

RETURN ON

IDEAS



RCCO

RCCO SNAPSHOT

We help like-minded brands make their next big move through game-changing ideas

- Our mantra: Big ideas, not big budgets, create amazing communication
- What we do: Uncover insights, invigorate brands, and over-deliver originality
- How we do it: Speed, passion, and collaboration that blurs the lines between agency and client, departments and stakeholders, while inspiring all toward the common goal of pursuing the unexpected
- Who we are: Minority-owned RCCO has been in business since 1980 with long-term client-agency relationships of no less than 8 years
- Our experience: National and regional legacy brands



PUTTING A FACE ON THE IDEAS

YOUR CONTACTS



MARCOS HERNANDEZ
CEO/GROUP CREATIVE DIRECTOR
MARCOS@RC-CO.COM
210-422-8397



ADRIAN RAMOS
CD/MANAGING PARTNER



MARISA PARKER
VP OF STRATEGY



RON MELONI
SHOPPER MARKETING
CD



ROGER CHRISTIAN
CCO/FOUNDER



FULL LIST OF AGENCY SERVICES

STRATEGY

- BRAND, CREATIVE, CONTENT STRATEGY
- BRAND CHARACTER DEVELOPMENT
- BRAND VOICE
- BRAND POSITIONING
- DIGITAL STRATEGY
- AUDIENCE IDENTIFICATION (CLUSTERING, SEGMENTATION, OPPORTUNITY SIZING)
- GAP ANALYSIS
- PATH TO PREFERENCE/PURCHASE

PRODUCTION & EXECUTION

- BROADCAST & PRINT PRODUCTION
- DIGITAL & INTERACTIVE CONTENT DEVELOPMENT
- DIGITAL DEVELOPMENT (EMAIL, WEBSITES, BANNERS, LANDING PAGES)
- PHOTOGRAPHY & VIDEO
- PRINTING & FULFILLMENT

CREATIVE

- BRANDING, DEVELOPMENT (VISUAL IDENTITY & BRAND STANDARDS)
- CAMPAIGN DEVELOPMENT
 - TRADITIONAL
 - DIGITAL
 - SHOPPER MARKETING
- CONTENT
 - WEB
 - SOCIAL MEDIA
 - STREAMING
- EVENTS & PRODUCTION

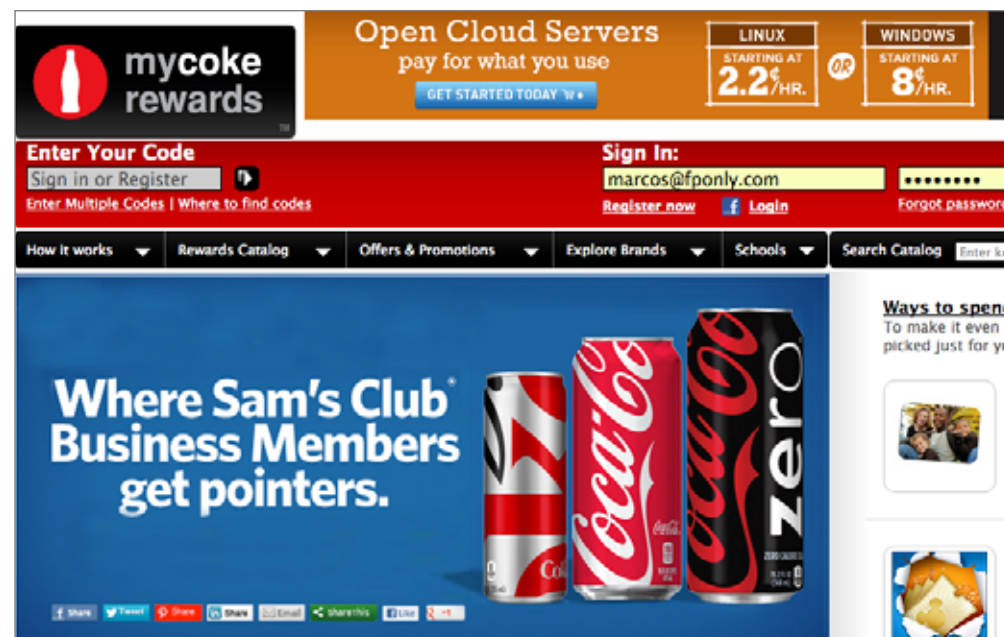
MEASUREMENTS

- MARKET RESEARCH (SECONDARY, SYNDICATED & PRIMARY)
- BRAND HEALTH
- CAMPAIGN PERFORMANCE ANALYSIS
- DIGITAL ANALYSIS & PERFORMANCE
- SALES ANALYSIS
- LEAD GENERATION

SHOPPER MARKETING – COCA COLA / SAM'S CLUB



Pallet Wrap, Signage, Displays (During/Post-Shop-Repeat Sales)



My Coke Rewards Homepage Banner Ad (Post-Shop)

