



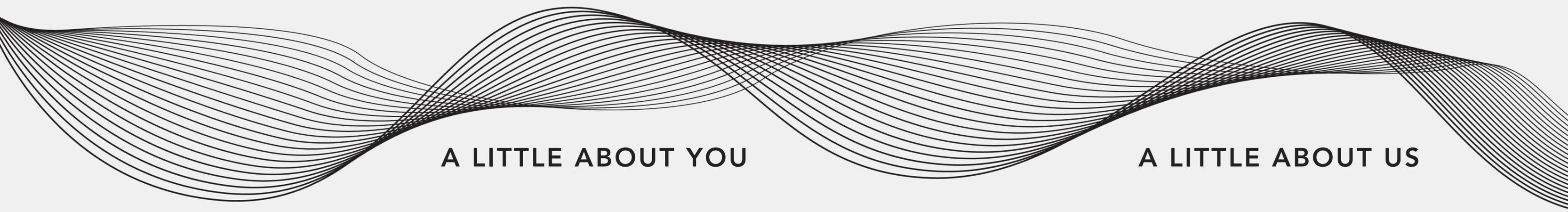
# HELLO

It's always nice to start off with a BIG HELLO. Too many people these days are short for time, and well they want to get right into things without all the pleasantries. So let's just start things off right.

Well then.

As you flip through this storybook, we hope that it gives you a little perspective on who we are and how we approach our work. It all starts with our 'why we exist'... and we won't give it away yet, so you have to keep reading. We also want to share with you a bit about why we're slightly different than those other guys (at least we like to think so). And lastly, you will see a handful of ads, but we don't want you to think we're just another 'ad agency'... in all honesty, please don't call us an 'ad agency'. We like to think of ourselves as a 'creative workshop'... a place where we get down to dreaming, thinking, and making ideas that will change how people live their life.

So, again, hello, and we hope you enjoy your read through...



**A LITTLE ABOUT YOU**

**A LITTLE ABOUT US**



**LET'S CHAT MARYLOU'S**

# IT'S NOT COFFEE... IT'S MARYLOU'S

We've been drinkin', lovin', and sharin' Marylou's for years. To us, it's an institution... years ago we would swing by with our kids on the way to the playground, grabbing an iced coffee as we cheer on Hanover HS Football, racing to the catch the Greenbush line in North Scituate, and passing by the 'local' Dunks as we swing by to get our lightning bolt adorned cup of coffee at our favorite Marylou's.

We love you, but as brand provocateurs, we see even more potential in your storytelling and business. So, we wanted to see how we can partner up and use our experience in reinvigorating brands to work with one of our favorite local brands.

## BUT COFFEE IS NOW A COMMODITY

We hate to say this, but it is... and we've worked on a handful of other coffee and restaurant brands, and in all honesty, it's really hard to differentiate between them based on the products they make/sell, and how they feel when you walk through the front door.

But, let's not despair quite yet. Let's face it. Marylou's has been around a long time, and you've been extremely successful over the years. Our goal is to help you continue to be successful, particularly at this moment when the South Shore is blowing up and a new flock of competitors is beginning to invade your territory.

So, how do we elevate your brand and own a place in people's hearts, not just their cups?



# YOUR 'WHY' IS WHY YOU MATTER

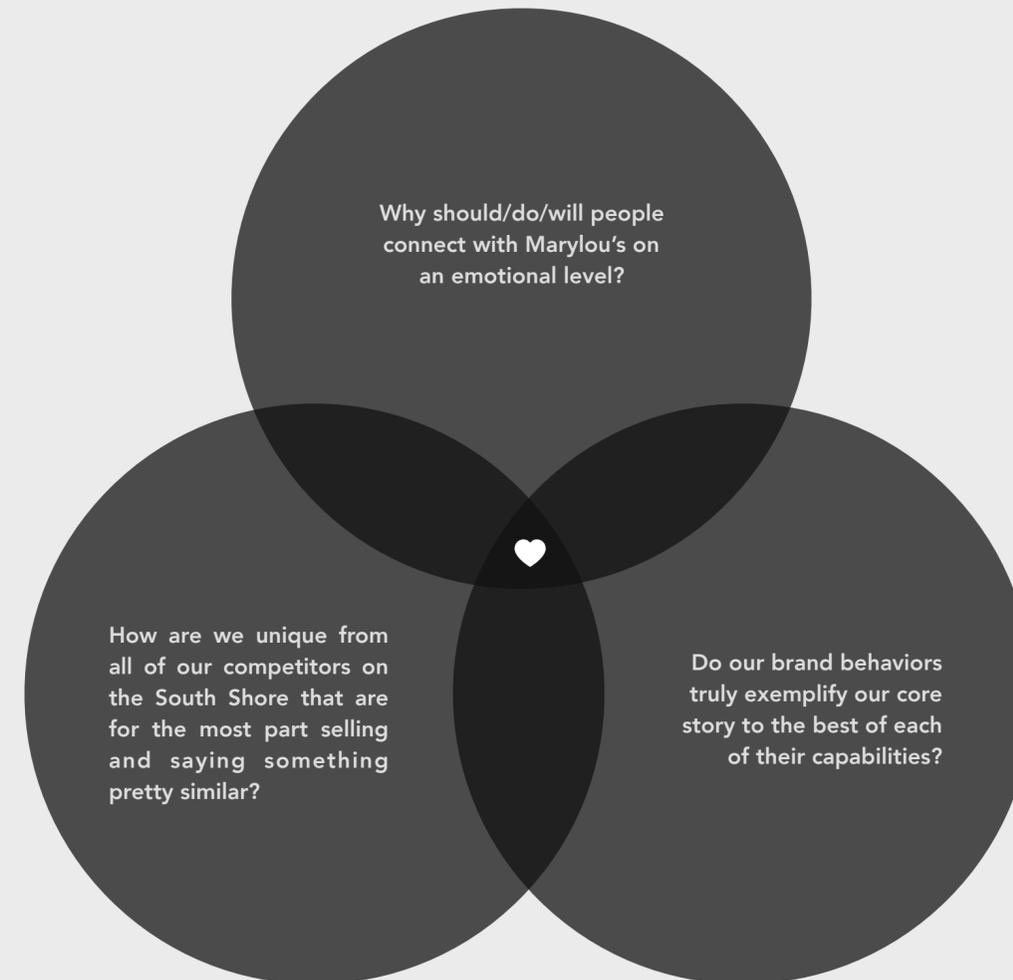
Great brands begin with a great 'why'.

It's as simple as that. Apple - Creative Tools for Creative Minds. Toms - Start something for tomorrow. JetBlue - Bring humanity back to airtravel. Why? Because your WHY is your story. It cannot be duplicated... and it is the story that people become emotionally attracted to.

WHAT you make and HOW you are perceived can be mimicked till the cows come home. You make coffee and you serve it in stores that harken a bit back to the 50's. While absolutely wonderful, most of your competitors serve something similar in their own subtly unique manner. So, what sets you apart? What distinguishes you so that someone will drive past an easier swing-by? What will make someone proud to hold their Marylou's cup 'logo out'? And what will get a teenager excited to put a shirt on tomorrow morning bearing your name?

We want to help you hone in on your WHY story... and from there, start to craft all the HOWs, WHATs, where's, who's, when's and whatchamgadget's that will bring to life that simple existence statement.

SO LET'S ASK  
3 SIMPLE QUESTIONS



**A BIT ABOUT CLUTCH...**



1

WHY WE EXIST

2

WHAT WE DO

3

WHO WE WORK WITH

4

WHAT WE'VE MADE



**WHY *WE* EXIST**



SEE THE EVERYDAY IN A NEW WAY

## A NEW KIND OF AGENCY FOR A CHANGING WORLD

We're smack-dab in the midst of a Marketing, Advertising, and Branding revolution... one that is hugely influenced by changing consumer behaviors, data and analytics, and a socio-economic climate that is pushing people to expect more from a brand. With this in mind, we created CLUTCH to take on this rapidly changing world... revolting against the staid ways of being that too many agencies are refusing to relinquish. To us, it's a new way of being, because we are constantly seeing our everyday in a new way... So, how do we bring to life this new kind of agency for a new kind of world...



WHAT



WHY

What you sell, do, make can be mimicked. And too often it's what marketers push out as their key differentiator...

But we focus on 'why you exist'... the simple statement of your existence... the purpose you have in the world today and the role you play in people's lives. It can never be duplicated. It is core to who you are.

We work with each of our clients to realize and establish their 'why'. From there, the 'why' serves as the inspiration and the litmus for every brand behavior that we enact and the strategic plans we build.

ADS



BRAND BEHAVIORS

Brands > Ads... It's that simple.

And well, we don't like to think of ourselves as an 'ad agency'... So, we focus our creativity on developing ways that a brand behaves in the world today... from Social, PR, Events, Digital Experiences, Apps, Product Development, Internal Communications, Hiring Practices, Uniforms, Partners & Collaborators, In-Store Design and Architecture... and yes, Ads.

To us, the holistic picture of how a brand behaves is why someone will love us, remember us, and keep us close no matter who else comes along.

