

Transformation of Marketing at the Ohio Art Company (B)



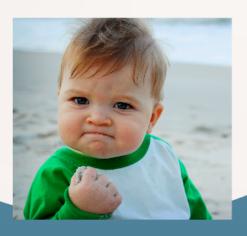
### There were Challenges

Leadership Changes
Reporting Changes
Business Environment
The "Gold" was hard to come by



#### **But there were Successes!**

Research Innovation
Business Development
Category Reinvention
Employee Development



#### 1) Research Innovation

Zynga Packaging
Disruptive Destinations
Joint Project with WMT
Gaming Segmentation Virtual Test



### 2) Business Development

Emerging Channel Strat Plan \$288MM over 5 Years

- 1) A foundation in Kantar
- 2) Customer/Channel Ship Projections
- 3) Institutionalized Training



### 3) Category Reinvention

Boys Action - \$1.5B Category Collaboration with GCI on:

- 1) Design & Execution
- 2) Finding development & Presentation
- 3) Retail Recommendations



### 4) Employee Development

Performance Conversations
Hasbro Mentor Program
Community Service
Retail 101



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