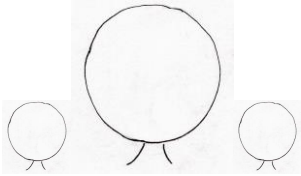
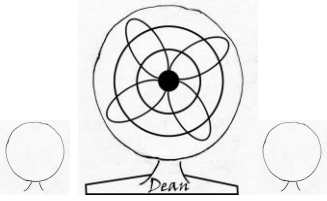


<b>Client:</b>	Crayola	<b>Writer:</b>	Kelly Planer
	Sales Meeting	<b>Artist:</b>	Darren McMillan – Live artist who illustrates as the sales director speaks
<b>Project:</b>	"The Source of Power"		

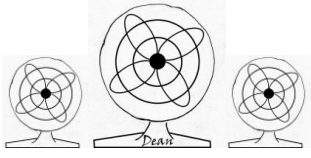
<u>DARREN'S ART</u>		<u>DEAN'S SPEECH</u>
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<b>EASEL WHITE BOARD:</b>		
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<p>ALREADY DRAWN ON BOARD Are two lines, and THE BASIC BEGINNINGS OF AN OLD-FASHIONED FAN WITH TWO CIRCLES TO EITHER SIDE. DARREN FINISHES IT, AND...</p> 	<p>DEAN:</p>	<p>I want to welcome you to beautiful Walt Disney World Resort. You may or may not know it, but I am a</p>
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<p>WRITES "DEAN" IN THE CENTER OF THE FAN.</p> 		<p>huge Fan of Disney.</p>
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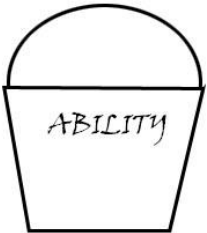
		<p>I have great memories of vacations here with my family –</p>
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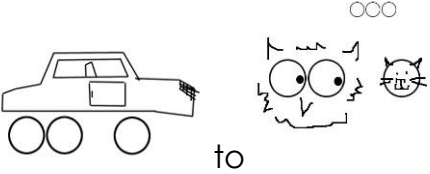
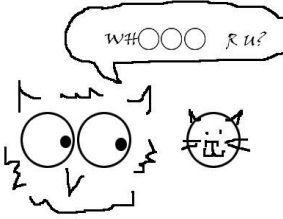
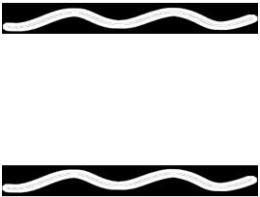
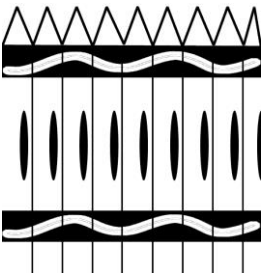
<p>DARREN COMPLETES THE TWO LITTLE FANS</p> 		<p>...and as you can see, my kids are fans too!</p>
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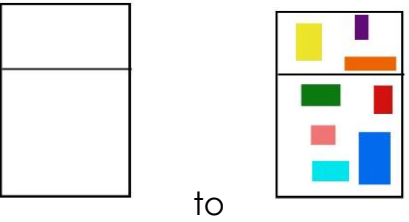
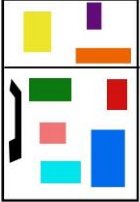
<p>DARREN ERASES EVERYTHING BUT</p>		<p>I have a lot of respect for this</p>
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<p>THE OUTER CIRCLE OF THE LARGE FAN AND DRAWS A GLOBE</p> 		<p>place - because of the power the Disney Brand leverages - It's become an International icon - that has overcome obstacles,</p>
<p>MAKE THE WORD CREATIVITY OUT OF THE HURDLES: THE "Y" HAS A BIG ELONGATED TAIL</p> 		<p>survived economic downturns, and proceeded with breathtaking creativity... Very few brands ever achieve this kind of power... Darren – Can you think of any others?</p>
<p>DARREN THINKS A MOMENT, THEN ERASES "EATIVITY," MAKE THE CURVE OF THE Y INTO THE CRAYOLA SMILE - THEN REPLACE THE WORD WITH "AYOLA" - (THE "CR" IS ALREADY IN PLACE!)</p> 		
<p><b>MOVE TO EASEL TABLET WITH PAPER AND SLICK STICKS:</b></p>		
<p>DARREN DRAWS AN UMBRELLA</p> 		<p>Just within the past few months, our country weathered a terrible fourth quarter and holiday season... I haven't seen anything like it since waiting in long lines for gas in 1979... And you know what? We've not only survived...</p>

