

# 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

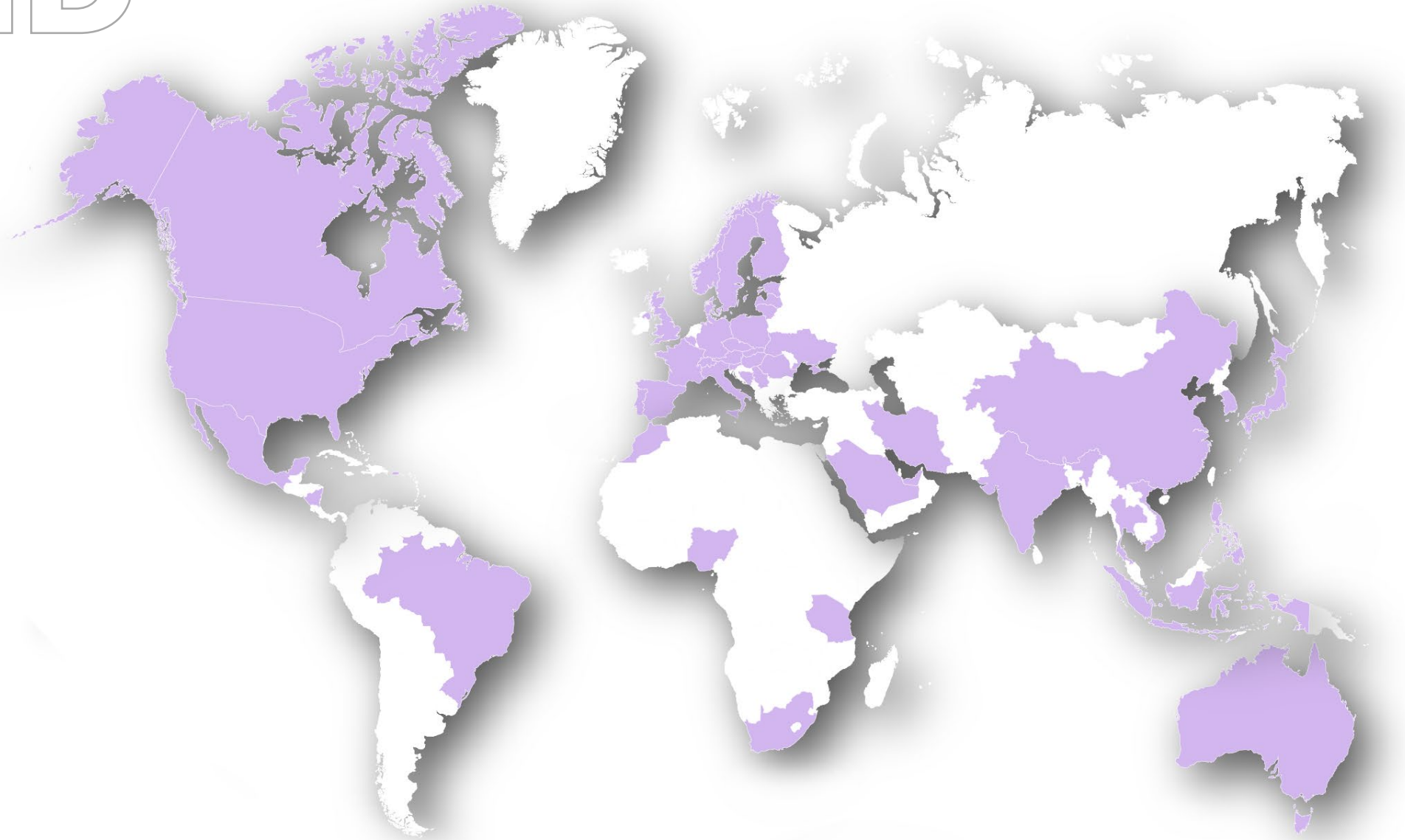
17-20

## **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?



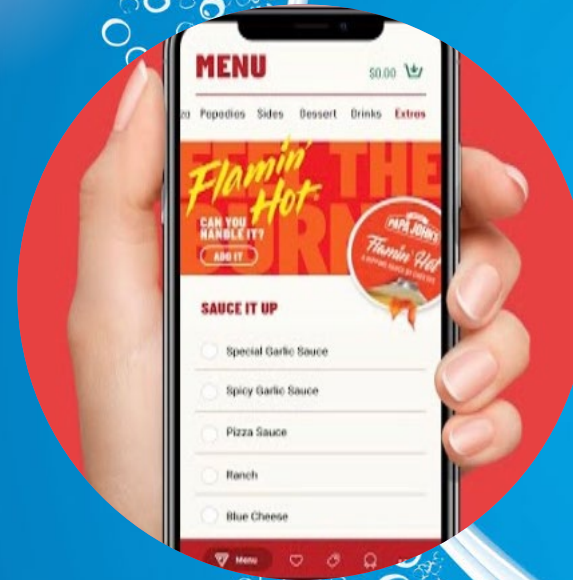
## Entice

How are you inviting people?



