

# 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

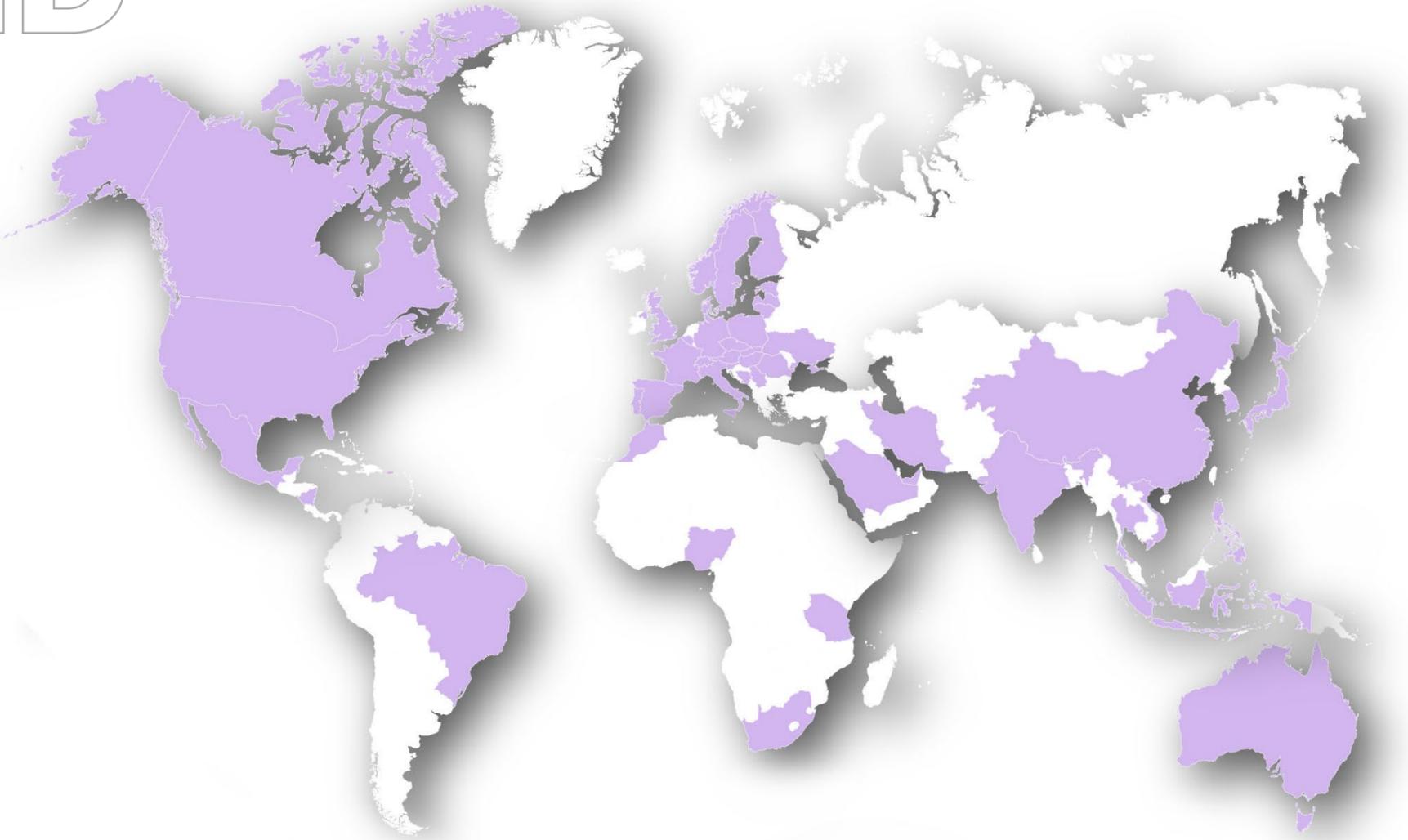
17-20

## **24SEVEN CREATIVE**

DESIGNER 2007-2017

# 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.**







**“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

### **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.



**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

	China	India	Middle East	Europe	Americas
Brand Mark					
Call to Action					
Claims					
Product					



