

HERO STORY CAMPAIGNS FOR JIHEE HUH & PETE'S SEAFOOD



Page 1 – 4: Campaign and Deliverables
Page 5 – 9: Costco Details and more



Goal: 3 Campaigns

1. Find Homes For Kids

- ▶ Los Angeles DMA
- ▶ Goal: Finding Hero Moms and Dads for children who urgently need a loving home



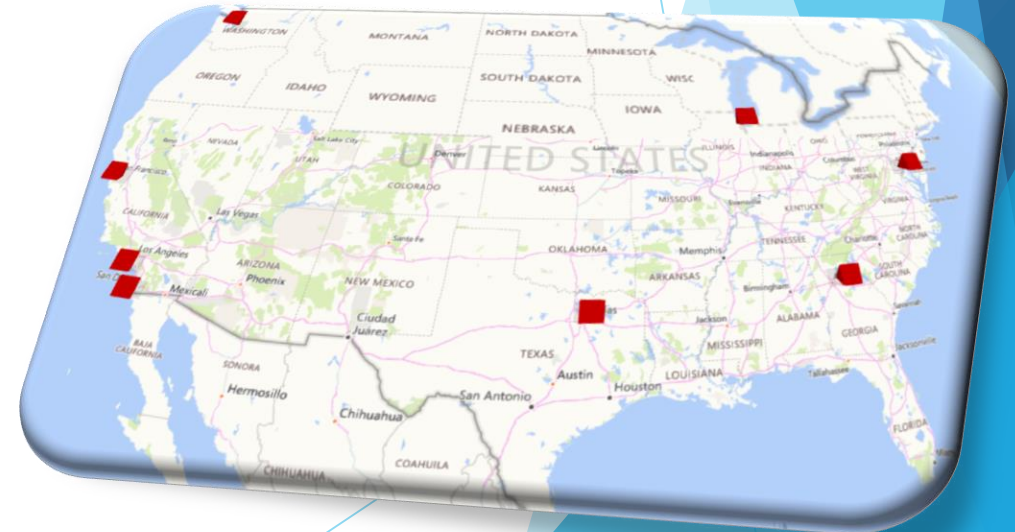
2. Hero Company - Pete's Seafood

- ▶ Nationwide, with focus on Costco Regional Offices
- ▶ Goal: Positive Brand Equity and Marketing for Pete's Seafood

3. Bonus campaign: PAFCO Social Media marketing campaign

- ▶ Nationwide, with focus on Costco Regional Offices
- ▶ Goal: Marketing of Pete's Seafood

4.



Deliverables

- ▶ Social Media - Facebook - Audience Reach **750,000 to 1 Million People**
- ▶ 3 Press Releases: each going out to **4,000** websites, nearly **3,000** media outlets and more than **550** news content systems and more than **39,000** Journalist members at more than **9,000** media organizations including LA Times, Washington Post, NY Times, ABC, NBC, CBS, Associated Press & Reuters.
- ▶ Campaign design of 3 campaigns + dozens of sub campaigns, all graphics & text
- ▶ Campaign implementation - engagement rate testing and optimization
- ▶ Campaign management - supervision and audience relations

