Digital has accelerated the speed at which **companies must evolve**
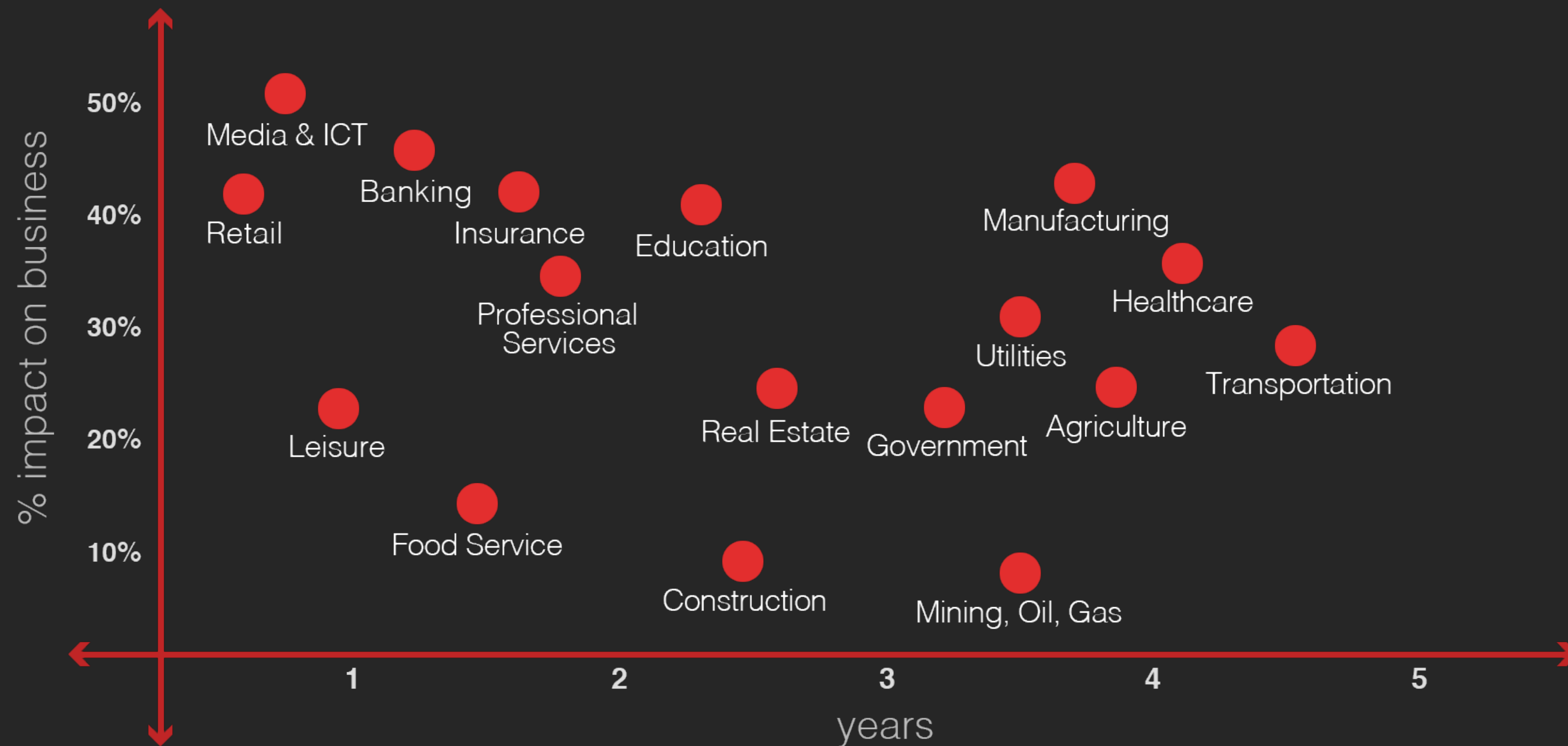
"At least 40% of all businesses will die in the next 10 years if they don't change their entire company to accommodate new technologies."

John Chambers – Former CEO of Cisco

Most companies will be disrupted in just 2-3 years **unless they adapt**

% impact on business

Media & ICT

Banking

Retail

Insurance

Education

Manufacturing

Professional Services

Healthcare

Utilities

Transportation

Leisure

Real Estate

Government

Agriculture

Food Service

Construction

Mining, Oil, Gas

years

Tomorrow's success requires an **innovative approach** where all aspects of an organization are **unified**

But companies are trapped in silos with **disparate tactics & outdated solutions**
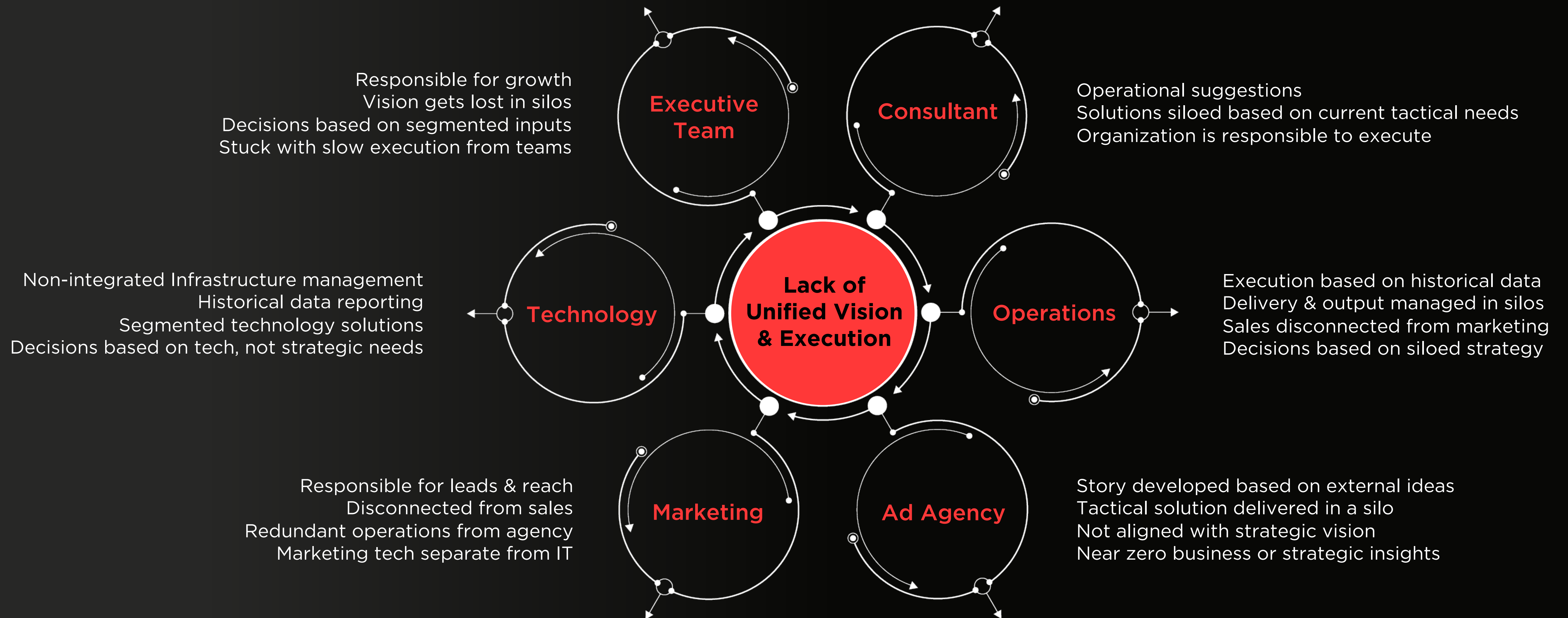
CEO