**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?



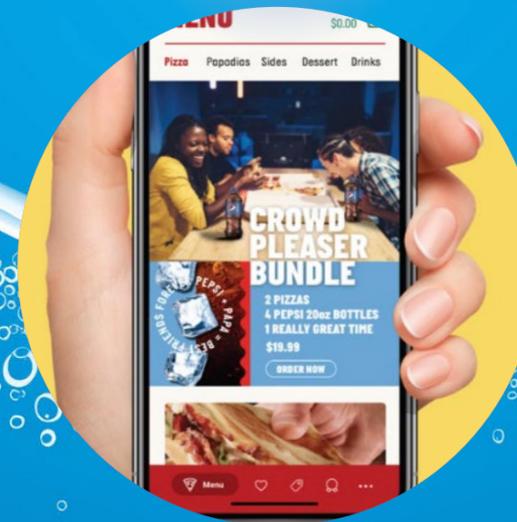
## Enter

What hero moment is arresting people?



## Engage

How is it easy, connected & personalized?

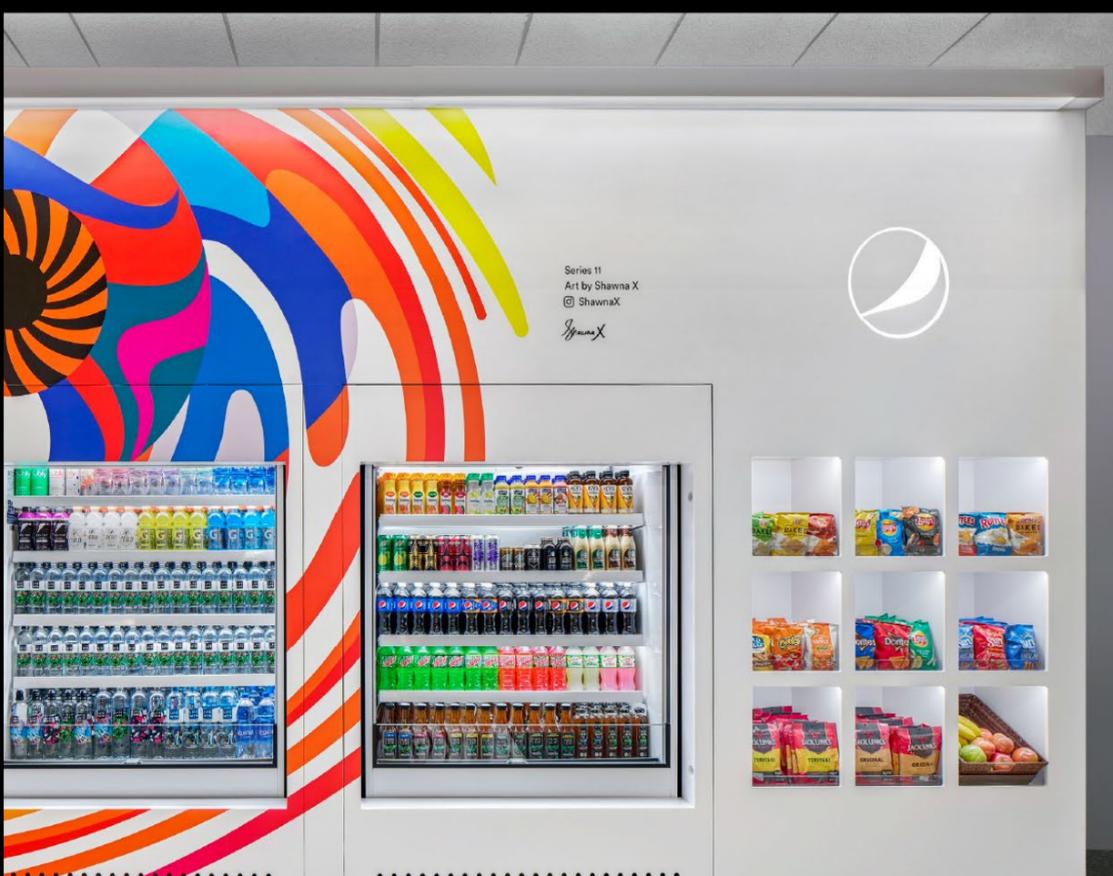




HOSPITALITY



TRANSPORTATION



Series 11  
Art by Shawna X  
© Shawna X  
Shawna X





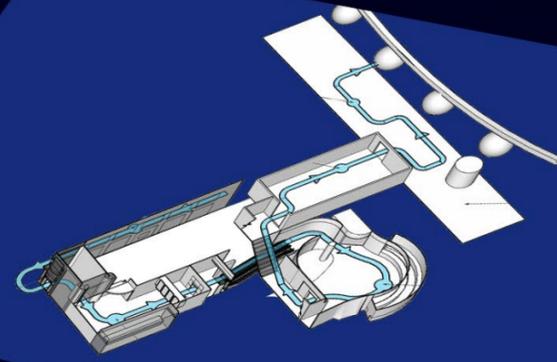
# GAMING & ENTERTAINMENT



**CAESARS TEAM(S) LOVE THE IDEA! TOGETHER WE PRIORITIZED THE INVESTMENT WITH A FOCUS ON THE DESIGN JOURNEY, X-PROPERTY SUPPORT**

- AR ENGAGEMENT**  
