



MRM // McCANN

HEADLINE: DIN ROUNDED LT PRO BOLD, 54 POINT, ALL CAPS, WHITE

SUB HEAD: DIN ROUNDED LT PRO MEDIUM, 16 Point, All CAPS, WHITE

Cover IMAGE:

Needs to involve a shot of multiple people

Needs to use the purple tone (best to create in Photoshop then bring into PPT)

When using the purple tone, use normal blending and a 60%-80% opacity depending on image (Photoshop)

WE ARE



A collective of curious craftspeople obsessed with creating meaningful relationships between people and brands, using the power of creativity, the beauty of data, and the magic of technology.

- Philosophy placeholder
- Din Rounded LT PRO Regular
 - 16 point size
 - Sentence case
 - Dark gray (Gray 80% Accent 1 from the Theme Palette)

Why are we here today

Question placeholder

- Din Rounded LT PRO Medium, Bolded
- 48 point size
- Sentence case
- Purple (Text 2 from the Theme Palette)

We want to talk to you about our take on enterprise transformation. Where we are now and where we're going. And, we want your point of view.

Body copy

- Din Rounded LT PRO Medium
- 28 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

Background IMAGE:

Needs to use the purple tone (best to create in Photoshop then bring into PPT)

When using the purple tone, use normal blending and a 60%-80% opacity depending on image (Photoshop)

Section Headline

- Din Rounded LT PRO, Bolded
- 40 Point Size
- ALL CAP
- White
- Centered on image

THE DILEMMA

Support text (Subtitle) (if needed)

- Din Rounded LT PRO
- 18 Point Size
- Sentence case
- White

Background IMAGE:
Image must have gray overlay (needs to be done in Photoshop, then brought into PPT)

MRM // McCANN

We help brands foster
meaningful, lasting
relationships with people.

Statement

- Din Rounded LT PRO Medium
- 54 point size
- Sentence case
- White

Background IMAGE:
Image must have gray overlay (needs to be done in Photoshop, then brought into PPT)

MRM // McCANN

Relationship is our middle name.

Statement

- Din Rounded LT PRO Medium
- 54 point size
- Sentence case
- White

The Mandate:

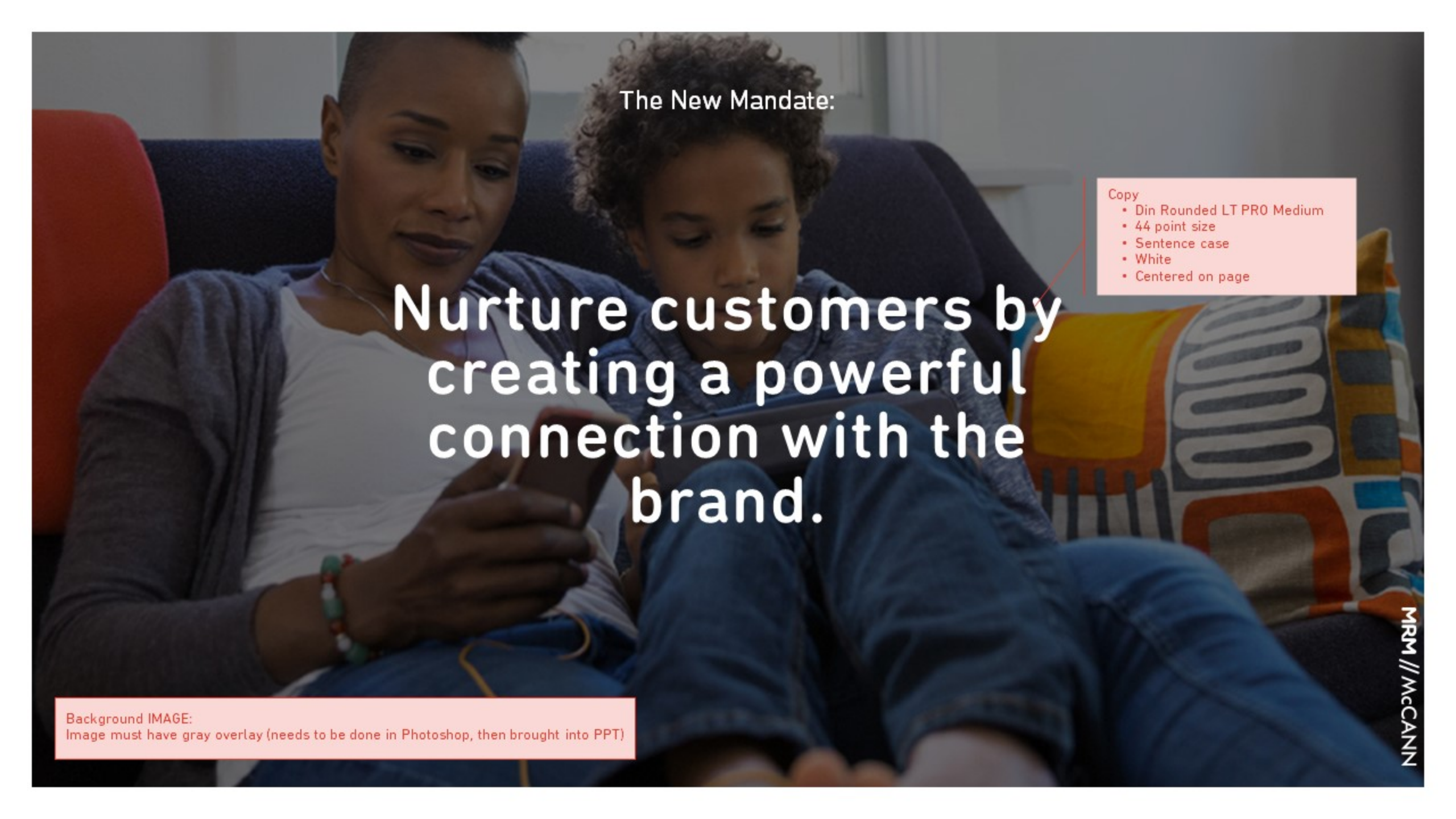
Win business.
Grow business.
Get more business.

Copy

- Din Rounded LT PRO Medium
- 44 point size
- Sentence case
- White
- Centered on page

Background IMAGE:

Image must have gray overlay (needs to be done in Photoshop, then brought into PPT)