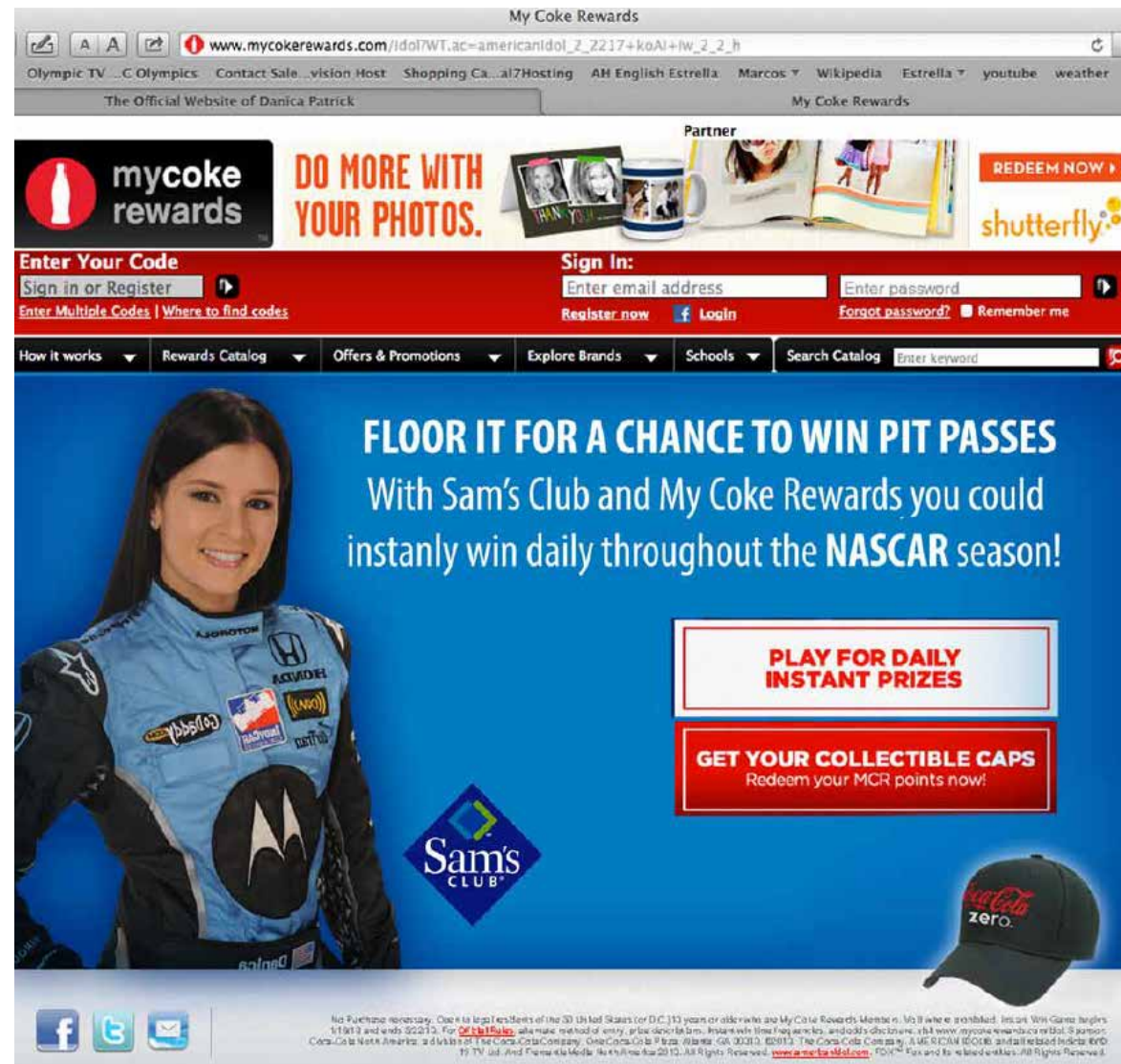
For more than 12 years, RCCO designed and implemented integrated in-store and shopper marketing campaigns for multiple Coca-Cola Company customer teams, including Walmart and Sam's Club. Our approach was different than what Coca-Cola shopper marketing had experienced previously. Instead of listening and reacting to an assignment, we collaboratively sought the unspoken opportunity that the brand portfolio had been missing. By addressing the Business Member as a consumer community seeking guidance on more than just product purchases, but also profitability and margin growth, we created the means to achieving a more loyal Member who spent more, shopped more and promoted more. Leveraging the national strength of the MyCokeRewards program, we led a collaborative supplier partnership which developed ongoing programs with only one priority: our Members' growth. The tactical components of the campaign followed strategy and optimized resources from each of the sponsors. The result was a 6% growth rate during a 2 year period where categories trended flat to base year performance. Most importantly, Sam's not only retained their Business Member base, but drove expansion.