DRIVE TRAFFIC + AWARENESS
- SMOOTH IMMERSIVE DESIGN JOURNEY**  
ENHANCE GUEST EXPERIENCE
- INTERACTIVE UNLOCKS**  
REWARD THE JOURNEY

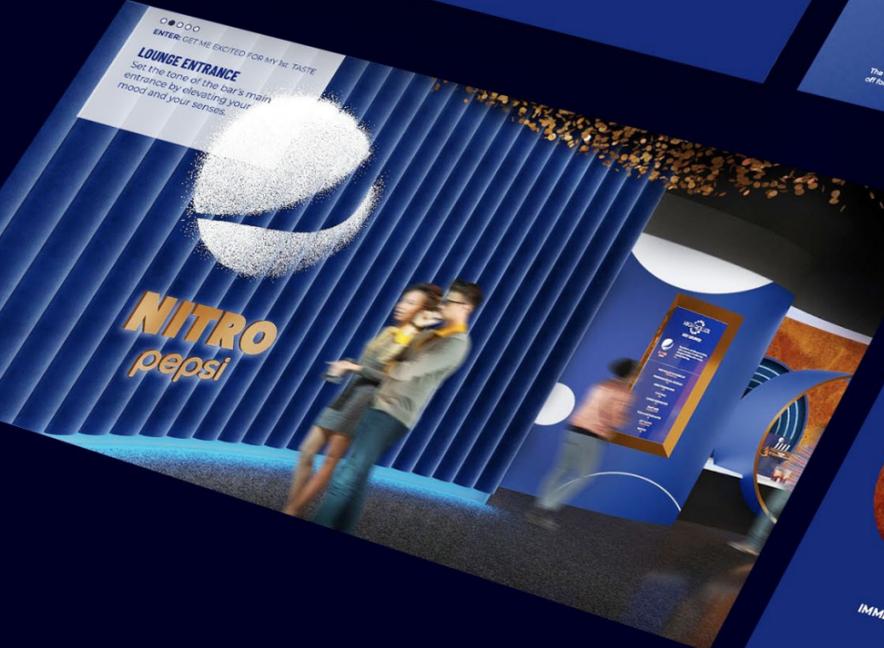
Completed 2 site visits w/3 vendors + Caesars teams: Procurement, Sponsorships, High Roller GM & Marketing  
Customer Green Light meeting: Friday, 10/29 to review + approve final estimates



**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 pours at the perfect clock 45 degree.
- 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!**