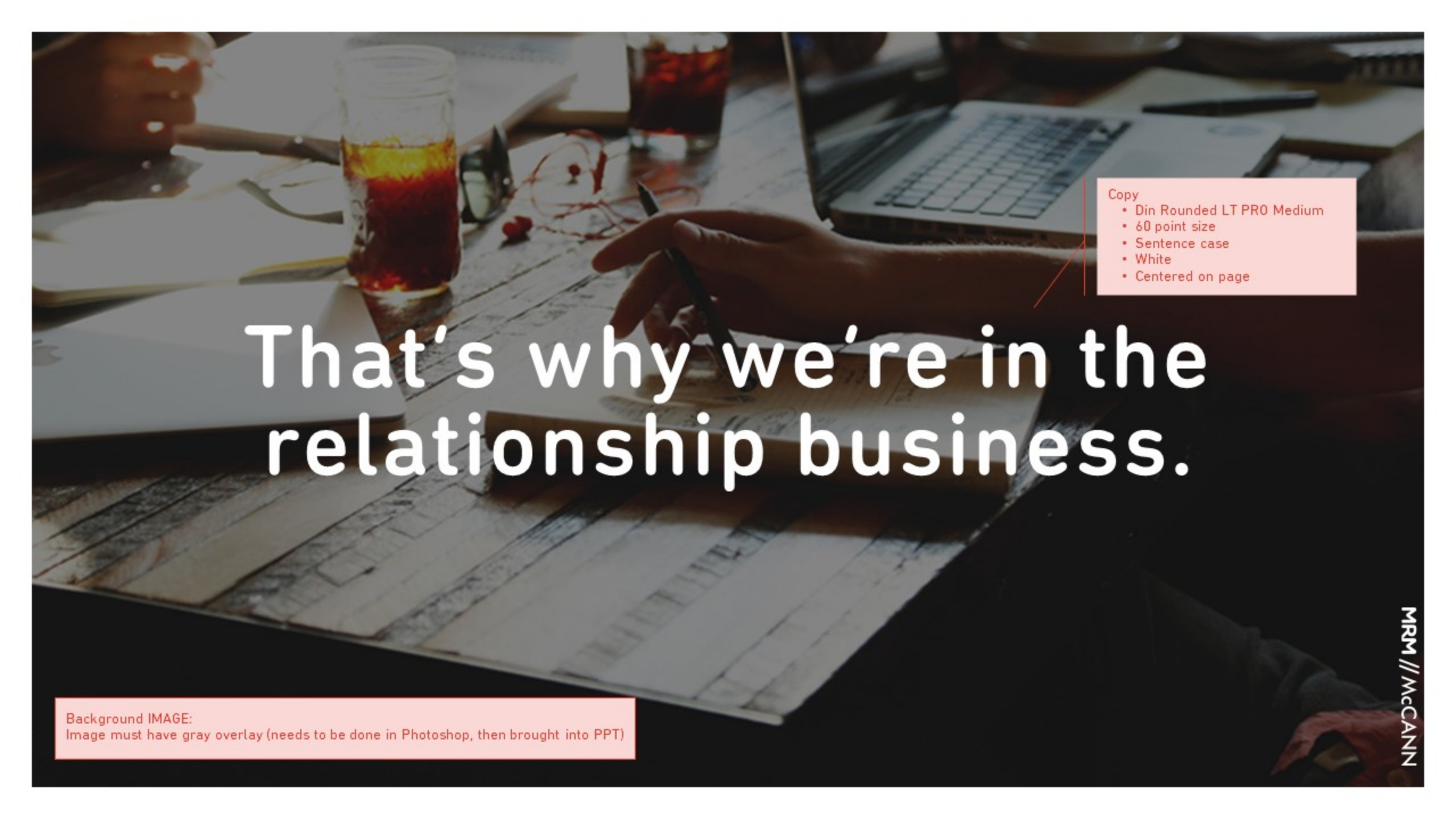
The New Mandate:

Nurture customers by
creating a powerful
connection with the
brand.

Copy

- Din Rounded LT PRO Medium
- 44 point size
- Sentence case
- White
- Centered on page

Background IMAGE:
Image must have gray overlay (needs to be done in Photoshop, then brought into PPT)



That's why we're in the
relationship business.

Copy

- Din Rounded LT PRO Medium
- 60 point size
- Sentence case
- White
- Centered on page

Background IMAGE:
Image must have gray overlay (needs to be done in Photoshop, then brought into PPT)



Enter the P2P era.

Copy

- Din Rounded LT PRO Medium
- 60 point size
- Sentence case
- White
- Centered on page

Background IMAGE:
Image must have gray overlay (needs to be done in Photoshop, then brought into PPT)

**Headline placeholder**

- Din Rounded LT PRO Medium, Bolded
- 36 point size
- ALL CAPS
- Purple (Text 2 from the Theme Palette)

LOREM IPSUM DOLOR SIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean porttitor augue at tempor euismod. Proin odio felis, sollicitudin tristique metus eget, hendrerit mollis elit. Ut ac venenatis felis. Vivamus vestibulum velit eu magna pretium fermentum.

Copy

- Din Rounded LT PRO Medium
- 216 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

IMAGE:

The image **MUST** bleed to the top, left and bottom edges

Right edge of image is centered on slide

Copy

- Din Rounded LT PRO Medium
- 28 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)
- Center vertically

Our essence has always put its focus on relationships. Our job is, and has always been, to create more ways to build meaningful relationships between people and brands. Whenever, wherever it makes sense.

What's changed in our approach is the "how," because the logic of the B2C world is dated.

Copy

- Din Rounded LT PRO Medium
- 28 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)
- Center vertically, left aligned

IMAGE:

The image MUST bleed to the top, right and bottom edges

Left edge of image is centered on slide

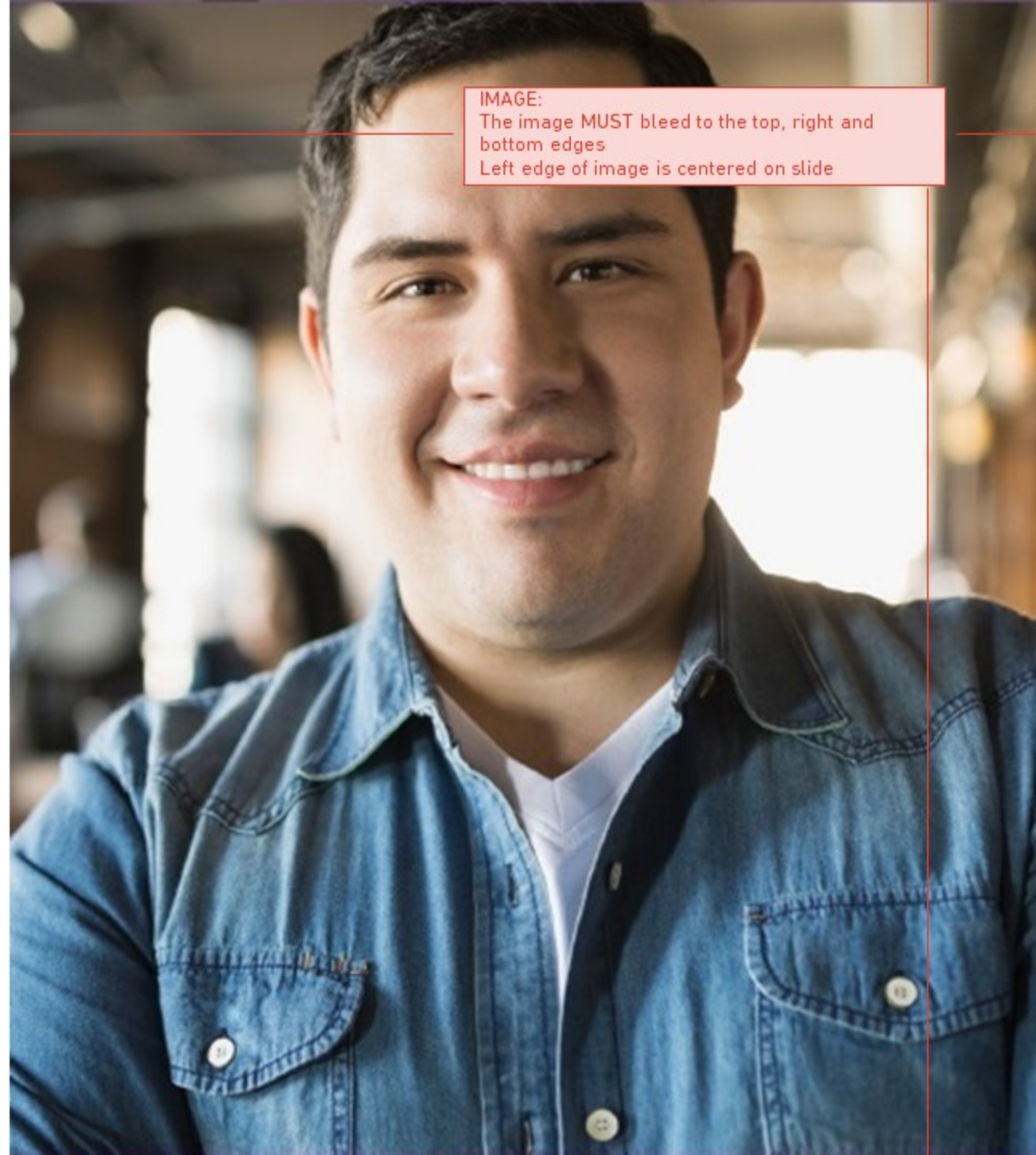




IMAGE:

The image MUST bleed to the top, left and bottom edges

Right edge of image is centered on slide

Copy

- Din Rounded LT PRO Medium
- 28 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

We care about relationships. Whatever business you are in, everywhere in this world, it's mainly about one thing: to nurture a meaningful relationship between your brand and every person who participates in it. Your customers, your employees, your advocates.

EVERYONE.

Headline placeholder

- Din Rounded LT PRO Medium, Bolded
- 44 point size
- ALL CAPS
- Purple (Text 2 from the Theme Palette)

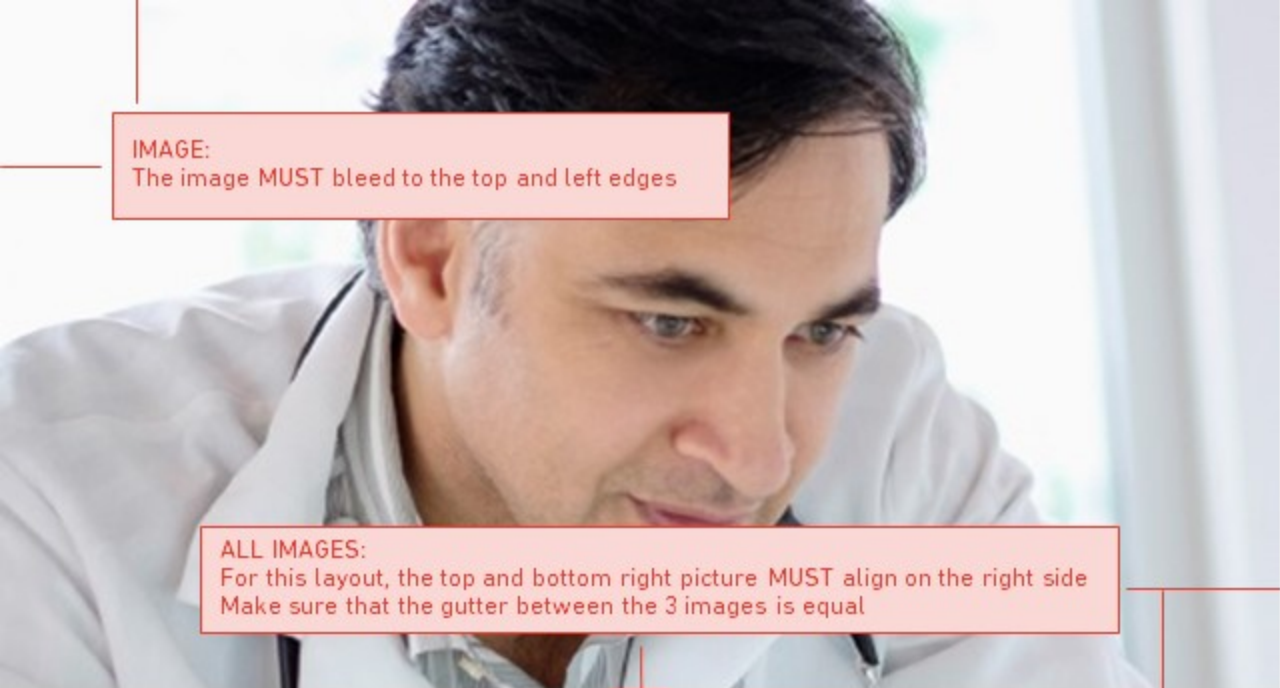


IMAGE:
The image MUST bleed to the top and left edges

ALL IMAGES:
For this layout, the top and bottom right picture MUST align on the right side
Make sure that the gutter between the 3 images is equal



IMAGE:
The image MUST bleed to the bottom and left edges

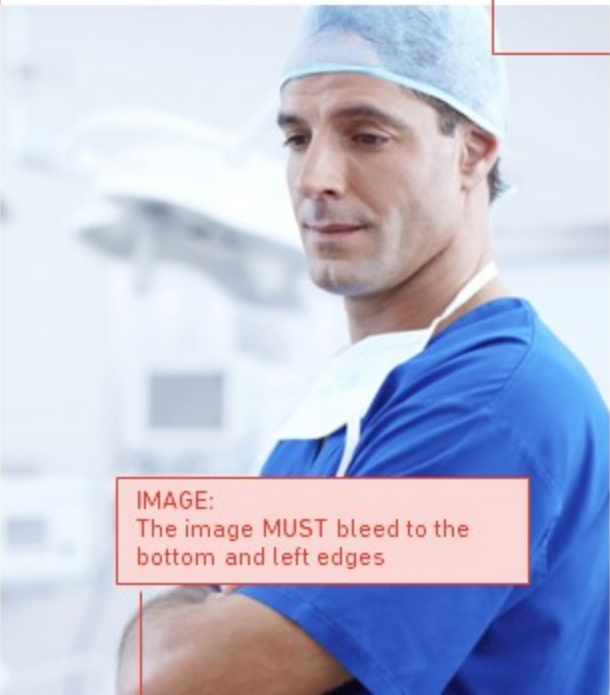


IMAGE:
The image MUST bleed to the bottom and left edges

Copy

- Din Rounded LT PRO Medium
- 28 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

We seek to connect with
the people behind the
medical condition.

All participants in the brand
universe. Patients. Doctors.
Family members. And the
community of support.

EVERYONE.

Headline placeholder

- Din Rounded LT PRO Medium, Bolded
- 44 point size
- ALL CAPS
- Purple (Text 2 from the Theme Palette)

Copy

- Din Rounded LT PRO Medium
- 28 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

We seek to connect with the
people behind the letter.

All participants in the
brand universe. Senders.
Receivers. Businesses.
And the mailmen.

EVERYONE.

Headline placeholder

- Din Rounded LT PRO Medium, Bolded
- 44 point size
- ALL CAPS
- Purple (Text 2 from the Theme Palette)



ALL IMAGES:

For this layout, the top and bottom right picture MUST align on left & right sides
Make sure that the gutter between the 2 images is equal with the space
between images and edge of slide.



We seek to connect with the people behind the game.

All participants in the brand universe. Gamers. Viewers. Reviewers. and Programmers.

EVERYONE.

