



blue chip

**we all stepped up.
let's not step back.**

hello!



stanton



joel

incredible

people making what

matters

independent, creative marketing agency
based in chicago.

with proven expertise in brand and shopper
marketing, we offer the talent and scale of
a holding company with the urgency and
ownership of a private agency.

we are difference makers.



we make what
matters.





how did we get here?

february
2019:

82%

of respondents agree that they are more likely to purchase a brand that goes out of its way to help others

77%

agree they are more likely to purchase a brand with values that align with their own

64%

agree they like when a brand takes a stand on social issues



2020:

heightened expectations

62%

of consumers said they did not think their country would make it through the crisis without brands playing a "critical role" in the fight against the coronavirus.

55%

said that brands and companies are responding both more quickly and more efficiently than the government.

71%

of consumers agree that it's either very or somewhat important for business leaders to address racial inequality in the U.S.

64%

believe it's important for business leaders to help in the wake of protests and demonstrations in U.S. cities



online grocery sales:

+24%

during May to a
record-setting **\$6.6b**



online grocery HHP:

33%

the total number of customers
who ordered groceries for
online delivery or pickup
reached **43.0M**

76%

of marketing executives said they expected the coronavirus to significantly affect 2020 spending.

What if any actions, has your marketing department taken in response to the COVID-19 Pandemic?



Source: Gartner For Marketers Research Connections Poll, March 19, 2020 (N = 348 Marketers)



A man is looking at a laptop screen. The image has a strong red color overlay. The text is overlaid on the image.

consumers:

from
skeptical.
to
trusting

from
ads
to **acts**





"How to STOP a Tank!"

"A BAZOOKA will do it... if you know how to use it. A barricade will do it... if you know how to build one."

It is knowing how that is important if you are to win a war with the least possible losses... and you've got to acquire that knowledge fast."

To do the job of imparting that kind of know-how... fast... and thoroughly... all arms of the service are using sound movies. That's why thousands of Bell & Howell Filmosound Projectors are in the training camps... to teach, quickly and convincingly,

the lessons that men in training must learn swiftly and unforgettably.

When these men are trained... and reach the fighting zones... Bell & Howell weapons... secret devices of many kinds... help them do their grim jobs better—in planes and tanks or behind a field piece.

And that's why there aren't any Filmo Cameras and Projectors for personal movie making just now... but our postwar products will be well worth waiting for. Bell & Howell Co., Chicago; New York; Hollywood; Washington, D. C.; London. Established 1907.



*Trade-mark registered

*Opti-onics is OPTics... electrONics... mechanICS. It is research and engineering by Bell & Howell in these three related sciences to accomplish many things never before obtainable. Today, Opti-onics is a WEAPON. Tomorrow, it will be a SERVANT... to work, protect, educate, and entertain.



Bell & Howell

... some things never change

For 30 years...
Generals have always been Worth the Extra Price

- Year after year, for more than a quarter of a century, millions of car owners have gladly paid *more money* to buy The General Tire.

Experience has shown these millions that General's longer mileage, greater safety and dependable performance were worth many times the extra price.