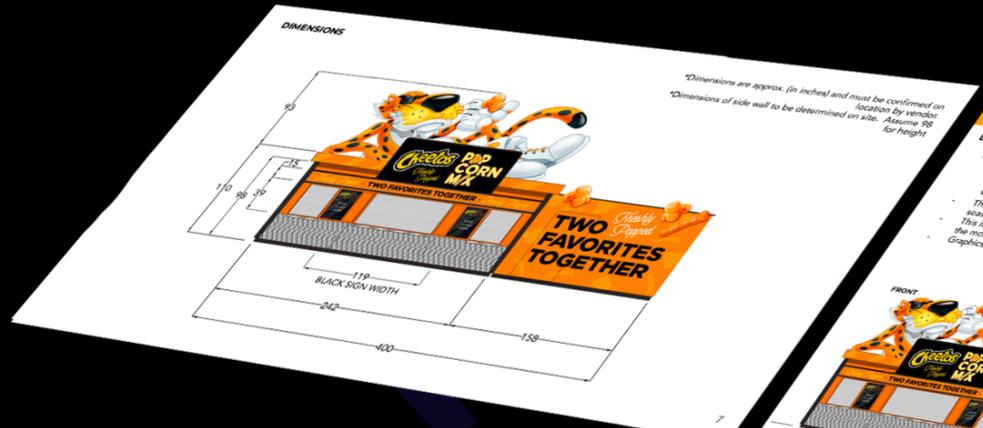


**NITRO LOUNGE EDUTAINMENT**  
Engage consumers at four touch points within the bar to educate and engage within the Nitro Pepsi Journey.

**SMOOTH**

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

**RITUAL SHOWCASE**  
RITUAL



**PEPSICO PRODUCTION REQUEST**

**Broad Considerations:**

- Frito-Lay 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.

**Project:** Cheetos® Crunch Pop Mix Food Service Destination

**Purpose:** A point of sale activation that visually arrests passersby, entertains, and provides a fun, interactive experience.

**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

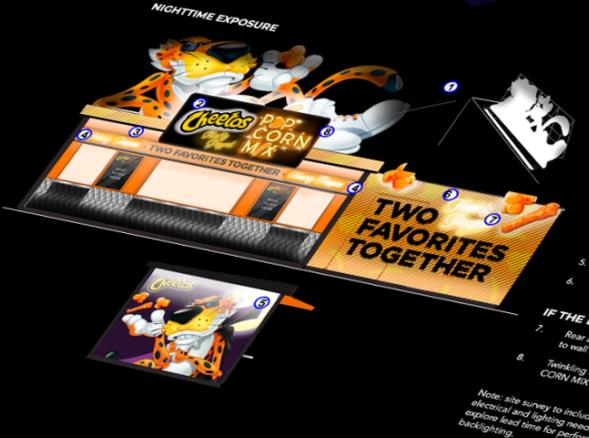
**Lifespan:** 3-5 years

**Operating:** 220 days per year

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

**Budget:** \$100,000

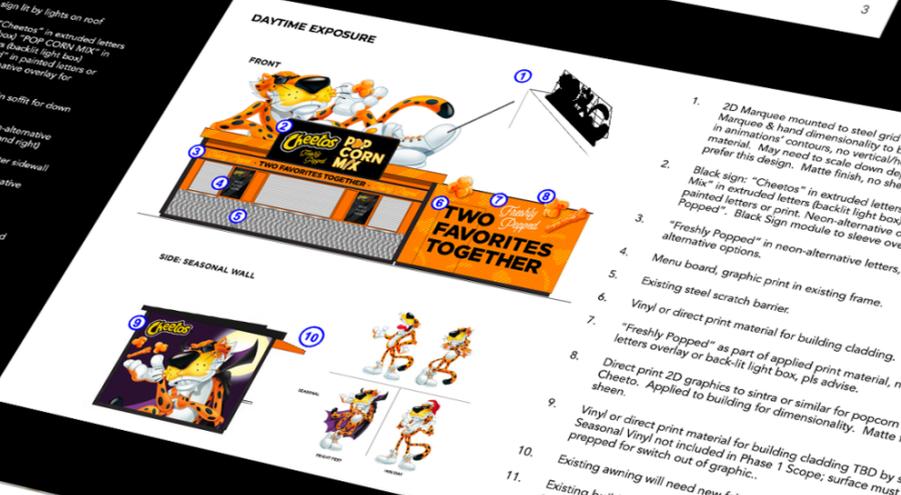
**PEPSICO Project Manager:** Ashton Blount ashton.blount@pepsico.com



- NECESSARY LIGHTING:**
- Marquee sign lit by lights on roof
  - Backlit light box "CHEETOS POP CORN MIX" in extruded letters (backlit light box) in painted letters or print, neon alternative overlay for "Freshly Popped"
  - Overhead cover light in soffit for down lighting
  - "Freshly Popped" in neon alternative overlay lighting (both left and right)
  - Overhead cover light on Cheetos side wall
  - "Freshly Popped" in neon alternative overlay lighting (both left and right)
  - Rear accent lighting for graphics applied to wall (Cheeto, popcorn kernel)
  - Retractable LED diodes around "POP CORN MIX"

- 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 and lighting needs, and if budget allows backlighting.