Headline placeholder

- Din Rounded LT PRO Medium, Bolded
- 44 point size
- ALL CAPS
- Purple (Text 2 from the Theme Palette)

Copy

- Din Rounded LT PRO Medium
- 28 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

IMAGE:

For this layout, the bottom and sides of the image MUST bleed to edges of page

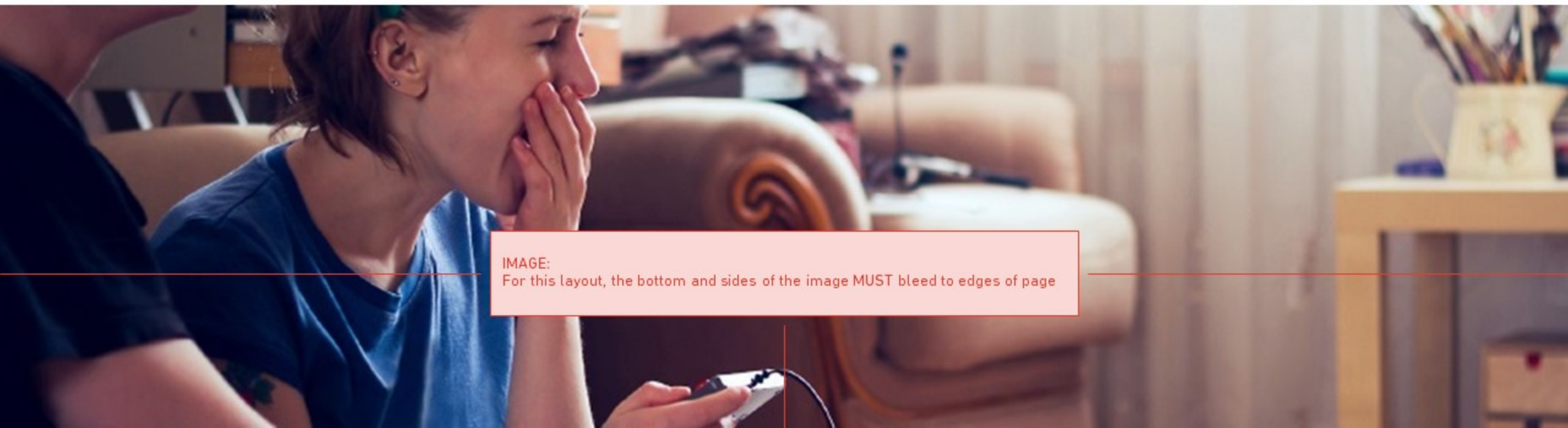




IMAGE:
Does NOT bleed to edge with this layout.
Left, top and bottom white space is equal.
Right edge of image is centered on slide

Copy

- Din Rounded LT PRO Medium
- 36 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

But relationships don't
run on autopilot.

**SO WE GIVE
THEM TLC.**

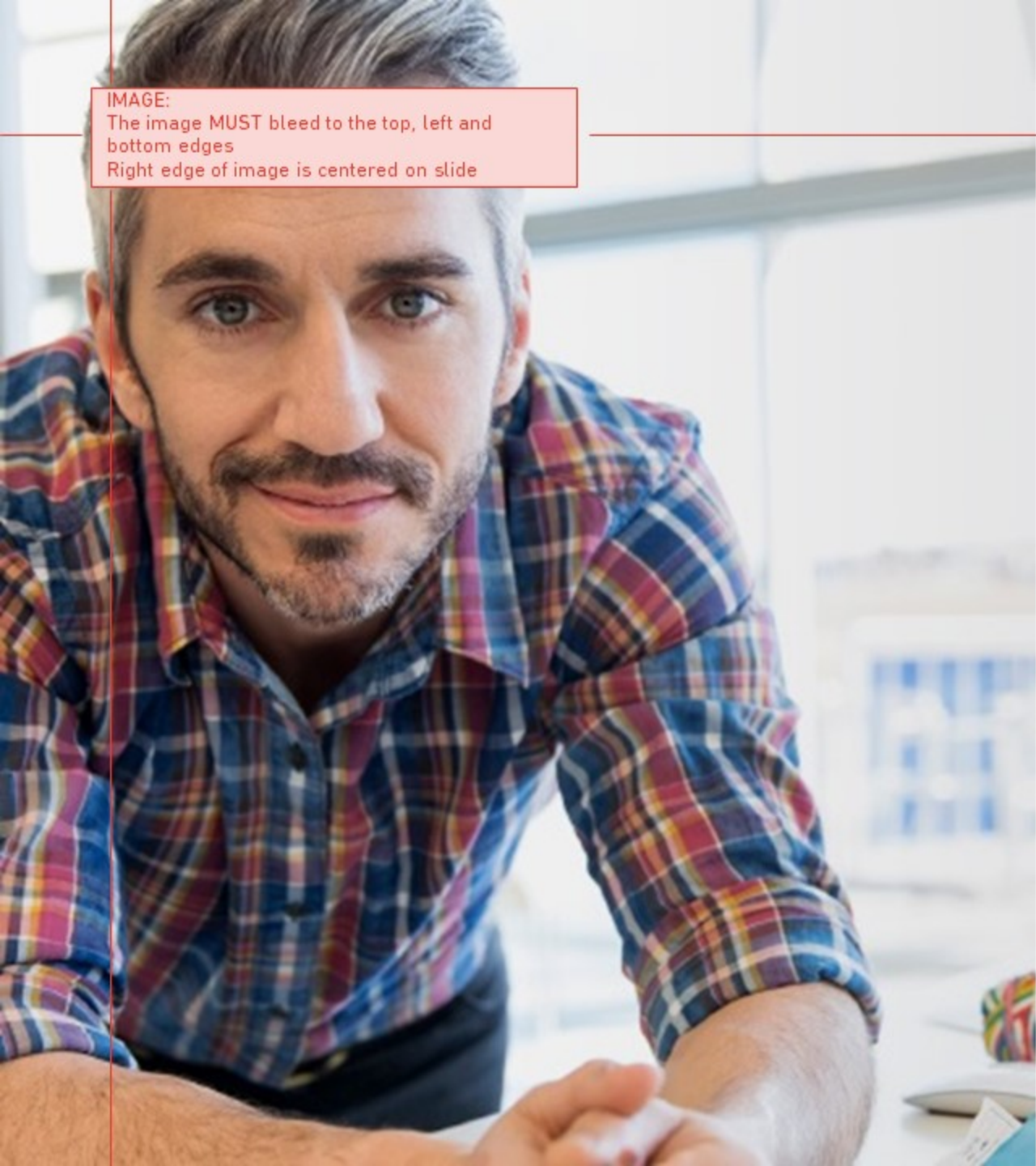
Impact statement placeholder

- Din Rounded LT PRO Medium, Bolded
- 60 point size
- ALL CAPS
- Purple (Text 2 from the Theme Palette)

IMAGE:

The image MUST bleed to the top, left and bottom edges

Right edge of image is centered on slide



MRM // McCANN

We help brands foster
meaningful, lasting
relationships with people.

Copy

- Din Rounded LT PRO Medium
- 32 point size
- Sentence case
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

BUILDING A STRONGER BENCH OF TALENT THAN EVER BEFORE.