CMO

COO

CTO
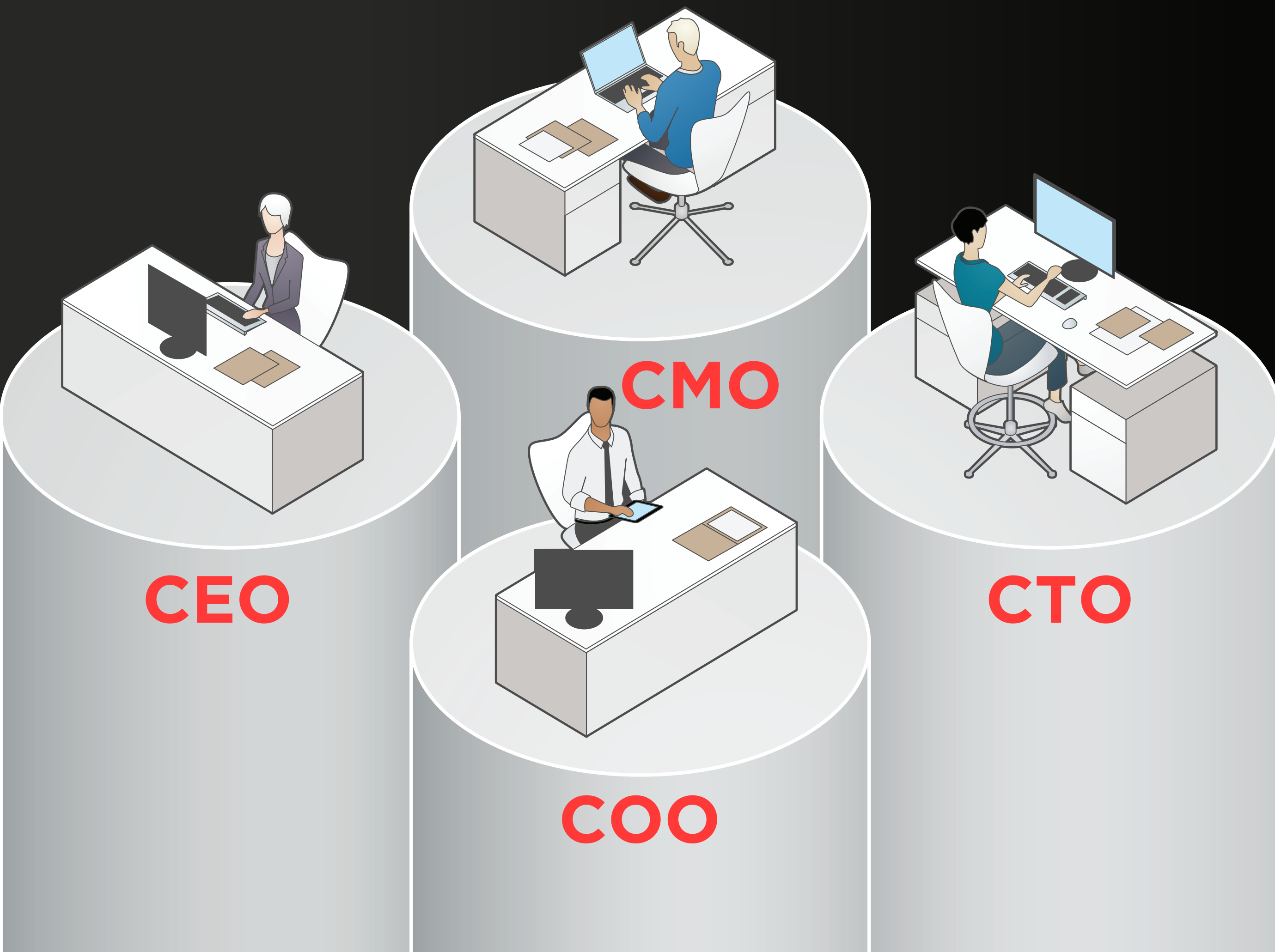
Silo Symptoms:

Data does not predict performance
Slow decision making processes
3-5 year churn on people & tech
Reactionary to competition
Innovation is challenging
Technology is fragmented
Stuck in the weeds

Consultants & ad agencies **magnify the problem** by perpetuating the siloed approach

Executive Team

Responsible for growth
Vision gets lost in silos
Decisions based on segmented inputs
Stuck with slow execution from teams

Consultant

Operational suggestions
Solutions siloed based on current tactical needs
Organization is responsible to execute

Technology

Non-integrated Infrastructure management
Historical data reporting
Segmented technology solutions
Decisions based on tech, not strategic needs

Lack of Unified Vision & Execution

Operations

Execution based on historical data
Delivery & output managed in silos
Sales disconnected from marketing
Decisions based on siloed strategy

Marketing

Responsible for leads & reach
Disconnected from sales
Redundant operations from agency
Marketing tech separate from IT

Ad Agency

Story developed based on external ideas
Tactical solution delivered in a silo
Not aligned with strategic vision
Near zero business or strategic insights

Innovation & growth are further stifled with **first/last mile practices**

Consulting Firms

Theory focused without ability to provide executional resources

Ad Agencies

Tactically focused without ability to influence overall organization

Business Strategy

Operations

Production

Finance

Technology

Marketing

Strategy through Execution

We broke the model and designed an end-to-end methodology
that delivers impact & growth as your unified partner.

Business Strategy

Operations

Production

Finance

Technology

Marketing
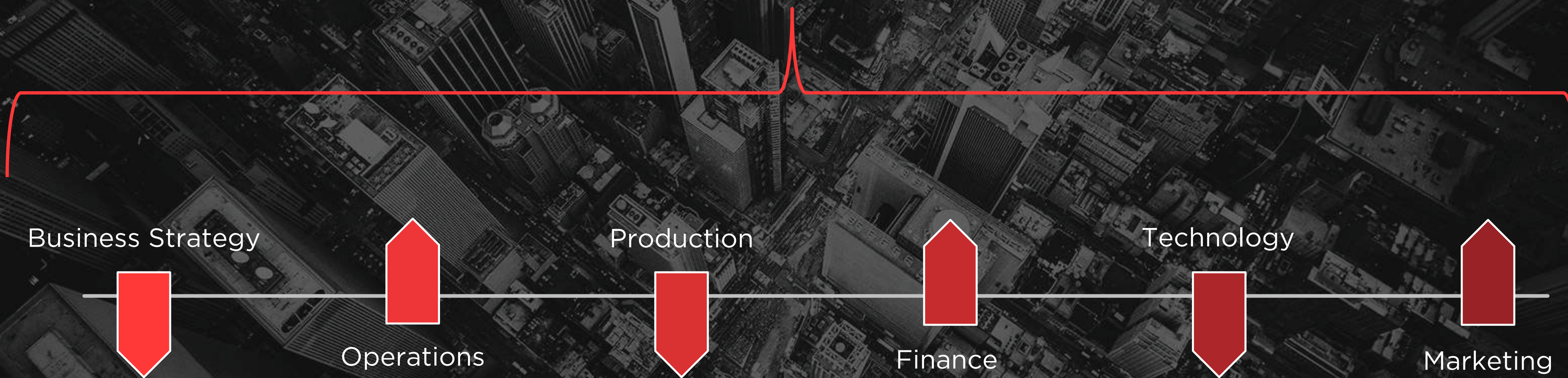
BOLD
WORLDWIDE

All Systems Grow

BOLD integrates strategy, story, marketing, and technology into an agile methodology that **unleashes massive impact & growth** for your company.