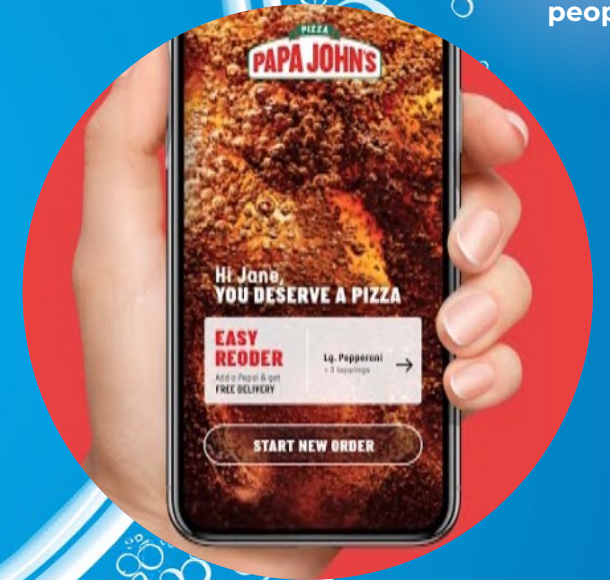
## Enjoy

How are people experiencing the story once settled in?



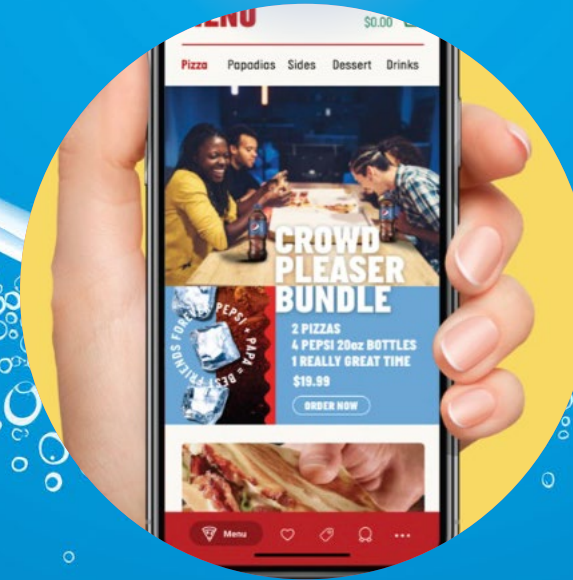
## Enter

What hero moment is arresting people?



## Engage

How is it easy, connected & personalized?