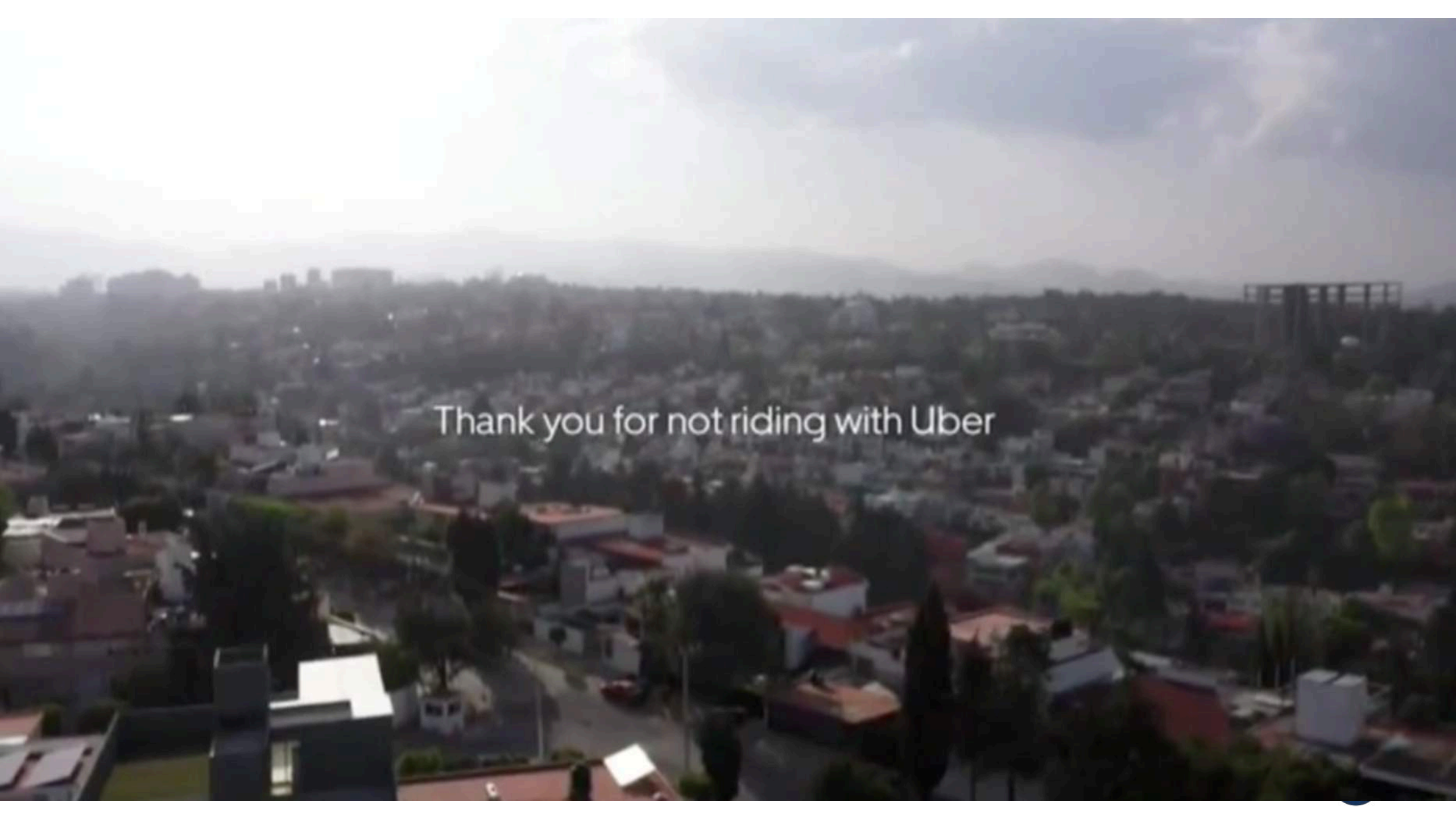
And today, people realize that you may pay less but only General gives you its famous Top-Quality.

The tire crisis is *still acute*, of course, and you must *conserve* the tires you have. Ready with expert help—at Quality Tire Headquarters—is your General Tire Dealer. See him—for repairing, General Tire-Kraft System recapping and mileage advice. He is a mighty good man to know.

BUY MORE WAR BONDS

The General TIRE

— goes a long way to make friends

An aerial photograph of a city, likely Los Angeles, showing a dense residential area with houses and trees. In the background, there are mountains under a cloudy sky. A large, dark, irregular cloud is prominent in the upper right portion of the sky. The text "Thank you for not riding with Uber" is overlaid in the center of the image.

Thank you for not riding with Uber



brands:

from

polished personal

to



don't rush back to 2019

Speak from the head. Act from the heart.