BOLD
WORLDWIDE

BOLD Strategy

+ Strategic Assessment
+ Organizational Alignment
+ Agile Roadmap Development
+ Go-To-Market Acceleration
+ Business Model Innovation
+ Digital Transformation
+ Vision Reengineering

BOLD Studios

+ Content Creation
+ Video Production
+ Story Development
+ Brand Identity & Design
+ Motion Graphics & VFX
+ Data-Influenced Content
+ Full-Stack Development

BOLD Marketing

+ Digital Marketing
+ Campaign Management
+ Social Media Management
+ eCommerce Deployment
+ Lead Generation & Sales
+ Media Planning
+ Measurement & Optimization

BOLD Analytics

+ Big Data Solutions
+ Predictive Analytics
+ Machine Learning & AI
+ Business Intelligence
+ Customer Insights
+ Market Research
+ Systems Development

BOLD
WORLDWIDE

Strategy

Story

Unified Organization

Data

Marketing

BOLD delivers integrated, high-impact solutions for the digital age

+ Grow faster with a predictive model
+ Deliver what your customers really want
+ Unify all aspects of your organization
+ Increase operational efficiencies quickly
+ Uncover & capitalize on new opportunities

BOLD
WORLDWIDE

Brands powered by BOLD ►►►

Microsoft

DIRECTV

GE

Gillette™

SAP

JLO

A·ROD CORP™

AXA

JACOBS

bp

Tropicana

KAPLAN

BMW

Merck

P&G

AIRBUS GROUP

UFC GYM

BAYER

PEPSICO

Ray·Ban

orangetheory®

AFTERSHOKZ

AMGEN

Borgata
HOTEL CASINO & SPA

SNY

"What's dangerous is not to **evolve**."

Jeff Bezos – CEO of Amazon

Traditional solution models are **inefficient, costly & slow**

THE OLD WAY

IDEA — Eureka! We have a great idea.

BUILD — Let's make a prototype.
This will make us billions!

TEST — Widget is done! Let's hire some focus groups to see if they like it.

PRODUCE — Based on testing, we adjusted the widget – let's mass produce!

MARKET & SELL — We have a lot of widgets, we're going to need ton of sales people and marketing to sell it!

INVESTMENT (time & money)

LOW — HIGH

IDEA

BUILD

TEST

PRODUCE

MARKET & SELL
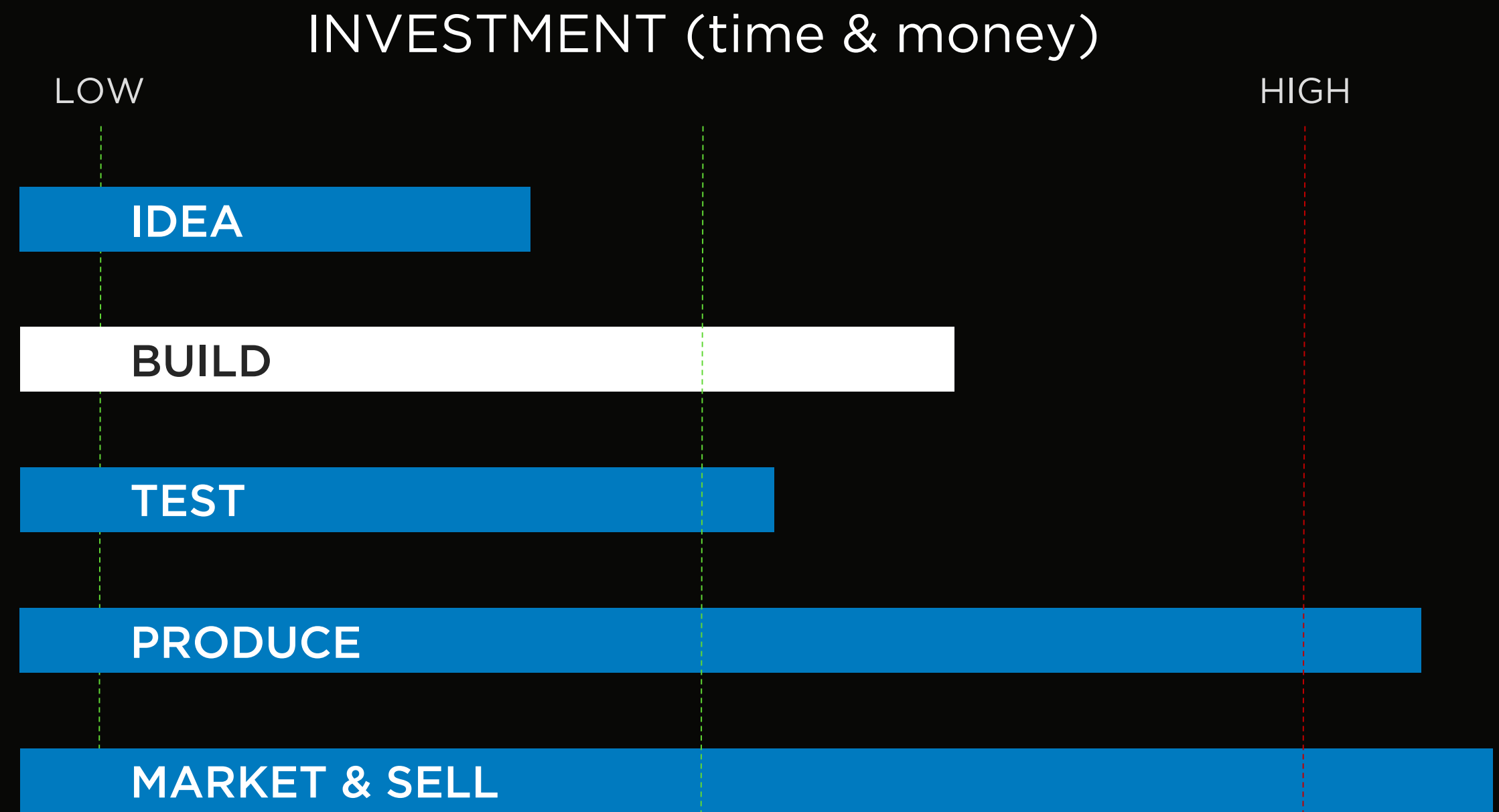
Traditional solution model takes significant time and capital investments to go from idea to market without any guarantee of success.

BOLD
WORLDWIDE

introducing

The BOLD Way

Our agile solution model is driven by data
creating efficiency & impact quickly

THE BOLD WAY »»»
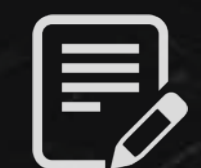
ASSESS
Document "what" capabilities exist & "how" they can be used optimally.

ANALYZE
Deploy big data "listening" tools to understand what customers actually "want" or "need".

TEST
Leverage digital marketing & analytics to "validate" the offerings.

BUILD
Begin building based on regionalized demand models. Create value through hyper personalization.

MARKET & SELL
Stock & sell and scale strategically based on data driven decisions.