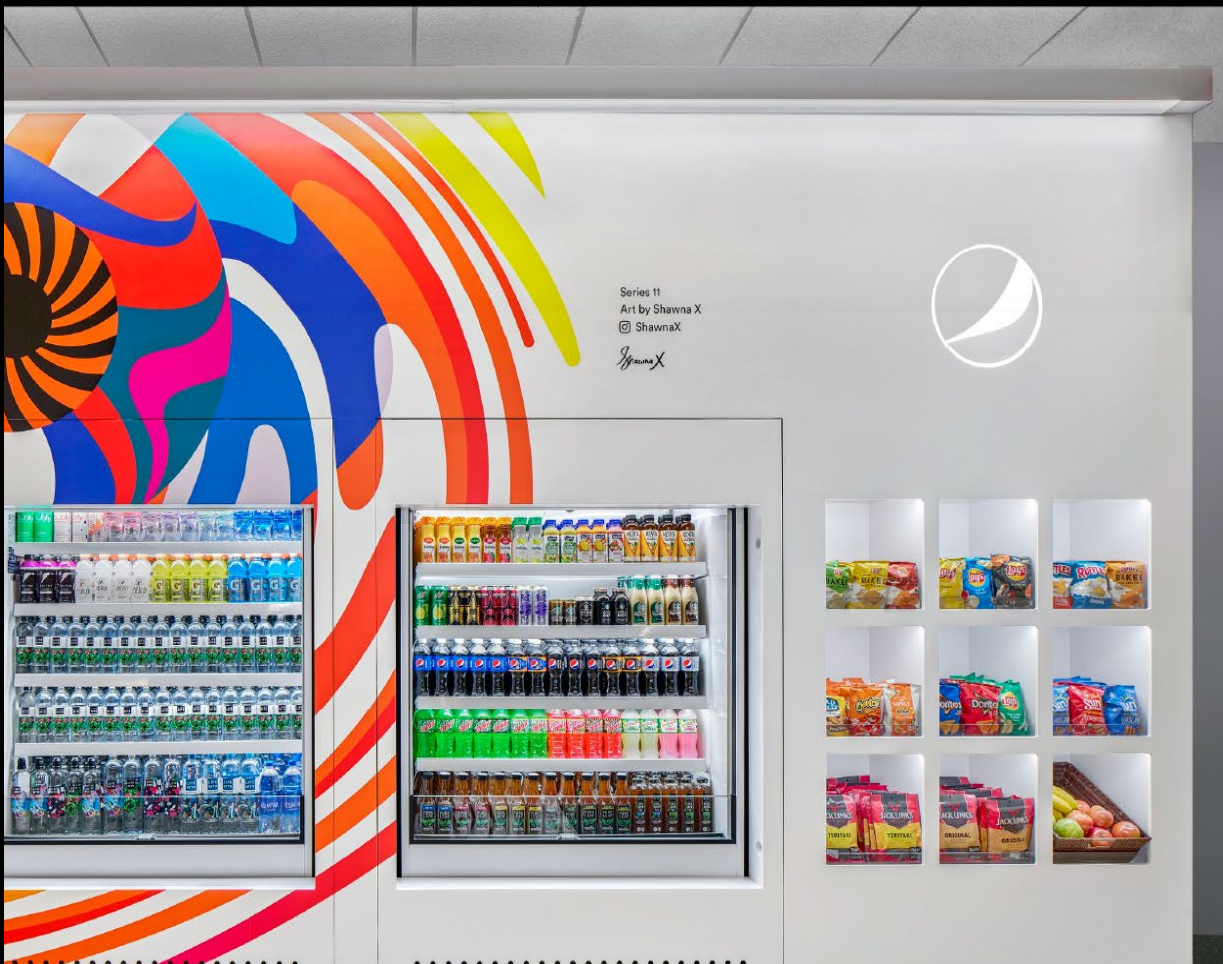




HOSPITALITY



TRANSPORTATION





# GAMING & ENTERTAINMENT



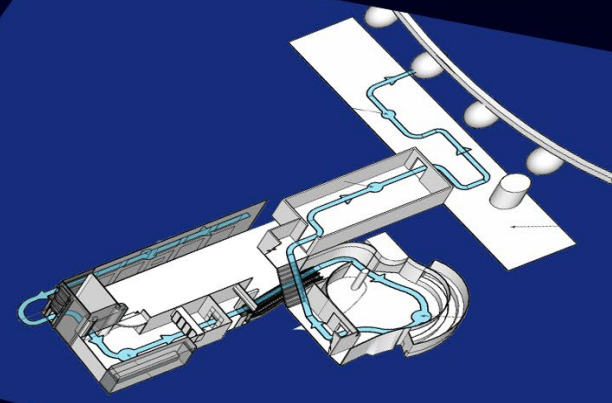
**BE THE FIRST TO SIP NITRO PEPSI**  
EXCLUSIVELY AT THE HIGH ROLLER

CAESARS 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

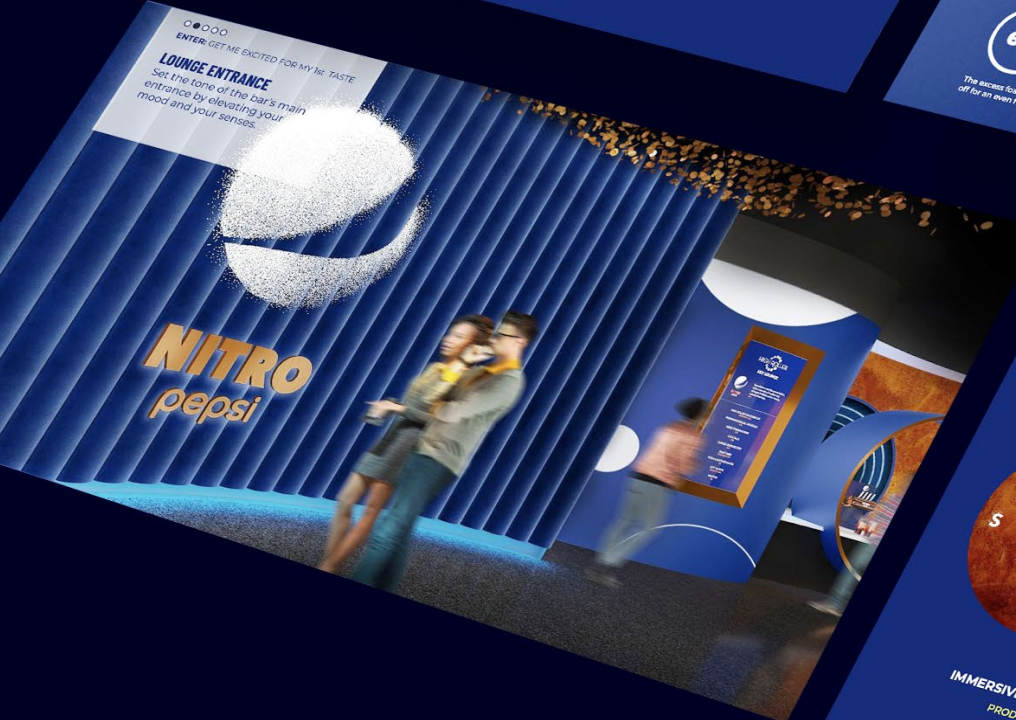


**0-60 WITH NITRO**  
Countdown clock educates guests on what's happening inside the glass to get to the perfect pour every time.

- 0s**  
The Nitro fountain chimes 11 degrees.
- 15s**  
Infused nitrogen microbubbles form to create a smooth, velvety taste.
- 30s**  
The Nitro glass was designed to maximize the height of the cascade.
- 45s**  
The cascade is at its peak, forming a smooth foam.
- 60s**  
The perfect foam is sliced off for an even finish.

**ENJOY!**

**NITRO pepsi**



**ENGAGE: TELL ME A STORY WORTH SHARING**  
**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**

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

**Purpose:** A point of sale activation that visually arrests passerby, entertains, and provides information to the consumer.