OFF THE RACK



BESPOKE

Agencies' gouging their clients with bountiful staffs in overly decorated offices answering calls and doing busy work while waiting for the next big project to come around has to end.

We believe in being nimble and scrappy. No BS. No overstaffing. No outlandish productions. No massive retainers. No over-promising and under-delivering. No more.

Therefore we've created a Bespoke business model... one that builds teams around individual client and project needs. Crafting specific skill sets to ensure that you have the top talent taking on your project, rather than putting whomever is available on a job.

YES SIR

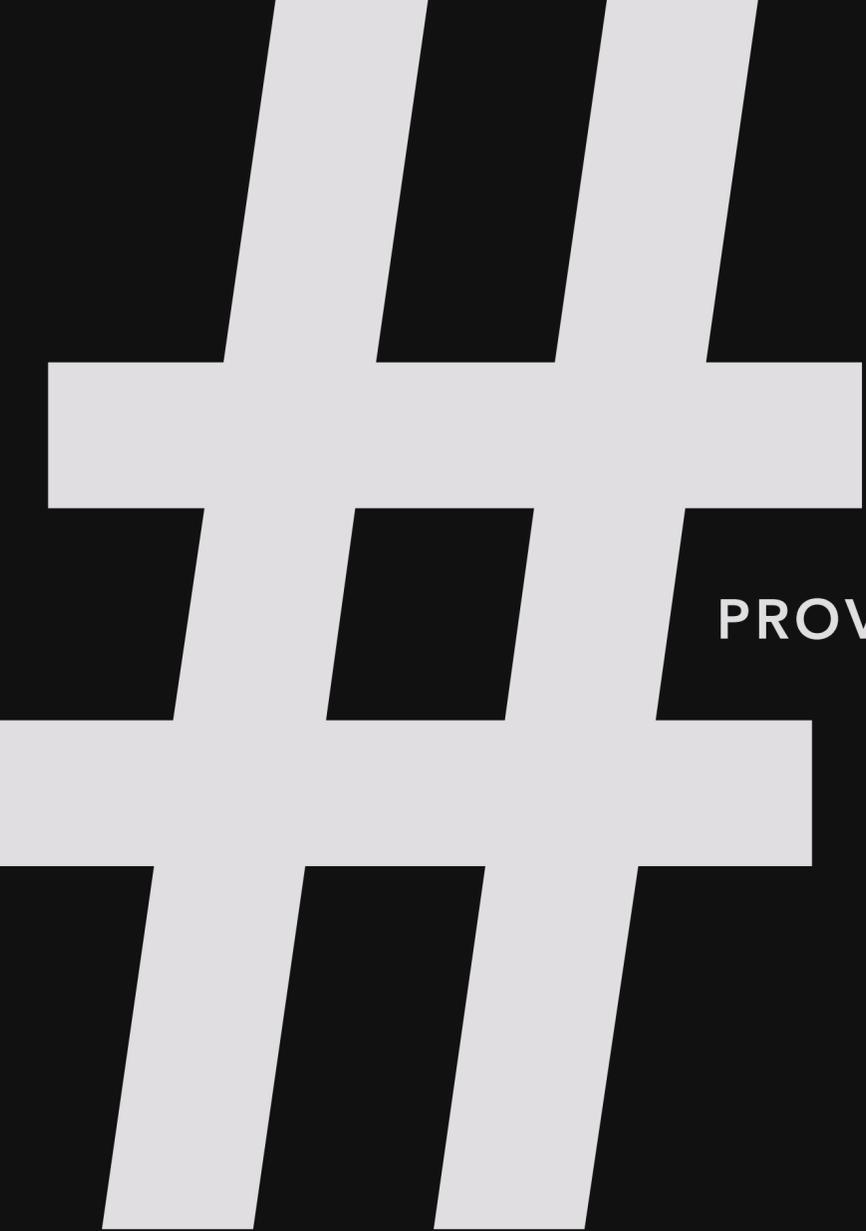


POKE THE BEAR

We are not yes men. We will never try and tell you what we think you want to hear. We will tell you exactly what we think. We will be provocative. We will poke the bear.

That's what you're hiring us for. To push you. To encourage you when we think you need to go... and hold you back when we think you're heading down the wrong direction.

It's a new way of thinking about a client-agency relationship... more of a consultancy, but with skin in the game. But that's why our clients love us... because we're straight with them and constantly seek to elevate them and their business.



# PROVOCATION

Bring all those tenets of a new kind of agency together, and you get our core way of being...

We call it PROVOCATION.

PROVOCATION is the the practice of provoking everyone to see their everyday in a new way. We do this by challenging category and cultural conventions. Asking the difficult questions most are scared to put out there. Being the consummate data interpreting, creative fueled, thought-provoking instigators our partners deserve and today's marketplace demands.

PROVOCATION comes alive in every aspect of our business... in fact, it's core to who we are. From how we approach our everyday personally... to our hiring and staffing... the Workshop that we call home... and to what we provide to our client partners.

So, if you have an inkling to see *your* everyday in a new way, we look forward to getting into it with you.

# WHAT WE DO





## STRATEGIZE

We start with 'why you exist'... then we'll get into how you tell your unique and definitive story, to whom, when, and where it will be most impactful. Everything we do starts with strategy... because smart sells.



## CREATE

We make pretty things that people get all excited about and want to make part of their lives. It begins with a bombastic idea, then we get into the down-and-dirty, nitty-gritty of designing your story so that you can run around all proud of what you created.



## PRODUCE

If it's not gorgeous, nobody's gonna pay attention to it. Well, at least that's what we've come to realize and believe after decades of experience. So, it's our job to shoot, edit, and produce the most incredible assets that your brand most definitely deserves.



## CONNECT

So, now you have a super smart strategy and gorgeous assets, but you've got to get your story in front of the right people at the right time... But it's not just about buying media, it's about developing a fully extendable brand behavior plan that truly connects with people.

# WHO WE WORK WITH



## CURRENT PARTNERS

**Big Boy**

*everybody*  
WATER.



**MDA**  
Muscular Dystrophy Association



**Hilton**



**new balance**

Walmart 



*Sara Lee*

**TIMEX**



Angie's list.

saladcreations



 Santander

PARK HYATT®



**PLAYSKOOL**

**STAPLES**

# WHAT WE'VE MADE



## HERE'S TO THE ORIGINAL

### Situation:

The Family Dining Category is being eaten alive by Fast Casuals and Innovation/Fusion/Gotta-Try-That-Tonight restaurant experiences. The casualties are countless and growing.

### Strategy:

If you want something original, go to the OG of originality... the brand that started the burger revolution... the restaurant that elevated what a facade could be... the one that literally wrote the manual for servers and operators.

We needed to refocus this iconic American brand back to its core reason for being... to Originate Moments of Crave.

### Idea:

Think BIG... Think about how you can create a moment that will stick in a child's mind forever. Think about what you can cook up that will elevate what people think of as American diner food... Think about hugging that statue that greets you out front... Think about how you can make every little moment throughout the day feel profoundly great and BIG.





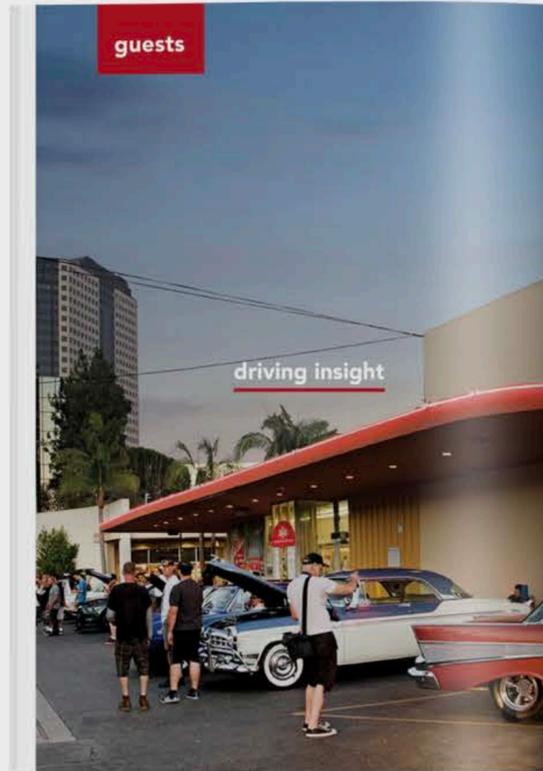
Big Boy Brand Book



## food feeds an idea

People remember ideas... they remember stories... times that were shared and the feeling they had at that moment. But these times are bigger than any food that they eat or restaurant they walk into. They're about who they shared them with, conversations that were had, stories that were told, eyes connecting as two straws intertwined in a strawberry milkshake.

Our food is great. Our restaurants are delightful experiences. And our people are positively engaging. But that is just what we 'do'... and it can all be duplicated. 'What we stand for' and 'the role that we play in people's lives' cannot... This is where we will live and everything that we do will be in support of this idea.