Buffalo teen cleans up city through the night — community gives back with college scholarship and car



9-year-old raises over \$20,000 for communities in need in Minneapolis by selling bracelets



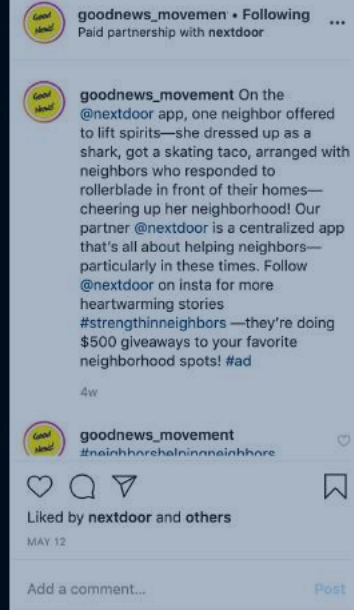
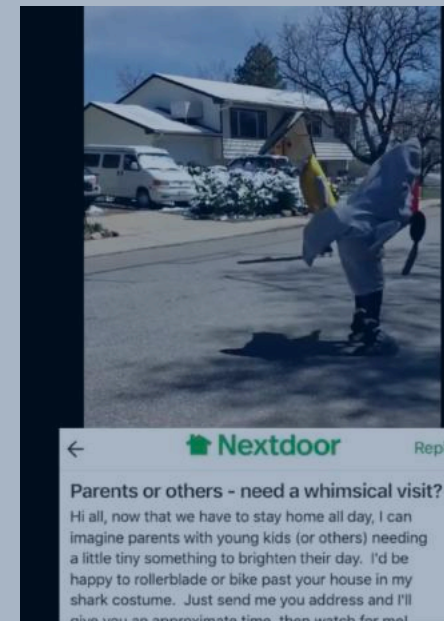
New Hampshire postal worker leaves hand-written cards and gift cards to 2020 graduates on his route



California supporting restaurants by rehiring / retaining staff to take food to vulnerable seniors in need