**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

**Operating:** 3-5 years

**Lifetimes:** 220 days per year

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

**Budget:** \$100,000

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

**Broad Considerations:**

- Five-Flag 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, as well as tools for them to show their love of our products.
- This 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.

**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.

**FRONT**

**TWO FAVORITES TOGETHER**

**BACK**

**RIGHT**

**LEFT**

**DAYTIME EXPOSURE**

**FRONT**

**TWO FAVORITES TOGETHER**

**BACK**

**RIGHT**

**LEFT**

**NECESSARY LIGHTING:**

1. Marquee sign lit by lights on roof
2. Back sign: "Cheetos" in extruded letters (backlit light box) "POP CORN MIX" in printed, neon-alternative overlay for "Freshly Popped"
3. Overhead cove light in soffit for down lighting
4. "Freshly Popped" in neon-alternative overlay lighting (both left and right)
5. Overhead cove light on Cheetos side wall
6. "Freshly Popped" in neon-alternative overlay lighting (both left and right)
7. Rear accent lighting for graphics applied to wall (Cheeto, popcorn kernel)
8. Twinkling LED diodes around "POP CORN MIX"

**IF THE BUDGET ALLOWS:**

9. Rear accent lighting for graphics applied to wall (Cheeto, popcorn kernel)
10. Twinkling LED diodes around "POP CORN MIX"

**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

**FIT & FINISH**

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

**RIBBED TIN ROOF**

**METAL FLASHING**

**PAINTED WOOD**

**SIDE BUILDING**

**AMUSEMENT**



# SPORTS & NIGHTLIFE



# PACKAGING



**Flamin' Hot®**  
MIX  
FLAVORED

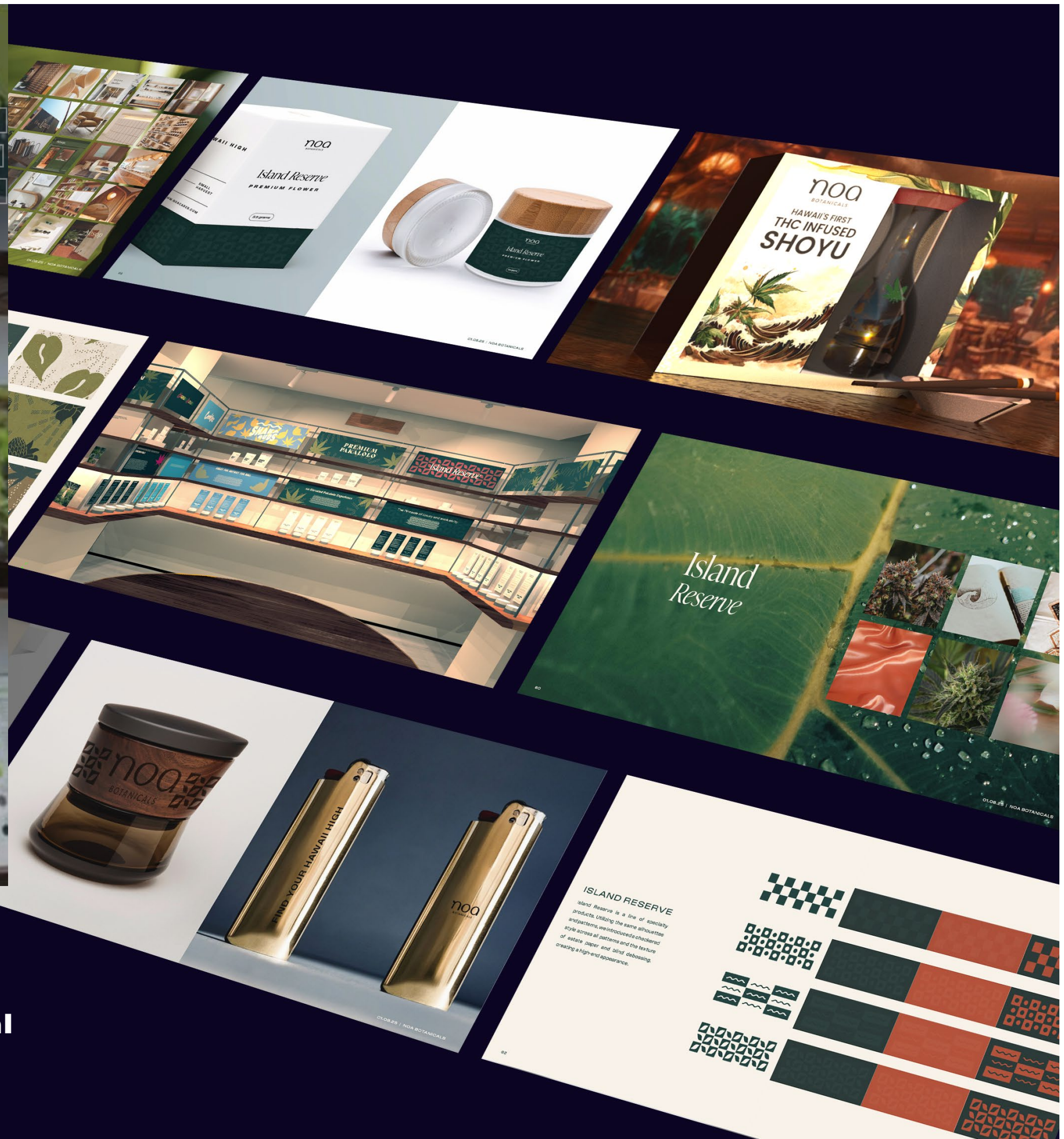
**54  
BAGS**



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.



