



JACOB PANGAN

PRESENTATION DESIGNER



Presentation Design

SAMPLE WORK

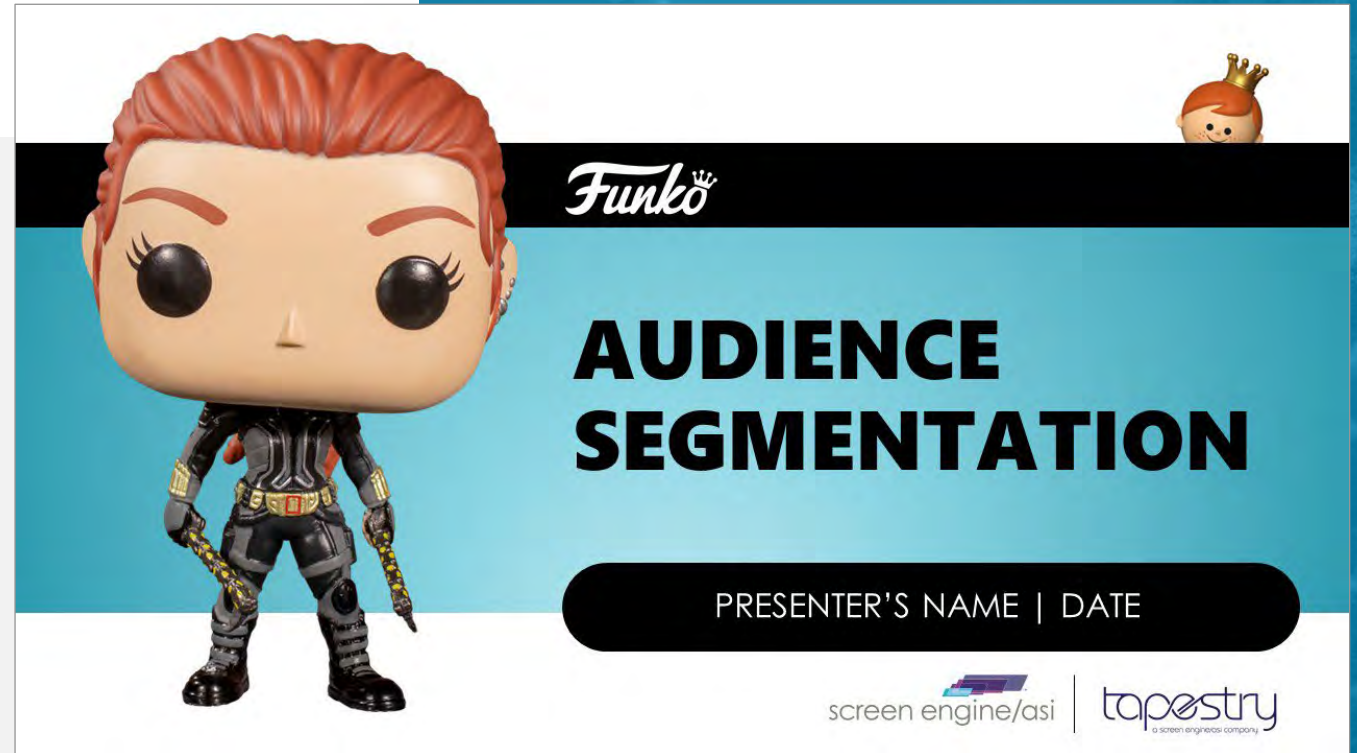
Before & After

BEFORE & AFTER

Funko



Before



After

BEFORE & AFTER

Funko



Before

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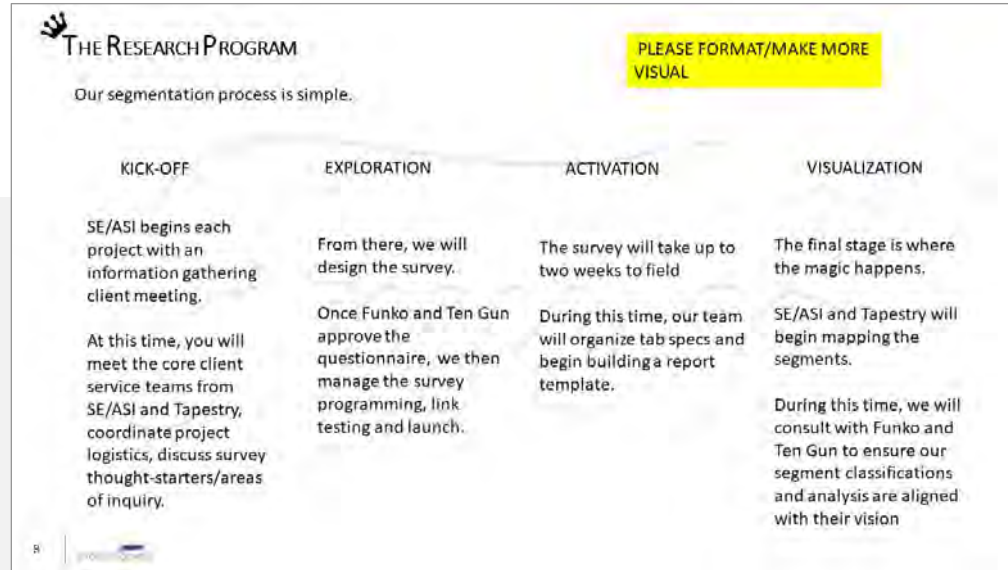
- | | | | |
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| 2 | Background | 6 | Timeline, Investment, and Deliverables |
| 3 | Objectives | 7 | Case Studies |
| 4 | Why Screen Engine/ASI + Tapestry | 8 | Research Team & Expertise |
| 5 | The Research Plan | | |



After

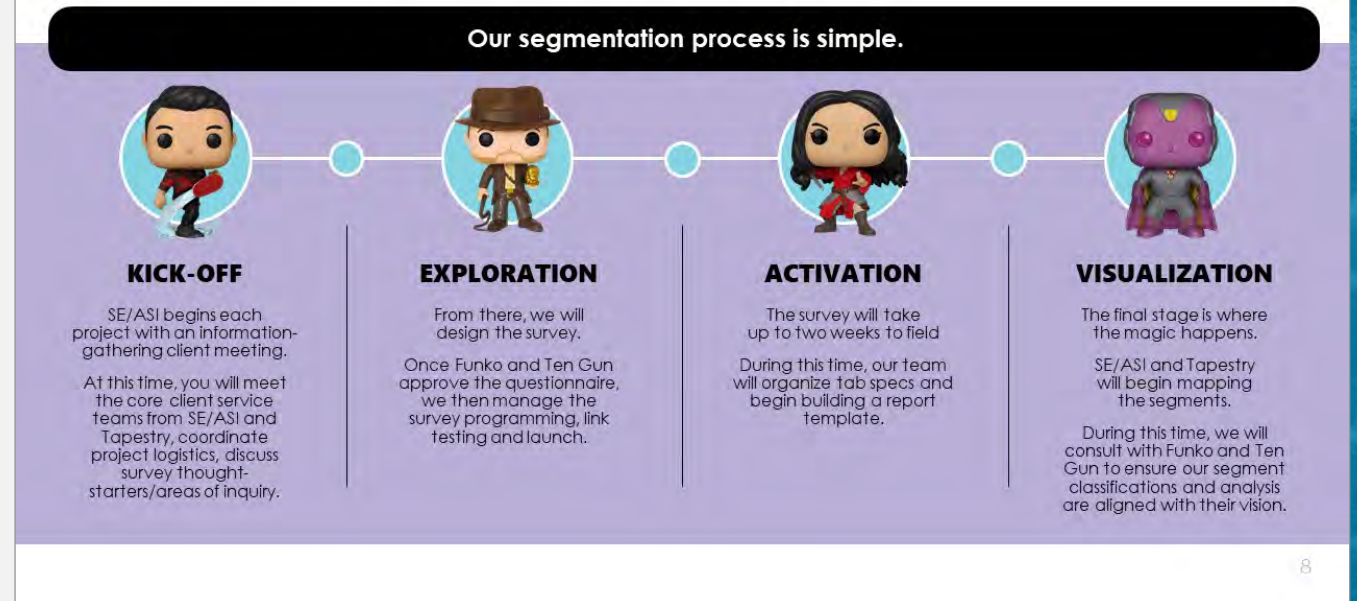
BEFORE & AFTER

Funko



Before

THE RESEARCH PROGRAM




After

BEFORE & AFTER

Funko



Investment

VISUALIZE

The costs for conducting a US-based 30 minute segmentation survey are as follows:

N=2000 Adults 18-64	\$59,500
N=2500 Adults 18-64	\$72,000
Augment of N=500 Kids 10-17	\$13,000

Optional Value-Add Tak Ons:

\$2500	Custom typing tool built from segmentation that can used in all future Funko consumer research studies
\$3500	Highlight reel of video open-ends with select segmentation sample respondents
\$2500	Custom designed infographic visuals
\$9500+	Price per online focus groups of Funko segments

Before

INVESTMENT

The costs for conducting a US-based 30-minute segmentation survey are as follows:

N=2000 Adults 18-64	\$59,500
N=2500 Adults 18-64	\$72,000
Augment of N=500 Kids 10-17	\$13,000

Optional supplements to extend the function/usefulness of your segmentation:

\$2500	Custom typing tool built from segmentation that can used in all future Funko consumer research studies
\$3500	Custom designed infographic visuals (can be one-sheets for each segment or a poster that includes all segments)
\$2500	Highlight reel of video open-ends with select segmentation sample respondents
\$9500+	Price per online focus groups of Funko segments

After

BEFORE & AFTER

Funko



Next Steps

VISUALIZE

MRI Fusion Hooks: Upon Funko's request, we can incorporate necessary fusion hooks into the segmentation survey should you wish to activate the audience segments against MRI data sources in the future. MRI fusion hooks are a great tool for targeted ad sales efforts and can take place long after the segmentation study has fielded.

