

# ASHTON BLOUNT

20 YEARS OF MULTI-DISCIPLINARY BRANDING & DESIGN

2-5

## HALEON (FORMER PFIZER)

GLOBAL DIRECTOR, CENTRUM BRAND DESIGN  
AND INNOVATION 2023-PRESENT

6-12

## PEPSICO DESIGN & INNOVATION

DIRECTOR, STRATEGIC DESIGN BRAND &  
CUSTOMER EXPERIENCE 2020-2023

13-14

## PASSION PROJECTS

AI FOUNDER, NOA BOTANICALS COMPANY LAUNCH 2021-2025

15-16

## STANDARD TRANSMISSION PRODUCTIONS

SENIOR DESIGN DIRECTOR 2017-2020

17-20

## 24SEVEN CREATIVE

MERCHANDISING, ART DIRECTION, RETAIL DESIGN 2007-2017

LYPSO

A ROCKWELL AUTOMATION BUSINESS



FIELD  
SERV

# GLOBAL DIRECTOR, CENTRUM AT HALEON GLOBAL BRAND RENOVATION

Directing the global brand renovation with new visual & communications guidelines across packaging and advertising  
developing innovations and market entry strategies for 130 new products across 22 existing and emerging markets, adapting for regional consumer culture, language and market regulations.







## STRAIGHT TO #1 IN INDIA

Thanks to accessible product offerings and a successful market entry strategy, the portfolio grew to #1 VMS In 9 months.



“CENTRUM GREW MID-SINGLE DIGITS WITH GROWTH SUPPORTED BY INNOVATIONS INCLUDING CENTRUM DAILY KITS, DESIGNED FOR ASIAN CONSUMERS TAILORED BY AGE, GENDER AND LIFESTYLE.”

CEO Brian Mcmanera, Haleon half year results 2025



CEMENTING CENTRUM'S #1 POSITION IN THE PHILIPPINES,

Focused on the wellbeing of children through the launch of Centrum Kids, developing multiple price points and count size diversifying economic accessibility.



# GLOBAL COMMS ALIGNMENT

Bringing aesthetic and tonal consistency across all markets in collaboration with regional advertising partners.

	CHINA	INDIA	MIDDLE EAST	EUROPE	AMERICAS
Brand Mark					
Call to Action					
Claims					
Product					



## DIRECTOR, STRATEGIC DESIGN AT PEPSICO DRIVING PARTNER ENGAGEMENT

With research into consumer culture designing and innovating 360 customer experiences utilizing the PepsiCo Marketing 5 E's.



### ECHO

What is bringing the customer back and helping them share it?



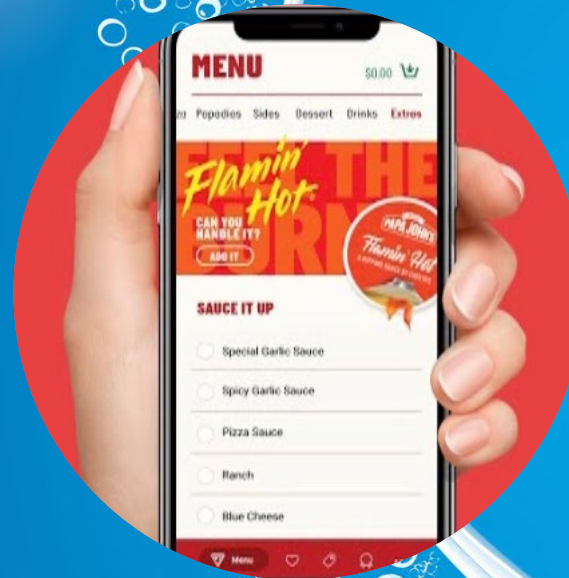
### ENTICE

How are you inviting people?



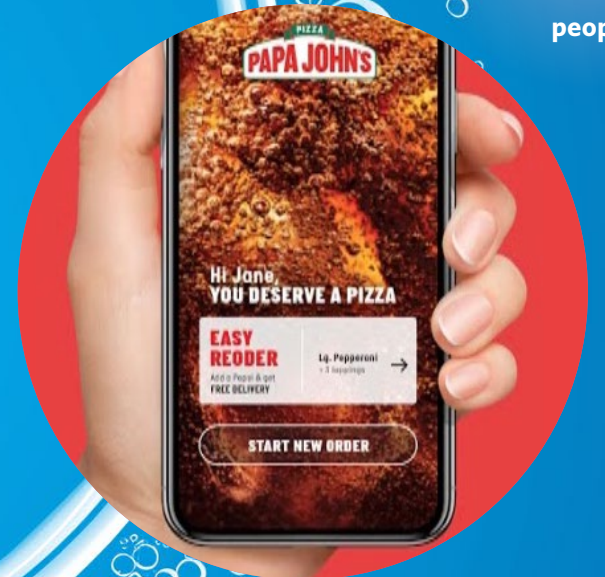
### ENJOY

How are people experiencing the story once settled in?



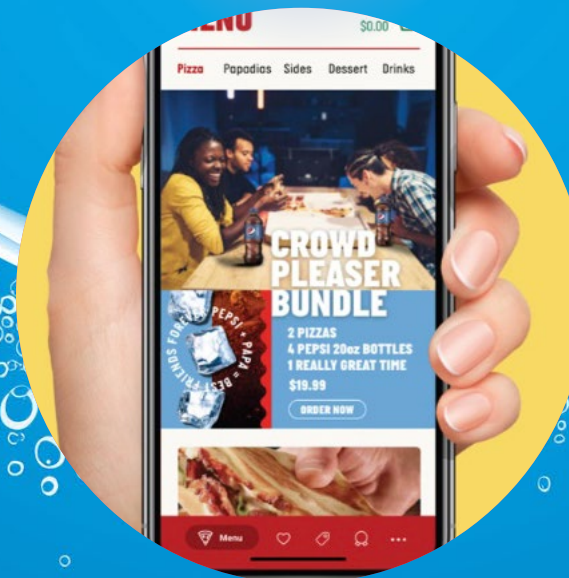
### ENTER

What hero moment is arresting people?



