



10

YEARS

Campaign Brief 2018

## **1. OG10 Story**

## **2. Key Elements of the Communication Plan**

- Videos
- Opportunity Presentation 2.0
- Merchandise
- Global Day of Purpose - Month of June

## **3. Support Plans to Promote**

## **4. Regional Support**

## **5. Calendar of Activities**



# OG10 Story

***A decade of  
SUCCESS  
deserves  
a great  
CELEBRATION.***

What is the reason for all this success?  
ORGANO™ has PURPOSE.

At the very core of this purpose is the drive to change lives.  
The desire to make this world a better place fuels the soul of OG.  
For 10 years now - OG has changed LIVES for the BETTER.

ORGANO™ is a movement  
providing greater OPPORTUNITIES  
to the WORLD using LIFE CHANGING products.

ORGANO™ harnessed one of the greatest treasures Mother Nature has given mankind.  
From organic supplements and life changing weight-loss, to everyday items such as coffee,  
tea, energy and personal care; OG has exclusively formulated Ganoderma to be a benefit  
for all to enjoy a better life.

Lives have been changed physically and financially, for good.

This year, the world will witness the historical account from a humble garage to over 40  
offices worldwide spreading the OG lifestyle™.

ORGANO invites all to celebrate and discover what it means to TASTE the GOLD™



# **Key Elements** *Videos*

## *Teaser Video*

Let's celebrate coffee, tea, weight loss, freedom, success. **10 Year celebration starts at UTX.**

## *Taste the Gold Part 1 (1-10)*

**10 lives - 10 years of lifestyles changed for the better.**

Houston. Bangkok. Verona. Mexico. Kenya. Atlanta. London. Meet real genuine people from all walks of life who Taste the Gold daily living better with more fulfillment, who also change many others in big and small ways around them.

## ***Taste the Gold Part 2***

Experience the evolution from 2 products to over 20 that continue to change peoples lives daily not only financially but for a better healthy lifestyle. The call to action will focus on getting a free sample or taste the gold and feel the difference.

## ***Taste the Gold Part 3***

Witness the historical account from a humble garage to over 40 offices worldwide spreading the ORGANO lifestyle. Call to action is creating a sense of urgency not missing out on the simplest way to better one's life.

**Release dates:** Taste the Gold videos will be released after UTX, average of 1 per month, all throughout the year.



**Key Elements**  
***Opportunity Presentation 2.0***



## ***Taste the Gold Opportunity***

**A.** 10 years in the making - this is the opportunity of a lifetime. The launch of the all new state of the art video presentation of the 2018 OG OPPORTUNITY.

To replace the existing Ground to Cup video.

**B.** Digital version for theater style, home-base, mobile/on-the-go.  
Part 1 targeted for Guests  
Part 2 and 3 for people who are interested in doing the business.

- “Quick Start Training Tips”
- “Product Knowledge”

**C.** Click-baits or conversation starters focusing on these key points:  
OG is a solid company. The Products work! People can make money with OG. OG is simple. YOU can do it!



# Merchandise & Support



Exclusive Collection at UTX 2018



## ***An Employee volunteering initiative***

Led by the company, to positively impact the communities around us. Find opportunities to serve the underprivileged and make this 10<sup>th</sup> year count!

Concept still in the development stage.

June 2018 as the timing for this Global day/month of service and giving back.

# **OG10 Related Promotions**

1. iPhone **X** giveaway at UTX - final mechanics to be announced at UTX
2. **X**Challenge - Lose **X**, Get **X** (2Q)
3. Social Media giveaways
  - 10 items per month
  - 10 winners of **X**clusive OG10 merchandise.
4. Ad placements scheduled for NA (Jan, Mar, June, Oct/Nov)

***Similar programs and activities that Regional and Local offices can do to spread the OG10 celebration and message.***

**10 Lives - 10 stories of life changed for the better**

Do an equivalent version via a Blog; highlight these inspiring stories at company regional events.

Choose stories that represent different demographics, different backgrounds, different life challenges and experiences.

**Merchandise Giveaways**

Locally led promotions that work with multiples of 10: 10 winners / 10 items / 10 days...etc.

**Weight loss/ Xchallenge**

Lose X lbs promotion

**Outreach Program - June**

Lets turn this into a Global movement

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Teaser Video										
		Lifestory 01	Lifestory 02	Lifestory 03	Lifestory 04	Lifestory 05	Lifestory 06	Lifestory 07,08,09	Lifestory 10		
		Pique Interest Videos		Opportunity Presentation: Home/Theater	Opportunity Presentation: Mobile			Opportunity Video 2.0			
	Xclusive Items Set 01		Xclusive Items Set 02			Xclusive Items Set 03		Xclusive Items Set 04			
					Global Day of Purpose						
	<b>iPhone X - Promotion</b>										
			<b>Xchallenge: Lose X, Get X</b>								
	<b>SM CONTEST</b>										
		People Mag Ad			Ad Placement				Ad Placement		





# 100 YEARS