Global Market Landscape Assessment: Upon completion of the US-based segmentation, Funko may choose to conduct follow-up landscape studies in key international markets throughout Europe and Asia. ScreenEngine/ASI and Tapestry have extensive experience conducting research across the globe.

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Before

NEXT STEPS



Global Market Landscape Assessment:

Funko may choose to conduct follow-up landscape studies in key international markets including Canada, UK, Mexico, Brazil, Australia, Spain and Germany.

Both ScreenEngine/ASI and Tapestry have extensive experience conducting international consumer research in each of these markets and beyond.

MRI Fusion Hooks:

Upon Funko's request, we can incorporate necessary fusion hooks into the segmentation survey should you wish to activate the audience segments against MRI data sources in the future. MRI fusion hooks are a great tool for targeted ad sales efforts and can take place long after the segmentation study has fielded.



After

BEFORE & AFTER

Circa Interactive



Why Circa?

Before



After

BEFORE & AFTER

Circa Interactive



Why Circa?

Before



After

BEFORE & AFTER

Circa Interactive



Our Mission

Our mission is to create strong brands, tell unique stories, effectively engage with prospective students and execute innovative, data-driven enrollment marketing strategies.

We're passionate about establishing a new of way thinking in enrollment marketing. Our goal is to reinvent how colleges and universities communicate with prospective students, while helping our partners solve societal problems and push forward with new ideas.

Before

Our Mission



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Circa Interactive 2018

After

BEFORE & AFTER

Circa Interactive



Why We Should be a Part of
Your Team

Before



Why We Should be a Part of Your Team?

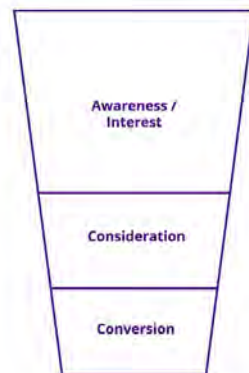
After

BEFORE & AFTER

Circa Interactive



Conversion-Focused Digital Strategies Designed to Generate High Quality Inquiries



Capture Awareness / Interest

- Keyword-based search
- Social paid search
- Digital PR / thought leadership
- SEO / organic visibility
- Content marketing
- Blog content
- Targeted display advertising
- Strategic media buys

Reinforce Positive Messaging

- Retargeting
- SEO (branded)
- Email drip campaigns
- Audience-specific landing pages
- Microsite

Make Converting Easy

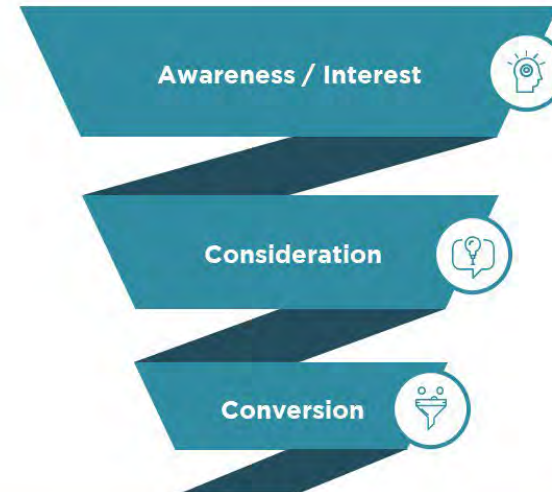
- Brochure download
- Optimized form
- Microsite conversion