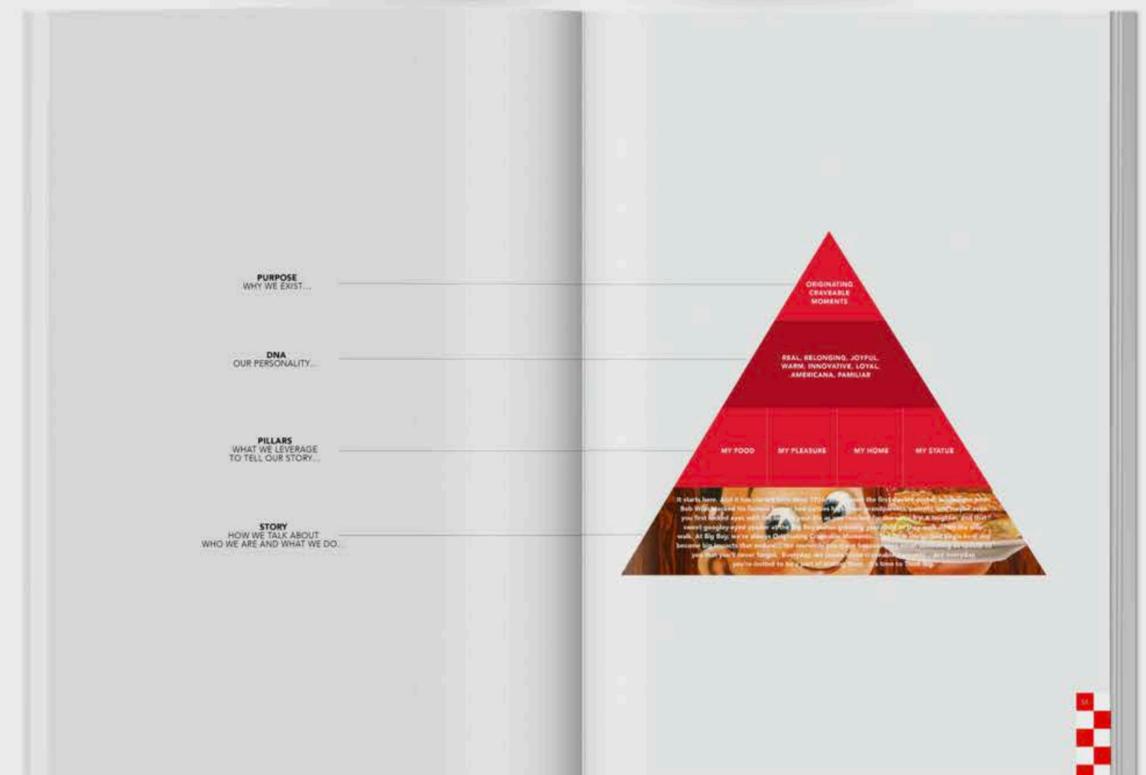
## Seeking what has lasting power

A memory, a moment, a bite, a connection... they are seeking that which is more than fleeting. And when they find it, they relish in it. They hold it close. And they constantly seek to return to that moment as often as possible.

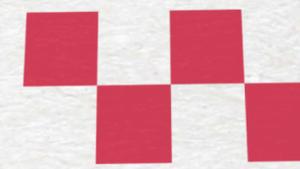
We have the opportunity to become the brand that fulfills this need for them.



It starts here. And it has started here since 1936. We created the first double-decker hamburger when Bob Wien stacked his famous burger two patties high. Your grandparents, parents, and maybe even you first looked eyes with the love of your life as you both reached for the same fry. A laughter and that sweet googly-eyed yonder at the Big Boy statue greeting your child as they walk down the sidewalk. At Big Boy, we're always Originating Craveable Moments... The little things that begin here and become big impacts that endure... the moments you crave because they mean something so special to you that you'll never forget. Everyday, we create those craveable moments. And everyday, you're invited to be a part of making them. It's time to Think Big.



**THINK ORIGINAL**  
**THINK BIG BOY.**



INTERNATIONAL

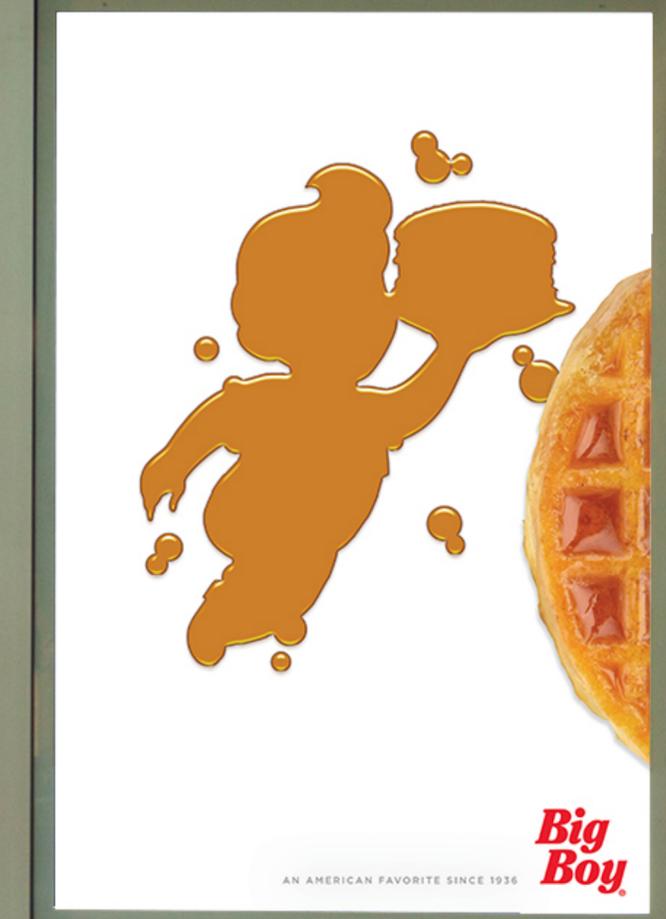
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AN AMERICAN FAVORITE SINCE 1936