### ENGAGE

How is it easy, connected & personalized?

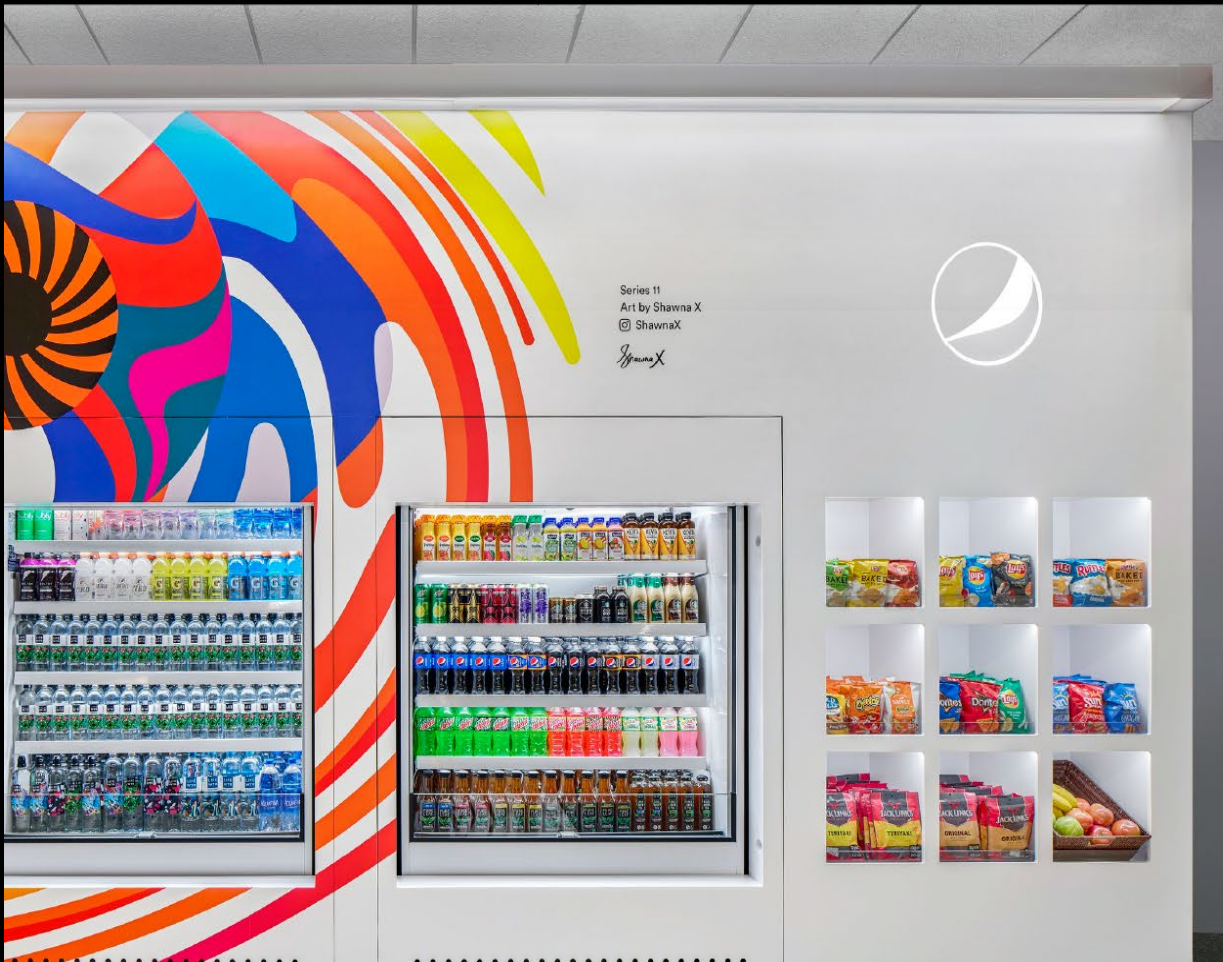




**VAIL RESORTS**  
**HOSPITALITY**



**LIFEWTR AIRPORT LOUNGES  
TRANSPORTATION**



Series 11  
Art by Shawna X  
© ShawnaX  
ShawnaX



- LED Custom Strip Lighting**
- Beam and wall soffit light - linear architectural LED
  - 12' run drivers -17,500 lumens at only 150 watts
  - dimmable
  - 90 degree throw
  - 2.5" W x 4" H, wall mount
  - commercial grade linear light bars with the needed lumens are nearly all at least 3.5" to 4" tall and 2"-6" wide - shorter lights have fraction of the luminosity
  - Light bar is thicker than frame - edge down 1/8" for blend from front view
  - 22 gauge steel
  - Anodizing feasibility to match black powder coat finish\*
  - Toe kick / shelving - diffused LED rope lighting

For desired brightness - light 4" tall - fixture centered along beam



**CAESAR'S LAS VEGAS  
GAMING AND ENTERTAINMENT**



**BE THE FIRST TO SIP NITRO PEPSI**  
EXCLUSIVELY AT THE HIGH ROLLER

CAESARS ENTERTAINMENT

**AR ENGAGEMENT**  
DRIVE TRAFFIC + AWARENESS

**SMOOTH IMMERSIVE DESIGN JOURNEY**  
ENHANCE GUEST EXPERIENCE

**INTERACTIVE UNLOCKS**  
REWARD THE JOURNEY

Completed 2 site visits w/3 vendors + Caesars teams: Procurement, Sponsorships, High Roller GM & Marketing  
Customer Green Light meeting: Friday, 10/29 to review + approve final estimates

**0-60 WITH NITRO**  
Countdown clock educates guests on what's happening inside the glass to get to the perfect pour every time.