CokeSolutions.com Homepage Business Member Banner Ad



SHOPPER MARKETING – COCA COLA / SAM'S CLUB

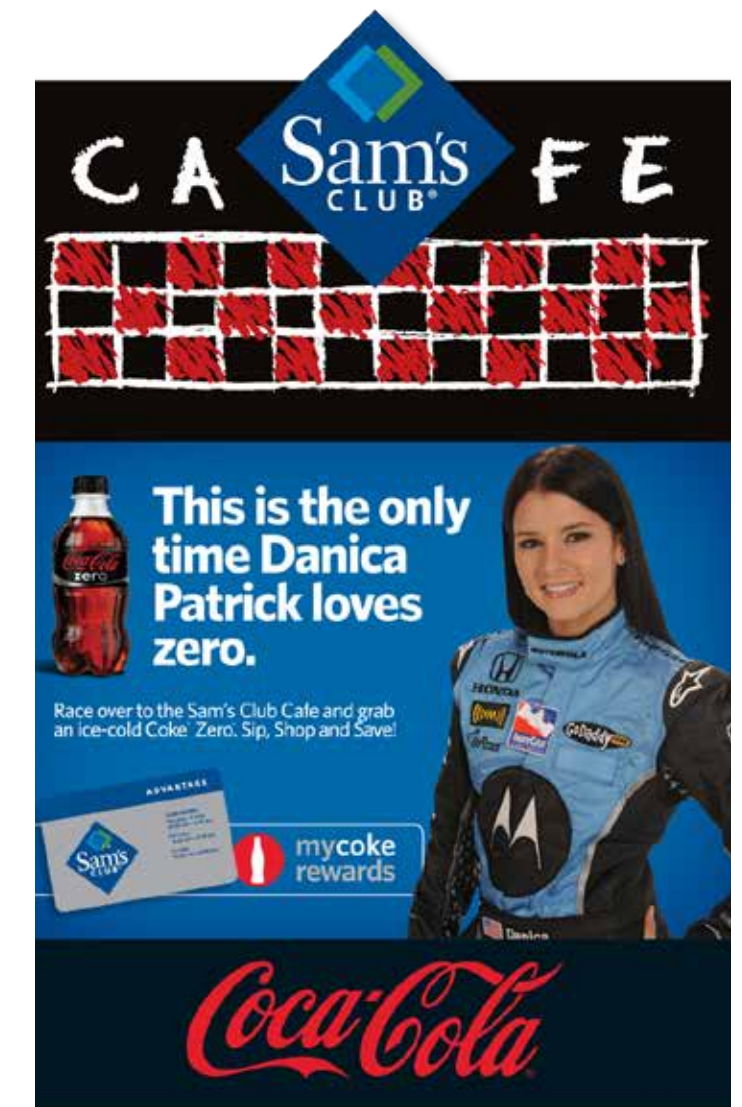


MyCokeRewards Homepage Banner (Pre-Shop)

As a Coca-Cola racing program spokesperson, RCCO was able to leverage the personal brand equity of Danica into a marketing asset that Sam's would then promote across beverage categories. Linking the purchases of Coke brand portfolio products to the MyCokeRewards platform created frequency of purchases that led to incremental volume growth over category trend. This resulted in higher margins for the category, and increased loyalty behavior from the Member.



Pallet Wrap, Signage, Displays (During / Post-Shop – Repeat Sales)



Sam's Club A-Frame (During)

SHOPPER MARKETING – COCA COLA / SAM'S CLUB

Cook out. Chill out.
The surefire way to increase profits this Summer.

King of the Grill, Troy Black will demo pro BBQ tips. Plus, watch top talents face off in BBQ showdowns Saturdays throughout the Summer.

Sam's Club NATIONAL BBQ TOUR

Things are Heating Up!

Be sure your customers are aware that King of the Grill, Troy Black and the Sam's Club National BBQ Tour will be bistorerio culpa ventiam ipi caborit accatio nsecus.Erspedi squidebis aut por aut viaut quas magnam nus a arit officabo. Soluptatur Obis tiorerio culpa ventiam ipicaborit accansecus.Erspedi squidebis aut por aut vit aut quas ma gnam nus a arit officabo. Solupta tur Obistiorerio culpa ventiam ipicaborit accatio nsecus. Erspdi squide por aut vit.

Grab a Coke®. Make it a Meal.

Back Of The House – Associate Messaging

Sam's Club NATIONAL BBQ TOUR

Fire up your Summer.

Grab a Coke®. Make it a Meal.

Pallet Wrap (During / Post-Shop – Repeat Sales)

Sam's Club NATIONAL BBQ TOUR

Fire up your Summer.

Grab a Coke®. Make it a Meal.

Banner (Pre-Shop / During)

The Sam's Club National BBQ Tour is a perfect example of the 'harmonic convergence' between Consumer-Member audience 'enchantment', brand usage occasions, spokesperson cred and personality, on-site Associate engagement, omnichannel media delivery and category performance. With Tour coverage hitting over 60% of Club locations, strategy was important, yes, but tactical precision for coordination of communications, materials, in-club media, recipe distribution, Associate information and 3rd party Tour management was tantamount to a successful program. RCCO not only worked directly with the Tour management team, but with Coke and Sam's marketing and category merchants to ensure timely and relevant materials for each market and Club, including all display merchandising materials and instruction. Coke exceeded their growth goal for Coca-Cola trio during the Tour and became the 'go-to' partner for big events that would differentiate Sam's from the marketplace. The Tour itself attracted over over 50,000 attendees.

SHOPPER MARKETING – COCA COLA / SAM'S CLUB

While these examples of RCCO merchandising and promotional materials showcase both strategic and creative capabilities, focus on pizza if you will. At the time, Sam's Club was one of the top 5 pizza volume retailers in the country. They were larger in volume than Papa John's. RCCO and Coca-Cola were tasked to make the Sam's pizza offer bigger, better and more relevant to the Member and to achieve growth objective that was believed to be impossible. After weeks of collaborating with Sam's category leader, supplier partners, qual and quant Member and Market research, studies on signage, and message, the program tested in 6 midwestern clubs. Upon rollout, the full program generated an incremental multi-million dollars of growth in 6 short months ...and that was just for the beverages. Pizza sales were triple digit in some region and total club sales also benefited.



Banner – For Take-n-Bake Pizza



Digital Ad



Dangler

SHOPPER MARKETING – COCA COLA / SAM'S CLUB

Every year, RCCO and Coca-Cola developed an idea summit with an interactive and collaborative format, joining forces with Sam's and Walmart key category and division leaders, including global sourcing, to identify opportunities where ideas could come to life to inspire shoppers, engage Associates and showcase creativity in the market. These are examples of that work which continued for over 5 years and through 3 different Joint Business Planning seasons. As a result, Coca-Cola became a strategic partner and one of only 10 CPG suppliers to have an ongoing Joint Business Planning role in their respective categories.