↑
We need to redesign this to look more professional and engaging

Before

Conversion-Focused Digital Strategies

Designed to Generate High Quality Inquiries



Capture Awareness / Interest

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30 | Confidential

Circa Interactive 2018

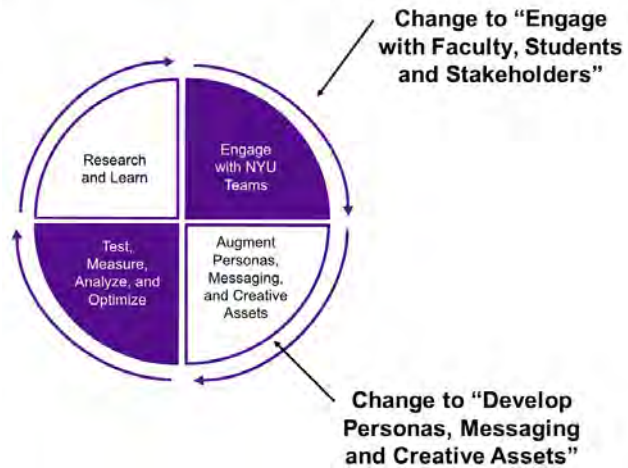
After

BEFORE & AFTER

Circa Interactive



Circa Creative Process



Before

Circa Creative Process



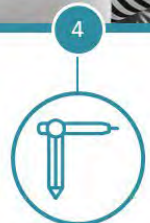
Research and Learn



Engage with Faculty, Students and Stakeholders



Develop Personas, Messaging and Creative Assets



Test, measure, analyze and optimize

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Circa Interactive 2018

After

BEFORE & AFTER

Circa Interactive



How We'll Engage Your
Audience

Before



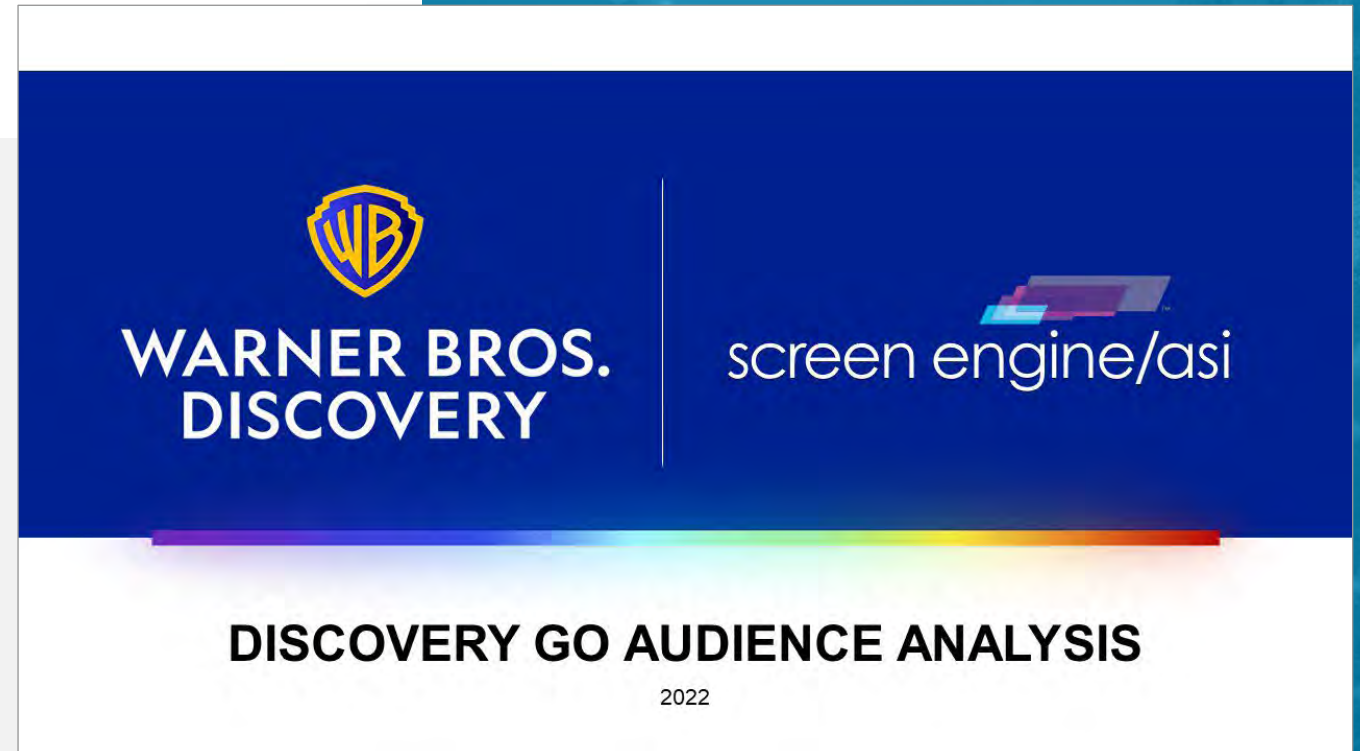
After

BEFORE & AFTER

screen engine/asi for WB



Before



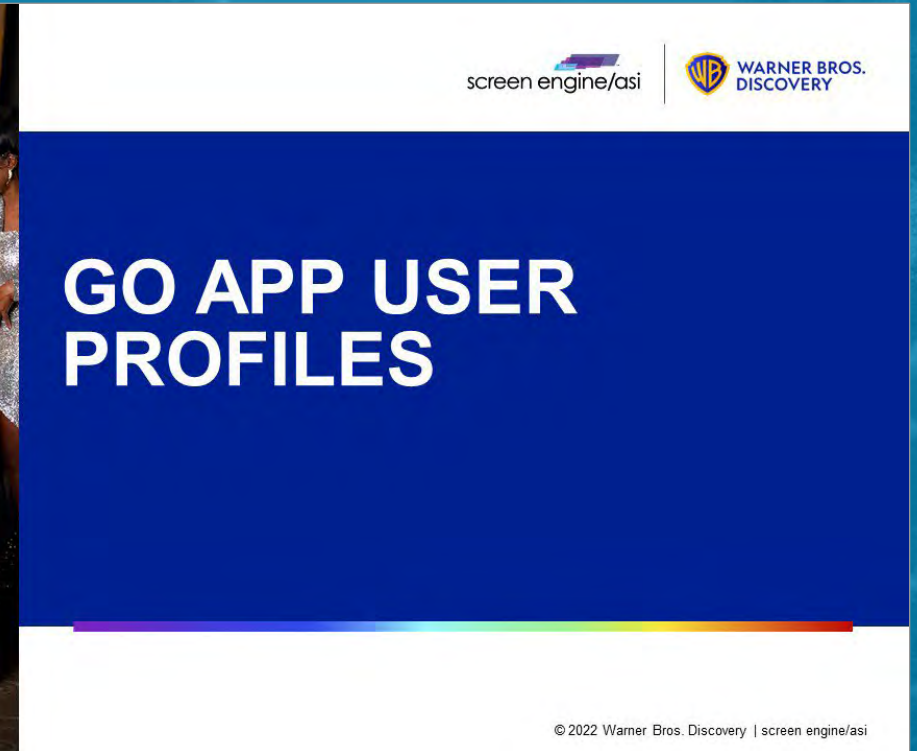
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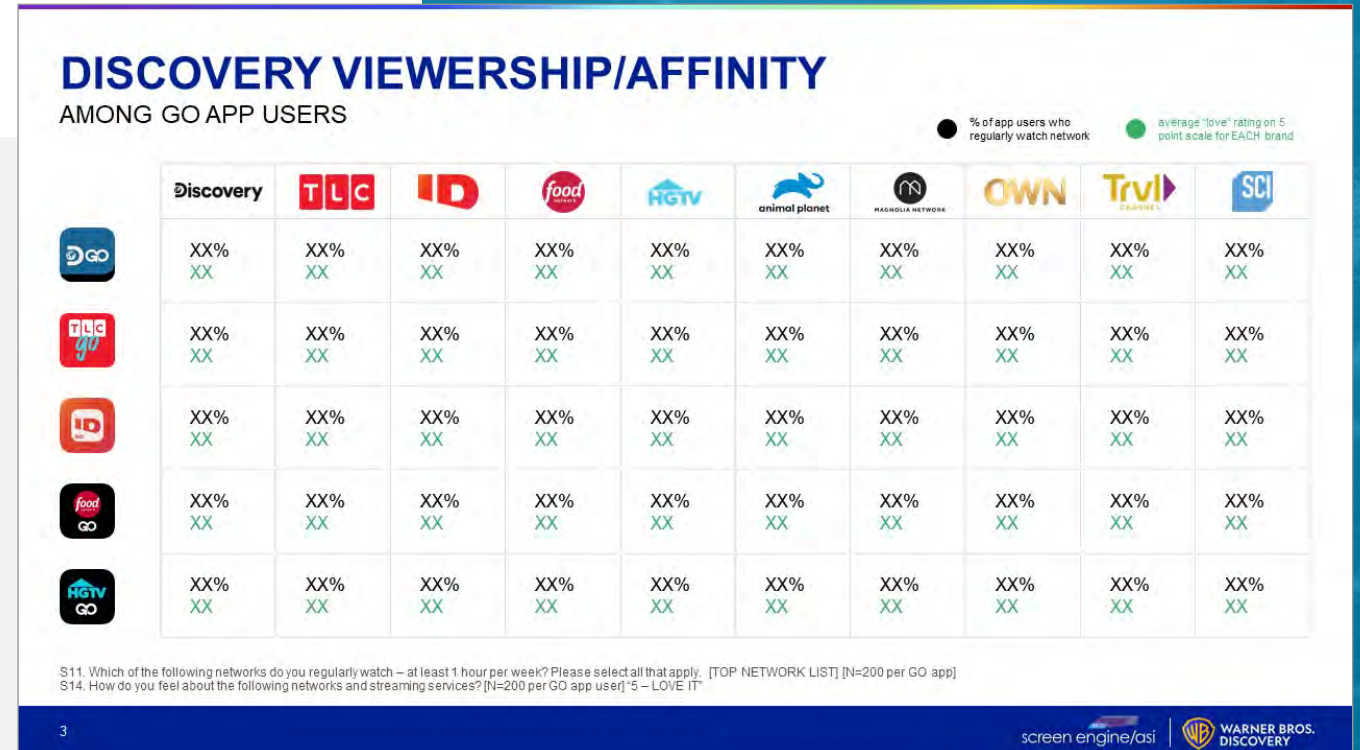
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BEFORE & AFTER

screen engine/asi for WB



Before



After

BEFORE & AFTER

screen engine/asi for WB



GO APP USER PROFILES

Need 5 created: one for each app: Discovery GO, TLC GO, ID GO, Food GO, HGTV GO

% Male/ % Female
% 18-34/% 35-54

Discovery+ Subscribers
% with ads
% without

Love
% love Discovery Channel
% love TLC
% love ID
% love Food
% love HGTV

GO App Scorecard

Average recommend to a friend (1-5 scale)

Average App Rating 2022 vs 2020 (1-5 scale)

Average time spent watching TV/week [hours and minutes]

Other brands watched while using app
[Include logos]

Before

GO APP USER PROFILES

Discovery GO

XX%
Male

XX%
Female

XX%
18-34

XX%
35-54

Subscribers

XX%
with ads

XX%
without ads

Love

XX%
% love
Discovery
Channel

XX%
love TLC

XX%
love ID

XX%
love Food

XX%
love HGTV

GO App Scorecard

XX	Average recommend to a friend (1-5 scale)
XX	Average App Rating 2022 vs 2020 (1-5 scale)
X:XX	Average time spent watching TV/week [hours and minutes]

Other brands watched while using app
[Include logos]

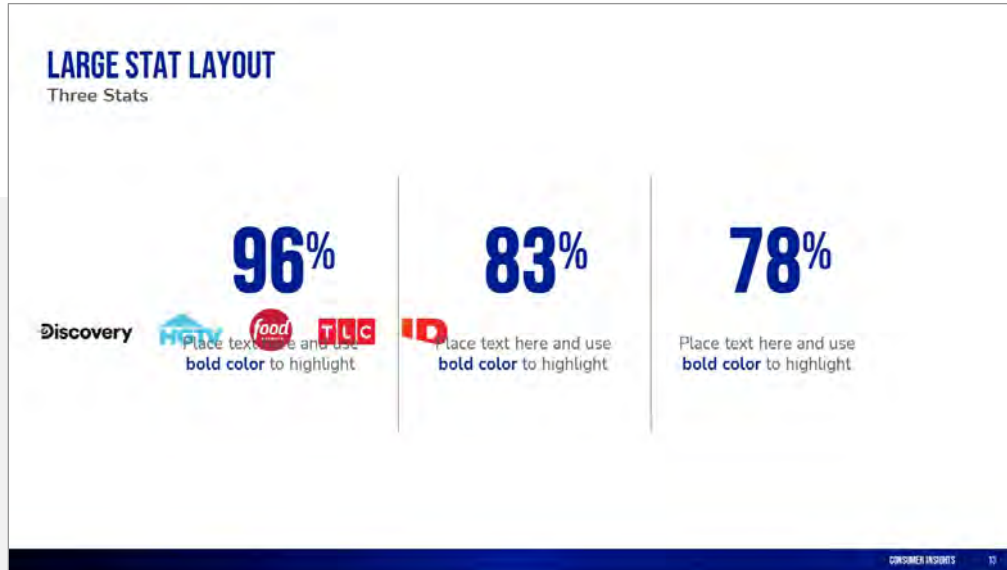
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screen engine/asi |