INVESTMENT (time & money)

LOW   HIGH

ASSESS

ANALYZE

TEST

BUILD

MARKET & SELL

The BOLD Way agile solution model cuts down costs, time and investments across all aspects of production with a high likelihood of success.
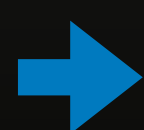
The **BOLD** Way vs The Old Way:

BOLD
WORLDWIDE
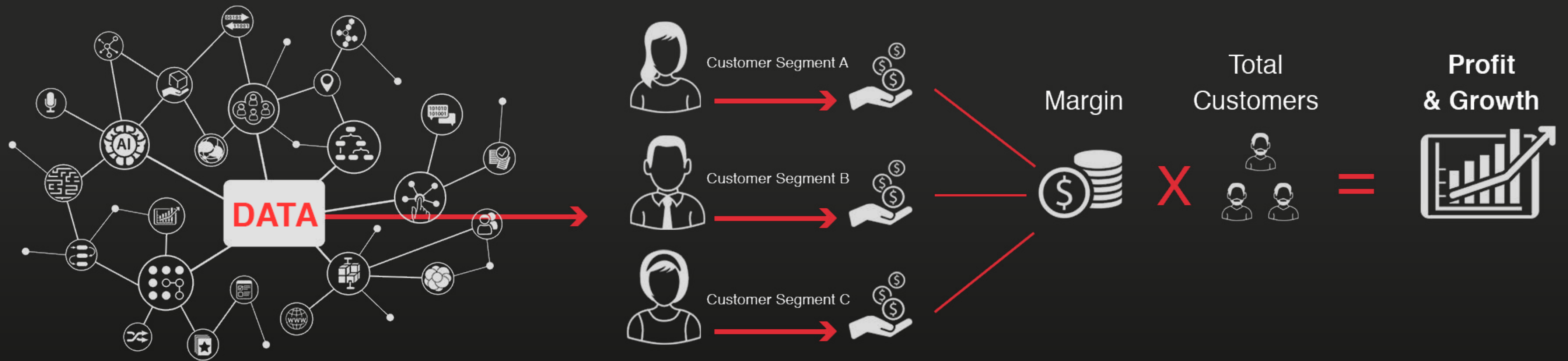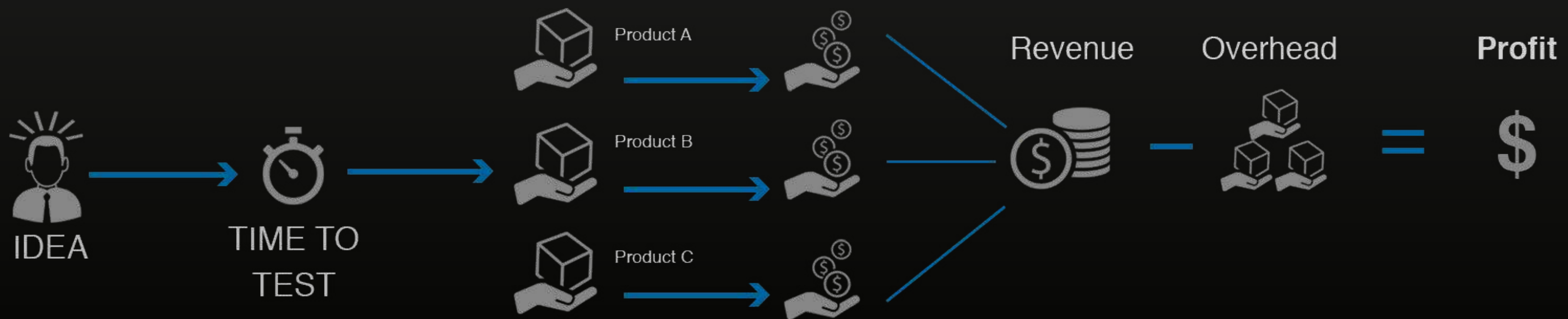
The OLD Way

Slow, idea-driven model.

Higher costs to test, produce, and sell.

Marketing designed to sell customers on idea.

Broad market approach with no guarantee of success.

High probability of failure.

The BOLD Way

Fast, data-driven model.

Lower costs with higher customer demands.

Marketing used to gain visibility of customer needs.

Hyper personalized go-to-market approach.

High success rate.

WINNER

"The **BOLD methodology** is what all companies must implement if they want to dominate over the next 3 years."

C-Suite Thought Council

"Disruptors don't set out to beat you at your own game — they change the rules."

Kai Riemer – Digital Disruption Research Group

BOLD WORLDWIDE

BOLD Strategy

BOLD helps you assess, strategize, and implement a unified vision, predictive analytics, and an agile roadmap to **accelerate your growth into the future**.

Strategy

Story

Unified Organization

Data

Marketing

+ Strategic Assessment

+ Organizational Alignment

+ Agile Roadmap Development

+ Go-To-Market Acceleration

+ Business Model Innovation

+ Digital Transformation

+ Vision Reengineering

Stop jumping right into tactics that lack impact
we start with a roadmap

Future Potential
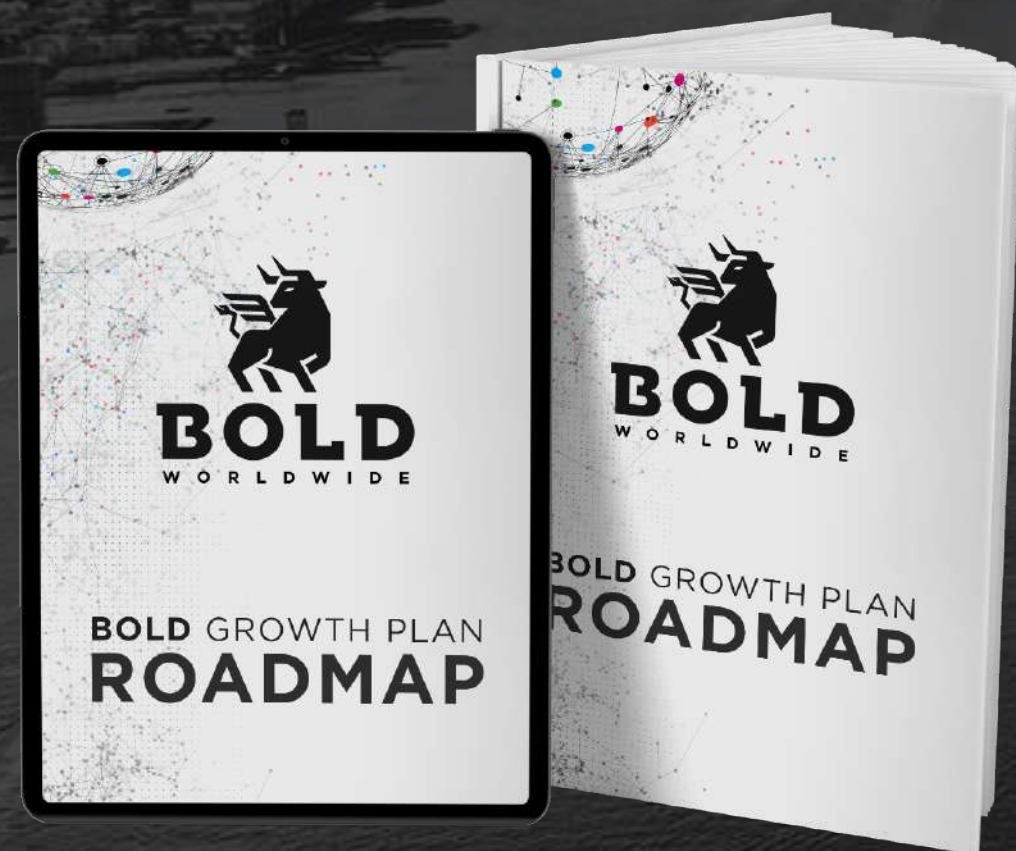
BOLD Agile Roadmap:

