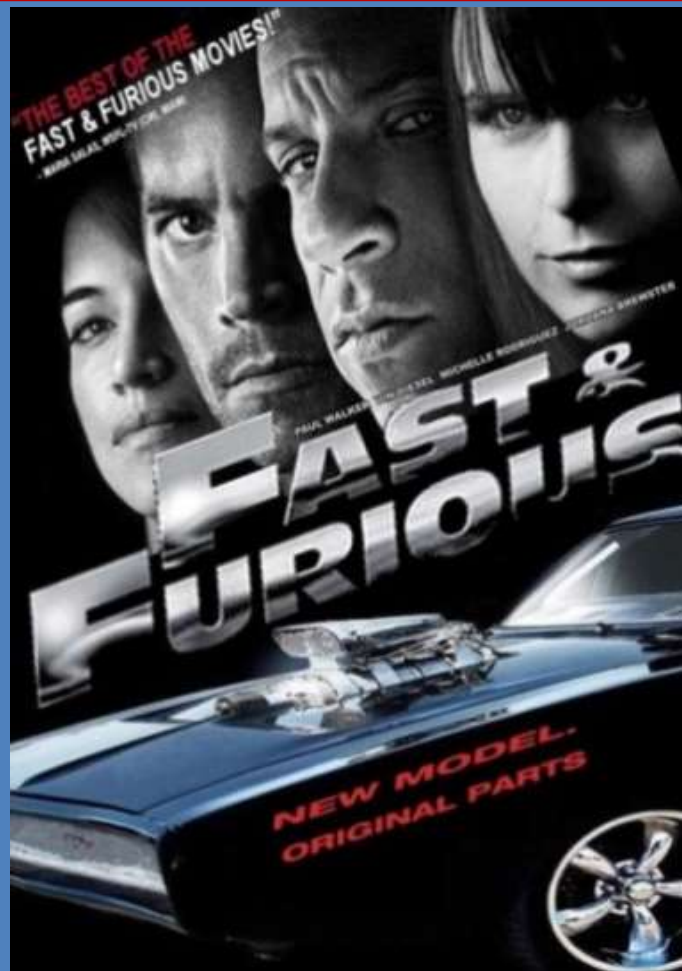
Universal reports that 2.9 million of the first 3.4 million DVD copies shipped to dealers were purchased by consumers in the first five days of release after the Jan. 2 debut of the \$145 million movie about street car racers.

That puts "The Fast and the Furious" ahead of what was then the record-setting pace of "Shrek" last fall, but behind Disney's "Pearl Harbor," which sold 3 million units on the first day. "The Fast and the Furious" sold about 2.1 million copies on the first day, including about 800,000 purchased for rental by video specialty stores. First-week sales were about twice as high as Universal's "The Mummy Returns" and "Jurassic Park III."

But USHV president Craig Korblaub said the studio will be unable to keep pace with those other titles because not enough copies were produced to refill re-orders from retailers that are coming in faster than anticipated. The studio is furiously trying to fill approximately 700,000 re-orders with another million copies being rushed out this week, but Korblaub said there could be a two-week lag before the studio is able to fill all re-orders thereafter.

"The Fast and the Furious" also raced to the top of the DVD rental charts with the biggest first week in DVD rental history of \$6.29 million, surpassing the \$5.5 million of "Cast Away" last year, according to NISDA VidTrac. Universal's biggest hit to be proud for rental on videocassette since the original "American Pie" five years ago, "The Fast and the Furious" also topped the VHS rental charts with \$11.03 million.

Combined with the \$58 million in revenue from DVD sales, "The Fast and the Furious" generated a total of \$75.32 million in consumer spending the first week.