# CUSTOMER EXPERIENCE



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



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 WORLD  
GROWN ON  
OGHI

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

EVERYDAY  
DEALS  
BUDS  
KILNDRY  
MADE 12oz  
32oz 1oz



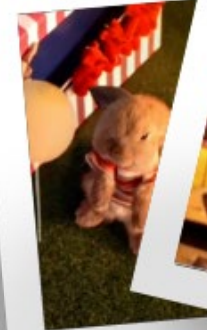
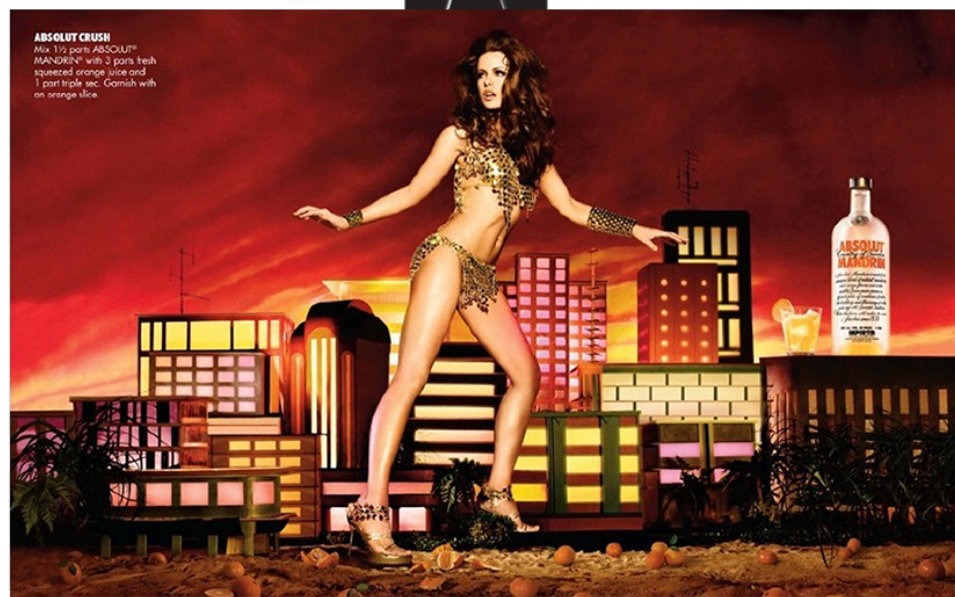
RETAIL