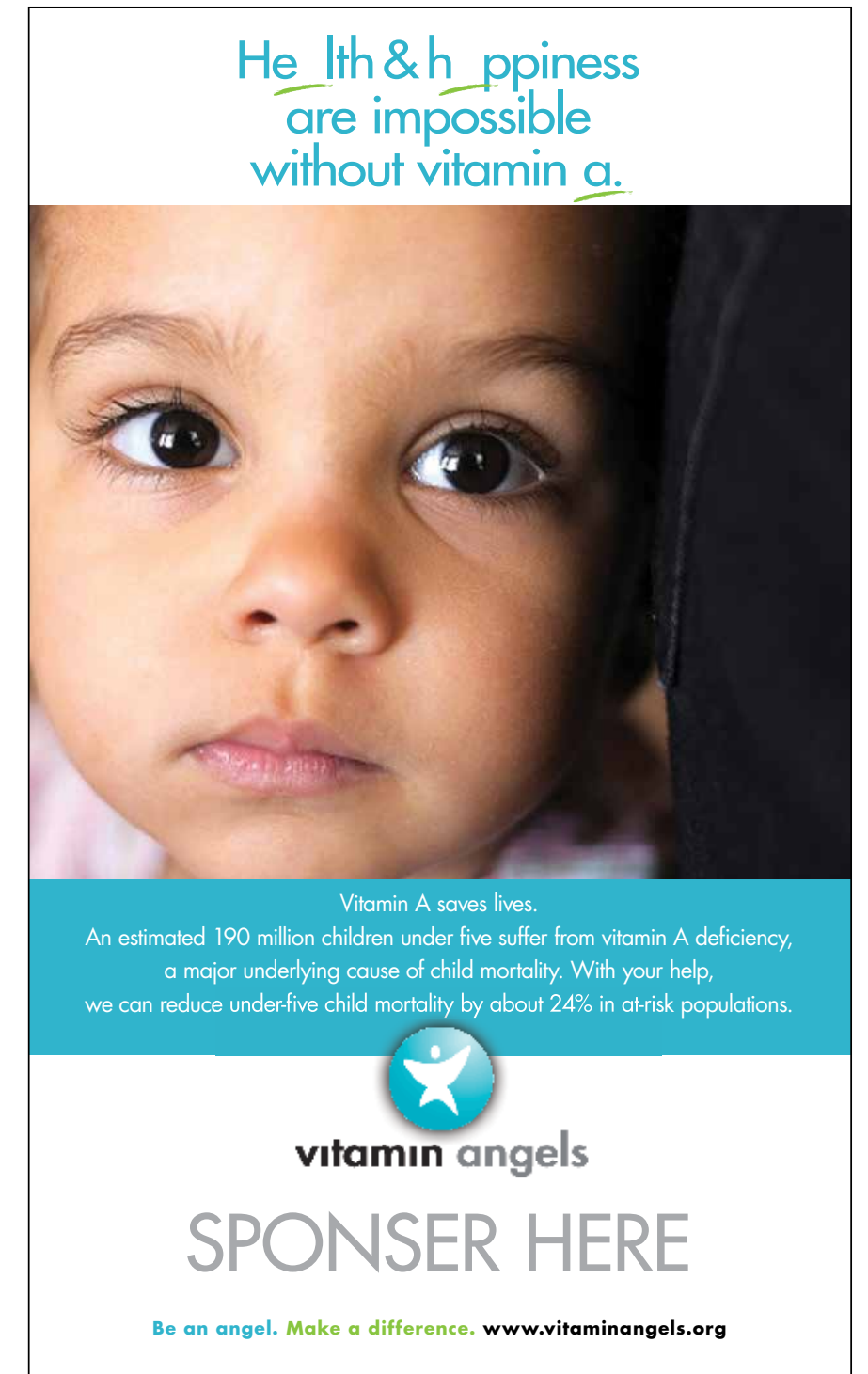
Graphic for Summer Promotion



Banner



Facebook Ad



Stand Signage

SHOPPER MARKETING – COCA COLA / SAM'S CLUB



Freezer Door Cling (Inside Door)

A promotional graphic for the ibotta app. The background is a solid light blue. At the top, the text "Zero calories. Lightly priced." is written in large, white, sans-serif font. Below this, the ibotta logo is centered, with the tagline "YOU EARNED IT" underneath. To the right of the logo, four cans of Coca-Cola Fruitwater are displayed in a row, each with a different color and flavor: lemon, black raspberry, lemon-lime, and watermelon punch. To the left of the cans, there is a small black box with the ibotta logo and the text "mycokerewards.com". Below the cans, the text "Download the ibotta app on your smartphone and earn extra cash on your Sam's Club purchases of Coca-Cola products." is written in white. At the bottom, a white button with the word "Follow" in black text is centered.

Pinterest Post



Cling – During March Madness

SHOPPER MARKETING – WHATABURGER RETAIL



Whataburger is a legacy QSR in the Southwest that is rapidly expanding its unit footprint into new markets nationwide.

In 2018, Whataburger reached out to RCCO to support their latest new business endeavor, the Whataburger Grocery business unit, tasked with bringing Whataburger’s beloved restaurant condiments to America’s store shelves. Our job has been to educate consumers and customers about Whataburger’s CPG products and the brand’s passionate pursuit of deliciousness. The overarching concept: Whataburger will do whatever it takes to “get it just right” by creating their own ketchups, mustards, and other CPG products. This campaign work brought new, relevant tactics to the shopper journey. Whataburger CPG distribution has now expanded beyond Texas into major grocery chains throughout the United States and Mexico.

SHOPPER MARKETING – WHATABURGER RETAIL

WE JUST
Woke up
THE FLAVOR AISLE

WHATABURGER
Original
MUSTARD

WHATABURGER
Spicy
KETCHUP

WHATABURGER
Fancy
KETCHUP

BRING THE
Flavor Home.
WHATABURGER

MANUFACTURER'S COUPON EXPIRES 12/31/2018

\$0.50 OFF ONE BOTTLE

20 OZ FANCY KETCHUP, 20 OZ SPICY KETCHUP OR 16 OZ ORIGINAL MUSTARD

WHATABURGER

AVAILABLE AT SELECT GROCERY STORES

0851953005-100038

Consumer and Retailer: LIMIT ONE COUPON PER PURCHASE OF SPECIFIED PRODUCT(S) AND QUANTITY LIMITED. NOT TO BE COMBINED WITH ANY OTHER COUPON, OFFER, PROMOTION OR DISCOUNT. LIMIT OF TWO COUPONS FOR WHATABURGER PRODUCTS MAY BE USED IN SAME PURCHASE. PROVIDED SUFFICIENT QUANTITIES OF SPECIFIED PRODUCT(S) ARE PURCHASED FOR USE OF TWO COUPONS. Void if altered, reproduced, altered, copied, sold, purchased, resold, or transferred to any person, firm, or group prior to store redemption, to whom benefit, prohibited or restricted by law. Any other use constitutes fraud. Consumer: To get any savings, Retailer: Whataburger will reimburse you for the face value of this coupon if it is submitted in accordance with Whataburger Coupon Redemption Policy (available upon request). Mail coupons to: In-store Dept. #53051, Whataburger, 11 Sawdust Drive, Del Rio, TX 78840. Cash value \$0.006. Receipt back if coupon value exceeds selling price. Valid only in the USA.