<p>THE UMBRELLA HANDLE BECOMES THE NOSE OF A PERSON – TWO EYES ARE DRAWN ALONG EITHER SIDE – AND THE REST OF THE FACE, NECK, AND PERHAPS SUIT AND TIE ARE DRAWN.... THE TOP OF THE UMBRELLA BECOMES A LIGHT BULB</p> 		<p>We've stood strong as influential leaders...AND – Crayola had our BEST HOLIDAY SEASON in the history of the company...</p> <p>This year, I realize we didn't do as well as we thought we would - but I'm here to tell you I couldn't be prouder of our accomplishments. In a time where iconic American institutions seemed to crumble over night,</p>
<p>DRAW DOLLAR SIGNS AROUND HEAD – OR A “BLING” DOLLAR SIGN NECKLACE.</p> 		<p>we're here – still making profit, still beating the competition – and still exceeding expectations...</p>
<p><b>REMOVES C.E. PAPER – AND REVEALS COLOR WONDER PAPER ON EASEL:</b></p>		
<p>THE CRAYOLA LOGO IS ALREADY DRAWN – SMILE IS BLANK. DARREN DIPS FINGERS IN POTS OF THE LIGHT BRUSH PAINTS AND SMEARS THE SMILE RAINBOW IN ONE OR TWO STROKES.</p> 		<p>It's made me really consider our brand - and the source of the power that's allowed us to remain leaders in the industry....</p>
<p>DARREN FINISHES RAINBOW</p> 		<p>I think now is a critical time to define what we do that makes us so unique and so special among other brands...</p>
<p>DARREN USES A BLACK CRAYOLA</p>		<p>You know what we really do</p>

<p>MAKER TO DRAW A THE FORMOF A CHILD IN A CRAYOLA T-SHIRT AROUDN THE LOGO –THE KID IS HEFTING A GIGANTIC BARBELL – WITH GIANT, BOULDER-LIKE WEIGHTS.</p> 		<p>here? We create a power source for kids – Because when something is created, something bigger happens... Creativity is a real window where kids gain insights about themselves, grow, experience their inner worlds - and dream up the impossible...</p>
<p>WRITES “SOURCE” AND “POWER” IN EACH OF THE WEIGHTS</p> 		<p>Today, I want to share what I've found to be Crayola's sources of power...</p>
<p><b>MOVE TO CHALKBOARD AND DRAW BUCKET OF ABILITY IN CHALK</b></p>		
<p>WRITE “ABILITY” IN CENTER OF BOARD – THEN DRAW A BUCKET AROUND IT –</p> 		<p>The first is a no-brainer...Our collective ability is a HUGE source of power. We are nothing but a vat of knowledge, expertise, and intuition. Don't ever underestimate what we do here.</p>
<p><b>MOVE TO SMALL CRAYOLA DRY ERASE BOARD</b> A MAKESHIFT CAR IS ALREADY ON THE WHITE BOARD –DARREN ERASES THE BODY OF THE CAR– THEN, GO BACK AND MAKE</p>		<p>We at Crayola don't reinvent the wheel. We create the tools to allow children to re-create the wheel – or whatever else they've got on their minds. It could be a wise old owl... and a stray cat...</p>