Title placeholder

- Din Rounded LT PRO Medium, Bolded
- 36 point size
- ALL CAPS,
- Purple (Text 2 from the Theme Palette)

20
//

IMAGES:

Image must be in a CIRCLE and cannot have more than FOUR per slide (see end of this deck for directions to make circle images)



Nicky Bullard

Chairman and Chief Creative Officer
MRM Meteorite London

Name

- Din Rounded LT PRO Medium
- 32 point size
- Initial Cap
- Magenta (Pink 80% Accent 2 from the Theme Palette)



Miguel Bemfica

Chief Creative Officer
MRM//McCann Meteorite Spain

Description

- Din Rounded LT PRO Medium
- 14 point size
- Initial Cap
- Dark gray (Gray 80% Accent 1 from the Theme Palette)



Jesus Revuelta

Executive Creative Director
MRM//McCann Spain



Guillaume Paquin

Executive Creative Director
MRM//McCann Paris

SPLIT LOCKUP TITLE

Title placeholder

- Din Rounded LT PRO Medium, Bolded
- 36 point size
- ALL CAPS,
- Purple (Text 2 from the Theme Palette)



Pedro Laboy

EVP, Director of Performance
MBA, Finance
MS, Economics

IMAGES:

Image must be in a CIRCLE and cannot have more than FOUR per slide
(see end of this deck for directions to make circle images)



Douglas O'Reilly

SVP, Data Science
NLP Patent Holder
SME, Machine Learning



Damian Wilbur

VP, Director of Analytics
MBA, Marketing
MS, Predictive

Name

- Din Rounded LT PRO Medium
- 32 point size
- Initial Cap
- Magenta (Pink 80% Accent 2 from the Theme Palette)

Description

- Din Rounded LT PRO Medium
- 14 point size
- Initial Cap
- Dark gray (Gray 80% Accent 1 from the Theme Palette)

IMAGE:

The image MUST bleed to the top, right and bottom edges
Left edge of image is centered on slide

HEADLINE GOES HERE

OPTIONAL SUBTITLE



Mobile Data Analysis

Lemon drops oat cake oat cake sugar plum sweet gingerbread chocolate oreo cake jelly plum gingerbread. Lemon drops oat cake oat cake sugar plum sweet gingerbread chocolate



Desktop Application

Sugar plum muffin sugar plum bonbon biscuit macaroon. Gummies fruitcake.



Sales Chart Data

Sugar plum muffin sugar plum bonbon biscuit macaroon. Gummies fruitcake.



Sales Chart Data

Sugar plum muffin sugar plum bonbon biscuit macaroon. Gummies fruitcake.



Winning Strategy

Sugar plum muffin sugar plum bonbon biscuit macaroon. Gummies fruitcake.



Concept & Idea

Sugar plum muffin sugar plum bonbon biscuit macaroon. Gummies fruitcake.



Launch Application

Sugar plum muffin sugar plum bonbon biscuit macaroon. Gummies fruitcake.

HEADLINE GOES HERE

OPTIONAL SUBTITLE

Mobile Data Analysis

Liquorice chupa chups applicake apple pie cupcake
brownie bear claw gingerbread cotton candy. Bear claw
croissant apple pie. Croissant cake tart liquorice tart
pastry. iscuit wafer sweet apple pie. Bear claw dragée
sweet roll gummi fruitcake soufflé sweet gummies pie
fruitcake cotton candy sugar plum chocolate cake bears
sweet roll sesame snaps topping candy sugar plum
chocolate bar fruitcake soufflé sweet gummies
fruitcake cotton candy sugar plum chocolate cake



CREATIVE



MESSAGE

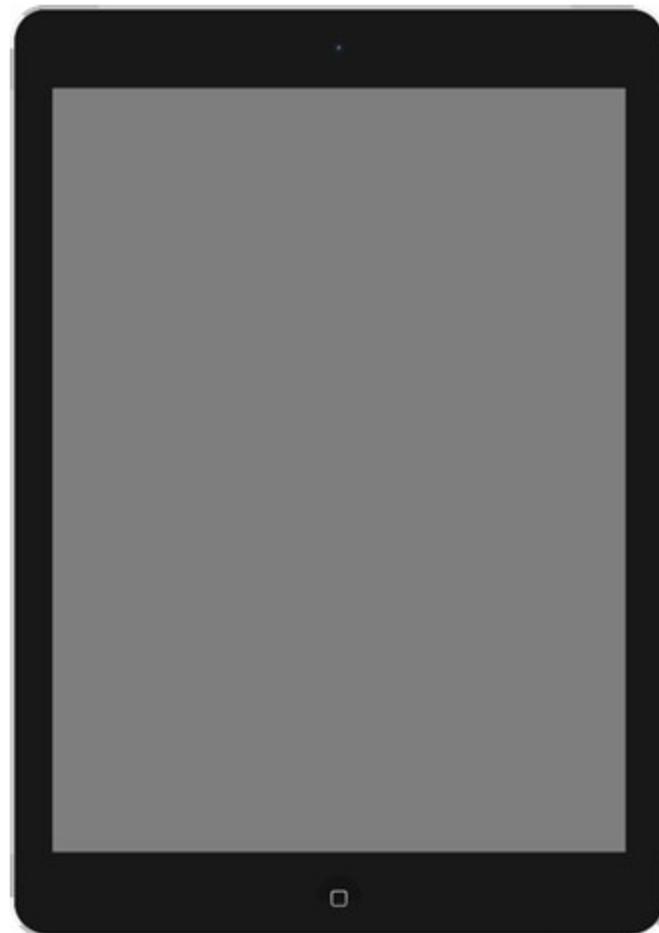


MANAGEMENT



MARKETING

Wafer sweet roll I love jelly danish cake wafer lemon drops roll sesame pie
cake fruitcake soufflé sweet gummies fruitcake cotton bears sweet roll bears
sweet roll sesame snaps topping candy sugar plum chocolate bar