© 2018 Whataburger LLC

Retailer Coupon (Pre-Shop)

WHATABURGER
Fancy
KETCHUP

WHATABURGER
Spicy
KETCHUP

BRING THE
Flavor Home.
WHATABURGER

Ibotta – Mobile Ad (Pre-Shop)

WE JUST
Woke up
THE
Flavor
AISLE.

WHATABURGER
Fancy
KETCHUP

WHATABURGER
Spicy
KETCHUP

IT TAKES THE BEST
CONDIMENTS TO BUILD
THE BEST BURGERS.

WHEN WE COULDN'T
FIND THEM, WE MADE
THEM OURSELVES.

WHATABURGER

Retailer Aisle Blade (During)



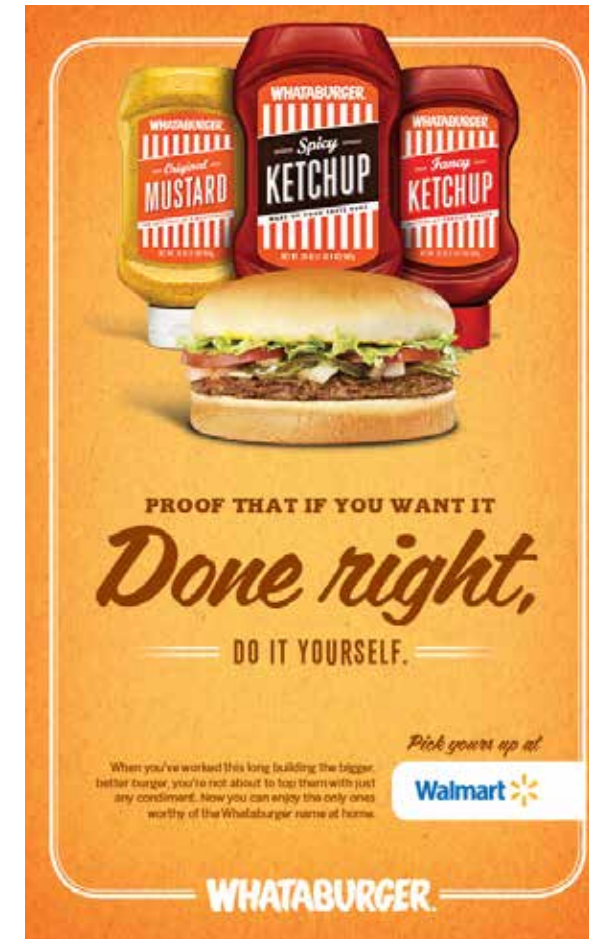
SHOPPER MARKETING – WHATABURGER RETAIL



Whataburger Retail Unit – Window Cling (Pre / Post Shop)



Whataburger Retail Unit – Drive-Thru Signage (Pre / Post Shop)



Whataburger Retail Unit – Bag Stuffer (Pre-Shop)



SHOPPER MARKETING – WHATABURGER RETAIL

Due to the success of its grocery business Whataburger is expanding its CPG retail offerings.

WHATABURGER

DAY STARTER IN A BOX

RISE AND SHINE



Original PANCAKE MIX

JUST ADD WATER

NET WT 32 OZ (2 LBS) 907g

THE HIGH-DEMAND WHATABURGER BREAKFAST IS COMING HOME

Sales Sheets – Front

WHATABURGER

FLAVORS THAT FEEL LIKE

HOME ON THE RANGE



WHATABURGER SIGNATURE SAUCE Buffalo SAUCE

A LITTLE HEAT. A LOT OF FLAVOR.

16.5 OZ (1 LB 1/2 OZ) 467.7g

THE SAUCY STAND-OUT SELLER YOU NEED

Sales Sheets – Front

WHATABURGER

SPREAD YOUR WINGS WITH LOTS OF FLAVOR

Dinnertime need a little something? Give it a lot of something with the zesty goodness of Whataburger Buffalo Sauce kick. This wonder was crafted to top our Buffalo Ranch Chicken Strip Sandwich—which tastes as amazing as it sounds. Great on chicken, beef, veggies and more. Your consumers will stampe for this Whataburger Signature Sauce.



PRODUCT DETAILS

UPC # (not barcode)	851953005280
SHELF LIFE	210 Days
PRODUCT DIMENSIONS	6.523 X 3.267 X 2.266
CASE DIMENSIONS	7.3125" X 13.75" X 7.375
PALLET (Tie x High)	15 x 6
INNER PACK DESCRIPTION	12/16.5 oz bottles per case

QUALITY SINCE 1950

For more than 70 years, Whataburger has been putting smiles on faces with made-to-order goodness that you just can't find anywhere else. We use the highest quality ingredients around and the product you see above is no exception. Today we proudly serve customers at more than 860 restaurants across 10 states and growing. And we'd be proud to partner with you to deliver the flavors our fans know and crave.