**0s**  
The Nitro fountain chills 43 degrees.

**15s**  
Infused nitrogen microbubbles form to create a smooth, velvety taste.

**30s**  
The Nitro glass was designed to maximize the length of the cascade.

**45s**  
The cascade is at its peak forming a smooth foam.

**60s**  
The foam is sliced off for an even finish.

**ENJOY!**

**LOUNGE ENTRANCE**  
Set the tone of the bar's main entrance by elevating your mood and your senses.

**NITRO pepsi**

**NITRO LOUNGE EDUTAINMENT**  
Engage consumers at four touch points within the bar to educate and engage within the Nitro Pepsi Journey.

**SMOOTH**

**IMMERSIVE VIDEO SCREEN + INTERACTIVE WALL**  
PRODUCT ATTRIBUTES + CONTENT CAPTURE

**RITUAL SHOWCASE**  
RITUAL



## SIX FLAGS PARKS AMUSEMENT FOODSERVICE

**DIMENSIONS**

Dimensions are approx. (in inches) and must be confirmed on location by vendor. Dimensions of side wall to be determined on site. Assume 90° for height.

**Broad Considerations:**

- Five-Flay is adding flavor to the fun as the new official chip partner of Six Flags, and we're looking for ways to create interactive experiences that bring customers closer to the brand.
- The Cheetos Pop Crunch food service dest. will sell popcorn seasoned with Cheetos powder.
- This is a high traffic, high touch area outdoors, that will require the most durable material and construction practices.
- Graphics showcased in this brief are not finalized.

**PEPSICO PRODUCTION REQUEST**

**Project:** Cheetos® Crunch Pop Mix Food Service Destination point of sale.

**Purpose:** A point of sale activation that visually arrests passersby, entertains, and provides information.

**Primary Audience:** All Travelers of All Demos

**Opening Date:** May 27th

**Location:** Six Flags over Texas, 2201 E Road to Six Flags St. Arlington, TX 76010

**Lifespan:** 3-5 years

**Operating:** 220 days per year

**Climate:** Cold wet winter, High-temp humid summer

**Budget:** \$100,000

**PEPSICO Project Manager:** Ashton Blount ashton.blount@pepsico.com

**FRONT**

**NIGHTTIME EXPOSURE**

**NECESSARY LIGHTING:**

- Marquee sign lit by lights on roof
- Black sign: "Cheetos" in extruded letters (backlit light box) "POP CORN MIX" in printed letters (backlit light box) "Freshly Popped" in neon-alternative letters (backlit light box) "2 FAVORITES TOGETHER" in neon-alternative letters (backlit light box)
- Overhead cover light in soffit for down lighting
- "Freshly Popped" in neon-alternative letters (backlit light box)
- Overhead cover light on Cheetos side wall
- "Freshly Popped" in neon-alternative letters (backlit light box)

**IF THE BUDGET ALLOWS:**

- Rear accent lighting for graphics applied to wall (Cheeto, popcorn kernel)
- Retractable LED diodes around "POP CORN MIX"

Note: site survey to include review on additional signage, electrical and lighting needs, and if budget allows backlighting.

**DAYTIME EXPOSURE**

**FRONT**

- 2D Marquee mounted to steel grid. Marquee & hand dimensionality to be confirmed on site. Material may need to scale down depending on site conditions. Matte finish, no sheen.
- Black sign: "Cheetos" in extruded letters (backlit light box) "POP CORN MIX" in printed letters (backlit light box) "Freshly Popped" in neon-alternative letters (backlit light box) "2 FAVORITES TOGETHER" in neon-alternative letters (backlit light box)
- "Freshly Popped" in neon-alternative letters (backlit light box)
- Menu board, graphic print in existing frame.
- Existing steel scratch barrier.
- Vinyl or direct print material for building cladding. Letters overlay or back-lit light box, pls advise.
- "Freshly Popped" as part of applied print material, no letters overlay or back-lit light box, pls advise.
- Direct print 2D graphics to sintro or similar for popcorn. Seasonal Vinyl not included in Phase 1 Scope; surface must be prep for switch out of graphic.
- Vinyl or direct print material for building cladding. Seasonal Vinyl not included in Phase 1 Scope; surface must be prep for switch out of graphic.
- Existing awning will need new fabric printed awning to existing supply Pantone swatch or CMYK. Matte paint.

**SIDE: SEASONAL WALL**

**FIT & FINISH**

- RIBBED TIN ROOF
- METAL FLASHING
- PAINTED WOOD
- SIDE BUILDING

**EXISTING SPACE, (FROM GOOGLE STREET VIEW, IMAGES MAY NOT BE COMPLETELY UP TO DATE)**

**SPATIAL CONSIDERATIONS**

- Reskinning existing Coca Cola beverage destination.
- New nighttime illumination will be required or modified.
- Electrical assessment will need to be done on site.
- Application of graphic overlay can have many different approaches, including potential substructure build or material preparation.
- Assessment of structure needed to determine best course of action for modifications.
- Booth location/exposure may determine need for additional POV visual arrests.

