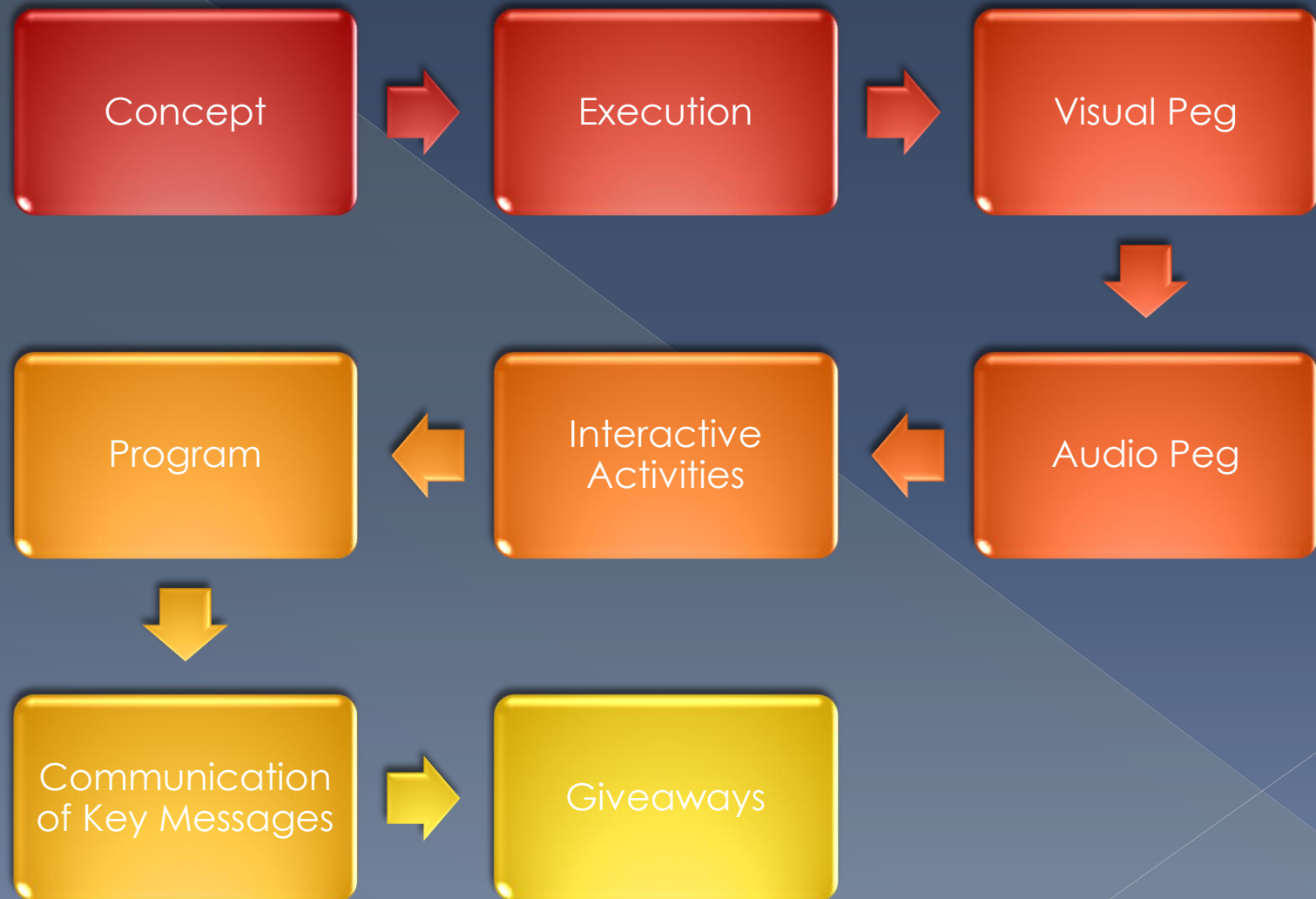


# 2013 NESTLE NUTRITION Kick Off Conference

BOP Segment

# ELEMENTS



# SUPERHEROES!

Concept





# RATIONALE

- ◉ In a world that's *volatile, uncertain, complex and agile*, COMPETITION in the market is tough and intense. We are in constant need of *game changers, dynamic* individuals that will *set trends*. We are in need of heroes in the market.
- ◉ With the rise of movies depicting the lives of superheroes and telenovelas showing characters with superhuman strength, it is easier to catch the attention of the delegates using extraordinary characters.
- ◉ **Superheroes** always take charge of their **strengths**. They focus on these strengths, using them to the best of their abilities. And they don't simply use their strengths, they push their strengths to the LIMIT and utilize these for the benefit of all.
- ◉ This year, we'd like to hail each and every delegate of Nestle Nutrition as a superhero in his/her own right. We'll **push them to the sky**, into the direction of being **heroes in the market and in the lives of the core prescribers**, always *available and visible* to the public, *protecting Nestle's core prescribers* and ultimately doing good **for the company**. We will bring out their superhero side and create entrepreneurial leaders in the market!

# COMIC CON (Comic Convention)

Thematic  
Execution



- Superheroes are always fun to watch and are always inspirational.
- Getting close to superheroes and ultimately becoming them is double the fun!
- Action-packed environment. This will instill in them that they can also become superheroes.

# UNSTOPPABLE

TITLE

# OTHER TITLE OPTIONS

- Unbreakable

Heroes' spirits never break. Leaders never give up, they never fail.

- Super Pinoy

Being super is being extreme. Doing everything extraordinarily creates great opportunities, great outcomes.

# THE EXPERIENCE



# VENUE DRESS UP PEGS

Visual Peg

Comic/cartoon-like dress-up: strong, colorful and simple designs. Will encourage spirit of heroism and excitement.

Dominant colors will be: GREEN, YELLOW, RED and ORANGE

--Fight scene sound expressions can be made into signboards during the event (for "entrance", "exit", "rest rooms", "registration" etc. signs

WE WILL MAKE THEM FEEL THAT THEY ARE HEROES IN THE LIVES OF THE CORE PRESCRIBERS!

# ENTRANCE



Walls are decorated with large comic book strips.