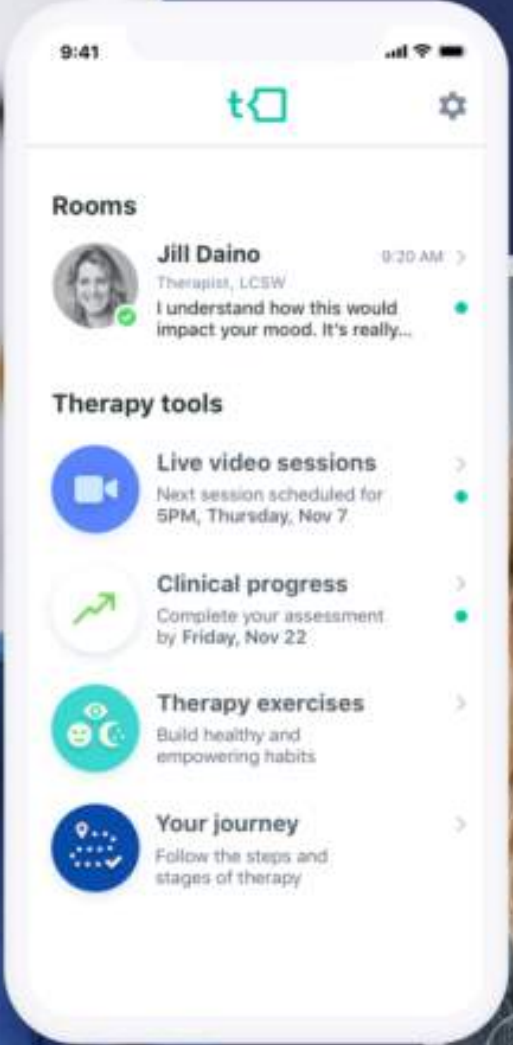


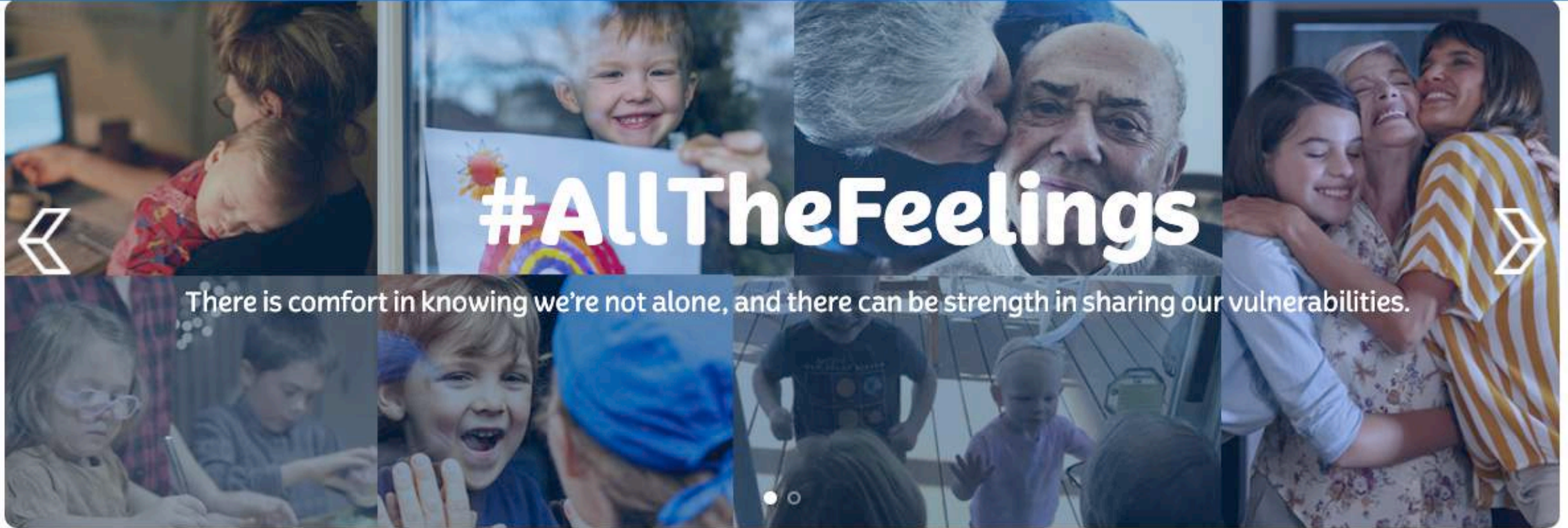
Chinese immigrant who arrived in U.S. with \$100 in his pocket, donates millions in PPE for frontline workers



A close-up, soft-focus photograph of a man with a beard kissing a baby on the forehead. The man's face is on the right, and the baby's head is on the left. The background is a textured, light-colored surface, possibly a blanket or bedspread. The overall mood is tender and protective.

01
safety
and **security**





#AllTheFeelings

There is comfort in knowing we're not alone, and there can be strength in sharing our vulnerabilities.

Kleenex® Brand has partnered with Calm, the #1 app for sleep, meditation and relaxation, as a resource to support emotional health and wellbeing, sponsoring up to a total of 100,000 three month subscriptions between April 20th and December 31st, 2020.

To learn more and subscribe visit
www.calm.com/Kleenex

Emotions used to be things that happen one at a time. But, now every single one of them is happening, all at once.

Fear. Courage. Hope. All at once.

There is comfort in knowing we're not alone, and there can be strength in vulnerability.

Share #AllTheFeelings you are feeling, so, even though we're apart, we can feel together.

A side-profile photograph of a male cyclist wearing a black helmet and a dark grey long-sleeved shirt. He is carrying a large, bright red delivery vest with black trim. The vest features the Doordash logo, which consists of a white stylized 'D' icon followed by the word 'DOORDASH' in white, uppercase, sans-serif font. The cyclist is riding on a bridge with a blue metal railing. The background is a blurred cityscape under bright, sunny conditions.

 DOORDASH



02













entertainment
and connection



Netflix Party



Chatroom

-  i suppose it's possible.
-  White Castle
LOL....maybe...??
-  Bruce
gasp
-  White Castle
First time watching this for everyone or how many times have you all seen this movie?
-  alli
first time for me!
-  Bruce
NEVER seen it.
-  Jill
left
-  eveleve
I've seen it once - i really liked it!
-  Kral
Holy shit, Ive probably seen it 8 times
-  White Castle
Nice.....it's pretty classic
-  Kral
I mean a stoner comedy with POC leads then??? I was horny for it.
-  Bruce
Haha

People are typing...