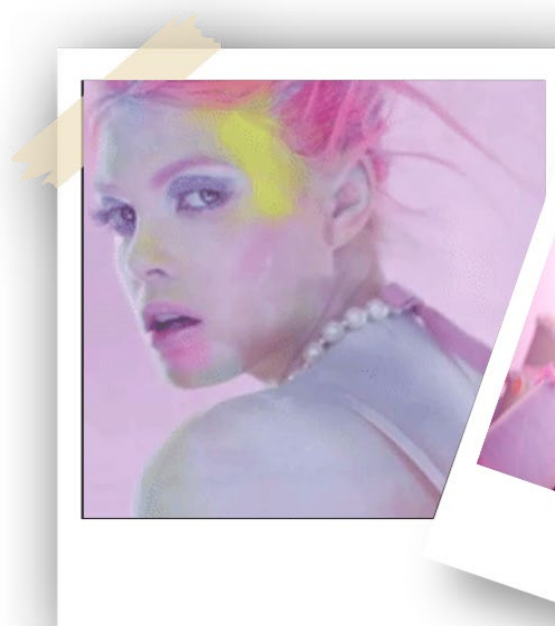
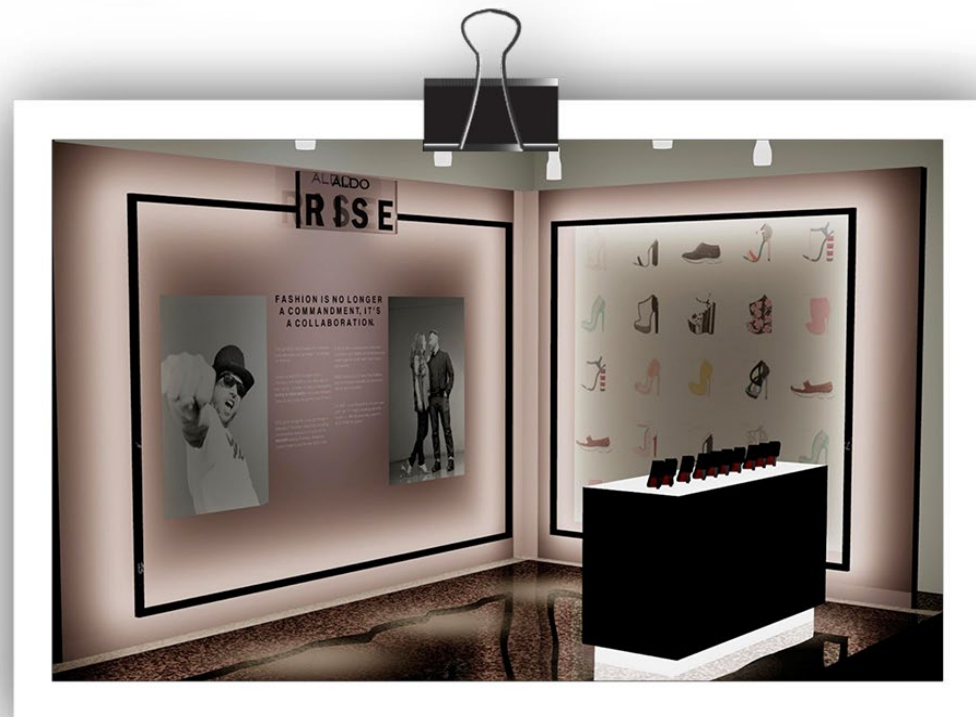
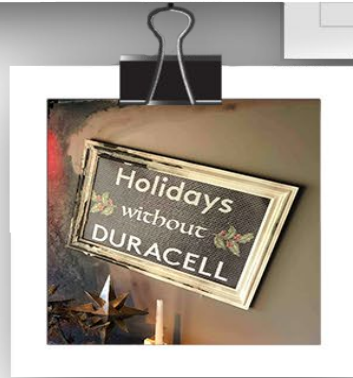
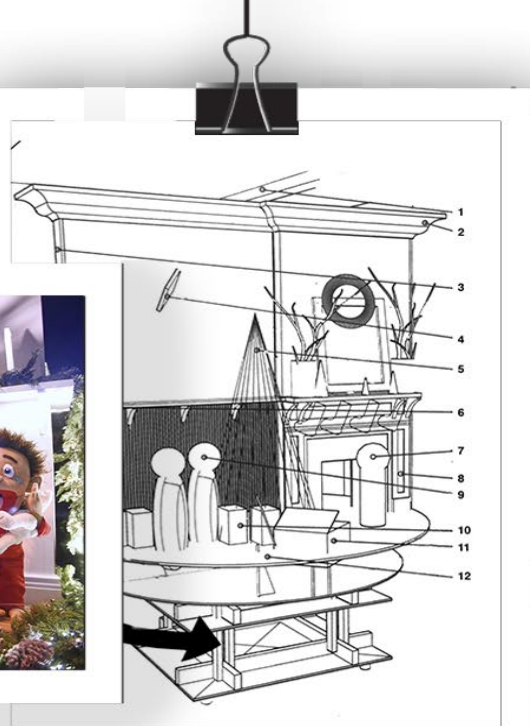


