



Strategy / Pitch Deck

David Tutera for Disney Celebrations

Inspiration: Disney Classic Films (play on Disney Color)

Mission: Products that enhance a consumer's current table-top pieces to turn a basic table into a "celebration"

Attributes: Engaging, emotional connection, quality, collaboration, color

Storytelling

Product: Entertaining pieces (s/4 dessert plates, serving bowls/platters, tiered servers, chip/dip, serving fork/spoon, canapé knives/cheese board) and Table décor (tea light/taper holders, place card holders, napkins/napkin rings, table runners, coasters, vases and assorted table scatter)

Distribution: Mid-tier department and big box specialty stores.



David Tutera for Disney Celebrations - Strategy

Position DT for DC as an exclusive program for a single retailer

- Targeted Retailers: JCP, BBB, Kohls, *Dillards

Incorporate story telling in product, packaging and collateral

Deliver 3 collections annually

- Seasonal approach: Spring, Summer, Fall/Winter

Seek innovative ways to engage consumers

- Marketing, Web, Social Media Promotion

Develop press kit and PR plan



David Tutera for Disney Celebrations - Deliverables

- 1 Revamp Disney Celebrations pitch / boards for retail pitches
 - Collaboration – Disney/DT
 - Strategy – Classic Films/Disney Color
 - Bambi Story Board
 - Bambi SKU Board
 - Alice Story Board
 - Princess Story Board
- 2 Develop 'Celebration in a Box' concept and incorporate into retail presentations. Send to Kohls, Macys, Bloomingdales
 - Develop 'Box Contents' (3 – 4 different concepts?)
 - Price points – \$49.99 - \$99.00 (Better, Best?)
 - Modular component. Can be stand-alone or included as part of the broader product assortment
- 3 Revamp / finalize branding and packaging / collateral and plan-o-grams for retail
- 4 Blow out Bambi table environment with a table set LIVE by David



David Tutera for Disney Celebrations – Launch Line

- Entertaining Pieces
- Table Décor
- Celebration in a box – ties entertaining pieces with table décor. Promotes a 'need to buy'



David Tutera for Disney Celebrations – Inspiration 1



David Tutera for Disney Celebrations – Inspiration 2



David Tutera for Disney Celebrations – Inspiration 3