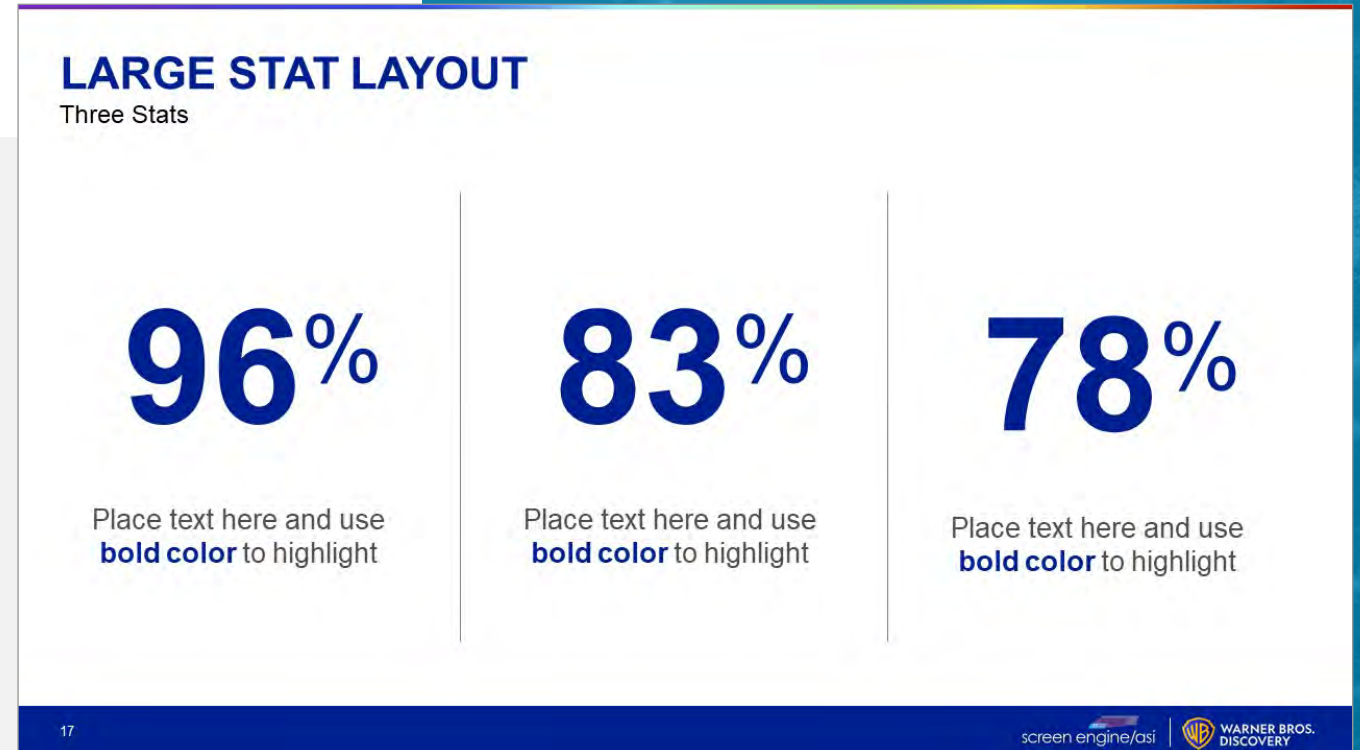
After

BEFORE & AFTER

screen engine/asi for WB



Before



After

BEFORE & AFTER

LUV Car Wash



2021 GROWTH OPPORTUNITY AND STRATEGY



Before



2021 Car Wash Investment Strategy

June 9, 2021

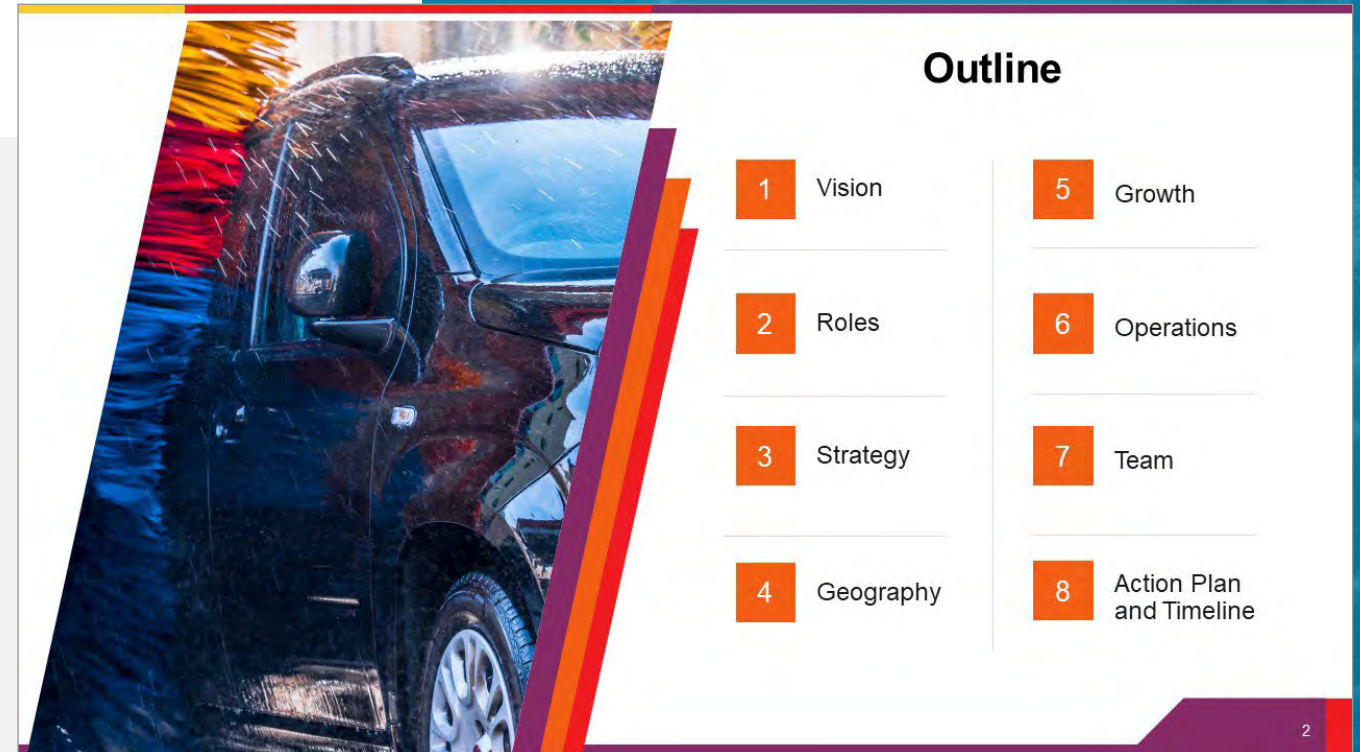
After

BEFORE & AFTER

LUV Car Wash



Before



After

BEFORE & AFTER

LUV Car Wash



Before



After

BEFORE & AFTER

LUV Car Wash



GROWTH - DEVELOPMENT COST

- Target budget of \$4.5M including land, building and equipment
- Land - \$750K to \$1.75M – This will vary greatly depending on market. California will be much higher than Midwest as well as location and size
- Building - \$1.5M to \$2.0M – This can vary on specific market conditions
- Equipment - \$1.0M to \$1.25M – This can vary initially depending on discount we can negotiate with critical vendors and if we have our own install team
- Technology - \$250K to \$500K – This can vary depending on site layout

Before

Growth - Development COST

Target budget of **\$4.5M** including land, building and equipment

Land

\$750K to \$1.75M

This will vary greatly depending on market. California will be much higher than Midwest as well as location and size

Building

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This can vary on specific market conditions

Equipment

\$1.0M to \$1.25M

This can vary initially depending on discount we can negotiate with critical vendors and if we have our own install team