**Big Boy**



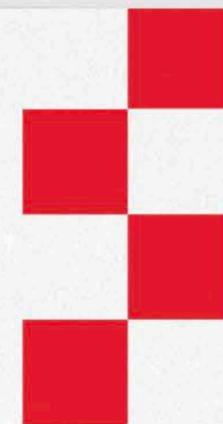
AN AMERICAN FAVORITE SINCE 1936

**Big Boy**

**THE**  
**ORIGINAL**  
**DOUBLE**  
**DECKER**  
**BURGER**

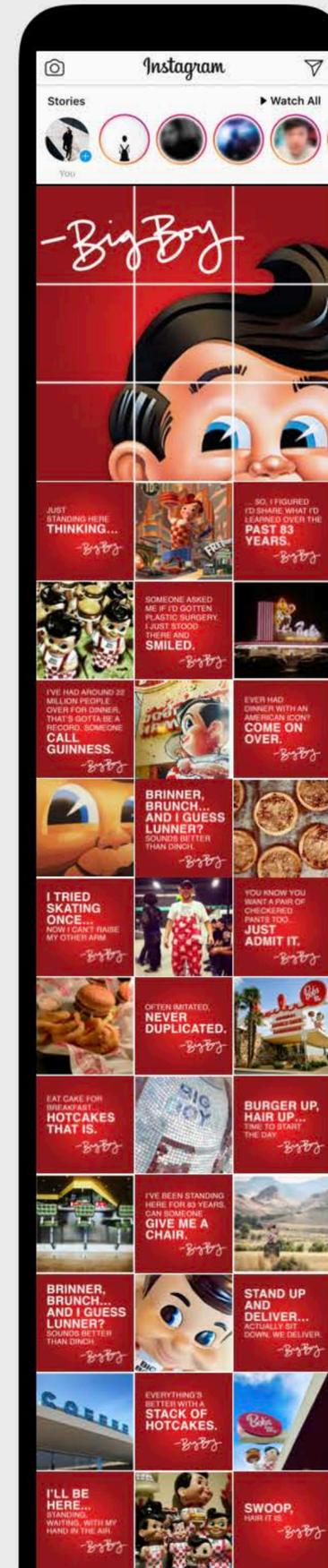


**WHO**  
**WANTS**  
**BRINNER?**



BREAKFAST SERVED ALL DAY



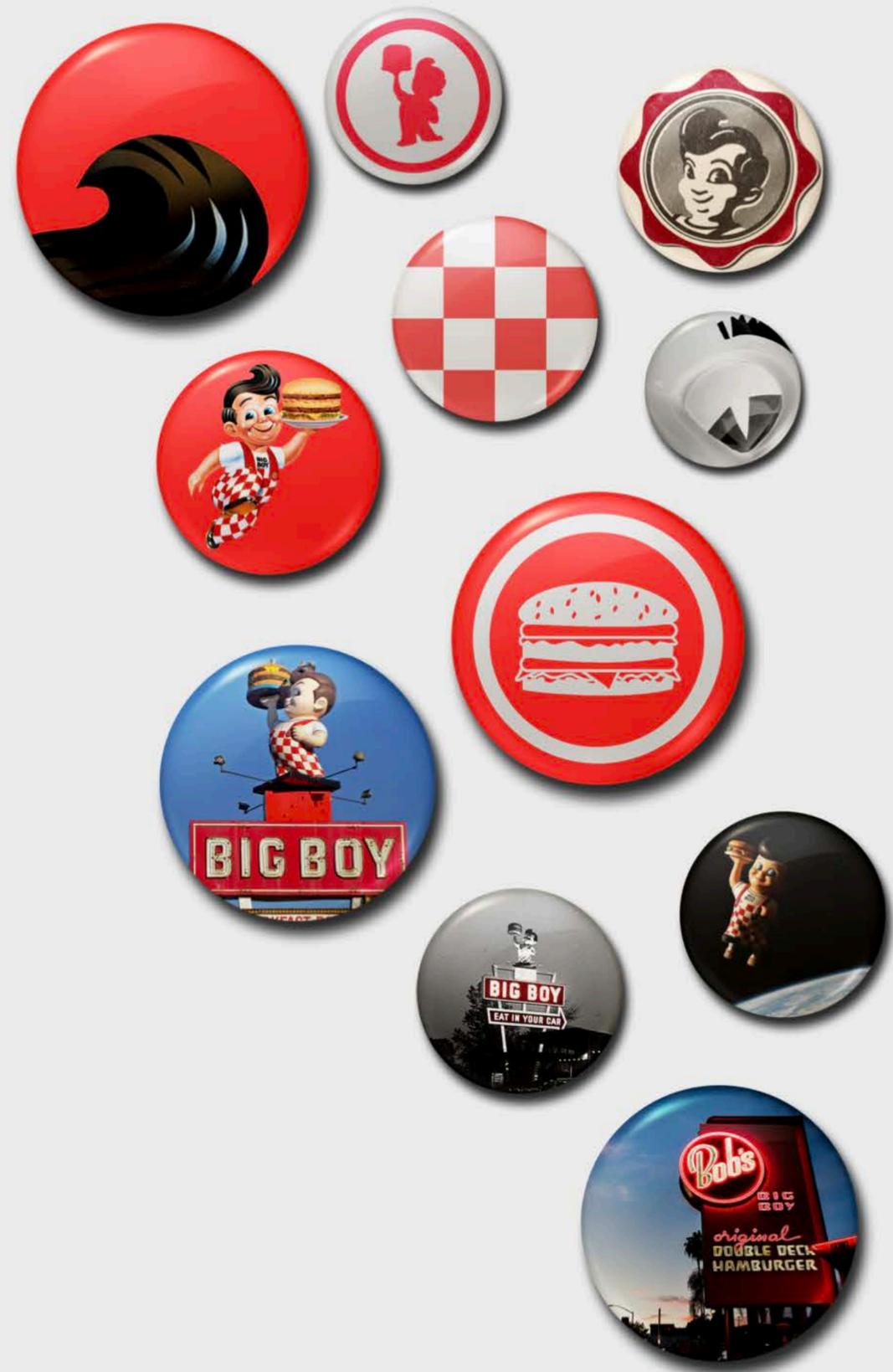


The Musings of Big Boy...  
Over the past 83 years, he's seen a lot,  
so maybe it's time to share...

<p>JUST STANDING HERE THINKING...</p> <p><i>-Big Boy</i></p>	<p>... SO, I FIGURED I'D SHARE WHAT I'D LEARNED OVER THE <b>PAST 83 YEARS.</b></p> <p><i>-Big Boy</i></p>
<p><b>OMELETTE</b> YOU IN ON A LITTLE SECRET...</p> <p><i>-Big Boy</i></p>	<p><b>SWOOP,</b> HAIR IT IS.</p> <p><i>-Big Boy</i></p>
<p><b>I ONCE WENT TO SPACE...</b> IT WAS AN EVIL EXPERIENCE.</p> <p><i>-Big Boy</i></p>	<p>EVERYTHING'S BETTER WITH A <b>STACK OF HOTCAKES.</b></p> <p><i>-Big Boy</i></p>
<p>SOMEONE ASKED ME IF I'D GOTTEN PLASTIC SURGERY, I JUST STOOD THERE AND <b>SMILED.</b></p> <p><i>-Big Boy</i></p>	<p>YOU KNOW YOU WANT A PAIR OF CHECKERED PANTS TOO... <b>JUST ADMIT IT.</b></p> <p><i>-Big Boy</i></p>



Uniforms and Retail Shirts...



Big Boy Collectible Pins... Wait-staff wear them in-restaurant and give a pin to every child...

## FEED YOUR CARNIVEROUS NEEDS

### Situation:

Late at night, you don't eat to fill your belly... you eat to fill a need... a need that's deep within you... a need that yearns... one that cannot be filled with what you consume during the day... but rather one that must be filled with food of the night.

### Strategy:

Late Night Feedings.

### Idea:

Welcome to the Fourthmeal.

We created an entire world where you could lose yourself in the night... where you could find your alter ego... where you could connect with other night eaters... one that was full of the need to feed, to be carnivorous.



THE  
REAL  
BREAKFAST  
CHAMPIONS.

FOURTHMEAL



THE LATER  
THE NIGHT,  
THE LONGER  
THE RECEIPT.

FOURTHMEAL



STILL OP?  
STILL OPEN.

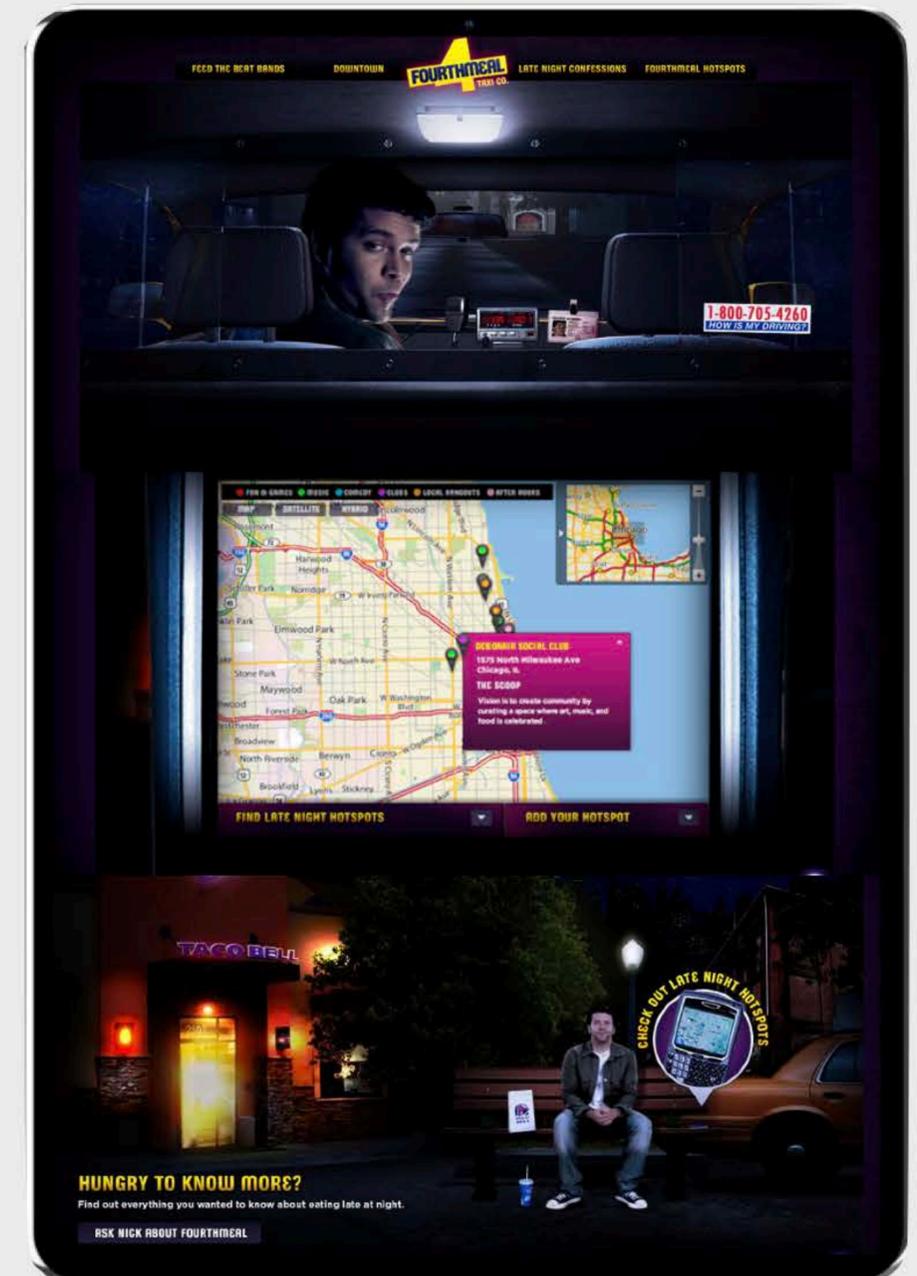
FOURTHMEAL



OFF DUTY

OFF DUTY





You gotta be in-the-know late at night... So, we gave Fourthmealers the keys to the city... hooking them up at hot spots GPS driven across thier city... and brought them back to Taco Bell into the wee hours of the morning.