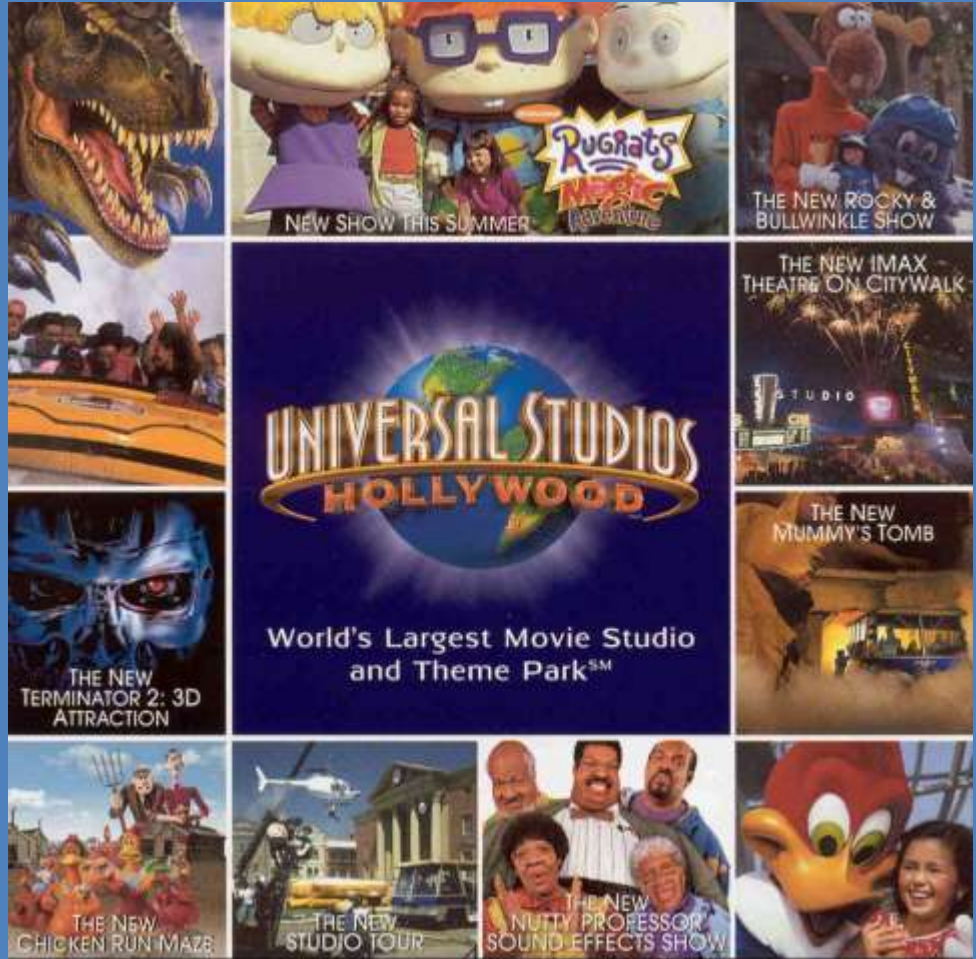
Achieved record-breaking results on home entertainment release of *The Fast and the Furious* with \$75 million in sales in 1st week -- and biggest 1st week in DVD rental history (\$6 million in revenue) -- with a creative marketing plan with "Kick A.S.S." tactics: Automobile (promotions), (publicity) Stunt, Songs (MTV sponsorship).



Universal Studios Hollywood



FAMILY TRIP Hispanic attendance from the local Southern California market to Hollywood's Universal Studios has tripled since 2000. Hispanic visitors overall have doubled in the same period.



Tripled local U.S. Hispanic attendance to Universal Studios Hollywood theme park with fully-integrated marketing programs, in-park programs, special events, park discounts, beverage partnerships, multi-media advertising.



Nestlé

Nestlé Raisinets® Introduces
The Hottest New Stand-Up Team in the Business!

Bite Size Raisinets in Resealable Bags. Now in Yogurt Flavor!

A Chance to
WIN INSTANTLY
A 2000 VW New Beetle®

See Specially Marked Nestlé **MOVIE PACK** Candies.



Nestlé Raisinets® Gets Two Thumbs Up!