- 2D Marquee mounted to steel grid in animations contours, no vertical/horizontal material. May need to scale down design for this design. Matte finish, no texture.
- Black sign: "Cheetos" in extruded letters painted letters or print. Neon alternative or "Popped". Black Sign module to sleeve over alternative options.
- "Freshly Popped" in neon alternative letters.
- Menu board, graphic print in existing frame.
- Existing steel scratch barrier.
- Vinyl or direct print material for building cladding.
- "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 prepped for switch out of graphic.
- Vinyl or direct print material for building cladding TBD by site.
- Existing awning will need new fabric printed awning to existing supply Pantone swatch or CMYK. Matte paint.

**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



# AMUSEMENT



# SPORTS & NIGHTLIFE



# PACKAGING



## Flamin' Hot® MIX

54  
BAGS



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 LAMPREY WITH FRIENDS AND TASTING ON SOCIAL MEDIA  
PHASE 2: ORDER AND UNPACK OF CHEST FRENCH ORDER SEND TO MEMBERS OF GEN Z AND TASTING ON SOCIAL MEDIA  
PHASE 3: GENERATED MEDIA AT EVENTS: "TWO TUES" INTERVIEW AT "TWO TUES" INTERVIEW AT NEW JOURNALS HOT DEVY  
PHASE 4: ADD TO YOUR ANNOUNCING CHEST FRENCH INTERVIEW AT "TWO TUES" INTERVIEW AT NEW JOURNALS HOT DEVY  
PHASE 5: REDEMPTION PROGRAM MATCHED WITH REDUCTION OR HOW TO BE PROOFY PROVIDING FEELS TO LIFE BEANS AND FIRST RESPONDER

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

PHASE 1: "COMING TO YOU LIVE FROM CHEST'S TEST KITCHEN"  
PHASE 2: ORDER AND UNPACK OF CHEST FRENCH ORDER UNVEIL "MAMA CHEESE ACROSS AMERICA" TOUR (MAMA'S NAME)  
PHASE 3: GENERATED MEDIA AT EVENTS: REGIONAL TV TRAVEL REVEALED AT KACOM PAC A CHEESE FESTIVAL  
PHASE 4: FOOD TRUCK TOUR ANNOUNCING CHEST 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 SWIRLS 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

**TIKTOK IMPRESSIONS**

FLAMIN' HOT®	1.1 BILLION	FLAMIN' HOT®	326 THOUSAND
CHEETOS®	543 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 OUT" - IT DOES A TIME BASED ADD ON STRATEGY TO ADD MORE TO YOUR ORDER FEE FREE

**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'S CHALLENGE, ANNOUNCE CASH PRIZE

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

**PUBLICIZED CAUSE**  
FLAMIN' HOT'S REWARDS WINNER WITH CHANGE UP FOR CAUSE OF CHOICE

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





Flower

PENE  
AR

HOLO  
PRE-P

Cookies

SHAKA BUDS

Premium Pakalolo

Island Collection

HAWAIIAN BUDLINE

GREAT FOR ANY WAY YOU ROLL  
Quality, laid-back, value-packed.

SHAKA BUDS

LOCAL LINEAGE, LEGENDARY VIBES.  
Pakalolo strains with genetics from Hawaii.