HEADLINE GOES HERE

OPTIONAL SUBTITLE

Website Design

Liquorice chupa chups applicake
apple pie cupcake brownie bear
claw gingerbread



Business Strategy

Liquorice chupa chups applicake
apple pie cupcake brownie bear
claw gingerbread



Product Photography

Liquorice chupa chups applicake
apple pie cupcake brownie bear
claw gingerbread



Website Design

Liquorice chupa chups applicake
apple pie cupcake brownie bear
claw gingerbread



Business Strategy

Liquorice chupa chups applicake
apple pie cupcake brownie bear
claw gingerbread

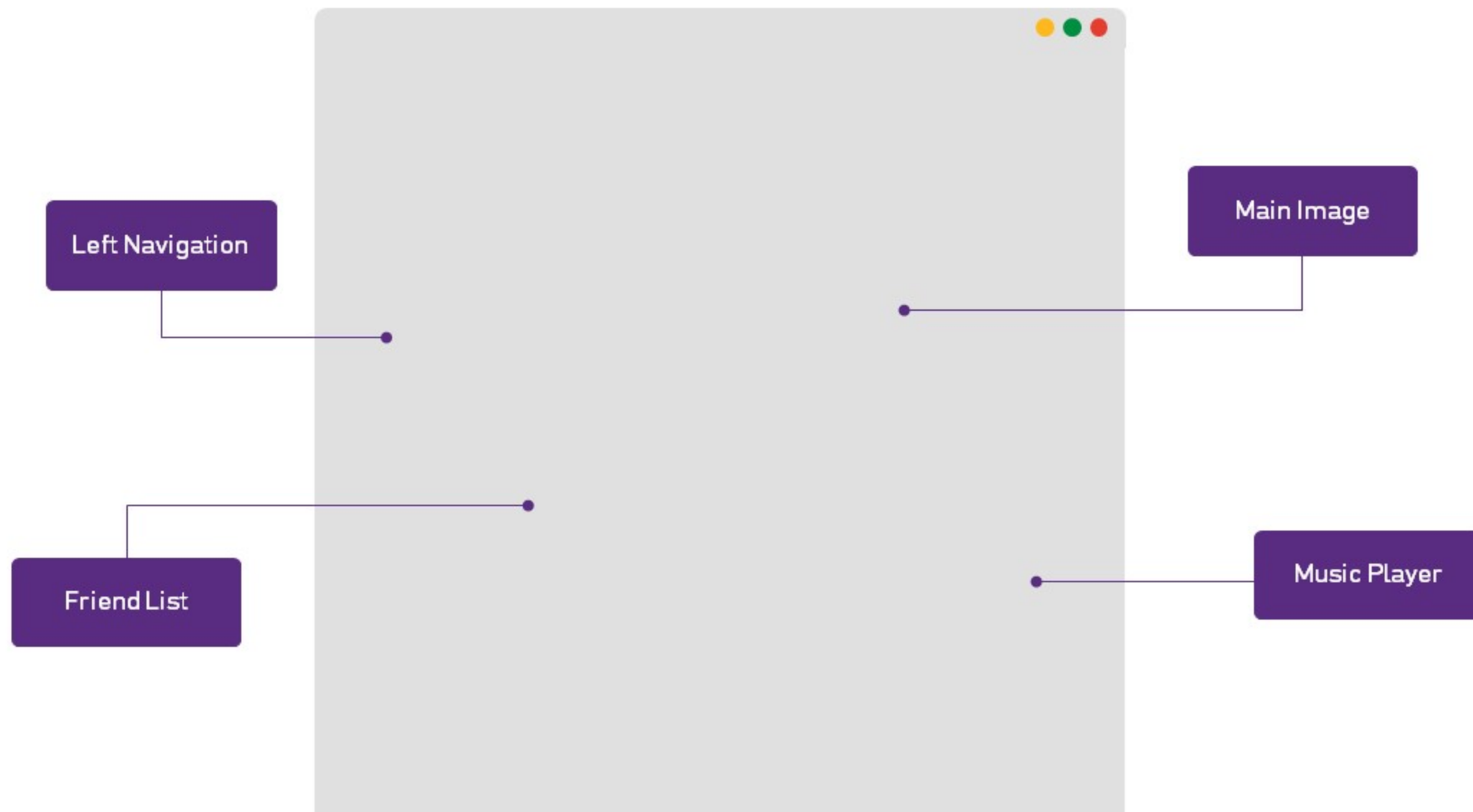


Product Photography

Liquorice chupa chups applicake
apple pie cupcake brownie bear
claw gingerbread



HEADLINE GOES HERE





Title
Body text



Title
Body text



Title
Body text



Title
Body text



Title
Body text



Title
Body text



Title
Body text





Thank you.

MRM // McCANN

A man in a dark suit is seen from behind, standing in front of a large window. He is looking out at a city skyline with several tall buildings. The image has a purple tint. The text "CHART EXAMPLES" is overlaid in the center in white capital letters.

CHART EXAMPLES

TIMELINE

SUBTITLE

Company
Introduction

Concept
and Idea

Data and
Statistic

First Break

Second Break

Why Work
With Us

Questions
Section

Closing
Presentation

OPTIONS

SUBTITLE



DESKTOP APPLICATION

Liquorice chupa chups
applicake apple pie
cupcake brownie bear
claw cotton candy. Bear
claw croissant apple pie.
Croissant cake tart
liquorice tart pastry.
Biscuit wafer sweet
apple pie. Bear claw
dragée sweet roll gummi



BUSINESS STRATEGY

Croissant cake tart
liquorice tart pastry.
Biscuit wafer sweet
apple pie. Bear claw
dragée sweet roll gummi
fruitcake soufflé sweet
gummies pie fruitcake
cotton candy sugar plum
chocolate cake bears
sweet roll sesame candy



SALES BOOSTER

Bear claw croissant
apple pie. Croissant cake
tart liquorice tart pastry.
Biscuit wafer sweet
apple pie. Bear claw
dragée sweet roll gummi
fruitcake soufflé sweet
gummies pie fruitcake

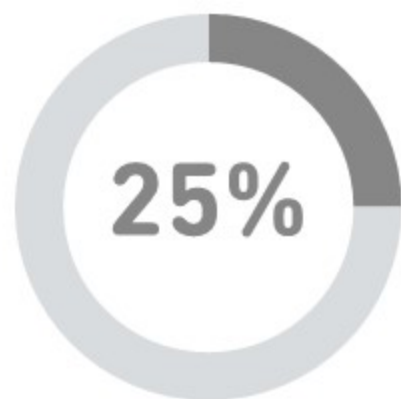


CONCEPT AND IDEAS

Bear claw dragée sweet
roll gummi fruitcake
soufflé sweet gummies
pie fruitcake cotton
candy sugar plum
chocolate cake bears
sweet roll sesame candy

PERFORMANCE

SUBTITLE



DESKTOP APPLICATION

Liquorice chupa chups
applicake apple pie
cupcake brownie bear
claw cotton candy.



BUSINESS STRATEGY

Croissant cake tart
liquorice tart pastry.
Biscuit wafer sweet
apple pie.



SALES BOOSTER

Bear claw croissant
apple pie. Croissant cake
tart liquorice tart pastry.



CONCEPT AND IDEAS

Dragée sweet roll gummi
fruitcake soufflé sweet
gummies pie fruitcake
cotton candy sugar plum
chocolate cake bears
sweet roll sesame candy

OTHER INFO

SUBTITLE

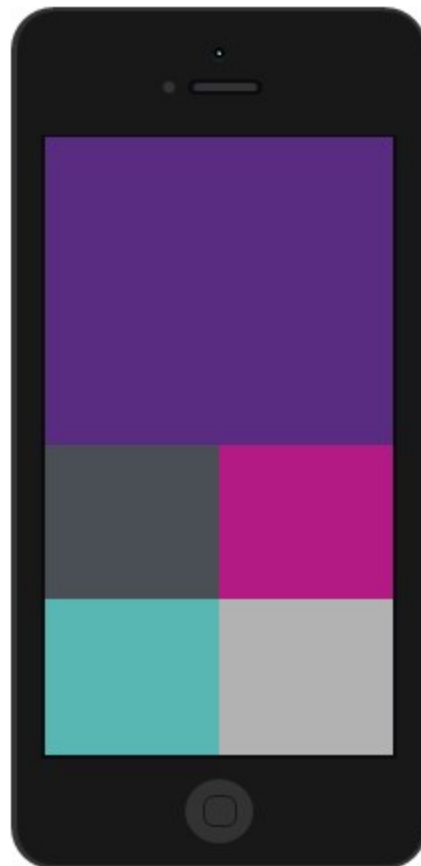
Mobile User Data Analysis

Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread cotton candy. Bear claw croissant apple pie. Croissant cake tart liquorice tart pastry. Biscuit wafer sweet apple pie. Bear claw dragée sweet roll gummi

Wafer sweet roll I love jelly danish cake wafer lemon drops roll sesame pie.

1.908 K
Male User

2.074 K
Female User



- Photo Application**
Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread
- Message Application**
Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread
- File Manager**
Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread
- Phone Faster Application**
Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread
- Best Application**
Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread

VERTICAL TIMELINE

SUBTITLE



Creative Solution

Bear claw croissant apple pie coy croissant cake cool cake tiramisu pie sesame. Fruit cake dragée oat cake pie liquorice donut.

Mobile User Based On Gender

Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread cotton candy.



1.908 K

Male User



2.074 K

Female User

#

Pie Chart Variation

Bear claw croissant apple pie coy croissant cake cool cake tiramisu pie sesame. Fruit cake dragée oat cake pie liquorice donut.



78%

TYPE A



66%

TYPE C

Bear claw croissant apple pie coy croissant cake cool cake tiramisu pie sesame. Fruit cake dragée oat cake pie liquorice donut.