Siskel & Ebert Video Pick of the Week
TV Sponsorship

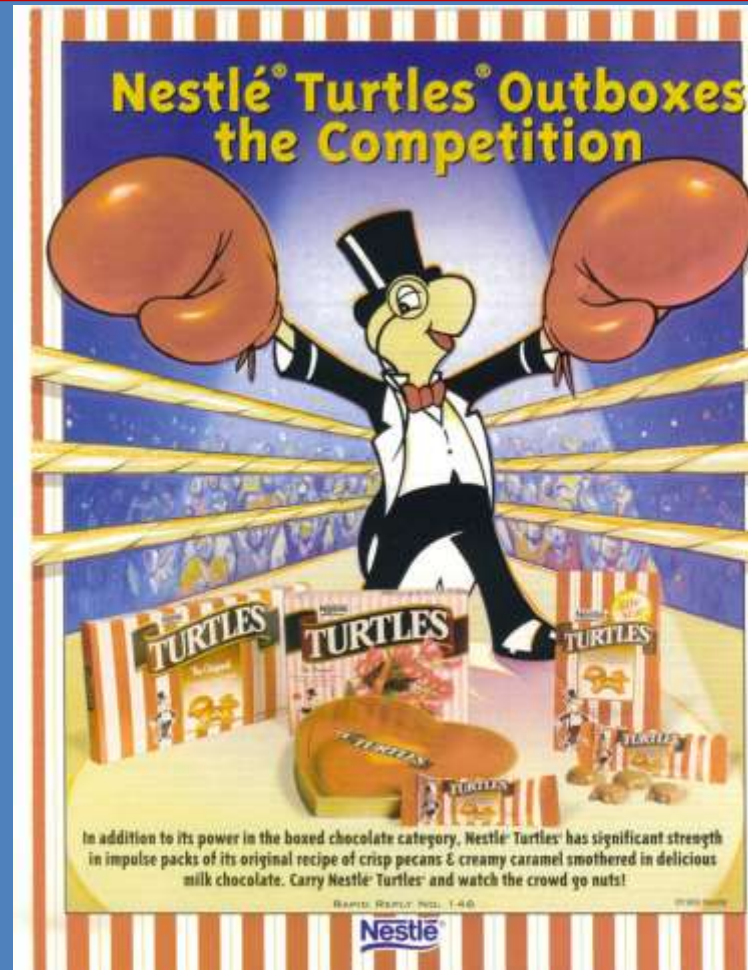
POP-SECRET
MOVIE-THEATER
BUTTER

RAISIN YOUR CURIOSITY
FREE RAISINETS

Increased retail sales of Nestlé Raisinets by \$10 million by launching new line extension and “guerrilla marketing” campaigns to reinforce “Movie Candy” brand positioning. These included screen advertising, on-pack movie trivia promotion, Siskel & Ebert sponsorship, and popcorn cross-ruff.



Nestlé



Sold Upper Management on investing in advertising to support Nestle Turtles; and insured sufficient production capacity to meet planned volume growth by facilitating manufacturing plans in short-term through start-up of co-manufacturer and long-term through approval of proposal to build 2nd production line.



Kellogg's



BRANDWEEK
 THE NEW WEEKLY OF MARKETING
 Vol. XXXVIII No. 16 April 28, 1997 \$3.00

Extensions
SUB-CULTURE TREND: KRAFT YOGURT PUSH
 By Stephanie Thompson
 Looking to develop a stronger base among adults seeking indulgent and children looking for fun marks in the refrigerated yogurt category, Kraft is spending nearly \$4 million on national advertising and promotion support for the introduction of its Breyers Smooth & Creamy line and a related line of artisanal yogurts to its 400-7 Target line for kids. (Continued on page 4)

Advertising
VOLVOLUTION
 Volvo to Refocus Brand At Lead Global Agency
 By David Kiley
 Volvo is planning to conduct a lead global agency search, possibly by regional, as it searches for an advertising lead to lead its new manufacturing worldwide and how to do marketing, sales, and distribution in the U.S. market. The task comes as Volvo steps to great success in the U.S. market and the focus of a series of new vehicle lines, including the introduction of the X30 sedan, the V70 all-wheel drive station wagon and the new C70 Coupe. (Continued on page 4)