Technology

\$250K to \$500K

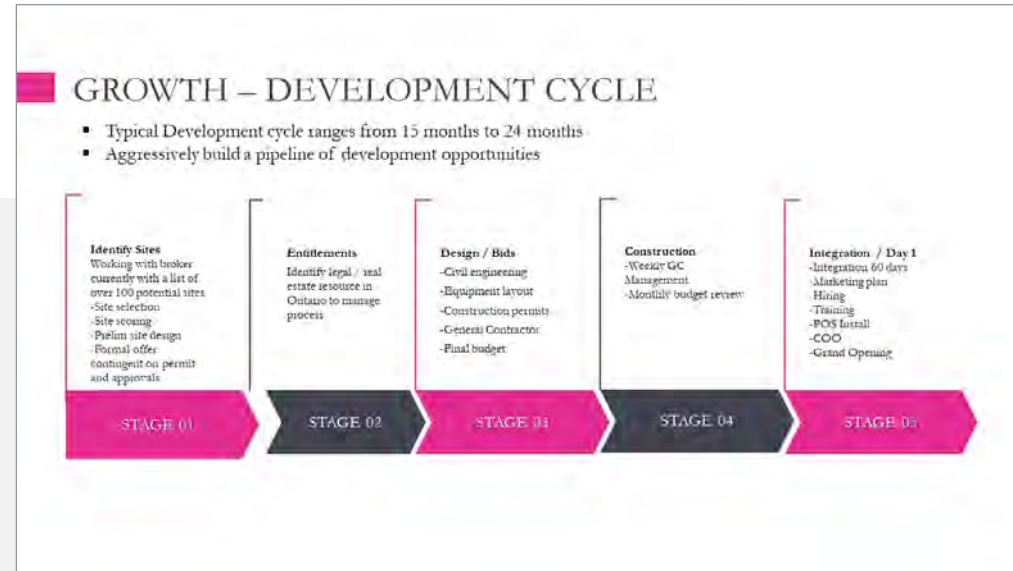
This can vary depending on site layout

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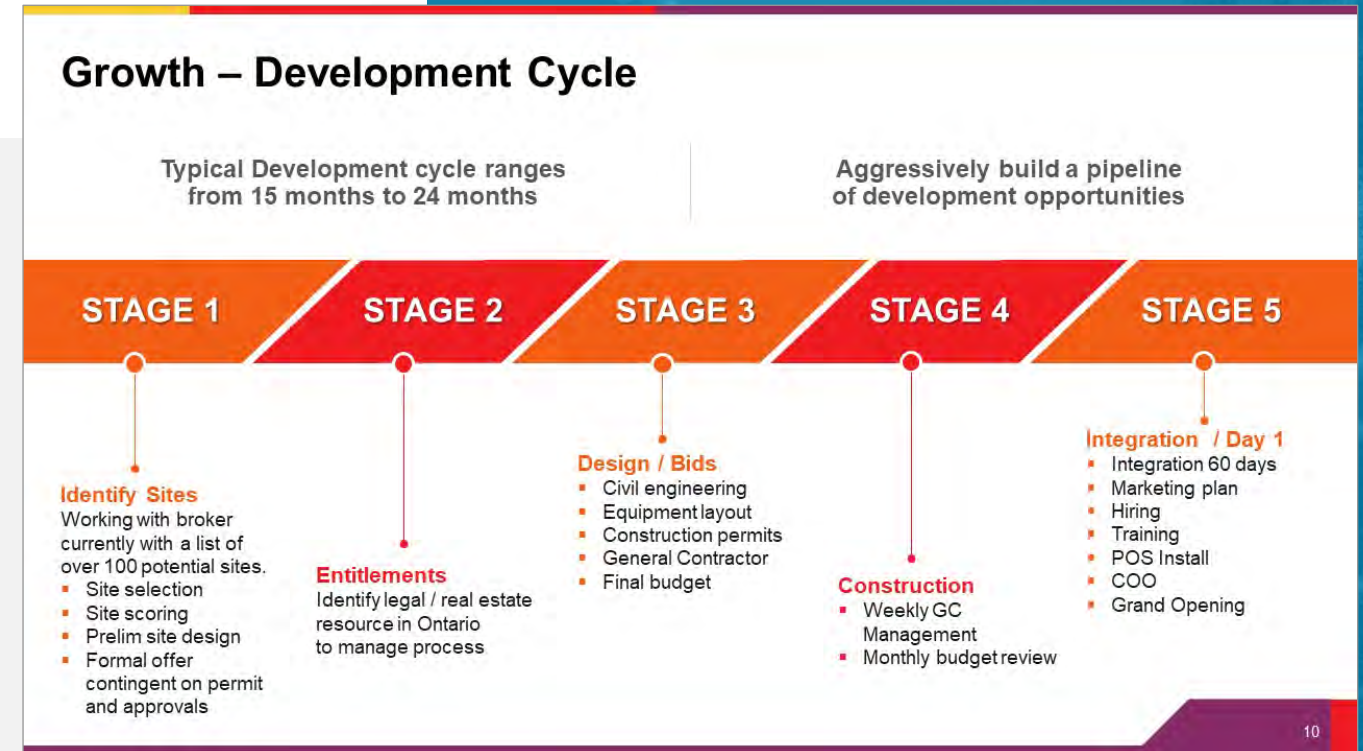
After

BEFORE & AFTER

LUV Car Wash



Before



10

After

BEFORE & AFTER

LUV Car Wash



UNPARALLELED EXPERIENCE IN CAR WASH GROWTH AND DEVELOPMENT

- OVER 30 GROUND UP NEW BUILDS
- COMPLETED A HIGH VOLUME OF ACQUISITIONS. ALL PHASES: BD, CD, LEGAL, REIT, INTEGRATION
- MANY MAJOR SITE RENOVATIONS

Before

Unparalleled Experience in Car Wash Growth and Development



Over 30 ground up new builds



Completed a high volume of acquisitions. All Phases: BD, CD, Legal, REIT, Integration



Many major Site renovations

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After



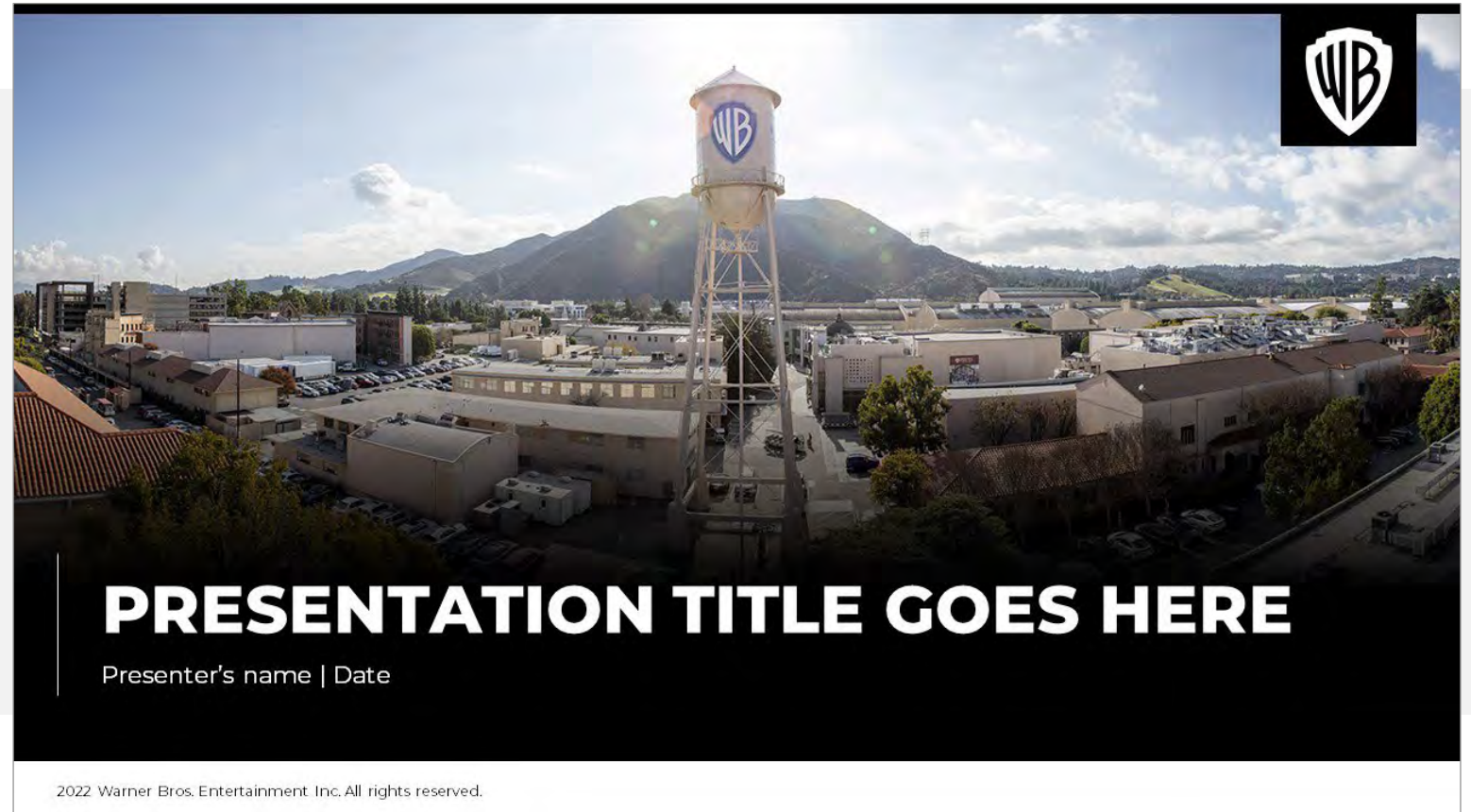
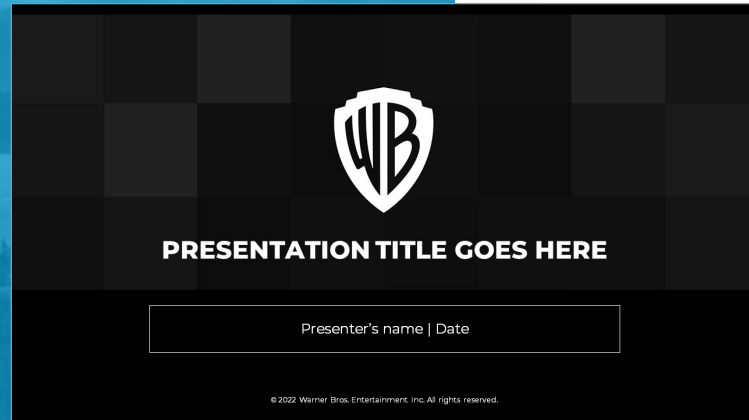
Presentation Design