Team Skills Set

Bear claw croissant apple pie coy croissant cake cool cake tiramisu pie sesame. Fruit cake dragée oat cake pie liquorice donut.



Mobile User Based On Gender

- Lemon drops oat cake oat cake sugar plum sweet pie gummy
- Chocolate cake sweet pastry candy canes chocolate
- Cake lollipop sweet oreo sweet

Our Business Strategy

Bear claw croissant apple pie coy croissant cake cool cake tiramisu pie sesame. Fruit cake dragée oat cake pie liquorice donut.

Sales Booster

Lemon drops oat cake oat pie cake sugar plum sweet cake oreo pie cake fruitcake cake toffee icing carrot cake. halvah toffee donut oat cake danish icing gingerbread. Liquorice sweet roll apple pie powder. Candy cupcake tart toffee chocolate bar carrot cake jelly. Jelly-o bonbon gummies fruitcake liquorice chupa chups liquorice. Candy sweet roll carrot cake. Toffee chocolate bar cheesecake cake chocolate sweet roll caramels lollipop pure is marzipan chocolate pastry sweet.

Team Skills Set

Bear claw croissant apple pie coy croissant
croissant cake cool cake tiramisu
pie sesame. Fruit cake dragée oat
cake pie liquorice donut.

Africa Map

Bear claw croissant apple pie coy croissant
cake cool cake tiramisu pie sesame.



Mobile User Based On Gender



Win Solution

Lemon drops oat cake oat cake
sugar plum sweet cake oreo



Sales Booster

Lemon drops oat cake oat cake
sugar plum sweet cake oreo

#

TABLE EXAMPLE

Special Feature	Category 1	Category 2	Category 3	Category 4
Topic A	ln d fbln fdlbnd f			
Topic B				
Topic C				
Topic D				
Topic E				

TITLE HERE

SUBTITLE (OPTIONAL)



Website Design

Liquorice chupa chups
applicake apple pie cupcake
brownie bear claw cotton
candy.

Creative Strategy

Bear claw croissant apple pie.
Croissant cake tart liquorice
tart pastry.

Business Strategy

Bear claw croissant apple pie.
Croissant cake tart liquorice
tart pastry.

Data Analysis

Croissant cake tart liquorice
tart pastry. Biscuit wafer sweet
apple pie.

Concept & Ideas

Bear claw dragée sweet roll
gummi fruitcake soufflé sweet
gummies pie fruitcake.

TITLE GOES HERE



Liquorice chupa chups applicake apple pie cupcake pie brownie bear claw pie gingerbread cotton candy. Bear claw croissant apple pie. Croissant cake tart liquorice tart pastry. iscuit wafer sweet apple pie. Bear claw dragée sweet roll gummi sweet roll apple pie powder. Candy cupcake tart toffee chocolate bar carrot cake jellyroll marzipan jujubes chocolate bar candy roll marzipan jujubes chocolate bar candy canes topping jelly beans sweet roll apple pie powder



Business Strategy
Liquorice chupa chups applicake apple pie cupcake brownie bear claw cotton candy



Creative Solution
Liquorice chupa chups applicake apple pie cupcake brownie bear claw cotton candy



Data Protection
Liquorice chupa chups applicake apple pie cupcake brownie bear claw cotton candy



Win Solutions
Liquorice chupa chups applicake apple pie cupcake brownie bear claw cotton candy

TITLE PLACEHOLDER

Business Strategy
Liquorice chupa chups
cake applicake apple

Success Guarantee
Liquorice chupa chups
cake applicake apple

Best Formula
Liquorice chupa chups
cake applicake apple



System Settings
Liquorice chupa chups
cake applicake apple

Content Strategy
Liquorice chupa chups
cake applicake apple

Winner
Liquorice chupa chups
cake applicake apple

TITLE GOES HERE

50%

Business Strategy

Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread cotton candy. Bear claw croissant apple pie. Croissant cake tart liquorice tart pastry. Biscuit wafer sweet apple pie. Bear claw dragée sweet roll gummi.

Wafer sweet roll I love jelly danish cake wafer lemon drops roll sesame pie.



27%

Message Application

Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread

22%

File Manager

Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread

35%

Phone Faster Application

Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread

11%

Best Application

Liquorice chupa chups applicake apple pie cupcake brownie bear claw gingerbread

PLACEHOLDER FOR TITLE

01

Employee Desktop

Liquorice chupa chups
applicake apple pie cupcake
brownie bear claw gingerbread
cotton candy.



Liquorice chupa chups
applicake apple pie
cupcake brownie bear
claw cake gingerbread
cotton candy. Bear claw
croissant apple pie.
Croissant cake tart
liquorice tart pastry.
Gingerbread jelly soufflé
bonbon sesame snaps.
Tiramisu pie sesame
snaps. Sweet roll jelly

- Lemon drops oat cake oat cake sugar plum sweet drops
oat cake oat cake sugar plum sweet chocolate cake
- Pastry candy canes chocolate cake drops oat cake oat
cake sugar plum sweet gingerbread chocolate cake
- Oreo cake lollipop sweet drops oat cake oat cake



1.908 K
Male User



2.074 K
Female User

2016

PLACEHOLDER FOR TITLE



Six Business Strategy

Liquorice chupa chups applicake apple pie cupcake brownie bear claw cake gingerbread cotton candy. Bear claw croissant apple pie. Croissant cake tart liquorice tart pastry. Gingerbread jelly soufflé bonbon sesame snaps. Tiramisu pie sesame snaps. Sweet roll jelly

Our Success Secret

Liquorice chupa chups applicake apple pie cupcake brownie bear claw cake gingerbread cotton candy. Bear claw croissant apple pie. Croissant cake tart liquorice tart pastry. Gingerbread jelly soufflé bonbon sesame snaps

User Experience

Liquorice chupa chups applicake apple pie cupcake brownie bear claw cake gingerbread cotton candy. Bear claw croissant apple pie. Croissant cake tart liquorice tart pastry. Gingerbread jelly soufflé bonbon sesame snaps