EXCLUSIVES
LEAD BRANDS
 With some brands looking out at all its competitors in the Atlanta market, Kellogg's will launch its new line of 16 oz. bottles priced to lead with Snuggly. See page 2.
RAINBOW COALITION
 Mars, Nestle, and others are working to get the 16 oz. bottles of the new line of 16 oz. bottles priced to lead with Snuggly. See page 2.
DEPARTMENTS
 Kellogg's will launch a \$15 million advertising campaign next week to support its Rice Krispies Treats snack line as the company seeks to expand the product into the supermarket check-out area and pit it more directly against impulse items like candy, following the lead of snack giants Nabisco and Frito-Lay. (Continued on page 4)

BRANDWEEK FEATURE
PC MARKETERS TAKE THE PLUNGE
 Personal computer manufacturers are looking to new lines of sub-\$1,000 units with lower price-point household penetration. Or, will experienced users just trade down? See page 28.

Snap, Crackle, KA-CHING!



Armed with \$15M Push, Kellogg Moves Treats Up Front
 Strategy By Sean McHagan
 Kellogg will launch a \$15 million advertising campaign next week to support its Rice Krispies Treats snack line as the company seeks to expand the product into the supermarket check-out area and pit it more directly against impulse items like candy, following the lead of snack giants Nabisco and Frito-Lay.

THE SKY'S THE LIMIT!



Transformed Kellogg's Rice Krispies Treats into a major snack brand by doubling annual retail sales to \$240 million (Kellogg's #1 growth driver) by leading brand activities: brand plans with \$30 million marketing budget, P&L responsibility, new product/pack types, consumer engagement, and cross-functional team leadership. This drove the start-up of Kellogg's Snacks Division.



Testimonials

<p>Michael performs magical feats with limited resources. He is the rare breed of marketing pro who makes promises, then over-delivers.</p>		<p>Jeff Kline, Founder</p>	<p>DARBY POP PUBLISHING</p>
<p>Michael did an incredible job helping us. He's intelligent, creative, and reliable. I highly recommend him for marketing leadership roles.</p>		<p>Nick Desai, CEO</p>	<p>SUNKIST SNACKS</p>
<p>Michael is a savvy digital marketer who is a pleasure to work with and a team player.</p>		<p>Jeff Platt, CEO</p>	<p>SKY ZONE FRANCHISE GROUP</p>
<p>Michael is an incredible marketer, strategist and polished executive. He excels in strategic planning and brand development.</p>		<p>Lisa Streff, SVP</p>	<p>SMC ENTERTAINMENT</p>
<p>Michael has a distinguished career as a marketing exec with vast expertise in brand management, strategic planning, and promotions.</p>		<p>Toper Taylor, President & COO</p>	<p>COOKIE JAR ENTERTAINMENT</p>
<p>It is an excellent marketing plan you put together. It is balanced with smart items which should provide a lift and build awareness.</p>		<p>Andy Heyward, Chairman & CEO</p>	<p>DiC ENTERTAINMENT</p>
<p>You've been doing a great job! Your clients love you, you deliver strong promotion plans for them, and you've been doing a great job coaching & developing your reports.</p>		<p>Shari Brickin, EVP, Account Services</p>	<p>CATAPULT MARKETING</p>
<p>Michael is a strong strategist and brand marketer. He sees the big picture to determine long-term strategy and the steps needed to execute flawlessly.</p>		<p>Mary Beech, VP Franchise Management</p>	<p>THE WALT DISNEY COMPANY</p>
<p>This (The Fast & the Furious) is a f**king awesome marketing plan. It feels big.</p>		<p>Hilary Hoffman, VP Marketing</p>	<p>UNIVERSAL HOME ENTERTAINMENT</p>
<p>I like working for you. You make me feel like a business partner instead of a subordinate.</p>		<p>Rodney Brown, Brand Assistant</p>	<p>NESTLE USA</p>