# LUXURY IS PERSONAL

## Situation:

Luxury has become almost a ubiquitous statement today. One that is fraught with overuse and underwhelmed expectations. People have come to expect less and less from luxury.

So, how does true luxury start to regain its rightful place? How do true luxury brands demonstrate what it means to create luxurious experiences for their consumers?

## Strategy:

Luxury has lost what it means most to people. Over the past decade, luxury has become democratized. Anyone and everyone has access to what was once elite. And therefore, luxury brands have started to cater to what is becoming more and more common.

Not Park Hyatt. We wanted to get back to what it meant to truly be luxury... to return to fulfilling the unique needs of individuals, and making each individual feel special and well taken care of.

## Idea:

Let's make every guest feel as if they are the only guest. Presenting them with what they not only need, but what they desire. Curating an exquisite experience that will not soon be forgotten. And let's do it just for them.





SUITE 157  
JAPANESE MATCHA TEA  
PRIVATE MoMA GUIDE  
BITTERS-MAKING MASTERS CLASS  
6AM DOG WALKER  
BEEF JERKY TREATS

MORE THAN 30 EXQUISITE HOTELS ALL OVER THE WORLD.  
FOR RESERVATIONS PLEASE VISIT PARKHYATT.COM.

PARK HYATT®

LUXURY *is* PERSONAL

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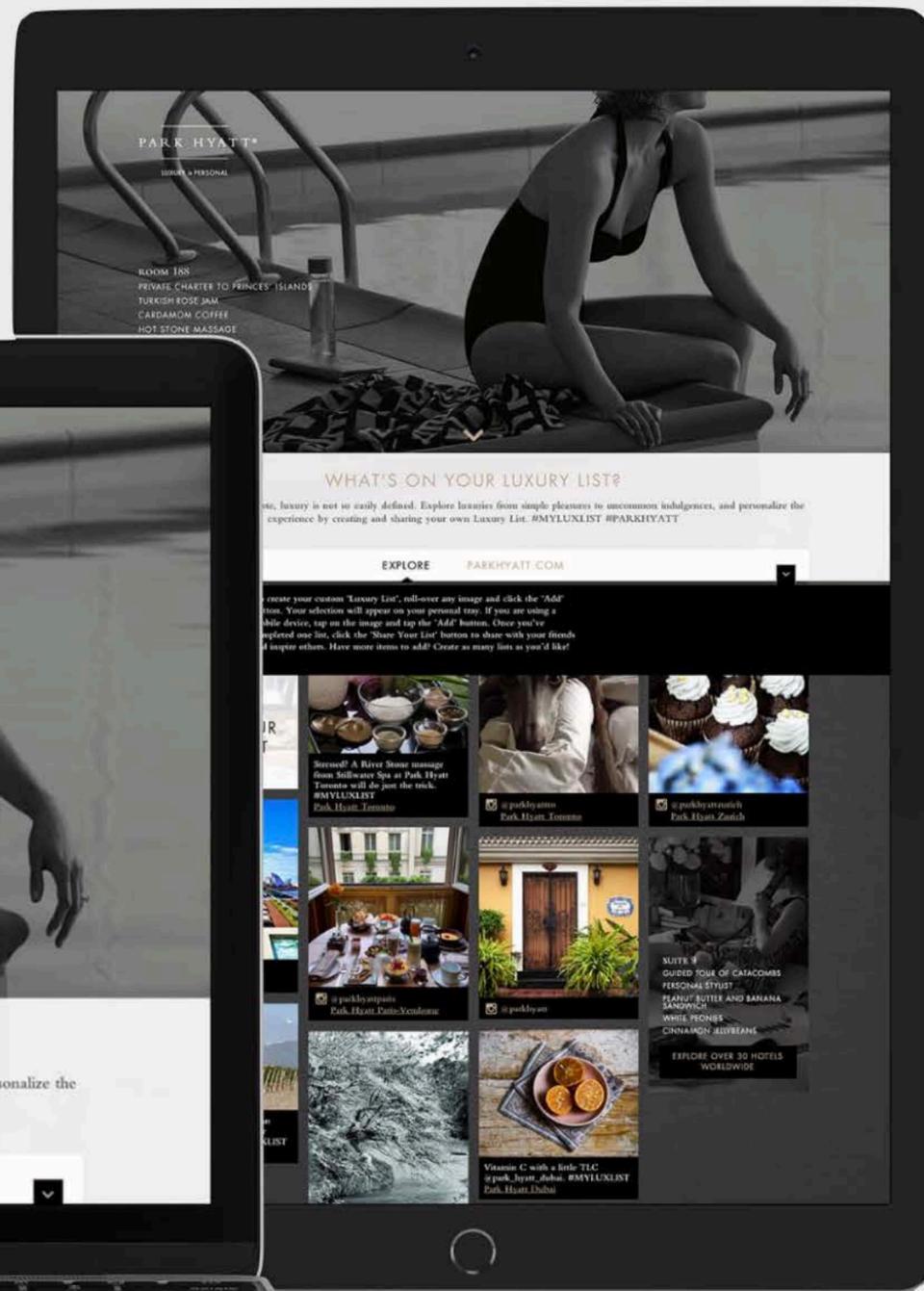
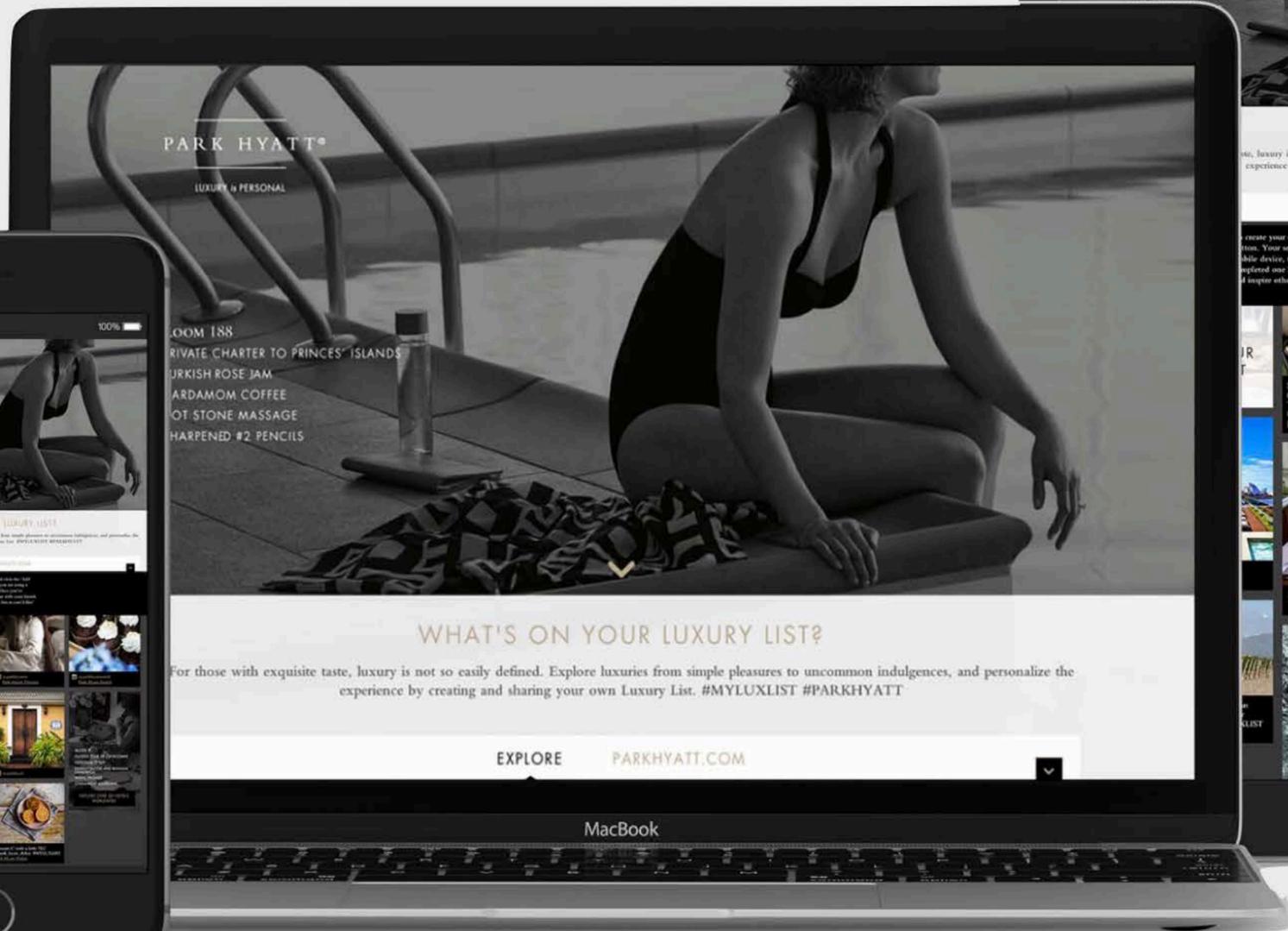
SUITE 24  
GRÜNER VELTLINER WINE TASTING  
FRENCH BELON OYSTERS  
PRIVATE WALTZ LESSONS  
BLACKOUT SHADES  
BABYSITTER

PARK HYATT®

LUXURY *is* PERSONAL

MORE THAN 30 EXQUISITE HOTELS ALL OVER THE WORLD.  
FOR RESERVATIONS PLEASE VISIT [PARKHYATT.COM](http://PARKHYATT.COM).