BRED IN HAWAII GROWN ON OAHU

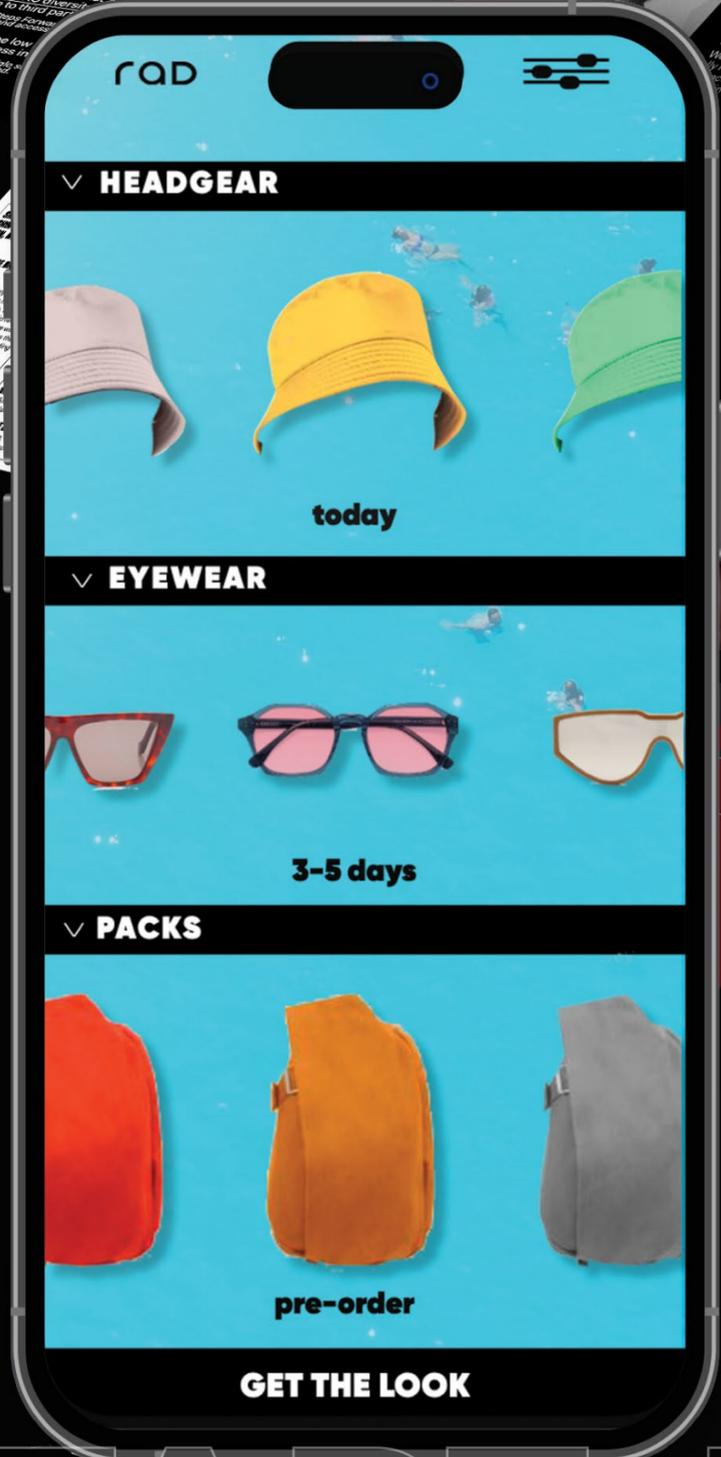
GREAT FOR QUICK ADVENTURES  
10-pack 0.33g pre-rolls  
Made with 100% full flower, no shake or trim.

RETAIL

**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**  
 Fly too brands with market margins due to their fast-fashion favorites and choices.

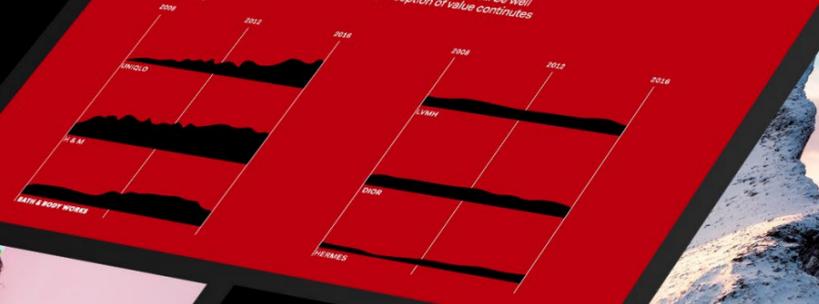
**CONSUMER PROFILE DRIVERS**  
 We are rebriffless in reaching the customers who aren't typically marketed by active lifestyle brands. Post-pandemic, they are seeking value options, and deserve the chance to try. Meet our innovators and early adopters...