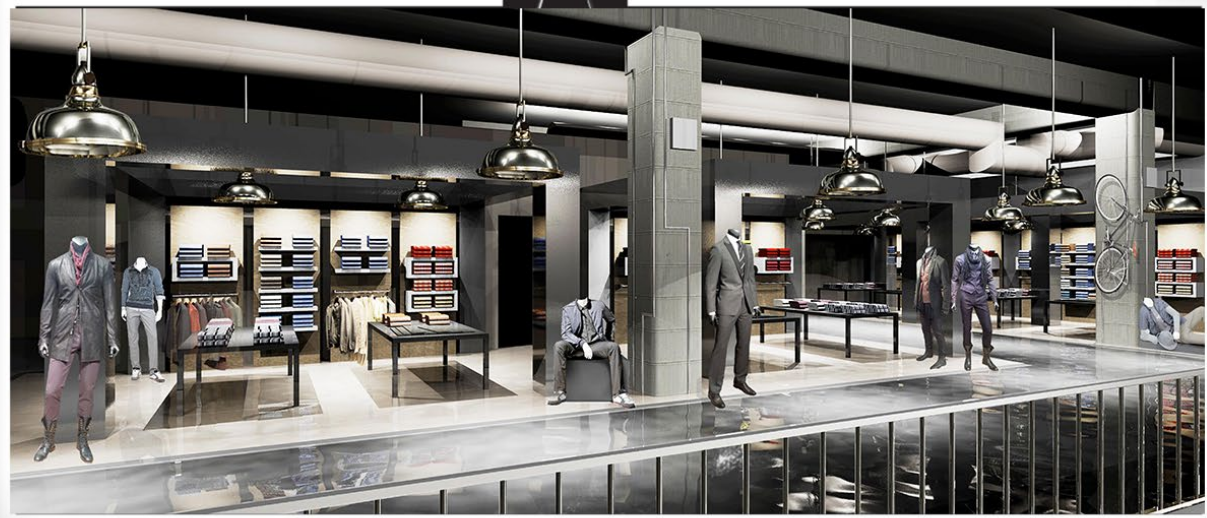
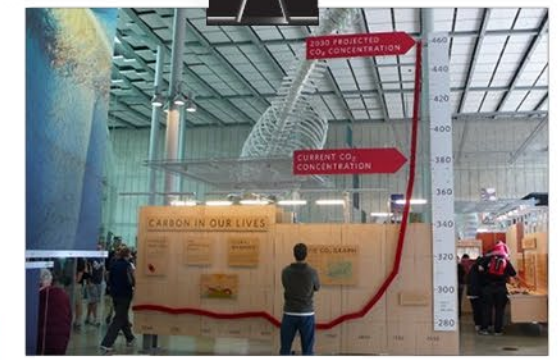
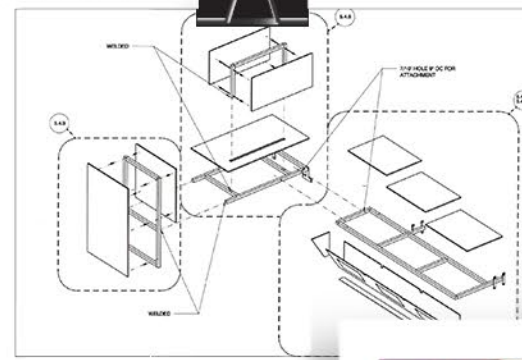
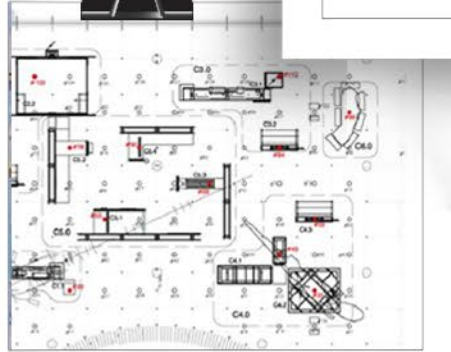