Unbiased assessment of current state
Uncover biggest areas of opportunity
Clarify strategic vision
Define constraints & gaps
Utilize predictive data & analytics
Deliver efficiencies across organization
Progressive execution weighted by impact
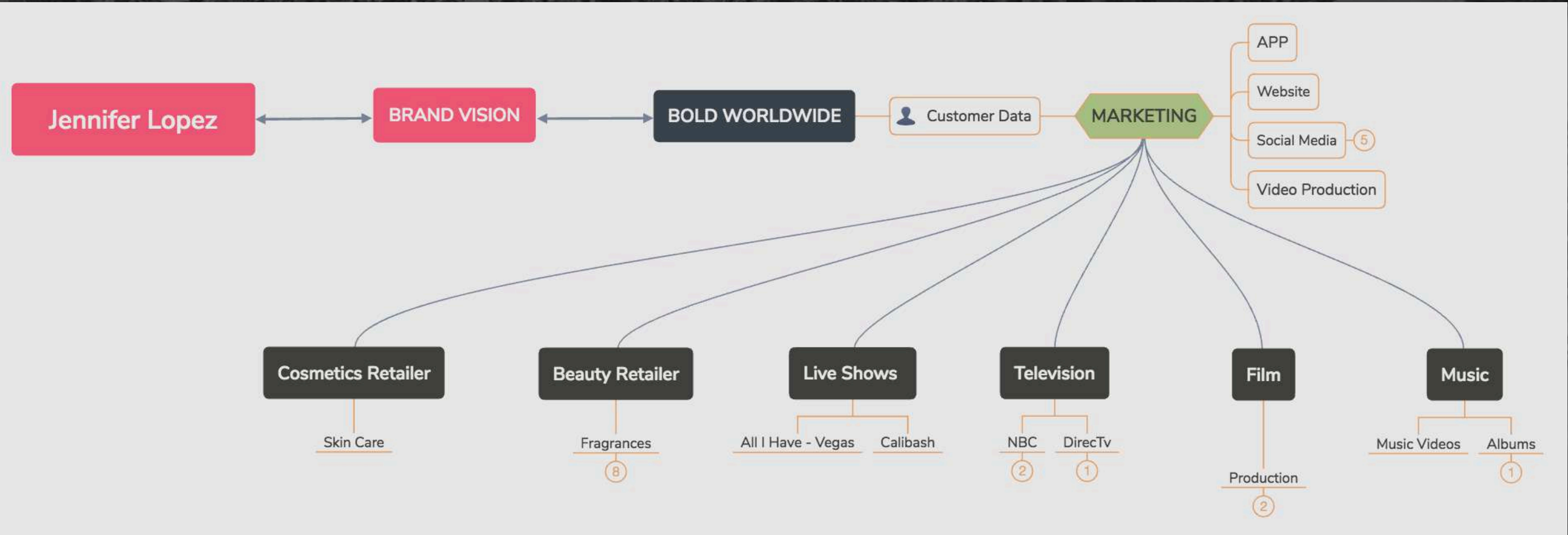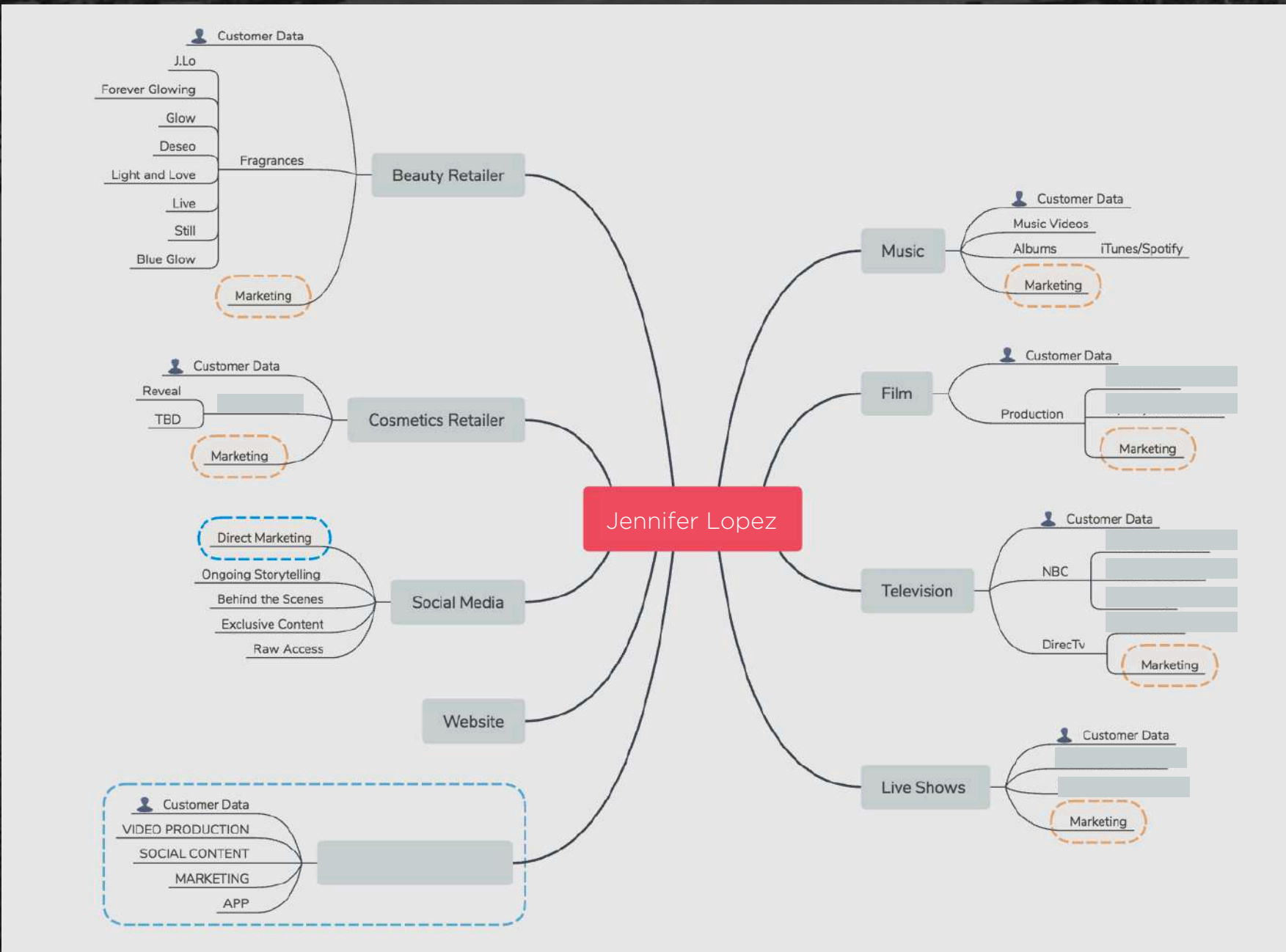Unify cross-functional areas
Clear path to results

We look for and find opportunities to **streamline your operations**

The Old Way:
Inefficient & Complex

The BOLD Way:
Streamlined & Agile

![BOLD Worldwide logo]