SAMPLE WORK

Template Designs

TEMPLATE DESIGN

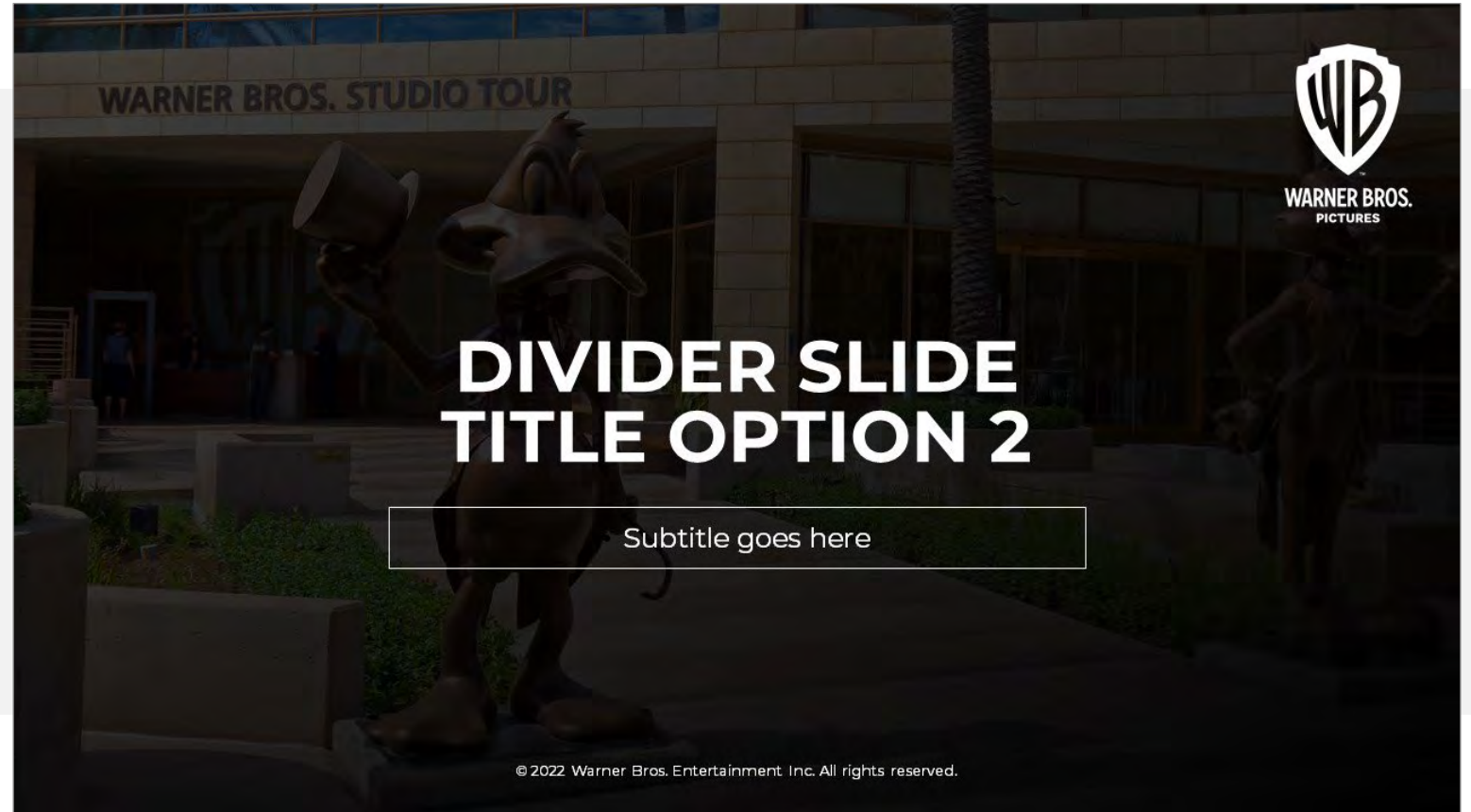
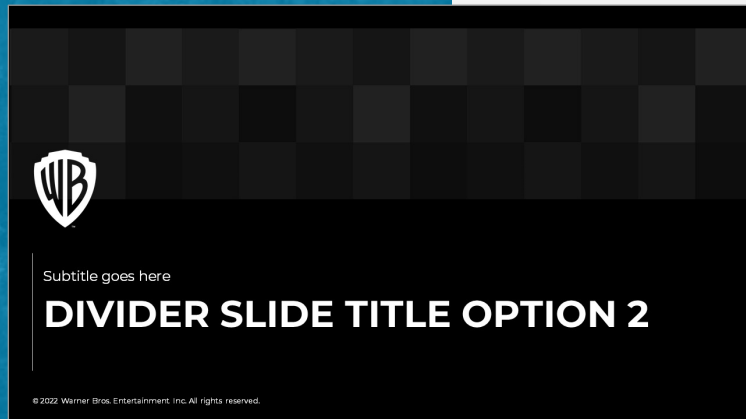
Warner Brothers



Cover Slides

TEMPLATE DESIGN

Warner Brothers



Divider Slides

TEMPLATE DESIGN

Warner Brothers



TEMPLATE OPTION 1

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TEMPLATE OPTION 2



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TEMPLATE OPTION 3



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Content Template

TEMPLATE DESIGN

Warner Brothers



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| 3 | Adipiscing Elit | 7 | Neque porro quisquam est |
| 4 | Consectetur | 8 | Nam libero tempore |

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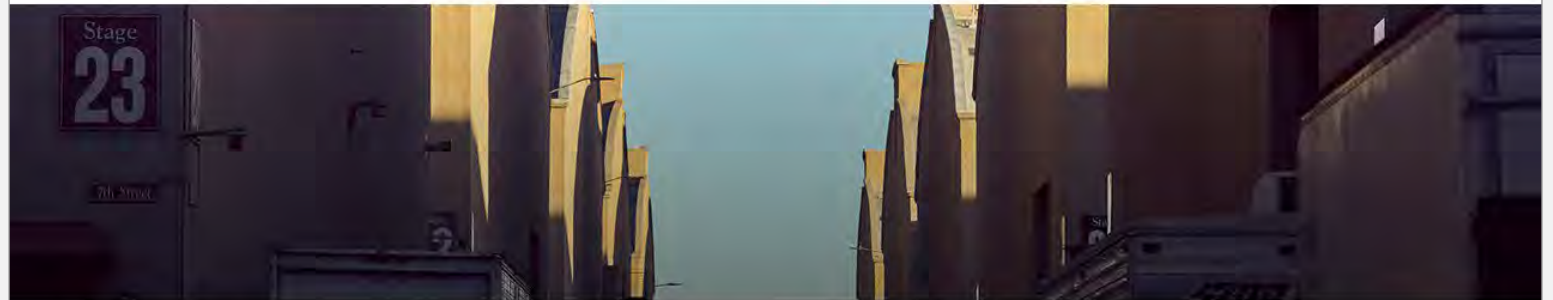
AGENDA SLIDE

- 1 Point 1
- 2 Point 2
- 3 Point 3
- 4 Point 5
- 5 Point 5

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3 COLUMN CONTENT WITH HERO IMAGE



Content Title

- First level bullet style (18pt)
 - Second level bullet style (16pt)
 - Third level bullet style (14pt)

Content Title

- First level bullet style (18pt)
 - Second level bullet style (16pt)
 - Third level bullet style (14pt)

Content Title

- First level bullet style (18pt)
 - Second level bullet style (16pt)
 - Third level bullet style (14pt)



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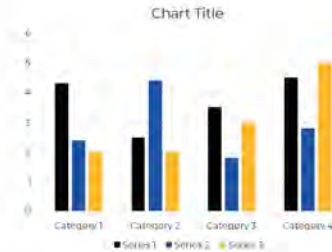
Layout Variety



TEMPLATE DESIGN

Warner Brothers

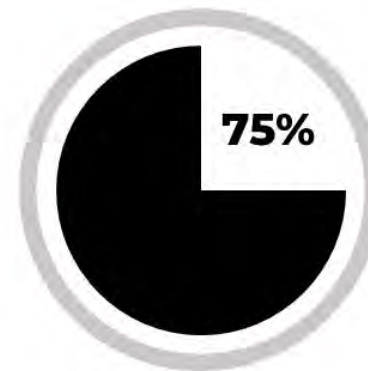
2 COLUMN CHART SLIDE



4 CHART SLIDE

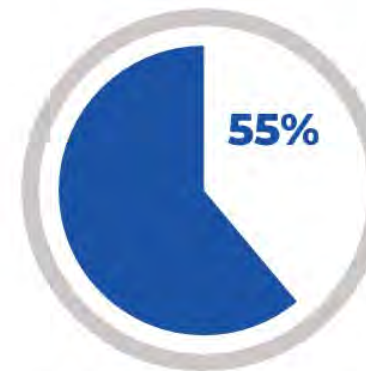


3 COLUMN CHART SLIDE



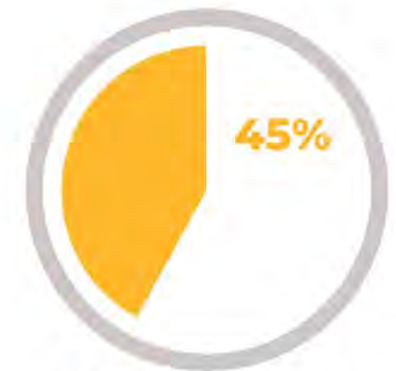
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LOREM IMPSUM