Key Capabilities



Services

- Conduct comprehensive marketing audit/assessment
- Develop & execute strategic marketing plans
- Direct creative development
- Manage marketing department, cross-functional teams, task forces, agencies, etc.
- Manage marketing-related special projects
- Pitch, secure and execute strategic partnerships and licensing deals
- Write press releases and secure PR/press coverage
- Handle social media including account/page setup, content strategy, editorial calendar, posting, and optimization
- Deploy email marketing (MailChimp) and bulk SMS marketing campaigns.
- Handle PPC advertising on websites, mobile apps, Facebook, Instagram, Twitter, Pinterest, LinkedIn, Reddit, Google (AdWords, YouTube, Gmail), Amazon, Ebay, AdRoll (re-targeting), and Yelp



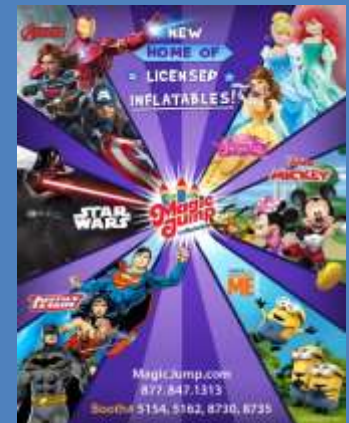
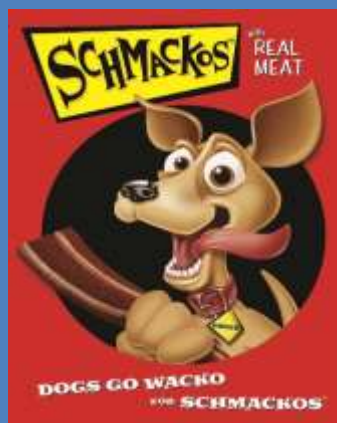
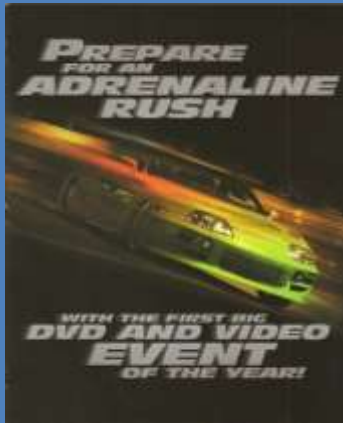
Brand Management



Michael maximizes sales revenue by developing business-building strategic brand plans and directing brand activities. He works at the hub of the wheel with P&L responsibility, leading teams and partnering with others (internal departments & agencies) to drive business results. He has managed major brands with annual sales of \$240 million and a \$30 million marketing budget.



New Product Launches



Michael generates incremental sales revenue by driving new product introductions. He has classic packaged goods experience on line extensions for Kellogg's Rice Krispies Treats and Nestle Raisinets; and entertainment experience on *The Fast & the Furious* DVD, Strawberry Shortcake licensed product, Caillou and Richard Scarry's Busytown toys, comic books/graphic novels, and licensed bounce houses.