CONTACT YOUR SALES REP AT WBRETAIL@WBHQ.COM

Sales Sheets – Back

SHOPPER MARKETING – BLUE BELL CREAMERIES

RCCO began working with legacy Blue Bell Creameries in 2006, a year shy of their 100-year history. The small creamery has long been noteworthy for its high-quality ice cream and its years of iconic home-spun advertising. RCCO has helped Blue Bell leap from a small local creamery to America's favorite vanilla ice cream, with continued growth across 23 states through effective shopper marketing, branding, and advertising support.

ISB Insert – New Market (Pre-Shop)

FEELING RIGHT AT HOME...
It took us more than a hundred years to travel from the rolling hills of wildflowers in Brenham to the snow-capped Rockies, but we're glad we did. It seems like many of you are as well. The homemade taste of our ice cream, made from fresh milk and cream, home-baked goodies and the season's freshest fruits & nuts, has caught on in Colorado. Thanks to the folks familiar with Blue Bell® and the new fans we've made, Colorado has become one of our most successful new markets ever. From all of us who make the ice cream, drive the trucks and stock the freezers, here's a big scoop of "Thank you."

WHAT MAKES US SPECIAL?
Blue Bell® Ice Cream comes from Brenham - a small town nestled deep in the heart of Texas. Home to honest people and Jersey cows. The perfect birthplace for the best tasting ice cream in the country. In 1907, we started making butter, then after a few years we began making ice cream for our own enjoyment. What we couldn't eat we delivered by horse and buggy to friends and neighbors. News travels fast and it didn't take long for word to get around that our ice cream tastes homemade, maybe better. A lot has changed over the last 100 years, but the love and fresh ingredients that go into making our ice cream hasn't. We make it with rich milk and cream the old-fashioned way. We bake our cookies and pralines from family recipes. We select only the finest and freshest ingredients money can buy. And, we personally deliver Blue Bell® to your store to ensure it arrives in your bowl with perfect taste and texture.

WHAT WE STAND FOR.
Integrity, pure and simple. We wouldn't dream of cutting corners or putting anything less than a half gallon of ice cream in a half gallon carton. And, nothing beats our farm-fresh ingredients and the care we take in making our ice cream. Just one taste, and you'll know that it's the best tasting ice cream in the country.

MORE THAN JUST ICE CREAM.
Be sure to try our tasty Moo Bars, Fruit Bars, Ice Cream Favorites on a Stick, Ice Cream Sandwiches and Bullets, too. Just like every carton of Blue Bell®, they're made to the same uncompromising standards.

Blue Bell®
For more information on Blue Bell products, join our Country Club at www.bluebell.com

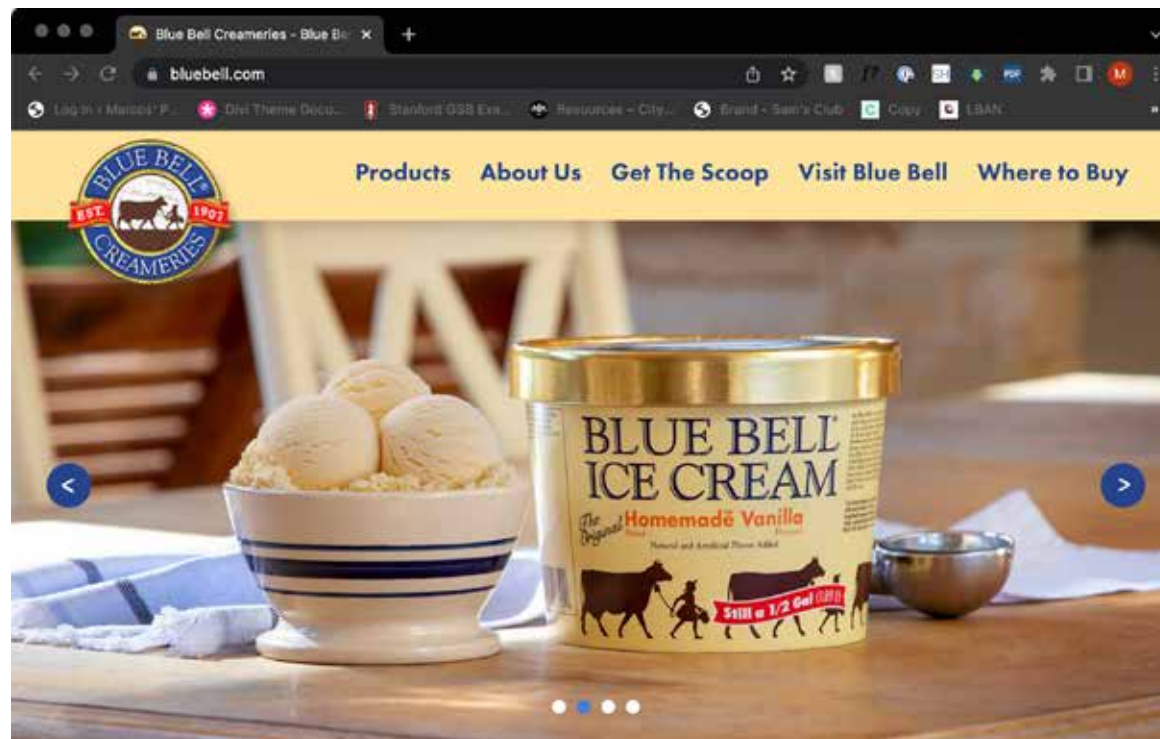
Freezer Door Cling (During / Post-Shop – Repeat Sale)