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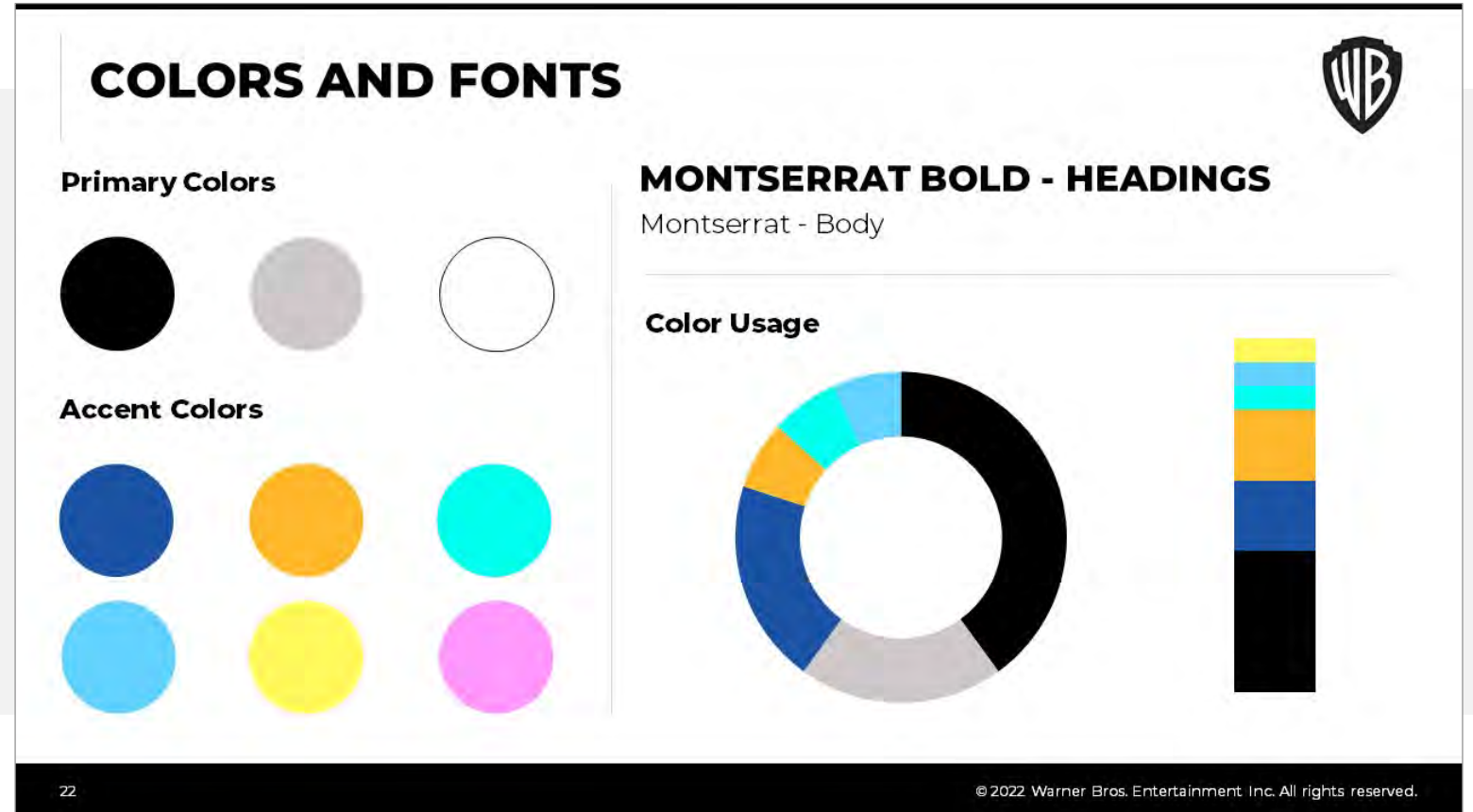
LOREM IMPSUM

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Data Slides

TEMPLATE DESIGN

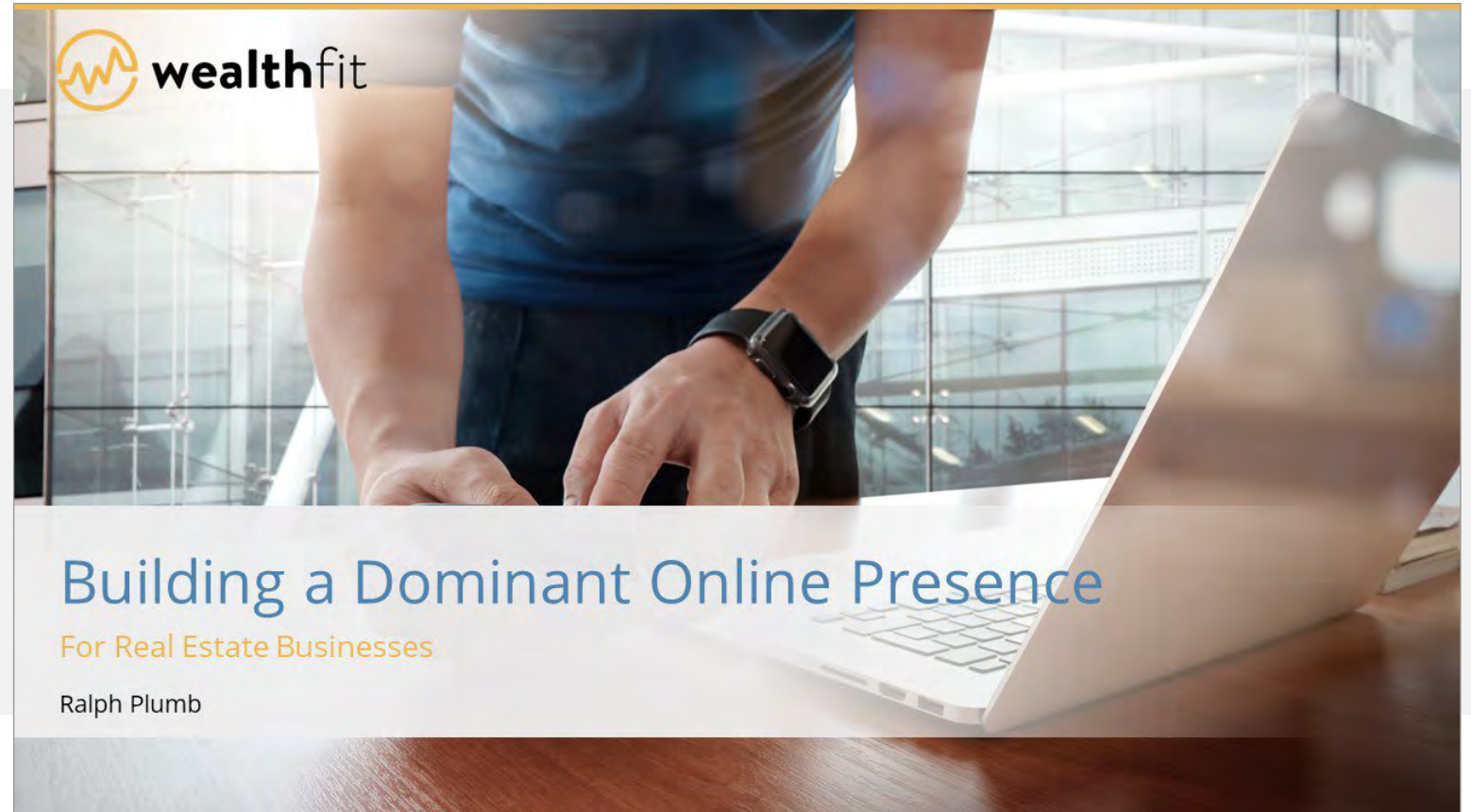
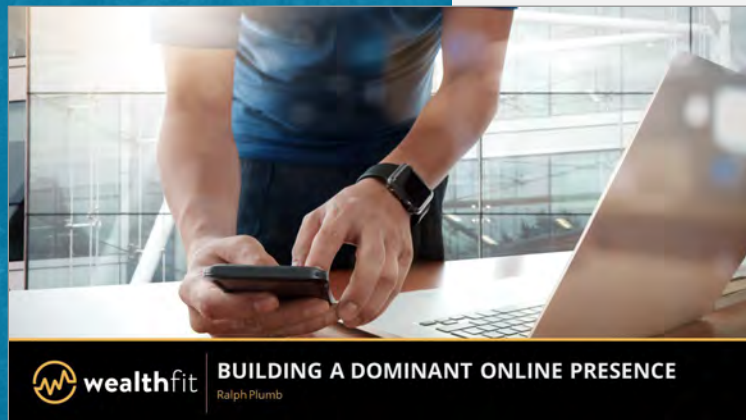
Warner Brothers