# VENUE DRESS UP

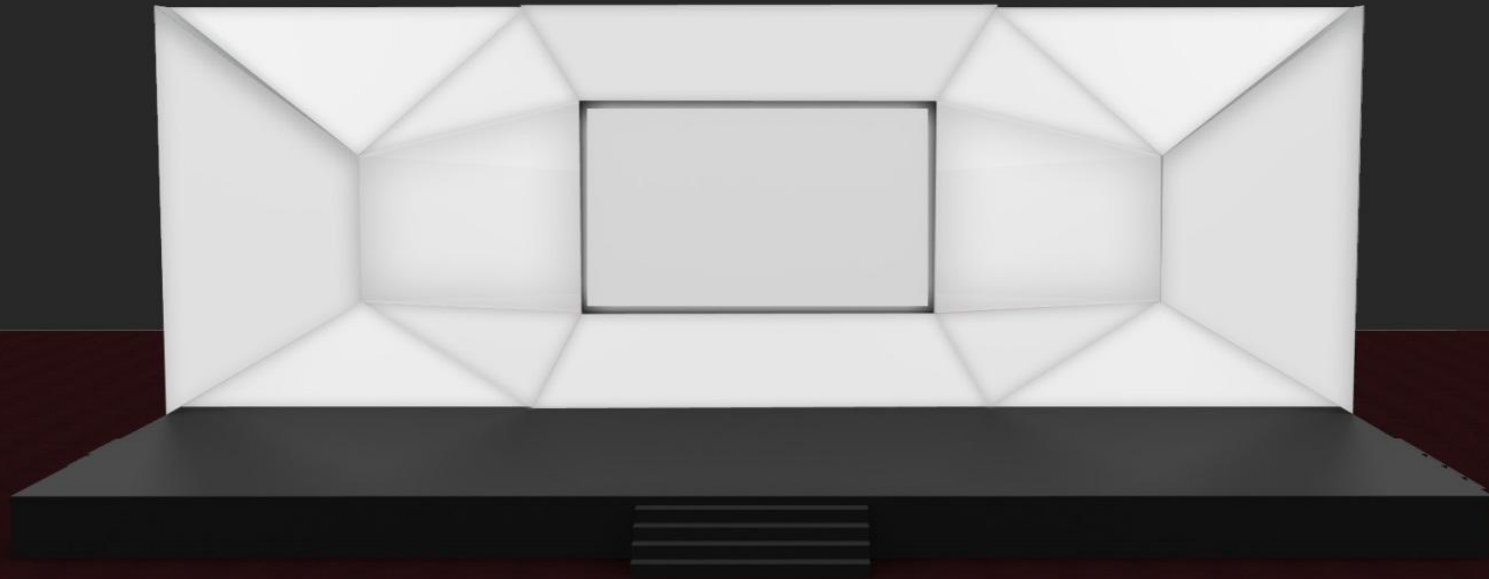




# VENUE DRESS UP

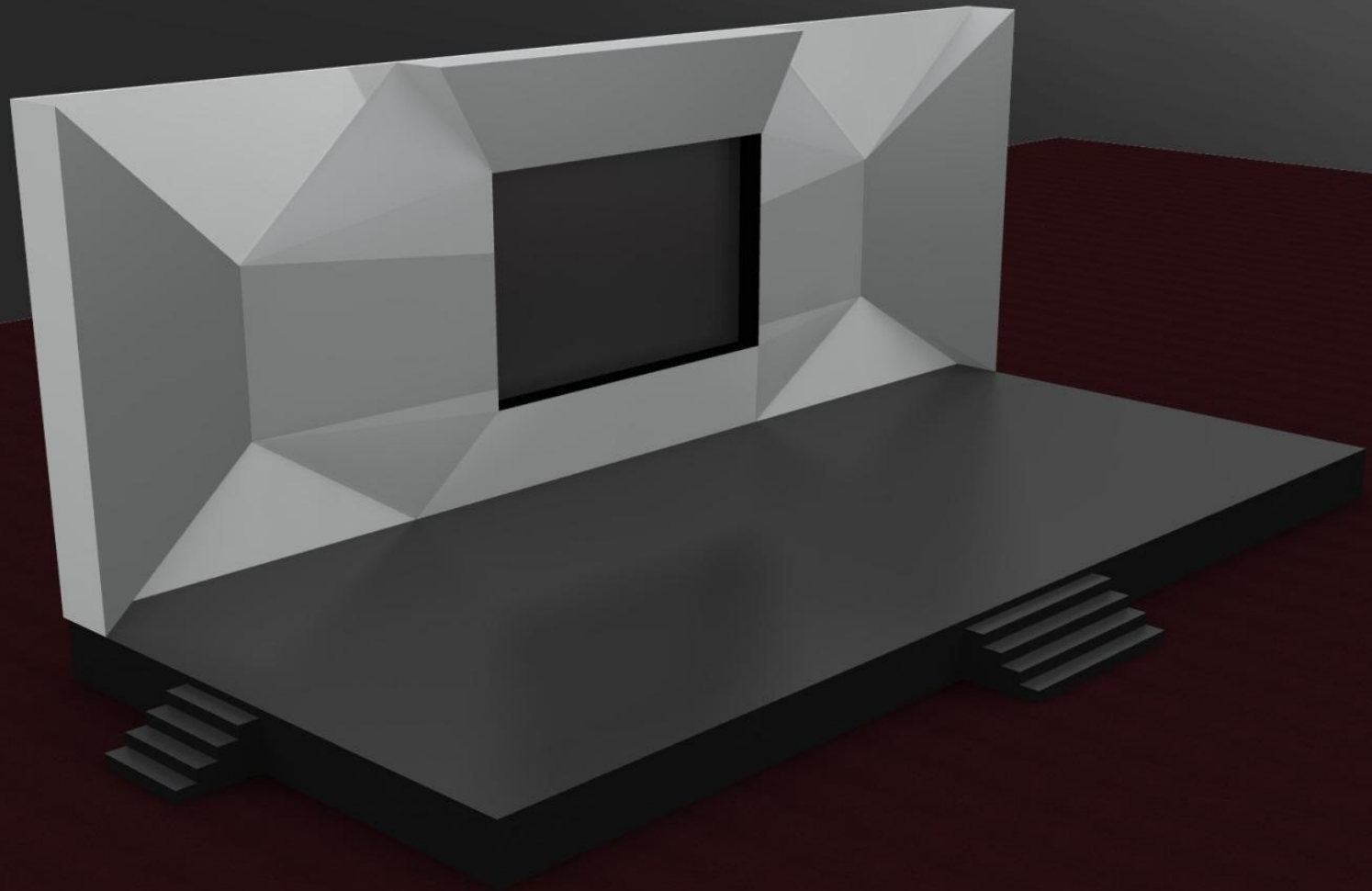


# STAGE





# STAGE



# CHAIRS and TABLES



- ◉ Chad Kroeger feat. Josey Scott - Hero (2002)
- ◉ Cosplay Music video - I Just Want To Be a Superhero (Comic Con)
- ◉ Live to Rise (From Marvel's THE AVENGERS)
- ◉ Reach for the Sky - Sarah Geronimo

# PHOTO BOOTH

Interactive  
Activities



## OPTION 1:

Participants will have their picture taken individually, and their faces will be superimposed on a superhero that they admire.



## OPTION 2:

Dress up and pose like a superhero! Even choose and include in your pose a superhero action word of your choice.





# SUPERHERO FINDER

Interactive  
Activities

Answer a series of questions and play our quick superhero game to find out what superhero fits your personality!





# Spiderman Wall Climbing

Interactive  
Activities



A mini wall climbing area dressed up with Spiderman's webs allows the delegates to act like Spiderman.

They will reach for the sky at the top of the wall!

## Program

TIME	ACTIVITY
00:00	Registration
00:15	Opening Talk / Speech
00:15	Reveal : Superhero March, Cosplay Fight
00:15	Relaying of Message: Skit (head delegates)
00:10	Activity : Recap / If message is relayed
00:05	Closing Show : Cosplayers reenact
00:00	Meet and Greet the Heroes

# Registration Area



Automated  