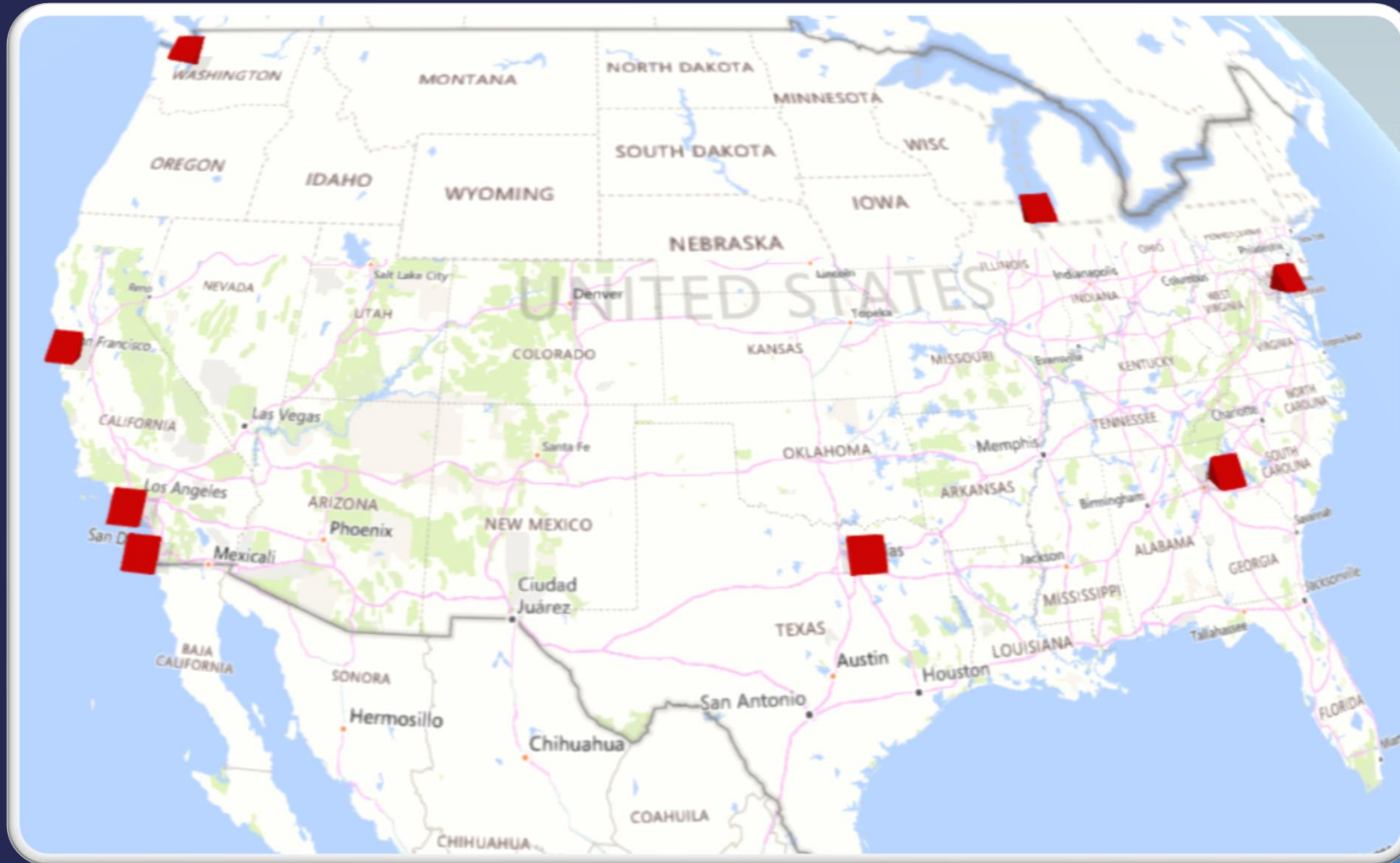
Investment and Timetable

- ▶ Investment: USD 20,000
 - ▶ All deliverables included
- ▶ Timetable: July 2018

Appendix

Details on Regional Costco Offices, Sample Hero Stories & Success

Pete's Seafood campaign focus on a 50 mile radius around Costco Regional Offices Where Buyers Reside



Costco Regional Offices

- ▶ US:
- ▶ Northwest Region
- ▶ 999 Lake Drive
- ▶ Issaquah, WA 98027
- ▶ 425-313-8100

- ▶ Northern California Region
- ▶ 2820 Independence Drive
- ▶ Livermore, CA 94550
- ▶ 925-456-7200

- ▶ Los Angeles Region
- ▶ 11000 Garden Grove, #201
- ▶ Garden Grove, CA 92843
- ▶ 714-534-7080

- ▶ San Diego Region
- ▶ 4649 Morena Blvd.
- ▶ San Diego, CA 92117
- ▶ 858-812-1400

- ▶ Texas Region
- ▶ 1701 Dallas Parkway
- ▶ Suite 201
- ▶ Plano, TX 75093
- ▶ 972-246-3000

- ▶ Midwest Region
- ▶ 1901 West 22nd Street
- ▶ Second Floor
- ▶ Oak Brook, IL 60523
- ▶ 630-581-6200

- ▶ Northeast Region
- ▶ 45940 Horseshoe Drive
- ▶ Suite 150
- ▶ Sterling, VA 20166
- ▶ 703-406-6800

- ▶ Southeast Region
- ▶ 3980 Venture Drive NW
- ▶ Suite W100
- ▶ Duluth, GA 30096
- ▶ 770-905-8800

WHAT'S A HERO STORY

- ▶ A hero story is when a **company, a brand, a or an individual**
- ▶ is doing something that **benefits the greater good**,
- ▶ something that goes beyond their immediate ROI and also improves lives



WHY WE DO IT

- ▶ To **shape culture** by putting a spotlight on heroes as an **inspiration for others** to “become heroes”
- ▶ To **shape public opinion** in order to encourage support for future-fit **policies**
- ▶ To **build brand equity** and relationships with **loyal customer** for hero brands



Hero Story Success Track Record