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## RIDE FOR STRENGTH

### Situation:

Harley-Davidson was celebrating its 115th anniversary. Riders from across the four corners of the country were coming home to Milwaukee... tens of thousands banding together to celebrate this momentous occasion and MDA wanted to show support for this American icon that has for 38 years partnered with them, generously donating over \$103MM to support research and care for the families MDA serves.

### Strategy:

Ride for something bigger than the thrill of it.

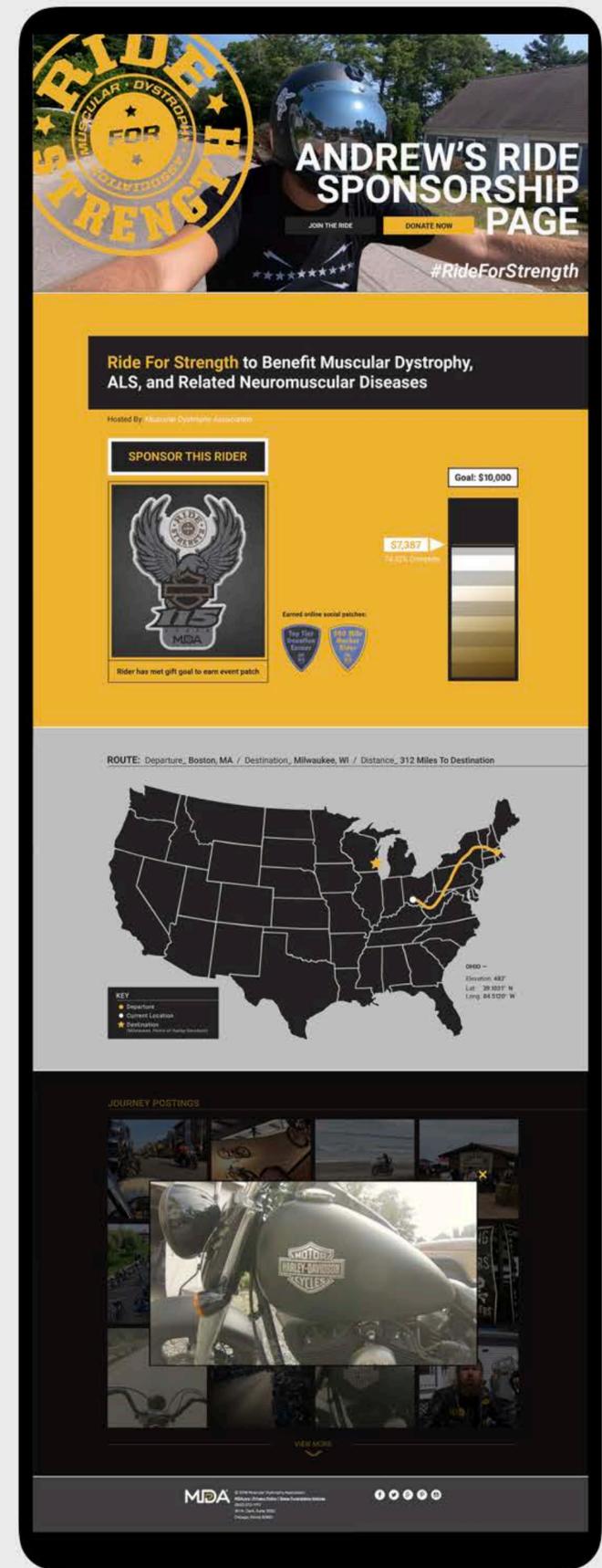
### Idea:

Ride for Strength.

You can feel it. The rolling thunder of the ride. Strong. Loud. Free. Heroic. In gratitude and respect for Harley-Davidson, our MDA volunteers, families, and supporters saddled up to join on this journey home. Along the way, they roared their pipes loud, shared the message to #RideForStrength and collect donations.









## BRAVE HEARTS

### Situation:

Keds had become known as the old lady shoes. Sales were down, retailers were dropping the brand, and the next generation had no connection to the brand. We needed to create a complete storyline overhaul that not only peaked the interest of consumers, but made retailers take notice.

### Strategy:

Step out and Shine.

How do you get young girls to get excited about a brand they think is "old"? Well, we put our money (literally) on the coolest and bravest girl that girls look up to... Taylor Swift. Someone that could inspire them to stand up for what they believe in and do the things they believed in.

- Elevate the brand with a new look and feel that would get girls to post posters on their bedroom walls.
- We started our push by rallying the retailers... get KEDS into the stores where girls today are shopping.
- Partner with collaborative designers who focused on brave designs.
- Create a social presence... but do so in a way that is meant to inspire girls to express their bravery, not to push product.
- Reward our brand advocates for their bravery in everyday life



BRAVE  
LOOKS  
GOOD  
FROM  
HERE.



**Keds®**

FACEBOOK.COM/KEDS

**ACE**  
OUTDOOR ADVERTISING

*Life is a Journey*



believes in taking chances  
TAYLOR, NASHVILLE



chooses the hard path on purpose  
JONNA, SANTA BARBARA



keeps going no matter what  
MAGGIE, BOSTON

# BRAVE INSPIRES BRAVE.



Taylor Swift  
NO. 0013

## Keds

There are a million ways to be brave.  
Share some of your own at [bravehearts.com](http://bravehearts.com).