Type a message



Party with White Castle

whitecastle • Following

whitecastle It just so happens that our favorite crawable comedy film (yeah you know the one) is available to stream until the end of April. Soooo since our parents (legal team) won't let us host at our place, maybe you guys fire up a virtual watch party on 4/20 and toss us an invite! Use your virtual watch party platform of choice & invite us at partywithwhitecastle@gmail.com. We'll do our best to join in for a bit and we certainly won't show up empty handed! Plus, we'll be live tweeting along with the movie at 4:20pst on 4/20 w/ insider info, fun facts and a sack of surprises. Crave on! #partywithwhitecastle #onglivesliders

Like Comment Share

Liked by sandmelter and others

APR 17

Add a comment...



HOST A VIRTUAL HAPPY HOUR



VIRTUAL GAME NIGHT



VIRTUAL COCKTAIL PARTY



VIRTUAL POP CULTURE



VIRTUAL BRUNCH



VIRTUAL HANGOUT



VIRTUAL THEME PARTIES

PLEASE DRINK RESPONSIBLY. RESPONSIBILITY.ORG

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HOST A VIRTUAL BRUNCH



PLEASE DRINK RESPONSIBLY. RESPONSIBILITY.ORG

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GET YOUR VIRTUAL GAME FACE ON



PLEASE DRINK RESPONSIBLY. RESPONSIBILITY.ORG

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A professional studio setup is shown against a plain white background. In the center, a camera is mounted on a black tripod. To the right, a large black softbox light is mounted on a stand. On the left, a potted plant with long, thin green leaves is visible. The overall scene is well-lit and organized.

03

community over commerce



YouTube
@YouTube



We stand in solidarity against racism and violence. When members of our community hurt, we all hurt. We're pledging \$1M in support of efforts to address social injustice.

♡ 109K 9:23 PM - May 29, 2020



💬 15.2K people are talking about this



glossier
2.8m followers

[View Profile](#)

We stand in solidarity with the fight against systemic racism, white supremacy, and the historic oppression of the Black community. Black Lives Matter.

We will be donating \$500K across organizations focused on combating racial injustice: Black Lives Matter, The NAACP Legal Defense and Educational Fund, The Equal Justice Initiative, The Marsha P. Johnson Institute, and We The Protesters.



céli
@pianta_



open your purse mickey mouse
[twitter.com/Disney/status/...](#)

Disney @Disney



♡ 54.9K 6:56 PM - May 31, 2020



💬 14.9K people are talking about this



Logan Green @logangreen · Jun 1

The acts of injustice against Black Americans — George Floyd, Ahmaud Arbery, Breonna Taylor, Christian Cooper, and countless others — must be a call to action. I feel a deep responsibility to listen, speak up and be part of the solution. 1/3

💬 25

↻ 28

♡ 136



Logan Green @logangreen · Jun 1

Building on our work supporting communities of color through LyftUp, we're providing an additional \$500,000 in ride credit to National Urban League, NAACP, National Action Network, Black Women's Roundtable & National Bail Fund Network. 2/3

💬 8

↻ 16

♡ 71



Logan Green @logangreen · Jun 1

In Minneapolis specifically, we will be donating LyftUp ride credits to Lake Street Council to facilitate rides to volunteers assisting with rebuilding efforts. 3/3