Design Guidelines

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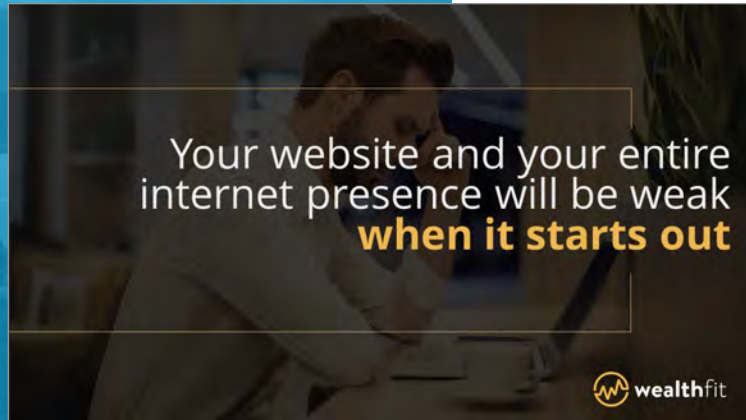
WealthFit



Cover Slides

TEMPLATE DESIGN

WealthFit



Divider Slides

TEMPLATE DESIGN

WealthFit



Template Option 2

wealthfit

Template Option 3

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Template Option 1



4

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Content Template

TEMPLATE DESIGN

WealthFit



Drive traffic from existing sources



Put them in those existing sources and Link back to your landing page



Have them fill out your form to add them to your buyer

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12

Big players **just accumulate data** which is **valuable to small players** because it allows us to target a certain demographic

Google

- Seller Marketing
- Interest Search Marketing

facebook

- Buyer Marketing
- Lead Generation for Buyers

LinkedIn

- Private Money

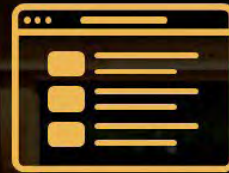
YouTube

- 2nd Most Traffic Search Engine

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3 Phases



Core Website or Blog



Landing pages



Social Media

3-pronged Approach in Building a Profitable Online Presence

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Layout Variety

TEMPLATE DESIGN

WealthFit



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Layout Variety



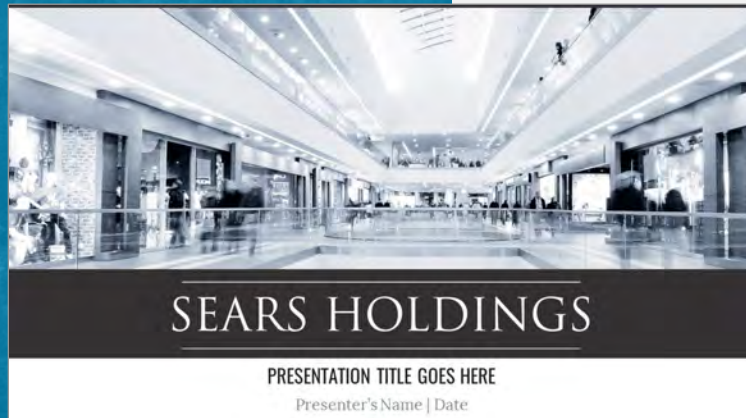
Presentation Design

SAMPLE WORK

General Design

GENERAL DESIGN

Brand Variety



Cover Slides



GENERAL DESIGN

Brand Variety

OUR STORY OF INNOVATION

Jerome Monroe Smucker, from Orville, OH first milled cider from apples in 1897, from the trees John Chapman, or Johnny Appleseed, had planted in the countryside in the early nineteenth century. He sold the cider along with apple butter from a horse-drawn wagon, in crocks with hand-signed paper seals as his personal guarantee of quality.

J.M. Smucker's efforts to build a reputation on doing the right things and doing things right pays off as excellent, high-quality fruit products soon becomes synonymous to the Smucker's® brand name.



OUR STORY OF INNOVATION



1921 Louise Smith Low, opened Lowe's North Wilkesboro Hardware in North Wilkesboro, North Carolina.

1940 - 1943 Ruth, daughter of Charles Lowe, and with the Low family, sell hardware to other Low family members who are also in the hardware business.

1961 The first Lowe's store, owned by Robert Smith and son Charles, opened in the public store in the Lowe's store.


1979 Lowe's is listed on the NYSE as LOW.

1999 Acquisition of the Hardware & Garden from London, Washington is completed.

2007 Lowe's opens its first store in Canada in Kingston, Ontario.

2011 The first store in Australia is opened at Manly House. Implementation through a joint venture with the company, Inc. and Woodworth Limited.

WHO WE ARE



Sears Holdings Corporation is an American holding company headquartered in Hoffman Estates, IL that owns the retail store brands Sears and Kmart and other subsidiaries.

Content Slides

JACOB PANGAN

Creative Director | Multimedia Designer | Presentation Specialist



I'm a seasoned creative professional with a demonstrated history of working in the marketing, advertising, and design industry.

Skilled in creative direction, branding, radio & television production, and graphic design.

900+

Successful
Creative Projects

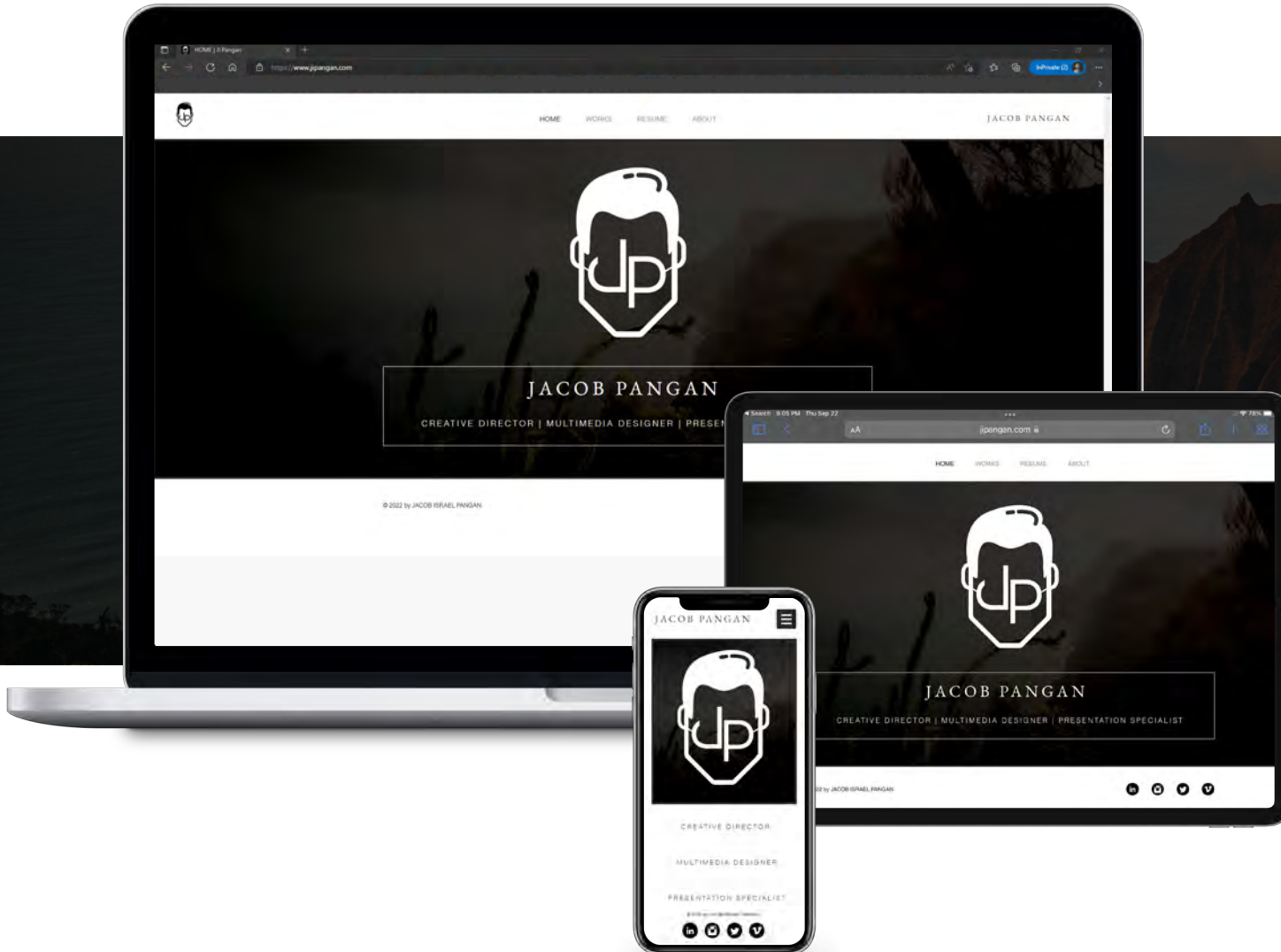
100+

Clients from
different industries

12+

Years industry
experience

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Visit my website to see
my work not limited
to Presentation Design

[Click here for my resume](#)