ran her first 5k  
JACKIE, BOSTON



says what she means  
TAYLOR, NASHVILLE

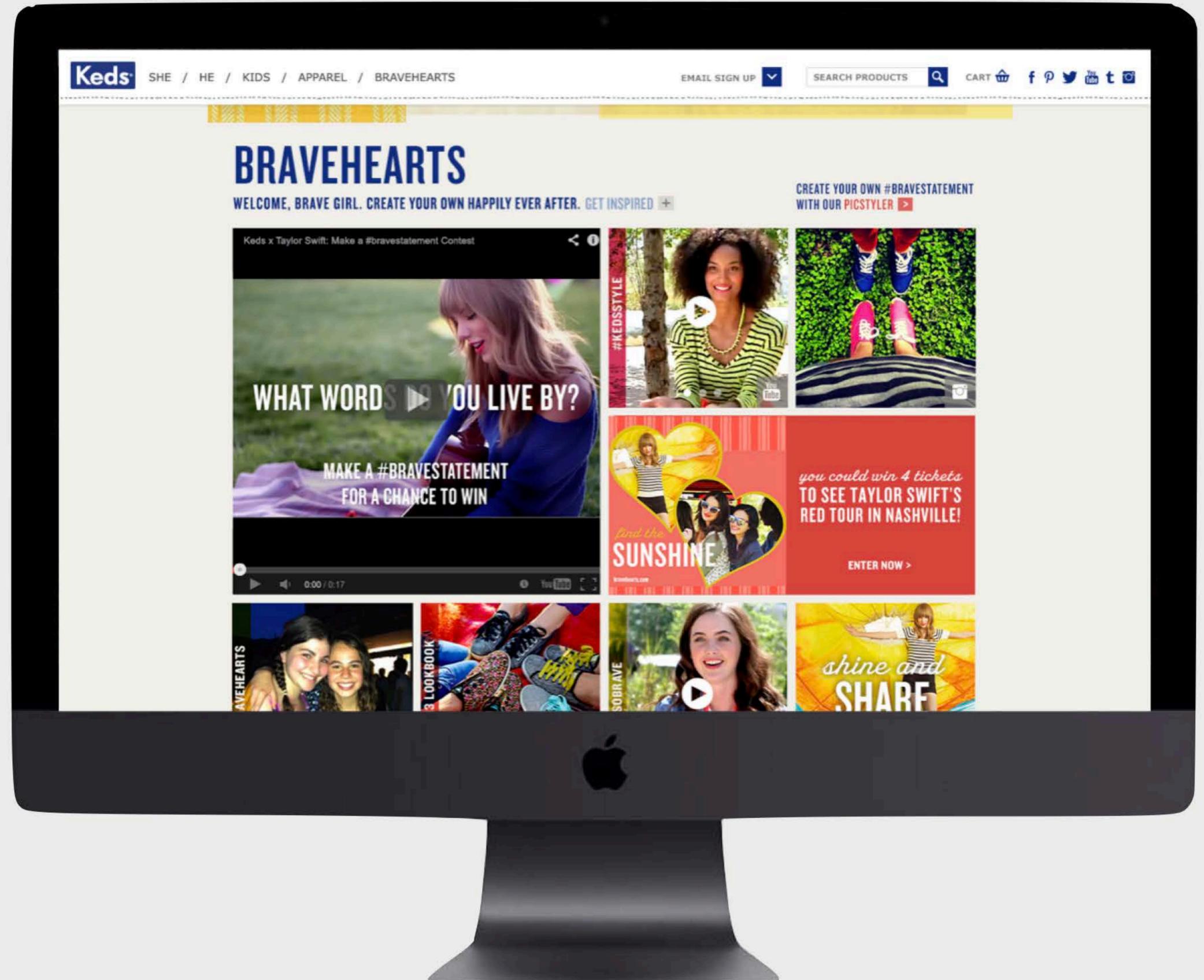


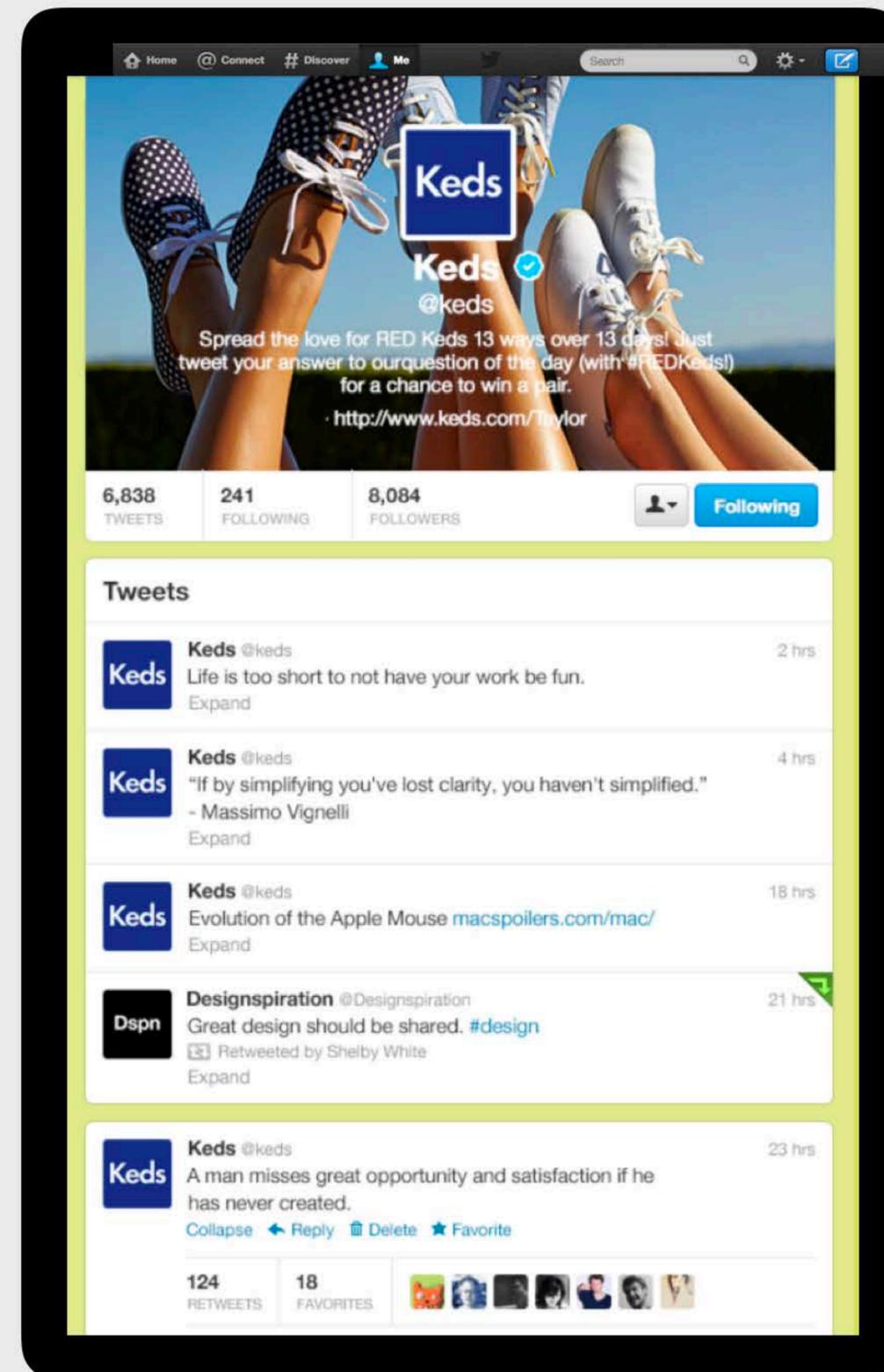
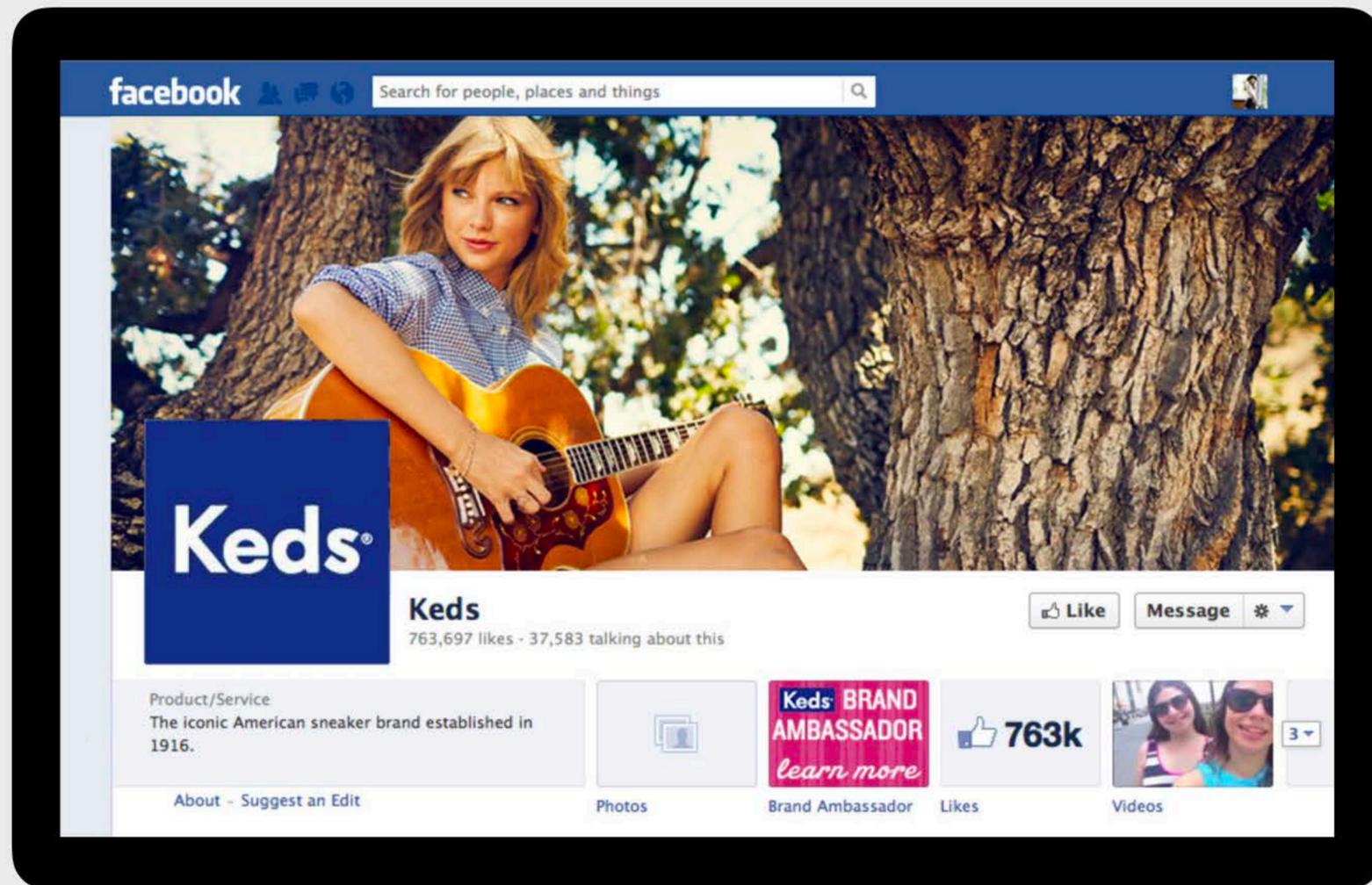
**BRAVE  
LOOKS  
GOOD  
ON YOU.**

*Taylor Swift*  
ON

**Keds**

There are a million ways to be brave.  
Share some of your own at [bravehearts.com](http://bravehearts.com).





## IT TAKES JACK TO MAKE FIRE

### Situation:

Jack Daniel's is one of the most recognized spirits in the world, but they were losing share of the flavored whiskey market quicker than a hot knife through butter. Fireball had come out of nowhere and taken the spirit category by storm, capitalizing on millennial focused marketing to become the fastest growing spirit brand ever. We needed to steal back that marketshare, and put this little brat in their rightful place at the bar.

### Strategy:

First, we needed to identify the Jack Fire drinker - Fire-starters... think of them as the 'savants of the night'... the ones who know what's possible when a night takes a turn toward epic and know just how rewarding it feels to wake up with an epic story.

### Idea:

It takes fire to make Jack, and Jack to make fire.