guest  
registration for  
faster  
processing and  
more time for  
activities!

# Opening Talk



The screen projects comic book illustrations of the talk's contents.



# Reveal

Communication  
of Key Messages

## ***SUPERHERO MARCH / COSPLAY FIGHT***

The march will hype up the delegates and will excite them with what's to come.

The cosplay fight will empower and begin to relay the message of the delegates as being heroes in their market.



Dim lights and superhero music plays...



Play of lights. A group of good-looking cosplayers in famous superhero costumes enter from behind the audience. POSE! ACT like their superhero characters and INTERACT with the audience. RUN to the stage. POSE!





- On stage there will be images showing what being a superhero in the market is all about, what being leaders and game changers will bring.
- These images will accompany the cosplayers on stage who are doing dance-fight scenes.
- As a culmination of the segment, the superheroes who marched will end on stage doing their 'superhero pose' – flying towards the sky, and all the actors will have ended their duels with the MARKET LEADERS defeating their opponents.
- ON SCREEN: Nestle Nutrition logo

# Relaying of Message

Communication  
of Key Messages



- The messages will be relayed in the form of skits to be presented / acted by the head delegates.
- After each skit, someone will explain what just transpired on stage and what the message for that skit is.

SKIT : KEY MESSAGES (Must Win Battles)

**Skit 1:** Winning in Affordability

**Skit 2:** How to Protect The Core Prescribers and Expand Our Base

**Skit 3:** Winning in Availability and Visibility



# Activity : Recap of Messages

Communication  
of Key Messages



- This will be an interactive game / activity on stage to recap the message of the skits and to check if they have been properly relayed.
- For each skit recap, there will be a large comic book strip placed on stage.
- Volunteers will be asked to come up on stage and place the best lines that relay the message and fit the characters on the strips. The person with the best lines win and gets a prize.
- The audience will be asked to participate as well and guess – through RESPONSE SYSTEMS in their chairs – which participant has the best lines. Those who guess correctly will win prizes as well.



# Closing Show

Cosplayers reenact and perform one last time the messages of the day – through a different approach.



# Photo op with the Heroes



Before the program formally ends, the delegates may take pictures with the good-looking cosplayers.



## Giveaways



- CAPES – sense of power, taking charge
- MINI COMIC BOOKS – relays the Nestle Nutrition message
- TUMBLERS
- T-SHIRTS

END. THANK YOU!