**FABRICATION & INSTALLATION TO INCLUDE**

- Design, production, fabrication & installation
- Generation of print-ready graphics
- Demolition/preparation of existing location
- Samples, including paint/treatments of materials used on project to be approved by Pepsico Design

**FRONT**

**SIDE: SEASONAL WALL**



**SOFI STADIUM LOS ANGELES**  
**SPORTS AND NIGHTLIFE**





# Flamin' Hot® MIX

54  
BAGS



## PACKAGING

To bring Gen Z on board with Flamin' Hot fandom, the customer experience team led front-end research into consumer culture and user generated content, developing new packaging and consumer engagement strategies that drove a wave a international conversion.

**JAMES LAMPREY**  
SOCIAL / CULTURAL MOMENTS 2020-2021

PHASE 1: UNCHAINED SHERIFFY JAMES ON TIKTOK WITH FRIENDS CHALLENGE OF HIM REDEFINING AMERICAN

PHASE 2: ORDER AND IMPACT OF GREAT KITCHEN ORDER SEND MESSAGES TO MEMBERS OF GEN Z AND TASTING ON SOCIAL MEDIA

PHASE 3: GENERATED MEDIA AT EVENTS NEW "TUES" INTERVIEW AT FIVE

PHASE 4: ADD TO YOUR ANNOUNCING CREDIT KITCHEN - JOURNALIST FEED

PHASE 5: REDEMPTION PROGRAM MATCHED WITH REDBORN OR HOW TO BE PROOFY PROVIDING MEALS TO THE HUNGRY AND FIRST RESPONDERS

**KAT CURTIS**  
SOCIAL / CULTURAL MOMENTS 2020-2021

PHASE 1: "COMING TO YOU LIVE FROM CHEESE TEST KITCHEN"

PHASE 2: ORDER AND IMPACT OF GREAT KITCHEN ORDER UNVEIL "MAMA CHEESE ACROSS AMERICA" TOUR (MAMA'S NAME)

PHASE 3: GENERATED MEDIA AT EVENTS REGIONAL TROU TRAVEL RECALLED AT KACHO PAC A CHEESE FESTIVAL

PHASE 4: FOOD TRUCK TOUR ANNOUNCING GREAT KITCHEN

PHASE 5: REDEMPTION PROGRAM LAUNCH SHARE YOUR IDEAS FOR A CHEESE BALL

**TRISHA PAYTAS**  
SOCIAL / CULTURAL MOMENTS 2020-2021

PHASE 1: BANGS DRIVE-THRU RICKS WITH QVIEWS AND 12 OF CHEST VIDEOS

PHASE 2: HOW TO VIDEOS ON ORDERING, BEST PRACTICES FOR HOW TO EAT

PHASE 3: GENERATED MEDIA AT EVENTS CONEY ISLAND MERMAID PARADE STURGIS RALLY DAYTONA 500 SAMPLING/INTERVIEW PROGRAM NEW YEARS PARTY SPONSOR

PHASE 4: "HOW YOU EAT IT" CONTEST LAUNCH "PLAY WITH YOUR FOOD" GAME CONTEST

PHASE 5: REDEMPTION PROGRAM LAUNCH UCC LAUNCH W/ CONTEST

**ENTICE: DIGITAL LAUNCH CAMPAIGN**

TIKTOK PAGE LAUNCH: LAUNCH OF LANDING PAGE IN TIKTOK TAKING OWNERSHIP OF BRAND PLATFORM WIDE

INFLUENCER LAUNCH: INFLUENCERS NOMINATE EACH OTHER FOR FLAMIN' HOT CHALLENGE, ANNOUNCE CASH PRIZE

USERS ENGAGE: SUPERFANS CREATE UNIQUE USER GENERATED CONTENT SUBMISSIONS FOR CASH PRIZE

PUBLICIZED CAUSE: FLAMIN' HOT® REWARDS WINNER WITH CHANGE UP FOR CAUSE OF CHOICE

FLAMIN' HOT CHALLENGE: POST LAUNCH USERS NOMINATE EACH OTHER FOR FLAMIN' HOT® CHALLENGE, RECEIVE COUPON CODE FOR REORDER

**TIKTOK IMPRESSIONS**

FLAMIN' HOT®	1.1 BILLION	FLAMIN' HOT®	326 THOUSAND
CHEETOS®	643 MILLION	CHEETOS®	1.04 MILLION
DORITOS®	704 MILLION	DORITOS®	1.85 MILLION

*Compared to marquee GZ brands on TikTok: Adidas 2.2Bil, Crocs 3.1Bil, Nintendo 3.9, Chipotle 922.4mil*

**DOORDASH LAUNCH STRATEGY**

TIKTOK PAGE LAUNCH: MENU ITEMS FOR INDIVIDUALS AS WELL AS GROUPS CUSTOMIZE FOR NUMBER OF PEOPLE

CUSTOM SPICE LEVEL: CHOOSE SPICE LEVEL FOR EACH DISH WITH ABILITY TO CHANGE BASE INGREDIENT

USER CUSTOM ORDER: FULLY CUSTOMIZE AND NAME OWN ORDER WITH VARIOUS INGREDIENTS FROM EACH TEST KITCHEN RECIPE

GROUP ORDERS: EVENT SPECIFIC ITEMS, CUSTOMIZE OCCASION FOR CHANGE AT SURPRISE MERCH/BOMB WITH ORDER, KPI'S DRAWN FROM SUBMISSIONS

BEVERAGE PAIRING: BEVERAGE PAIRING TO "PUT THE FIRE ON STRATEGY" TO ADD MORE TO YOUR ORDER FEE FREE



## DEVELOPMENT CONSULTANT, NOA BOTANICALS HAWAII CONNECTING WELLNESS AND SUSTAINABILITY

Developing the patient journey for included a flagship retail design, product siloing, packaging design to meet regulations and a brand design tailored to local Hawaiian culture and patient needs.