BOLD WORLDWIDE

Strategy

Story
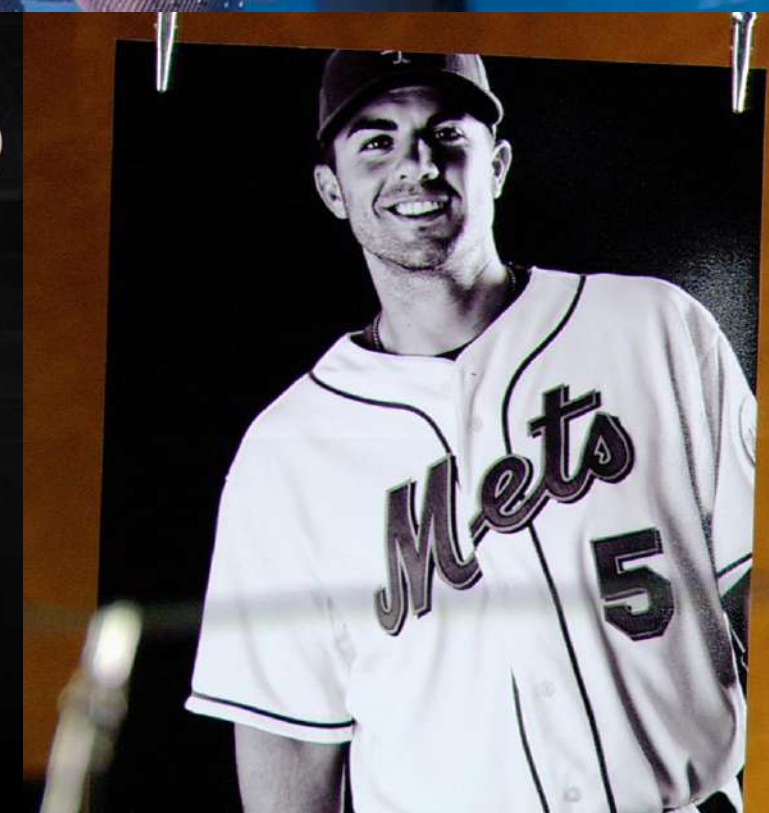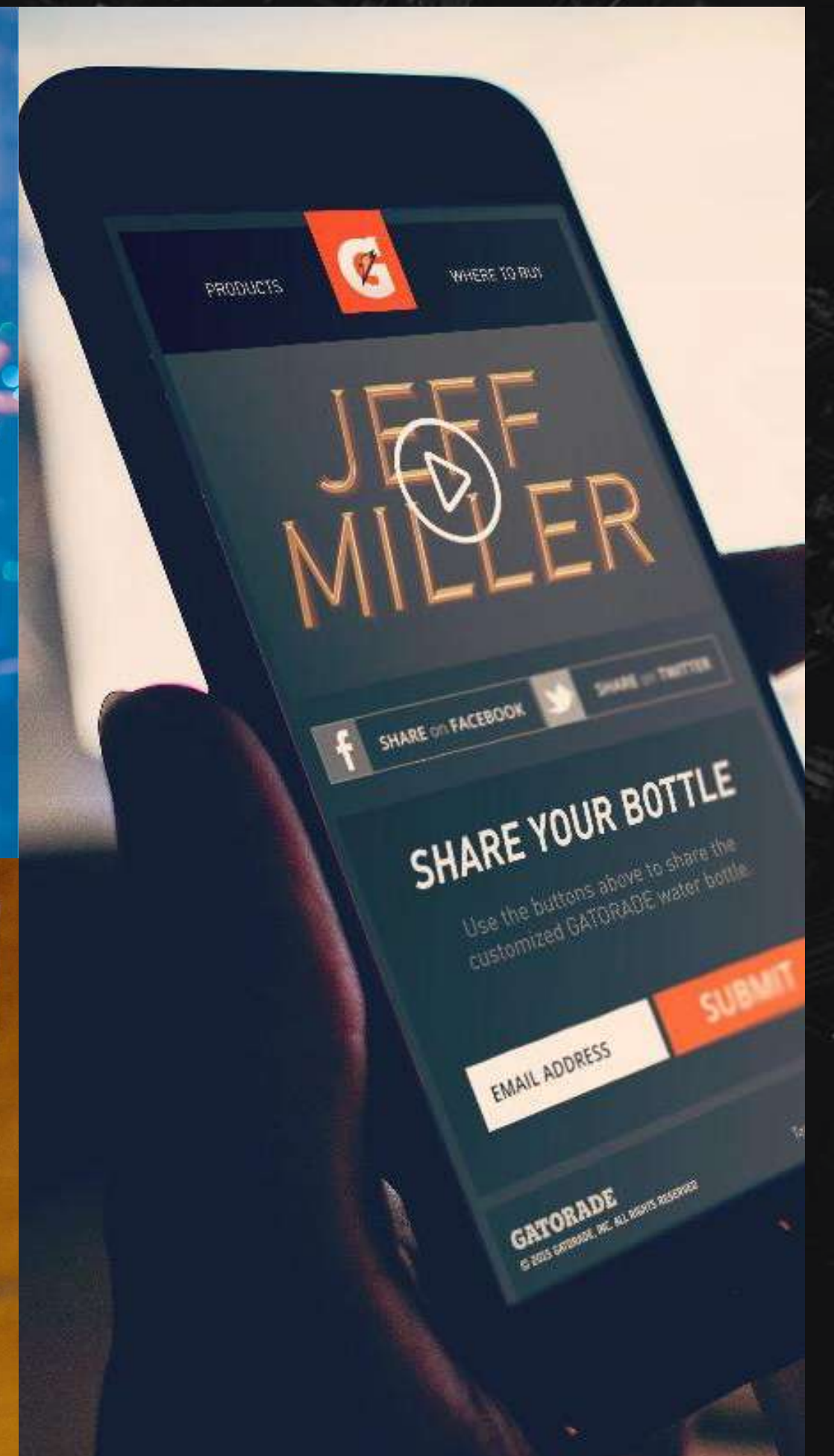