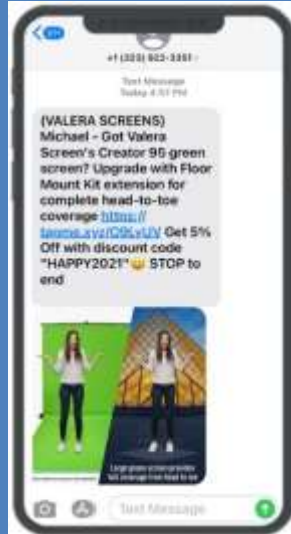
Digital Marketing



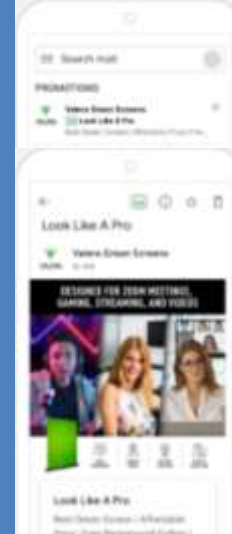
Website Redesigns



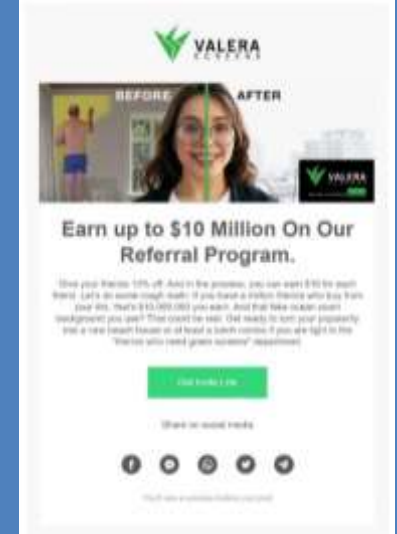
Email



Bulk Text



Gmail Ads



Referral



Social Media



Google Ads



Facebook Ads



LinkedIn Ads

Michael drives consumer engagement and sales revenue with all types of digital marketing. He headed up the Marketing & Interactive Department at DiC/Cookie Jar Entertainment for 6+ years and has worked as a Digital Marketing & Social Media Consultant since 2012. His digital programs have generated countless consumer impressions, clicks, and conversions.



Digital Marketing (Cont'd)



YouTube Ads

Amazon Ads

Geo-Targeted Ads



Display Ads

Online Promotions

Snapchat Ads

Michael drives consumer engagement and sales revenue with all types of digital marketing. He headed up the Marketing & Interactive Department at DiC/Cookie Jar Entertainment for 6+ years and has worked as a Digital Marketing & Social Media Consultant since 2012. His digital programs have generated countless consumer impressions, clicks, and conversions.