CREATIVE THINKING & DESIGN – BLUE BELL CREAMERIES



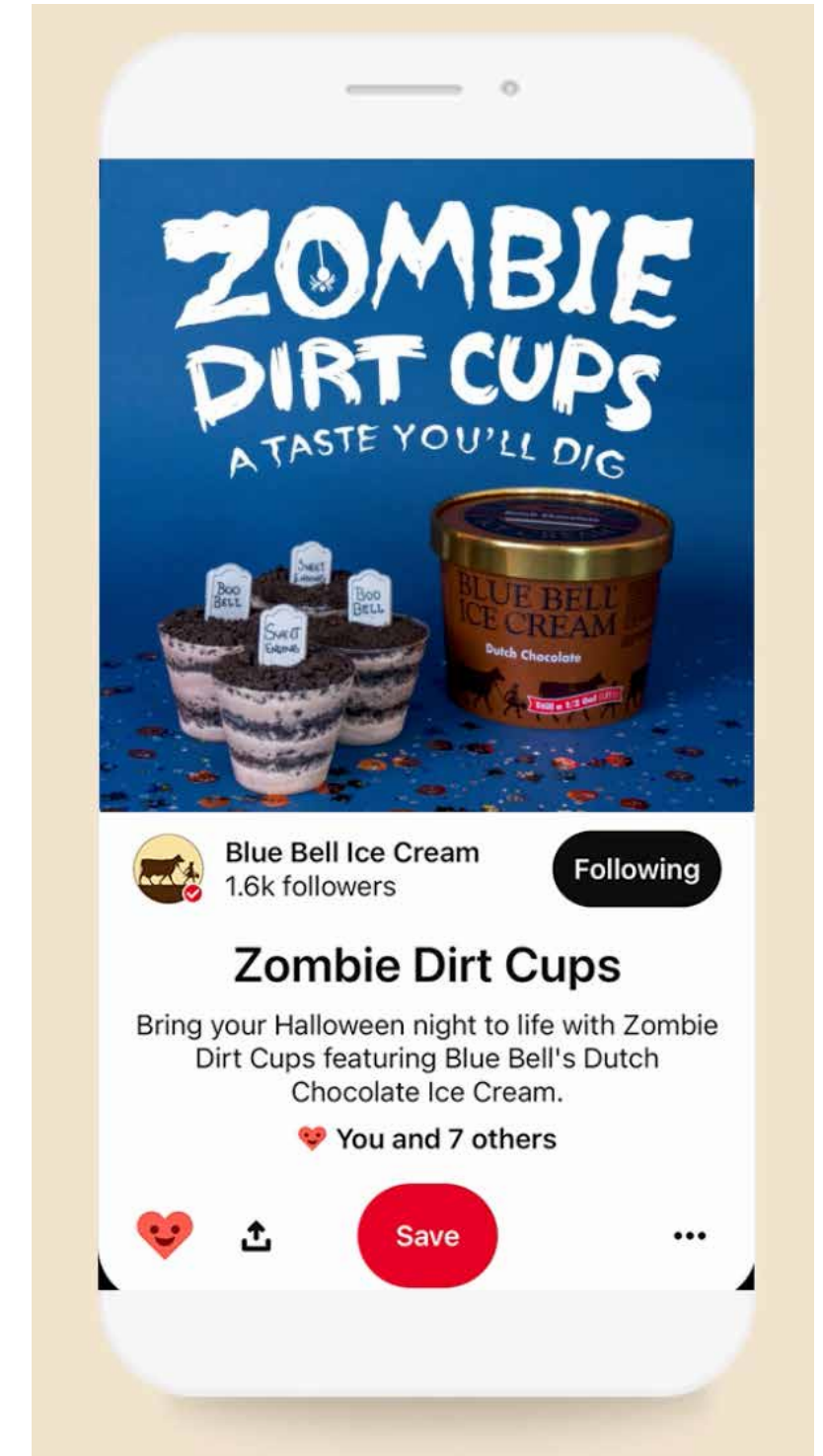
Broadcast



Blue Bell Website



Food Magazine Ad



Pinterest Recipe – Click To Play

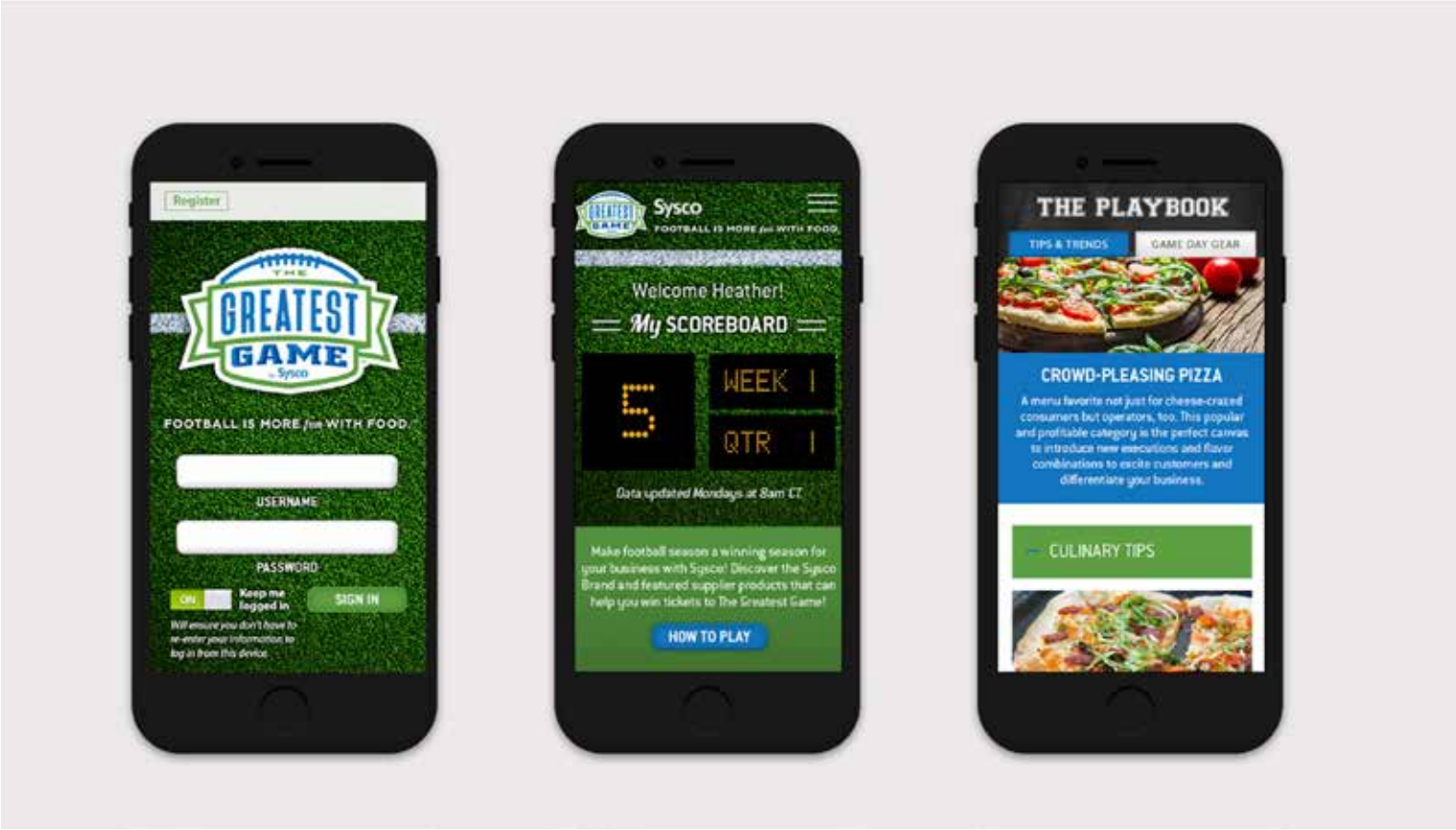
SHOPPER MARKETING & DESIGN CASE STUDY – SYSCO

The Assignment

Sysco scored big when it was named the official food service partner of the Houston Host Committee for Super Bowl LI. They came to RCCO to maximize this opportunity and we responded by building Sysco’s most prominent brand campaign and largest promotion to date, connecting them with their customers, associates, and suppliers through the excitement of football’s crowning event.

The Solution

RCCO created, designed, and programmed a responsive mobile-first microsite to launch **The Greatest Game™**, delivering a customized, content-rich experience—in four languages—to all registered Sysco participants in the US and Canada.



SHOPPER MARKETING & DESIGN CASE STUDY – SYSCO

The Solution

The Greatest Game by Sysco® was more than a mobile-first game. It demonstrated the tie between football and seasonal favorite foods, and built on the fervor for winning seats to Super Bowl LI through increased Sysco sales.

To publicly demonstrate Sysco's excitement and commitment to the game, we wrapped the Houston corporate office with bold signage and transformed their skybridge into a lifelike football field.



Promotional Signage

SHOPPER MARKETING & DESIGN CASE STUDY – SYSCO

The Solution

We designed Coaches Kits and Locker Room Kits for Sysco associates. Both included The Greatest Game wearables, key informational pieces and fun game gear. Sysco associates hand-delivered 8-page printed Playbooks to customers with details on how to play the game. This kicked off additional anticipation and excitement about new sales resources and tools.



Promotional Tool Kit



Promotional Elevator Messaging



Promotional Signage

SHOPPER MARKETING & DESIGN CASE STUDY – SYSCO

The Results

The microsite and game generated a record count of more than 96,000 registrations, an all-time high participation rate for any Sysco promotion launched to date.

By generating more than 101,460 sessions and 590,891 page views, users took advantage of the full capabilities of the site, with more than 2,472 hits to the “Playbook” archive section and 1,000+ emails/downloads of the various tips, product catalogs, videos, and other resources.