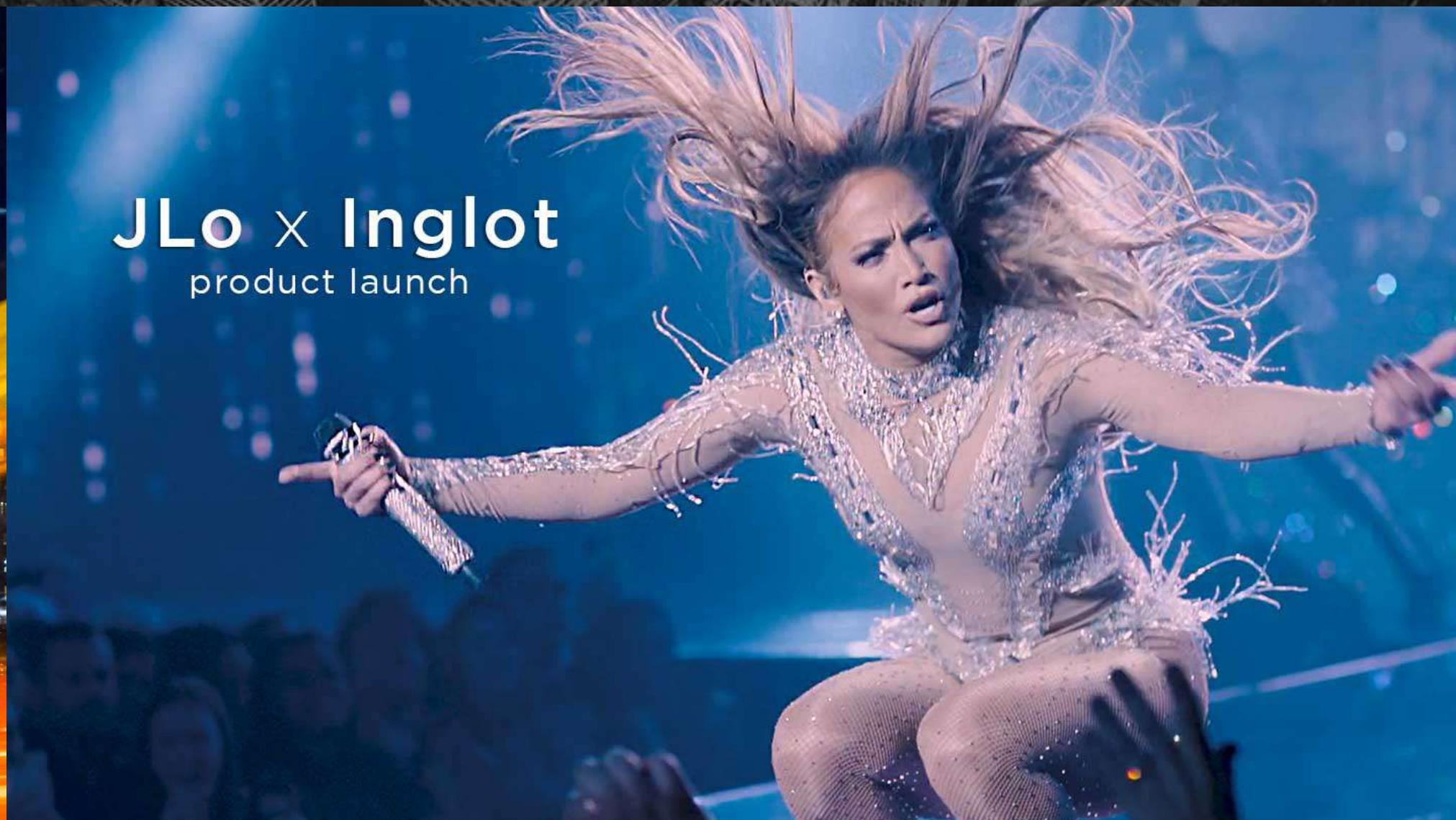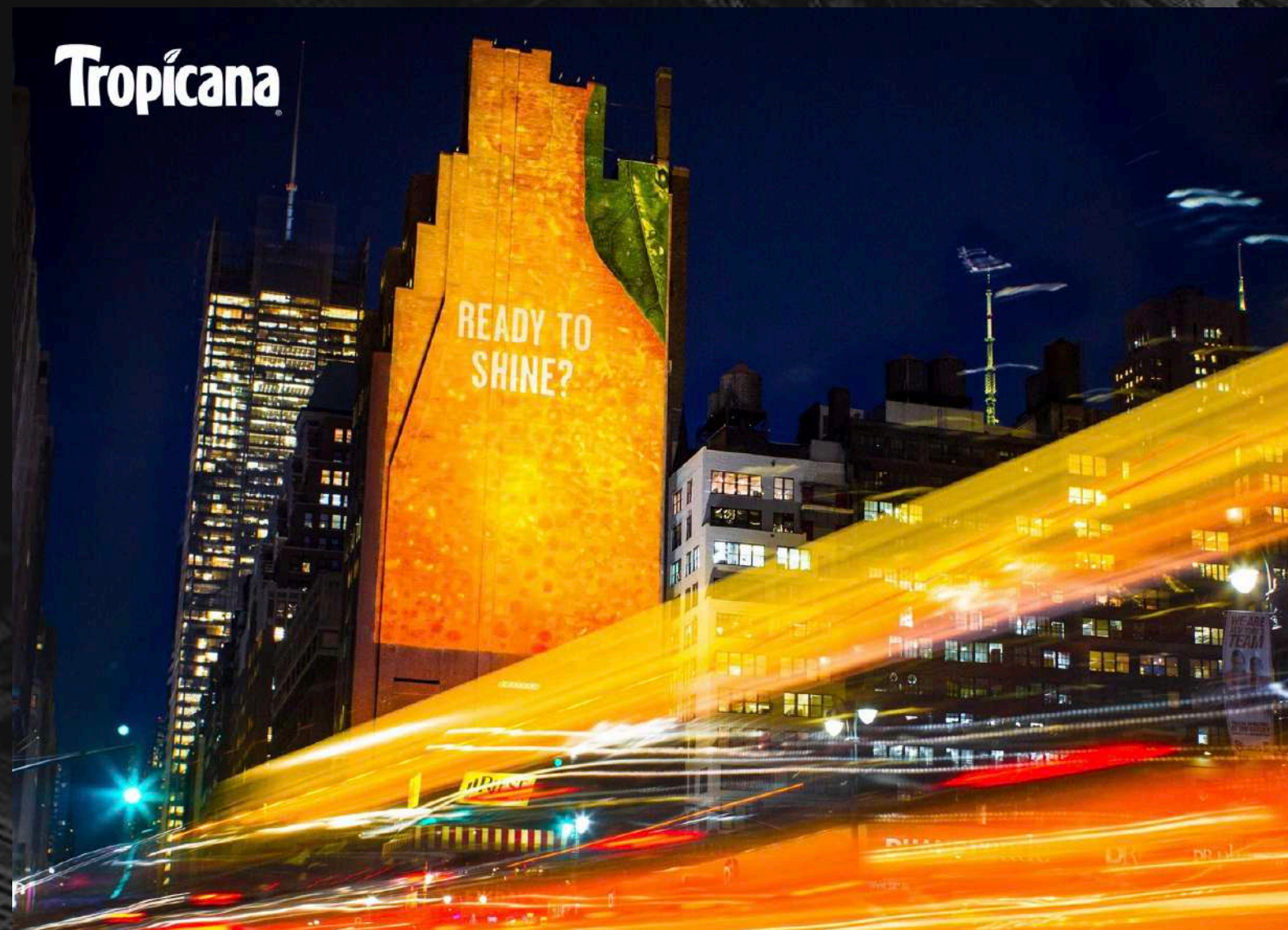
Unified Organization