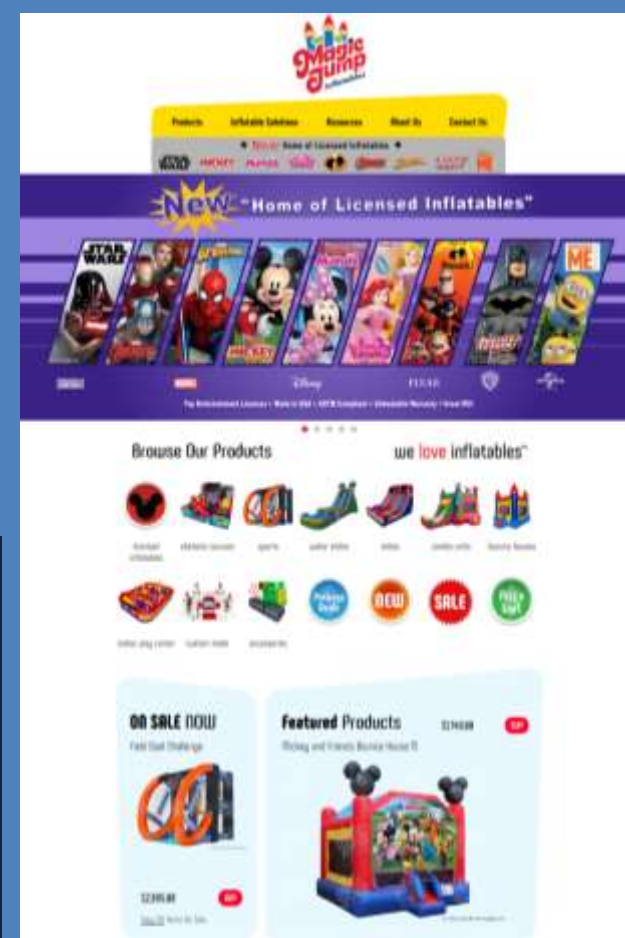
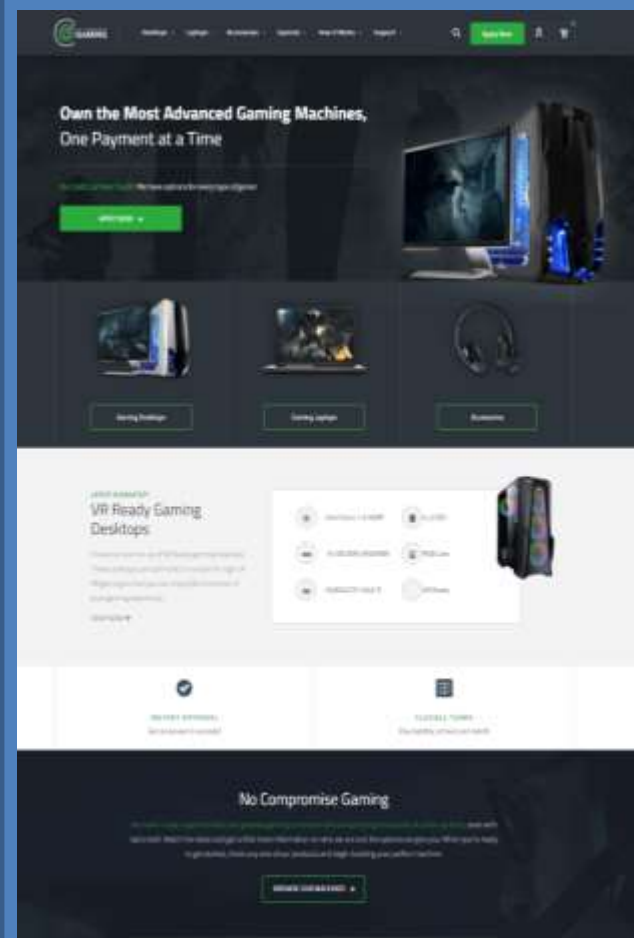
Digital Marketing Stack



Michael generates sales leads and drive sales conversions by utilizing a full suite of marketing technology.



E-Commerce



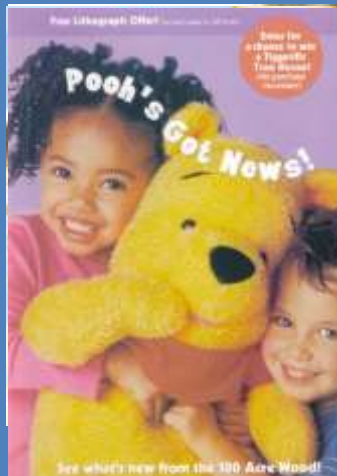
Michael has E-Commerce experience with gaming PCs, Hollywood-style green screens, and vinyl play structures (costing up to \$12,000). He managed E-Commerce websites including content and product listings. He drove sales conversions with various e-commerce website optimizations.



Traditional Advertising



Television



Print



Outdoor



Radio

Michael drives retail sales with advertising (media plans and ad creative). He led development of effective TV commercials for Tone Soap, Kellogg's Rice Krispies Treats, Universal Studios Hollywood, *The Fast and the Furious DVD*, CBS Saturday Morning TV programming block, and Sky Zone trampoline parks. He has run print executions of all types and Out-of-Home. Michael learned advertising from top ad agency, Leo Burnett.



Consumer Promotions

Announcing Kellogg's Big Cash Sweepstakes

A Weekly War in 4-oz. containers

RICE KRISPIES TREATS

Pop-Tarts

NEW RICE KRISPIES TREATS

Enter for a chance to win this TigerTite Tree House!

By Michael's Cash Promotions

New! SCHMACKOS

WITH REAL BACON

bakon STRIPS

DOGS GO WACKO FOR SCHMACKOS

\$1.00 OFF

\$1.00 OFF

Watch for a Chance to Win!

You Could Win...