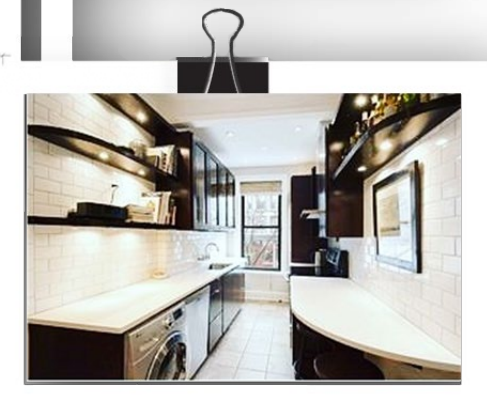
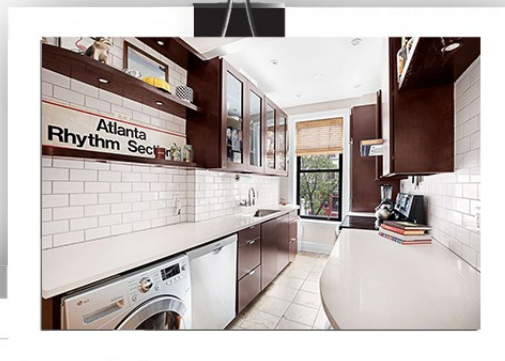
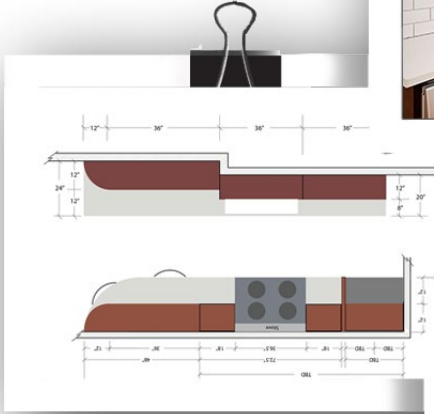
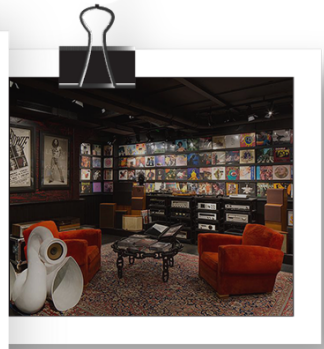
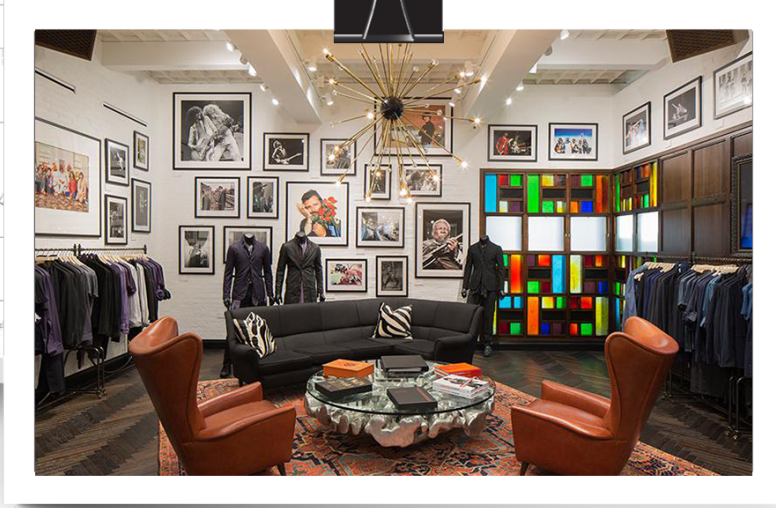
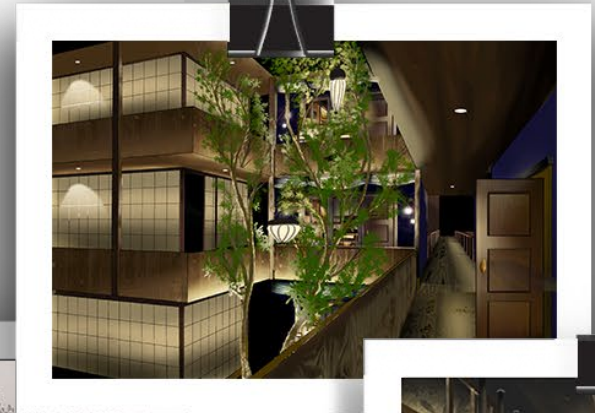
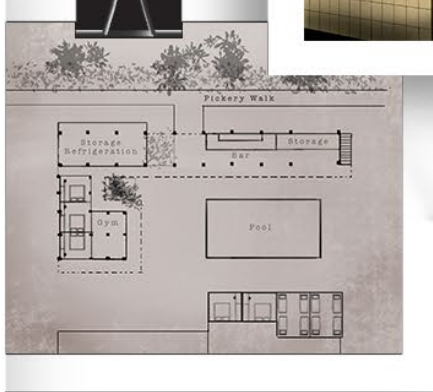
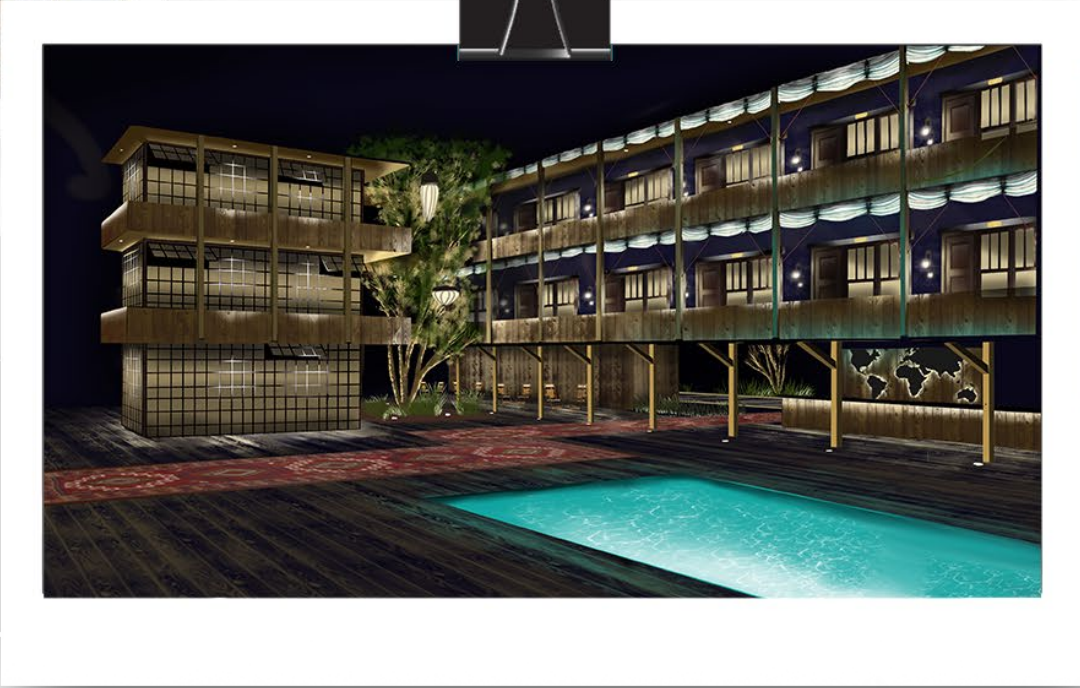
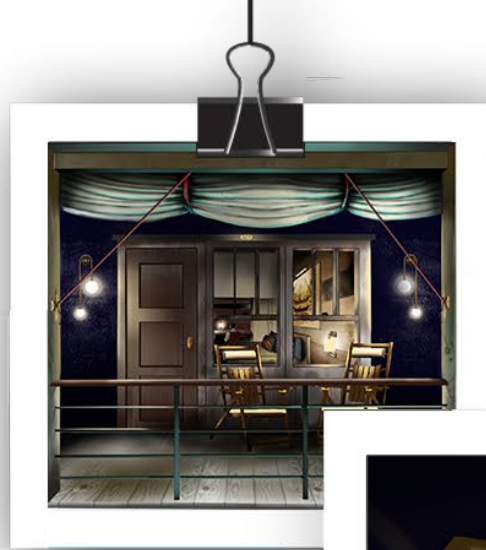
MERCHANDISING











THANK YOU!