Flower

PENE  
AR

HOLO  
PRE-P

Cookies

SHAKA BUDS

Premium Pakalolo

Island Collection

HAWAIIAN BUDLINE

Informational cards and a green baseball cap on the top shelf of the left section.

Row of white SHAKA BUDS product bags on the second shelf.

Row of white Premium Pakalolo product bags on the second shelf.

Row of small green and black product containers on the second shelf.

Row of green and white product containers on the top shelf of the right section.

Row of small product containers on the third shelf of the left section.

Sign: "GREAT FOR ANY WAY YOU ROLL" with a yellow hand icon and "SHAKA BUDS" product image.

Row of small product containers in a tray on the third shelf.

Sign: "LOCAL LINEAGE, LEGENDARY VIBES." with a map of Hawaii and "Pakalolo strains with genetics from Hawaii."

Sign: "GREAT FOR QUICK ADVENTURES" with product details and a row of white product containers.

Row of small product containers on the bottom shelf of the left section.

Row of small product containers in a tray on the bottom shelf.

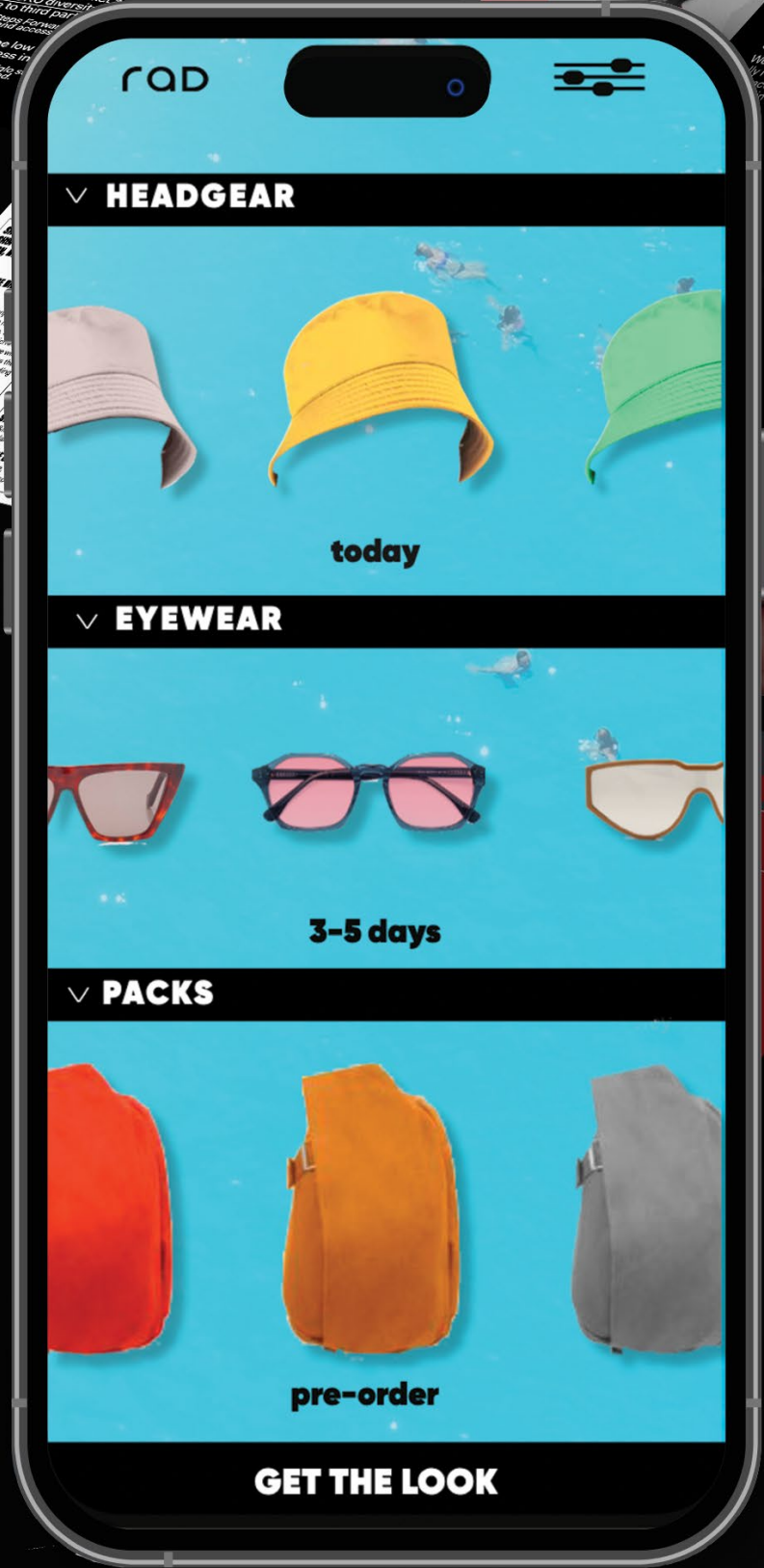
Row of small product containers in a tray on the bottom shelf.

Row of small product containers in a tray on the bottom shelf.

Sign: "EVERYDAY DEALS" and a row of small product containers on the bottom shelf of the right section.

**SOME ARE TRYING**  
The 2021 boom on Amazon marketplace micro-vendor, creating no brand loyalty or repeat customers. Amazon's style score suffers as dominating online sale.