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**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.**

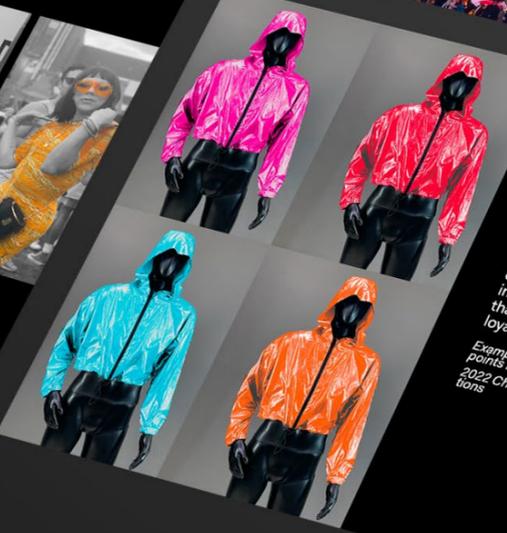
Swipe through color and pattern options to visually see your look come to life. Sliders help you customize product categories. In a hurry? Filter products only available same day, 3-5 days, or pre-order.



**MARKET**  
 Expand footprint to mountain/flyover state metropoli 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.

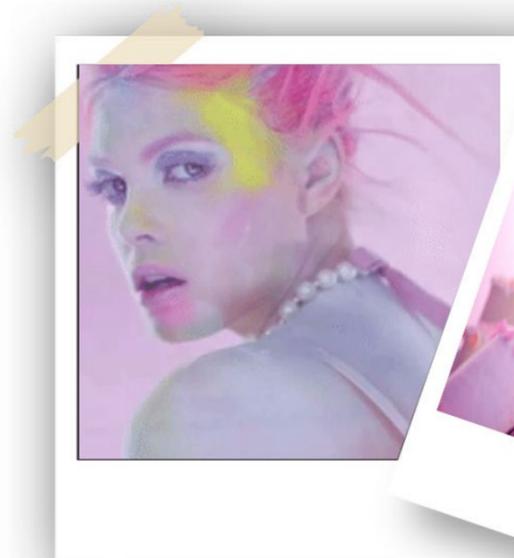
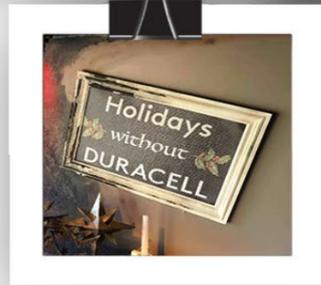
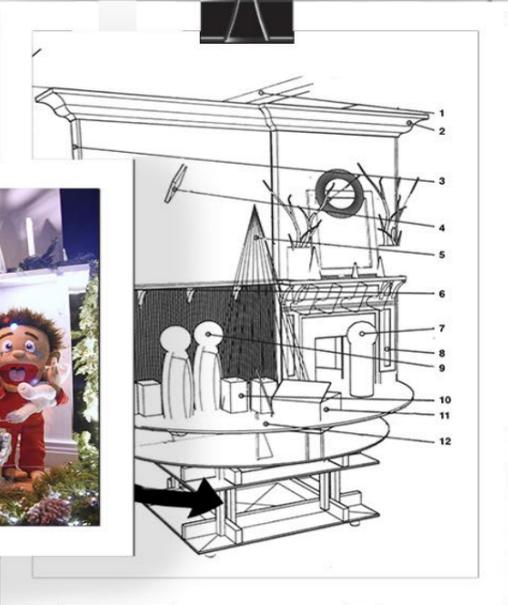
2022 Chubbies competitor Bird Dogs moves into pants, more options