Since 1866, Jack Daniel's has been playing with fire. We're the original hell raisers and true fire starters ,and we'll be damned if anyone can do it better. Those other guys may get excited about dancing with the devil, but we've been drinking with him for over 140 years. We've mastered the art of playing with fire without getting burned. So get ready, because you know what they say, "Give a man Fire and he's warm for the day. But set fire to him and he's warm for the rest of his life."



*EVERYTHING ELSE WAS A*

# WARM-UP



*#JACKFIRE*  
BURN FREE. DRINK RESPONSIBLY.



CANCEL YOUR  
**RESERVATIONS**

BURN BRIGHTER



**JACK  
FIRE**



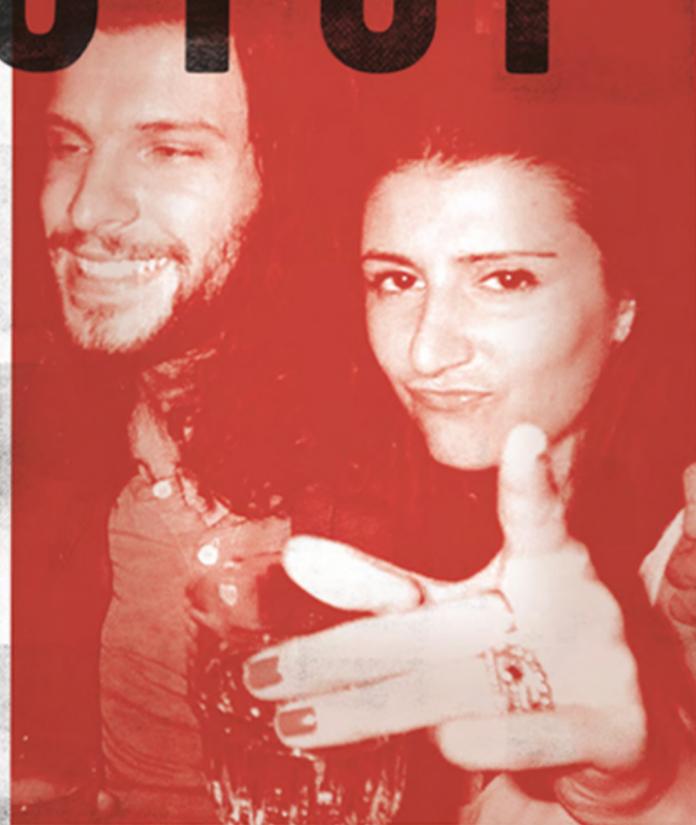
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ATM

TEXAS

FOR INFO CALL  
1-800-338-0000

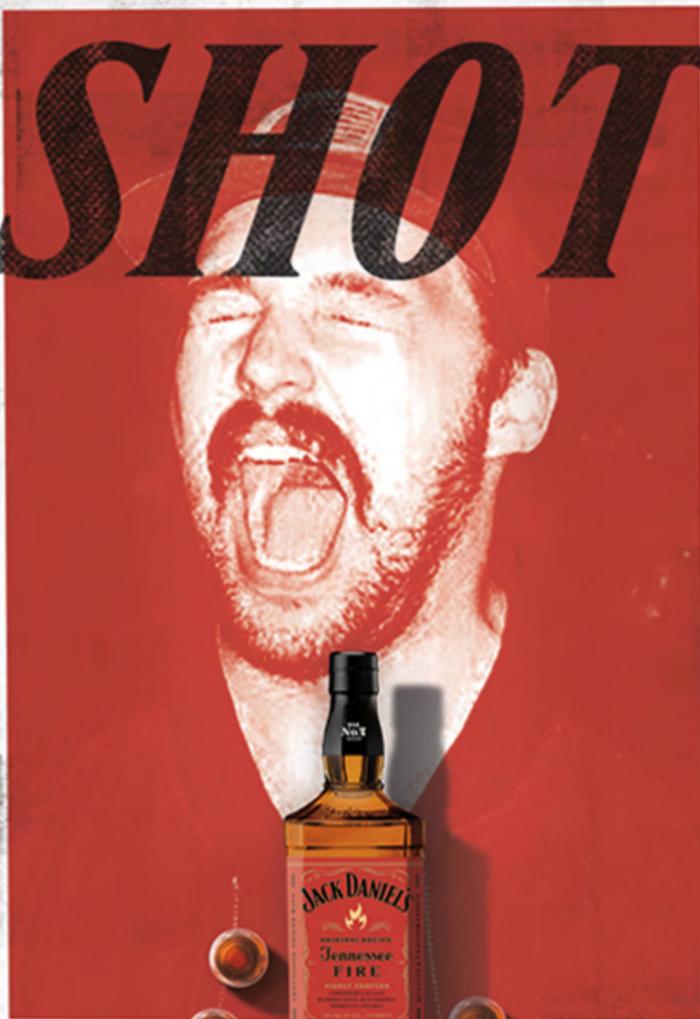
# STOP



#JACKFIRE

BURN FREE. DRINK RESPONSIBLY.

# SHOT



# ROLL



#JACKFIRE

facebook Search Jack Daniel's Home



# PLAY WITH FIRE

BURN BRIGHTER

Jack Daniel's Tennessee Whiskey  
Wine/Spirits

Like Follow Share

Timeline About Photos

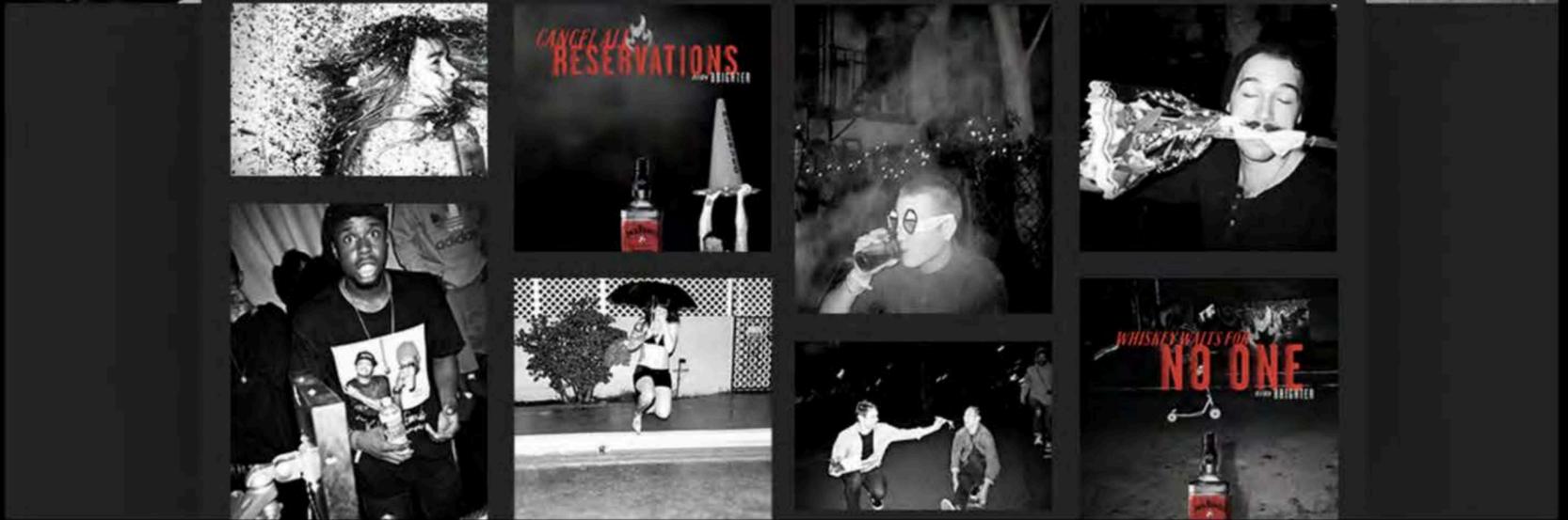
**Jack Daniel's Tennessee Whiskey**  
Go out and meet people tonight. Burn brighter. #JACKFIRE



Like - Comment - Share - about an hour ago · 21

3,512 people like this.

Write a comment...

**JACK FIRE**  
BURN BRIGHTER

**CANCEL MY RESERVATIONS**

**WHISKEY WAITS FOR NO ONE**





BURN FREE. DRINK RESPONSIBLY.

*EVERYTHING ELSE WAS A*  
**WARM-UP**  
REAL TENNESSEE WHISKEY WITH A RED HOT BURN

#JACKFIRE



NOW WHAT...

# THANK YOU

We started this whole thing off with 'hello'... so it's only fitting to say thank you when we close this chapter of our conversation. We say 'this chapter' because we're really hoping that at least some of what you read through intrigued you enough to have a follow up conversation.

Now, if you're game for it, we'd love to find some time to get on the phone, or if you're really amped up, we'd love to meet you at your place to share with you some thoughts on how we might be able to work together... Don't worry, it'll be a lot of fun and thought provoking (there we go with that word again)... but it will be and you won't be sorry.

So, let us know and we'll be there with bells on... literally we will walk into your door with bells on.

Thank you...

The team at CLUTCH Workshop