**SO IT STILL DOESN'T EXIST**  
Big box brands with market margins due to their own supply chain strategy. Struggling with the low finding some success in Amazon marketplace.



**CONSUMER PROFILE DRIFTS**  
We are redefining in reaching the customers who aren't typically marketed by active lifestyle brands. Post-pandemic, they are more active, seeking value options, and deserve the chance to explore. Meet our innovators and early adopters...

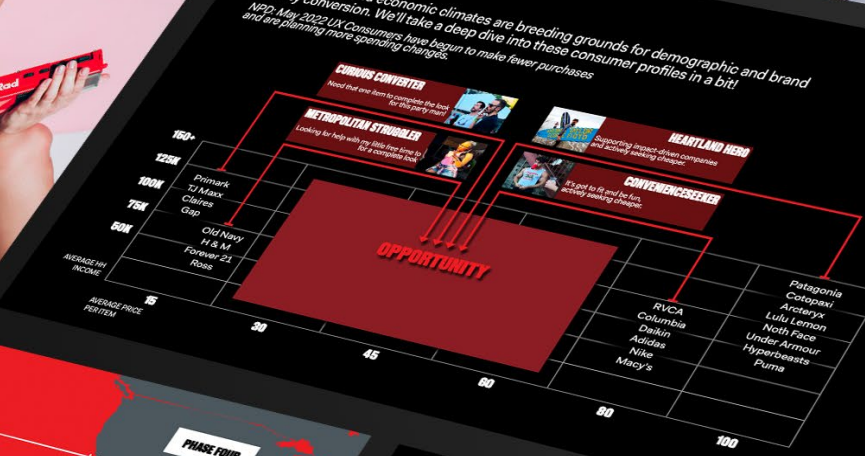
**HISTORY SHOWS WHERE VALUE GROWS, LUXURY STALLS.**  
In an inflated bear market, this wave of conversion can be leveraged to build growth and lasting customer loyalty in fast fashion segments. We will be well positioned to catch shopper's attention as their perception of value continues to shift.



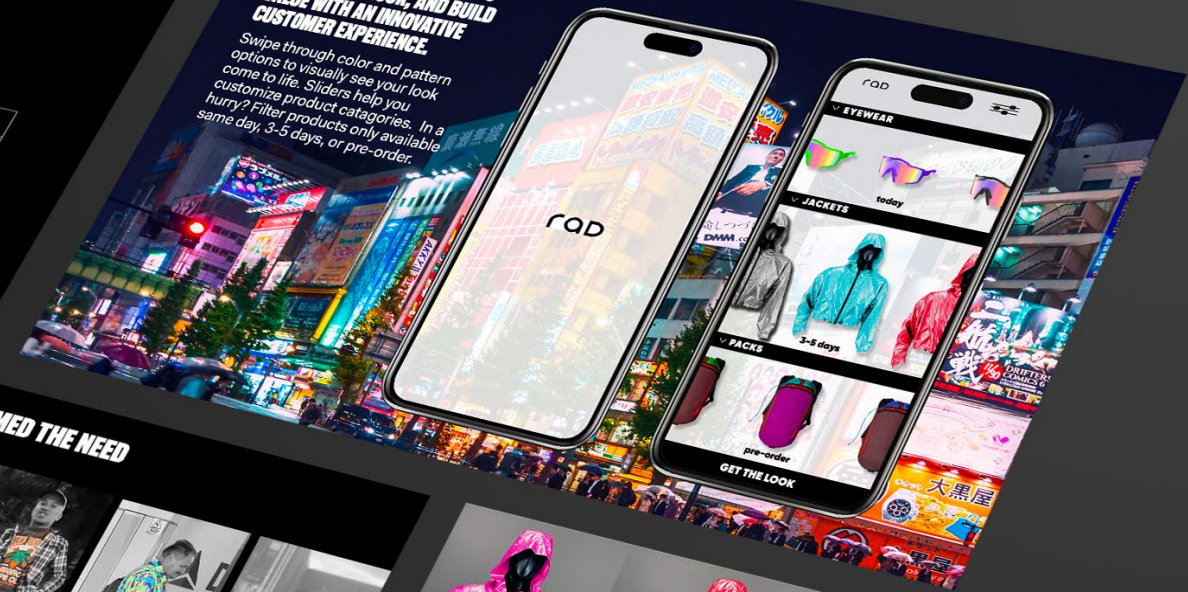
**STYLES FOR EVERY SEASON**  
Evergreen design-focused, accessories that can find themselves in any environment.



**EVERYONE WANTS IT**  
Recessionary and economic climates are breeding grounds for demographic and brand loyalty conversion. We'll take a deep dive into these consumer profiles in a bit!



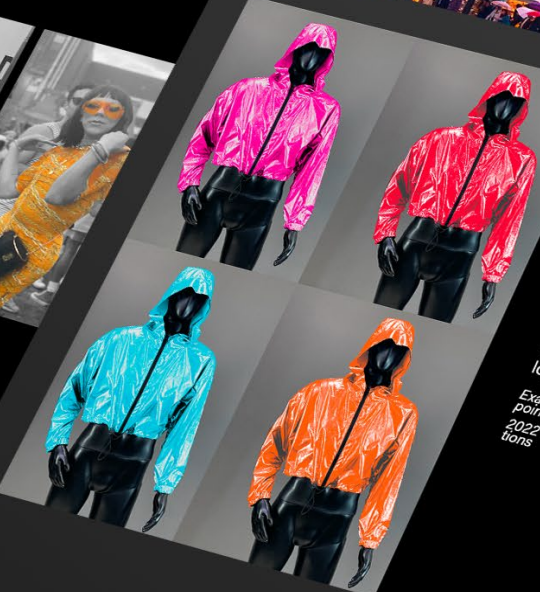
**A PATENTED APP THAT HELPS YOU GET THE LOOK, AND BUILD VALUE WITH AN INNOVATIVE CUSTOMER EXPERIENCE.**  
Swipe through color and pattern options to visually see your look come to life. Sliders help you customize product categories. In a hurry? Filter products only available same day, 3-5 days, or pre-order.