💬 5

↻ 9

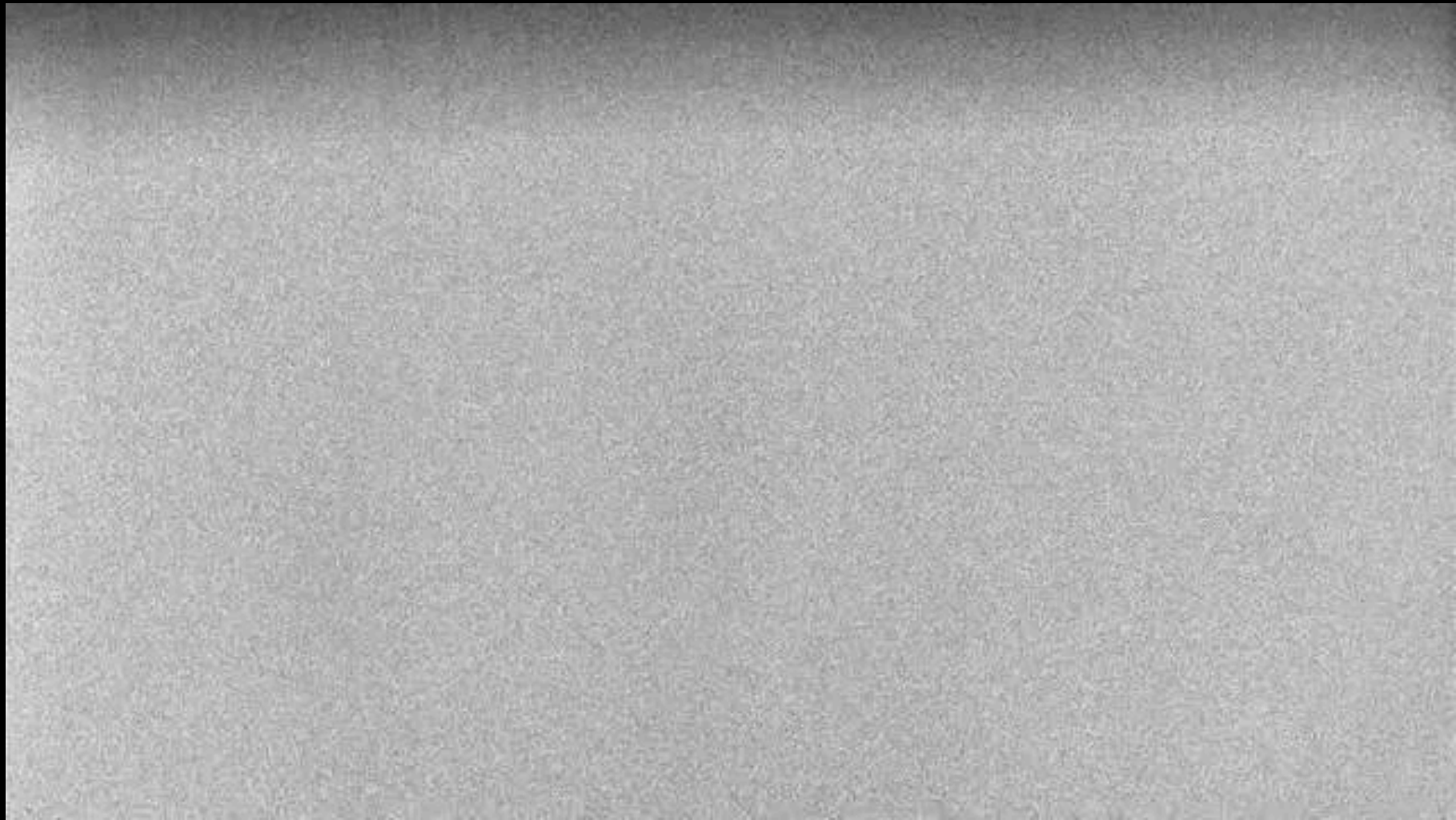
♡ 64



impact within our own industry, additional \$500K in the form of beauty businesses—more details in June.

any people in our community and making change. We see or those looking for ways to take sources for engagement and







let's not step back

- Consumer
- Marketplace
- Relationships

A circular opening in a dark, textured tunnel looking out onto a bright, green outdoor scene. The tunnel walls are dark and have a rough, fibrous texture. The opening is perfectly circular and frames a bright, sunlit outdoor area with green grass and foliage. The text 'foxhole friendships' is written in a white, bold, serif font in the bottom left corner.

**foxhole
friendships**

Q&A - lets keep chatting!



stanton

 skawer@bluechipww.com



joel

 jwalker@bluechipww.com