- A Vacation in Paris, France!
- A Horse Lodge & Dream Vacation!
- A Bedroom Makeover!
- \$20 in Music Cash!

Any time can be quality time with Mommy & Me products!

PrizeWinners.com

Learning, Loving, Learning... Together!

\$3.00 Off

A Chance to WIN INSTANTLY A 2000 VW New Beetle!

GOOBERS

RAISINETS

CRUNCH

CRUNCH

GOODY MOVIE GIVEAWAY!

Nestle RAISINETS

Hands down the most entertaining animal act!

PERFORMING OVER 900 SHOWS NATIONWIDE IN 2006!

Hey kids, this is advertising!

happy meal

Sweet Fun!

Click Here!

Strawberry shortcake

McDonald's

get lucky in Las Vegas!

Instant win game

GRAND PRIZE: A TRIP TO LAS VEGAS FOR TWO!

PLUS THOUSANDS OF OTHER PRIZES!

EVERY CARD A WINNER!

trois

BRUCE LEE THE DRAGON RISES

FREE COMIC BOOK DAY

Michael generates short-term sales revenue by developing and executing both value-added and price promotions. In addition to expertise in price promotions such as coupons and rebates, Michael has heavy experience with value-added promotions such as instant win games, contests, sweepstakes, and events.



Partner Marketing

Hey kids, this is advertising!

happy meal .com

Sweet Fun!

Click Here!

Strawberry Shortcake

AAA logo

PROMOTIONS

KEEP YOUR CHILDREN SAFE IN THE CAR

AAA and the timeless characters of Richard Scarry, one of the bestselling children's authors of all time, have partnered to promote child passenger safety. To keep your child safe, use the right car seat and follow the guidelines at AAA.com/SafeSeats4Kids. To install your car safety seat correctly, call an expert at 866-SEAT-CHECK(732-8243) or visit seatcheck.org. Remember, car seats save lives!

Visit BeStyoutwithStories.com for more on best-selling children's author Richard Scarry.

PARTNERSHIPS

HOME OF LICENSED INFLATABLES

Magic Jump inflatables

MagicJump.com

877.847.1313

LICENSING

Michael generates significant sales revenue and marketing value by securing and executing third-party licensed promotions, strategic partnerships, sponsorships, outbound & inbound licensing deals, and retail promotions. He pitches and negotiates front-end deals and manages back-end execution.



Influencer Marketing



YouTube Celebrity Influencer
(Captain Sparklez)



Celebrity Influencers:
Bruce Lee's daughter;
Actress Adrienne Palicki



Top "Comic Book" YouTube
Channel (Comicstorian)



Mommy
Bloggers



School Influencers:
Principals, PTA, Teachers)

Michael generates sales by leveraging word-of-mouth from influencers. His outreach has included celebrity and YouTube stars, journalists (top "pop culture" websites), professional mom bloggers, and school micro-influencers (principals, PTA leaders, teachers). Note: 92% of consumers trust word-of-mouth more than all other advertising; and influencer content is trusted more than other media.



Content Creation



Sell Sheets



Press Releases



Product Descriptions



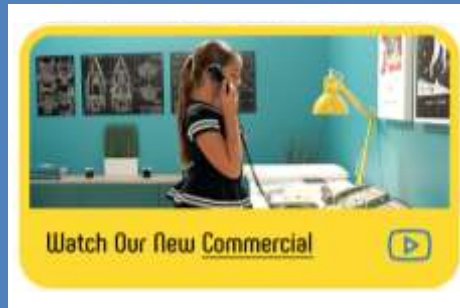
Blog Posts



E-Newsletters



Company Presentations



Video Scripts



Social Posts

Michael drives leads into the different stages of the sale funnel by creating content of all types: sell sheets, press releases, product descriptions for website, blog & social media posts, e-newsletters, company presentations, and scripts for company videos.



Contact Information



818.590.1366



michael.berreth1



berreth.michael@gmail.com



www.linkedin.com/in/michaelberreth



<http://michaelberreth.weebly.com>