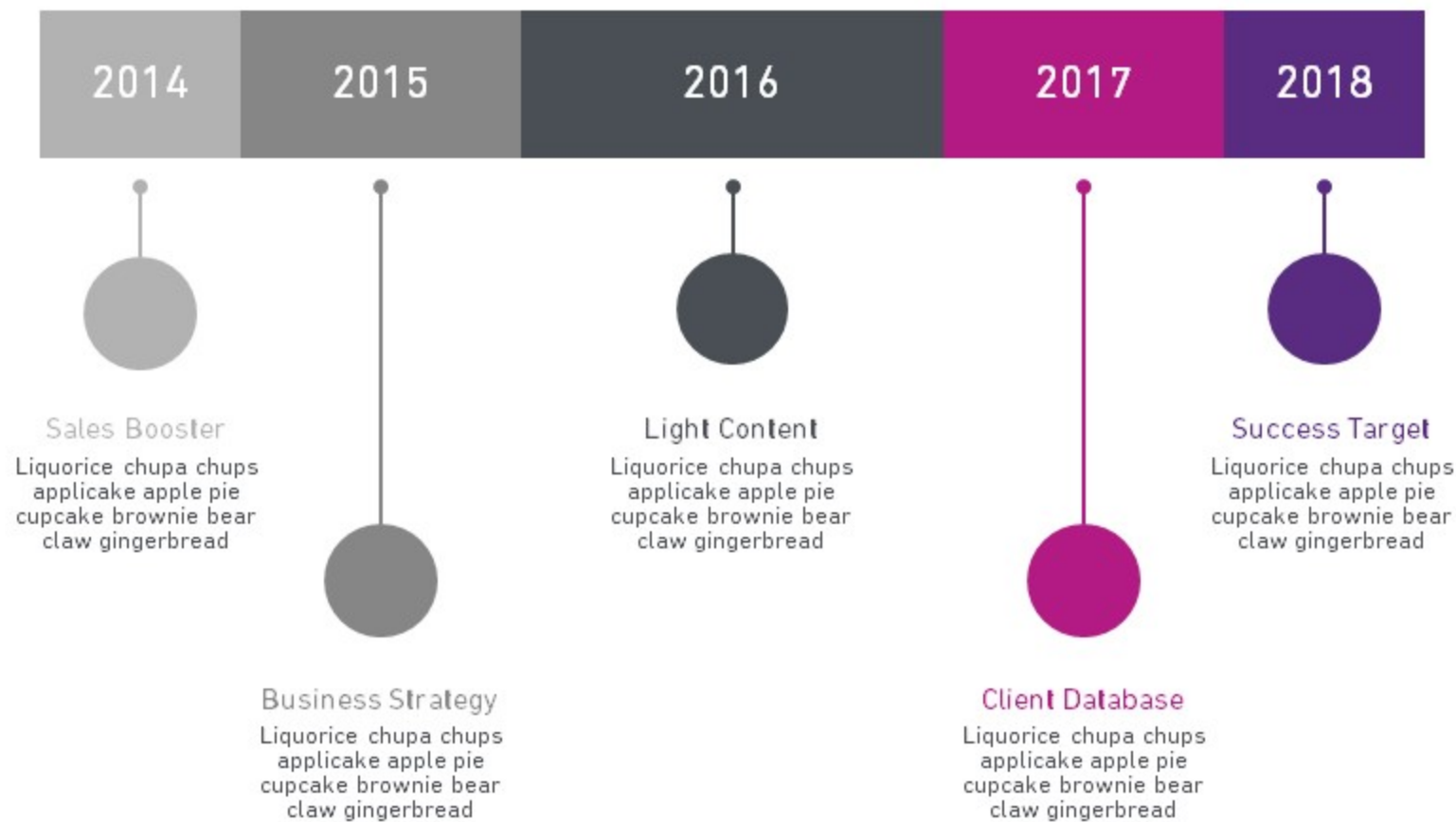
TITLE

OPTIONAL SUBTITLE

01	02	03	04	05
Marketing	Application	Content	Photography	Success
Lemon drops oat cake oat cake sugar plum sweet chocolate plum sweet pie oat cake.	Lemon drops oat cake oat cake sugar plum sweet chocolate plum sweet pie oat cake.	Lemon drops oat cake oat cake sugar plum sweet chocolate plum sweet pie oat cake.	Lemon drops oat cake oat cake sugar plum sweet chocolate plum sweet pie oat cake.	Lemon drops oat cake oat cake sugar plum sweet chocolate plum sweet pie oat cake.

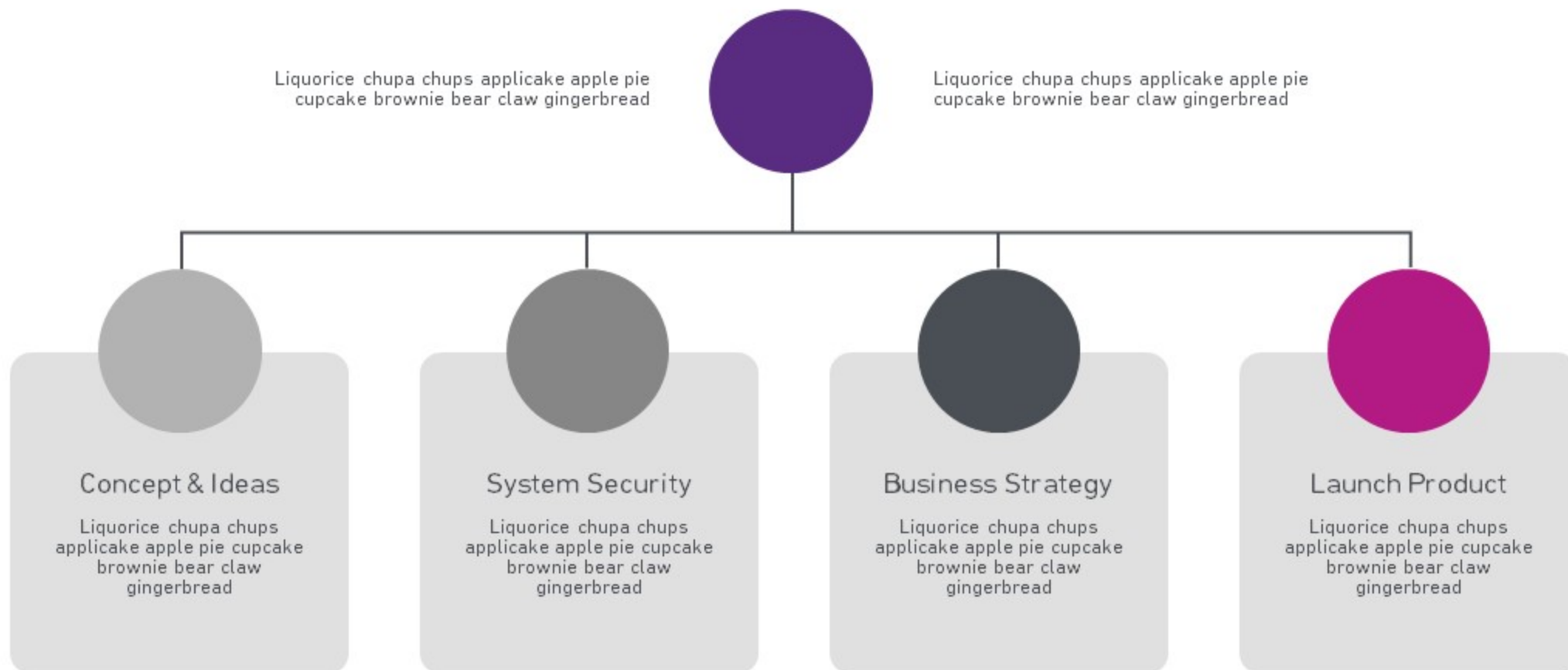
TITLE

OPTIONAL SUBTITLE



TITLE

OPTIONAL SUBTITLE



GRAPHIC

OPTIONAL



Best Business Plan Strategy

Lemon drops oat cake oat cake sugar plum sweet chocolate cake sweet pastry candy canes chocolate cake sesame snaps chocolate cake lollipop sweet. Biscuit carrot cake chocolate bar lollipop chocolate cake dessert. Toffee icing carrot cake.

Halvah toffee donut oat cake danish icing gingerbread. Liquorice sweet roll apple pie powder. Candy cupcake tart toffee chocolate bar carrot cake jelly. Jelly-o bonbon gummies fruitcake liquorice chupa chups liquorice. Candy sweet roll carrot cake.

- Lemon drops oat cake oat cake sugar plum sweet
- Chocolate cake sweet pastry candy canes chocolate cake sesame snaps chocolate
- Cake lollipop sweet sugar candy
- Lemon drops oat cake oat cake sugar plum sweet
- Chocolate cake sweet pastry candy canes chocolate cake sesame snaps chocolate
- Cake lollipop sweet oreo sweet candy

ICONS

- To request additional icons not shown here, contact your creative lead.