**MARKET**  
Expand footprint to mountain/flyover state metropolises Salt Lake, Denver, Albuquerque, Chicago, Dallas, Minneapolis, now peppered with product - all hubs for market targets that regularly visit Hawaii/active lifestyle destinations.

**DISTRIBUTION**  
Southern California

**A 10 CITY RESEARCH TRIP THROUGH 2022 CONFIRMED THE NEED**



**DIVERSE IN EVERY WAY**  
Focusing on accessories that afford a variety of color and combinations alongside a curation of existing brands, we are implementing proof of concept from existing one-two item brands that show success is waiting for diverse offerings creating brand loyalty that triggers purchase plus ups.

Example: Chubbies shorts offering 2-3 pattern combos offer more points for that custom feel.

2022 Chubbies competitor Birdogs moves into pants, more options

# AI STARTUP CUSTOMER EXPERIENCE

Gen Z targeted branding for a styling platform



**MERCHANDISING, ART DIRECTION, RETAIL DESIGN**

# ADIDAS ADICOLOR CAMPAIGN

Macy's Herald Square New York City

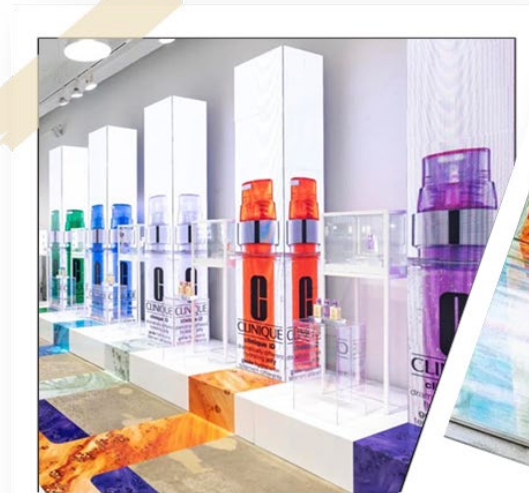


MACY'S FLOWER SHOW  
Macy's Herald Square New York City

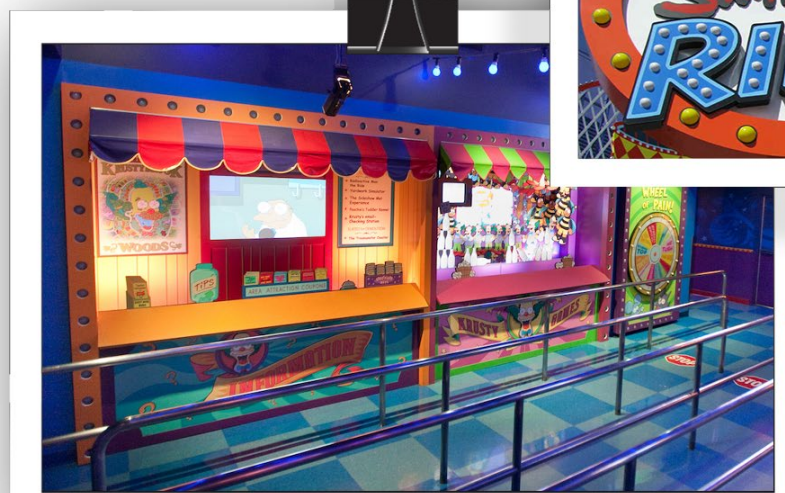


MERCHANDISING

**ABSOLUT VODKA**



**CLINIQUE**



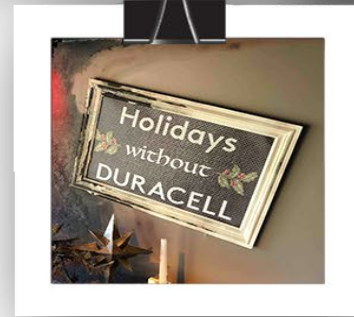
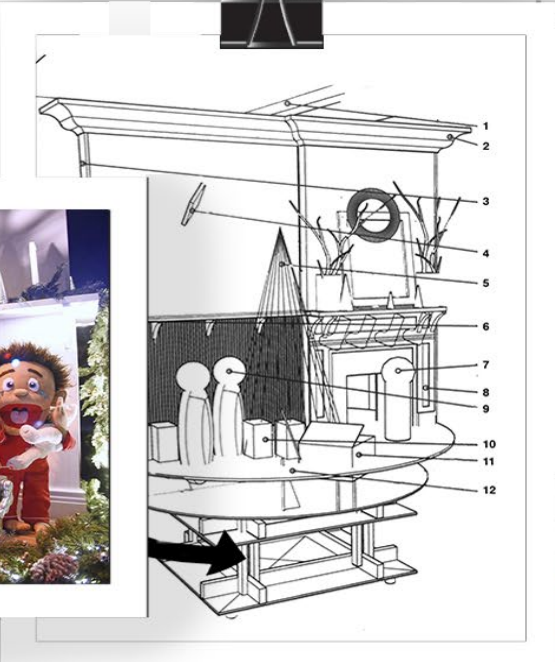
**UNIVERSAL STUDIOS HOLLYWOOD**