Data

Marketing

BOLD Studios

BOLD creates Data-Influenced Content in order to unify your vision, **deliver impact and produce stories that sell.**

+ Content Creation

+ Video Production

+ Story Development

+ Brand Identity & Design

+ Motion Graphics & VFX

+ Data-Influenced Content

+ Full-Stack Development

The most powerful execution for strategy
is **a story that sells**

We utilize data, AI & social listening to
create data-influenced content

top tweets   — industry average   — replies   — likes   — retweets

17.5k

15k

12.5k

10k

7.5k

5k

2.5k

0

24 Nov   28 Nov   10   14 D
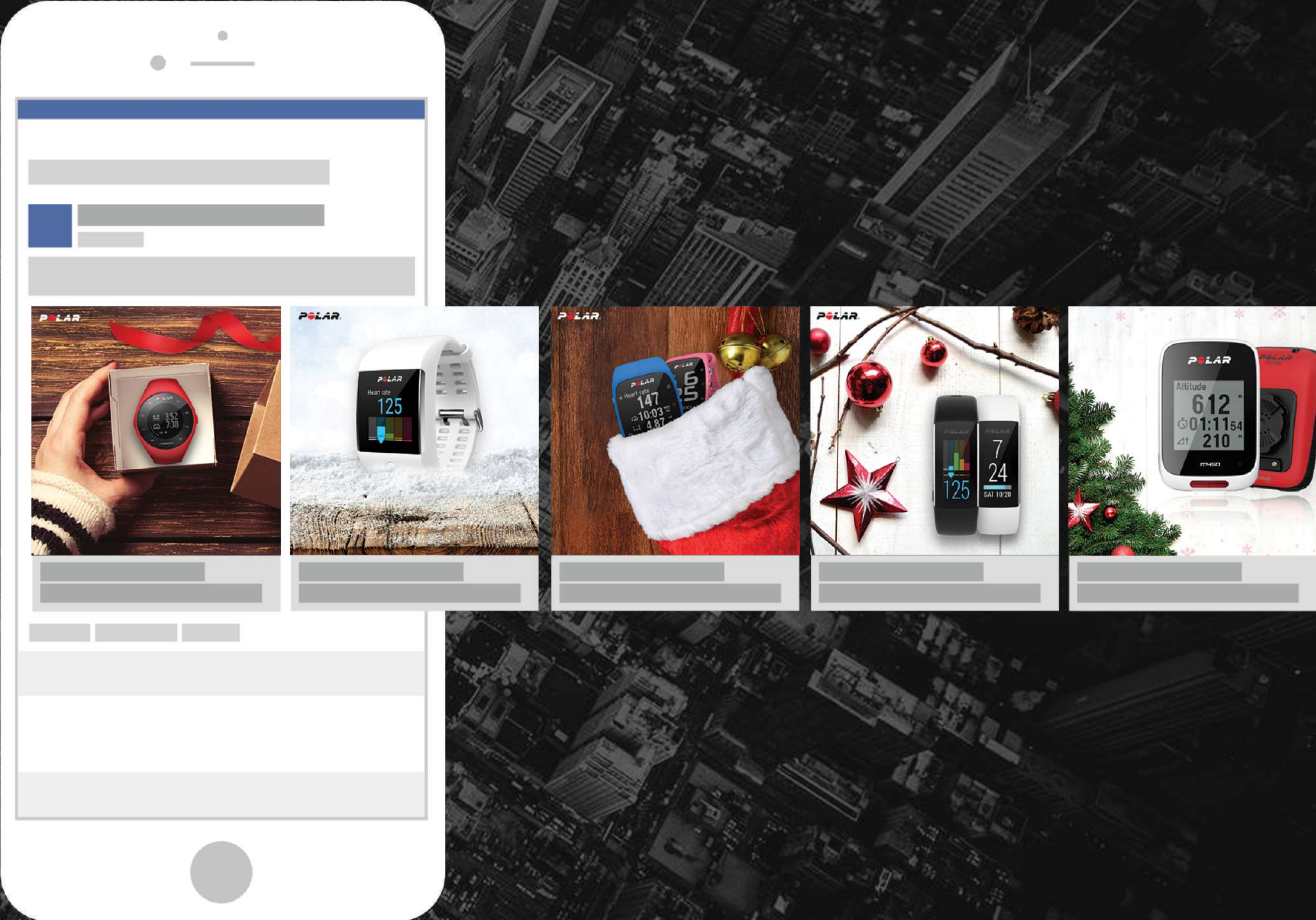
Eve

Aftn

Morn

BOLD Marketing

BOLD provides you with an agile marketing team that leverages data, story, and strategy in order to **drive real results for your business**.

+ Digital Marketing

+ Campaign Management

+ Social Media Management

+ eCommerce Deployment

+ Lead Generation & Sales

+ Media Planning

+ Measurement & Optimization

Strategy

Story

Unified Organization

Data

Marketing

BOLD

WORLDWIDE

We manage and measure KPIs relevant
to your overall strategy & success

Global Management
Across Platforms

Proprietary Metrics & Reporting

Strategic Sequencing
of Campaigns

BOLD Analytics

BOLD helps your organization create cohesive, centralized data models that give you powerful insights into your customers, marketplace, and competitors **so you can dominate**.
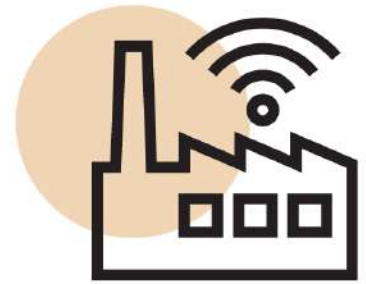
+ Big Data Solutions

+ Predictive Analytics

+ Machine Learning & AI

+ Business Intelligence

+ Customer Insights

+ Market Research

+ Systems Development

Uncover, predict & capitalize
on new opportunities.

Increase Agility

by Digitizing & Modernizing Your Organization

Reveal New Opportunities

by Analyzing Key Data Points

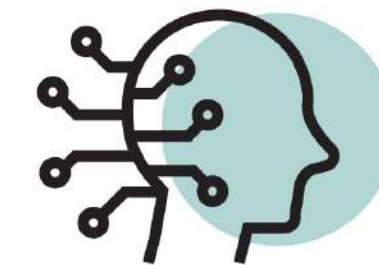**Reduce Costs Significantly**

by Speeding Up Projects & Execution

Maximize ROI

by Integrating People, Process & Technology

Adapt Quickly

to Market Changes with Predictive Analytics

Minimize Disruption

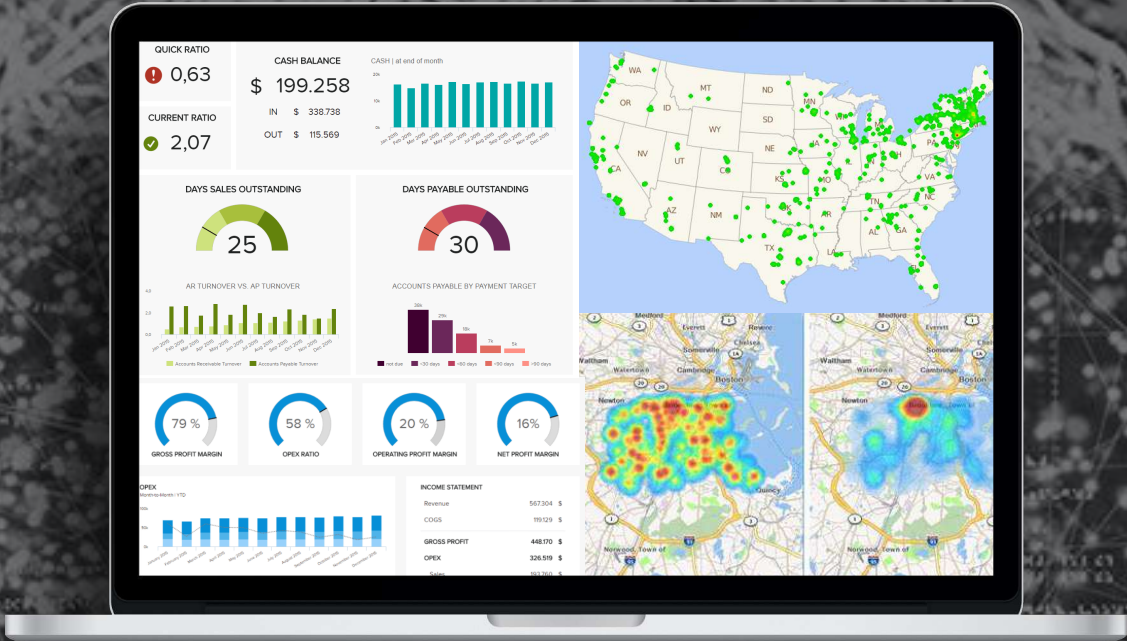by Knowing What Will Have The Biggest Impact

We simplify the complex world of data & tech
so you can focus on creating impact

Integration

Visualization

Insights & Forecasts

"Some people want it to happen, some wish it would happen & others make it happen."

– Michael Jordan

BOLD
WORLDWIDE

We look forward to
Working with You

Contact: Brian Cristiano
212-390-8817
brian@boldworldwide.com