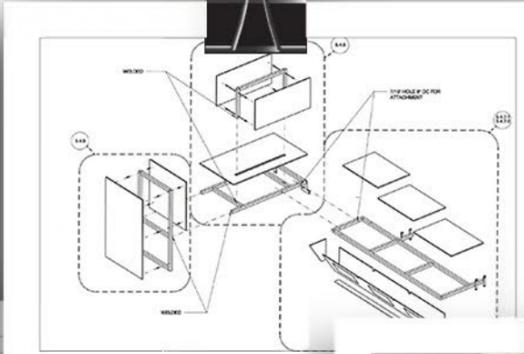
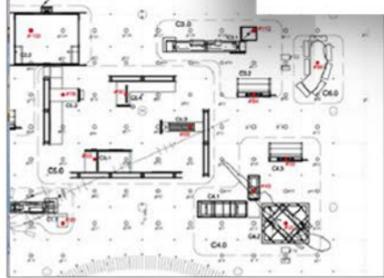
**START-UP**

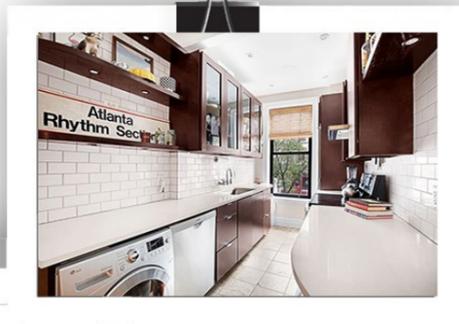
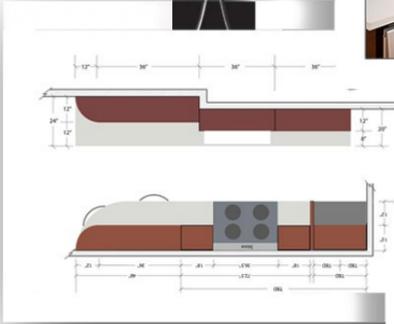
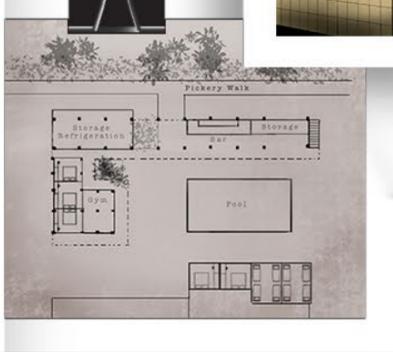
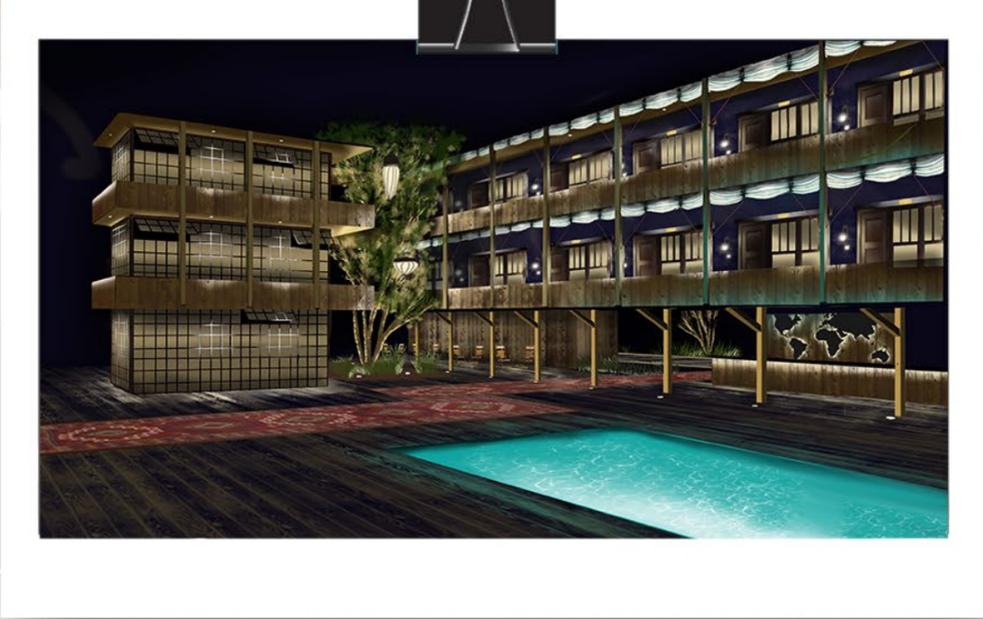












THANK YOU!