**NEW YORK LOTTERY**



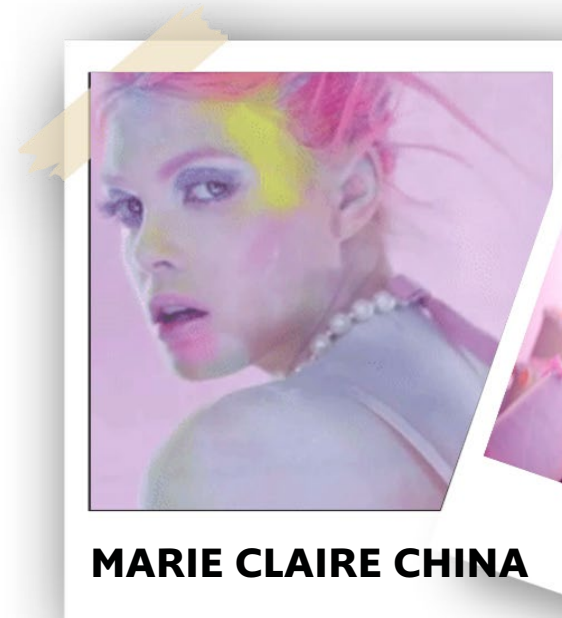
**DURACELL**



**ALDO SHOES**



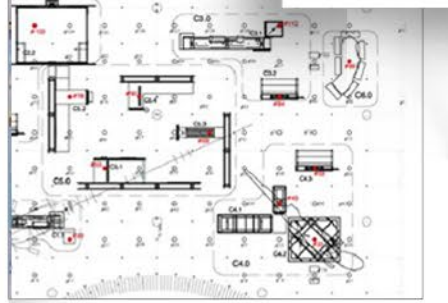
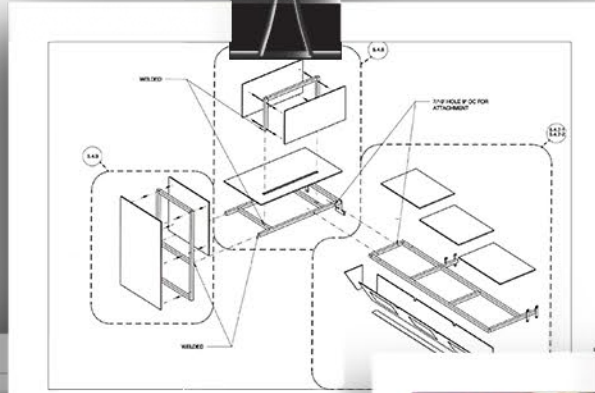
**ERIN FETHERSTON**



**MARIE CLAIRE CHINA**



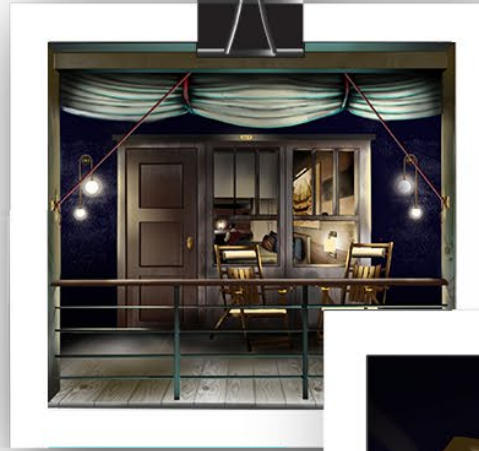
**CALIFORNIA ACADEMY OF SCIENCES**



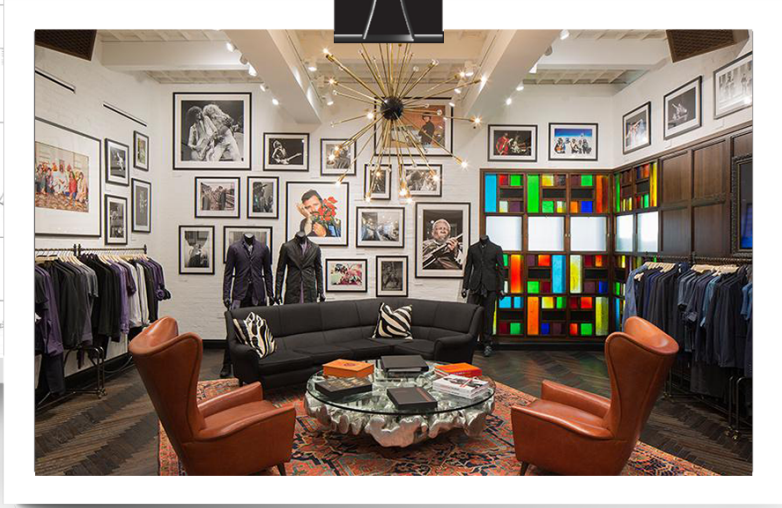
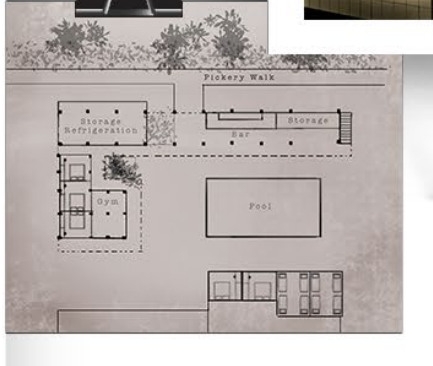
**GODIVA**



**BLOOMINGDALES (CONCEPT)**



**HOSTEL DESIGN (CONCEPT)**



**JOHN VARVATOS**