The promotion was well received, with 69% of surveyed Sysco Associates rating The Greatest Game as “better” or “much better” than the company’s previous promotional programs. In addition, 73% of Associates found the marketing, operational/culinary tips and videos helpful in growing their business.



CREATIVE THINKING & DESIGN CASE STUDY – SYSCO

Sysco was looking to reinvigorate its brand from being “just a food distributor” to an image as a passionate partner committed to the success of every customer, supplier, community, and partner. So they reached out to RCCO to help them make the big move. We jumped right in, got involved with top management, customers, suppliers, and the sales force on processes, then hit a home run with new positioning: **Sysco–At the heart of food and service**. This simple statement focuses on Sysco’s brand purpose and quickly became a recipe for growth, helping this Fortune 100 company deliver a sustained 36%+ annual growth to become the largest food distributor in the nation.



DESIGN SOLUTIONS – ARMED FORCES ENTERTAINMENT (AFE)

We have worked with Armed Forces Entertainment for 20 years and well understand the mission: To provide free entertainment to U.S. military personnel and their families overseas. AFE stages 600+ morale-boosting shows annually for 400,000+ service members stationed outside the continental United States.



DESIGN SOLUTIONS – ARMED FORCES ENTERTAINMENT (AFE)



Branding T-Shirt



Branding Brochure For Talent



Branding Caps



Branding Giveaways

RCCO – PRODUCTION MANAGEMENT & FULFILLMENT

For over 35 years, RCCO has become experts in printing and fulfillment. With our attention to detail, we have the expertise, ability and organizational skills necessary to manage collateral printing, as well as promotional item production.

- We have established relationships with a wide variety of reputable and reliable vendors.
- We stay closely involved with vendors through all facets of production.
- We provide updates to client throughout the different phases of production.
- Press proofs and pre-production samples are thoroughly inspected by our team.
- Steps are taken to ensure the most secure and economical methods for packaging and fulfillment to get products to final destination.





Return On Ideas

FOR MORE INFORMATION:

MARCOS HERNANDEZ
PRESIDENT/MANAGING PARTNER
MARCOS@RC-CO.COM
210-422-8397