<p>THINGS –A CAT HEAD, TWO OWL EYES – THEN DRAW A BEAK AND EARS... THE OWL IS LOOKING AT THE CAT</p> 		<p>who go on adventures in an imaginary world.</p>
<p>WRITE A DIALOG BALLOON: "WHOOOO ARE YOU?"</p> 		<p>The next source of power is our desire to understand our consumers better than anyone else... We want to know who they are!</p>
<p>DARREN DRAWS TWO THICK BLACK LINES, AND WITH HIS FINGER, ERASES A SERPENTINE PATTERN IN THE CENTER</p> 		<p>The last source of power I want to discuss today is Crayola's <b>Emotional Connection</b>. There's a reason our competitors mimic our crayon wrapper design...</p> <p><b>(OTHER CHOICES: Brand Equity, Brand Loyalty, Cultural Impact, Limitless Impact, Strong Brand Iconography) (These largely come from the Brand Book)</b></p>
<p>DARREN FINISHES THE CRAYONS</p> 		<p>The look, feel and smell of Crayola triggers memories - Mothers bought their daughters Crayola Products - and today, those women are buying Crayola for the next generation of dreamers, explorers and inventors.</p>
<p><b>RETURN TO EASEL – REMOVE COLOR WONDER PAPER TO REVEAL</b></p>		

<p><b>A LARGE PIECE OF RECTANGULAR POSTERBOARD WITH ROUNDED EDGES (IT'S ACTUALLY TWO PIECES OF POSTERBOARD WITH A TAPE HINGE ON THE RIGHT SIDE, BUT WE'LL DISCUSS THAT IN A MOMENT)</b></p>		
<p>WITH MARKER OR SLICK STICKS, DRAW HORIZONTAL LINE ABOUT ONE-THIRD DOWN THE POSTERBOARD – AND ALL THE WAY ACROSS. BEGIN STICKING PIECES OF ARTWORK ON – MADE FROM COLOR WONDER, COLOR EXPLOSION, WATERCOLORS, MARKERS, CUT-OUTS MADE WITH THE CUTTER, ETC...</p> 		<p>The Crayola Brand transcends time. It's always in style, never outdated... It's yesterday and tomorrow... It's memory - and it's the future. Crayola has the unique power to transform – to build a more expressive and confident child who can become successful on his or her own terms...</p>
<p>STICK ON A REFRIGERATOR HANDLE, MADE FROM MODEL MAGIC FUSION – AND OPEN THE REFRIGERATOR DOOR.</p> 		<p>It's the reason there are images on every home's personal museum... Also known as the refrigerator... It's because Crayola is part of everyday lives.</p>
<p>INSIDE, IS A PRE-CREATED, POP-UP OF A BRIGHT, COLORFUL IMAGINATIVE MONSTER OR ALIEN LIKE CREATURE HOLDING THE "EVERYTHING IMAGINABLE"</p>		<p>In fact, It's everything imaginable...</p>

LOGO.



**DARREN DRAWS THE TIP OF THE ICEBURG ON GLOWBOARD**  
**NOTE: Replace Batteries in Glowboard before real show!!!!**



For you and me - The power of Crayola is still untapped... I believe that we've barely scratched the surface of what we can do...

DARREN RIPS THE PAGE DOWN. ON THE NEXT PAGE IS A PRE-DRAWN YELLOW LOGO CIRCLE. (NO WORDS OR SMILE) ONE BY ONE, DARREN ATTACHES (WITH VELCRO) THE WORD CRAYOLA AND THE SMILE – SO THAT THE IMAGE CREATED IS 3-D. AT THIS POINT, DEAN WALKS AS DARREN WRITES: “THE POWER OF CRAYOLA... THE POWER TO” DARREN HANDS DEAN THE MARKER AND HE WRITES “LEAD” IN LARGE LETTERS.

Walt Disney once said that Disneyland will never be completed as long as there is still imagination left in the world... The same is true for Crayola. Every time a child sits down to create something, the experience changes them – leads them to something new – and creates real moments of connection.

In today's tough business environment, I believe that those companies who can survive and grow will emerge even stronger than before... This year, our brand will continue to be trusted, timeless and loved... And that is our secret – it's the power of Crayola... and the power to lead.