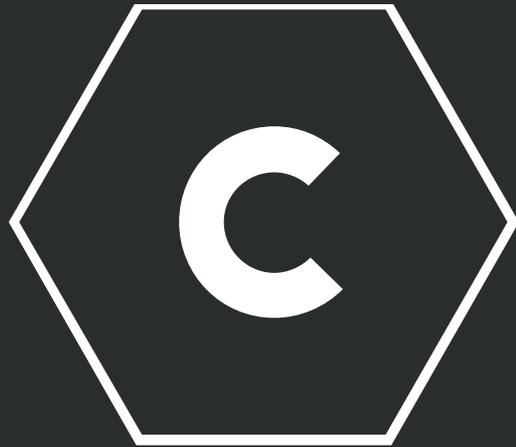




causebrands^c



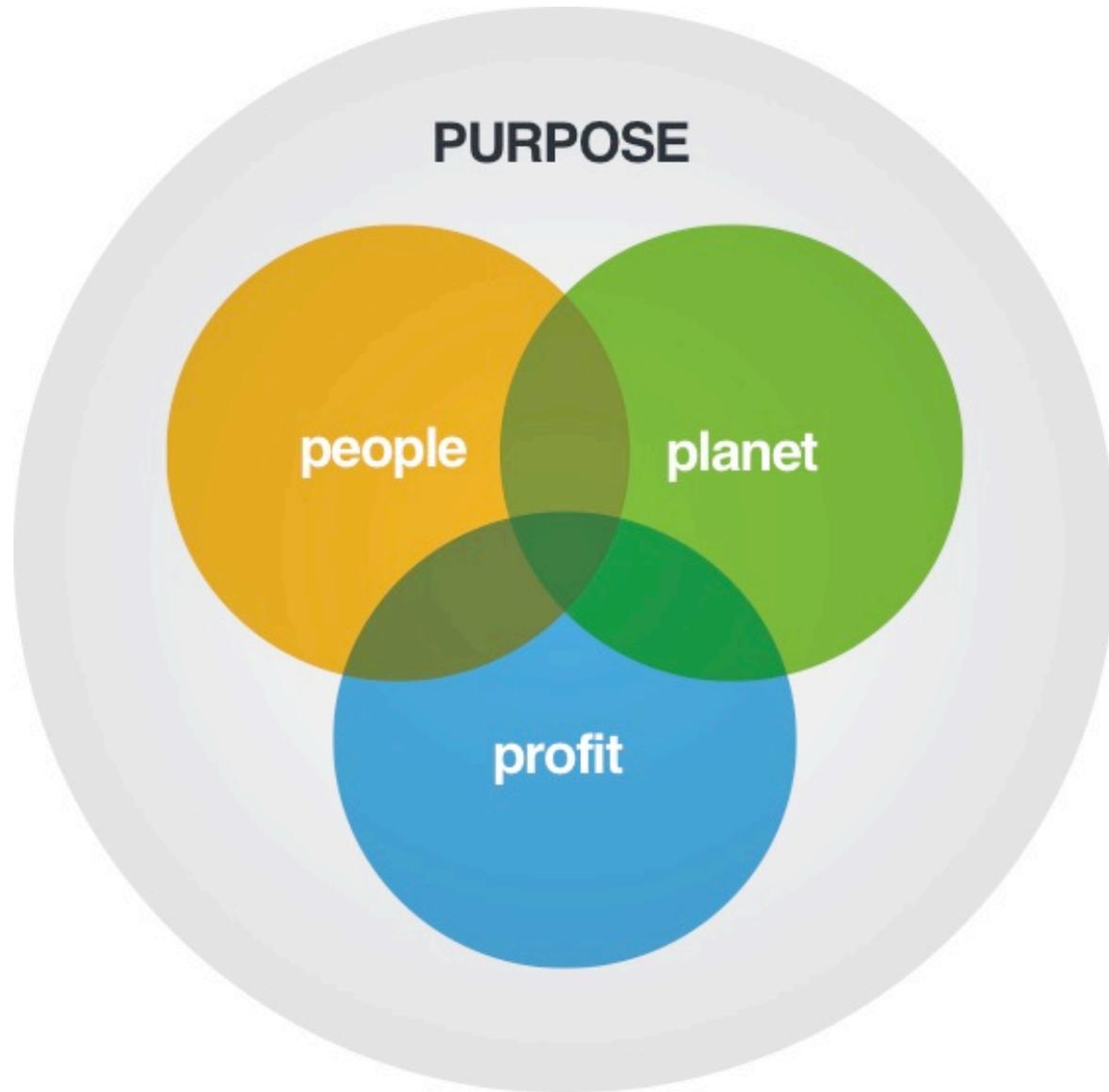
@causebrands

@scottwindes

#causebrands

#businessforgood

Quad Bottom Line



BORDERS

BOOKS • MUSIC • MOVIES • CAFE

STORE CLOSING

STORE
CLOSING

NOTHING
WENT
BACK!

3300

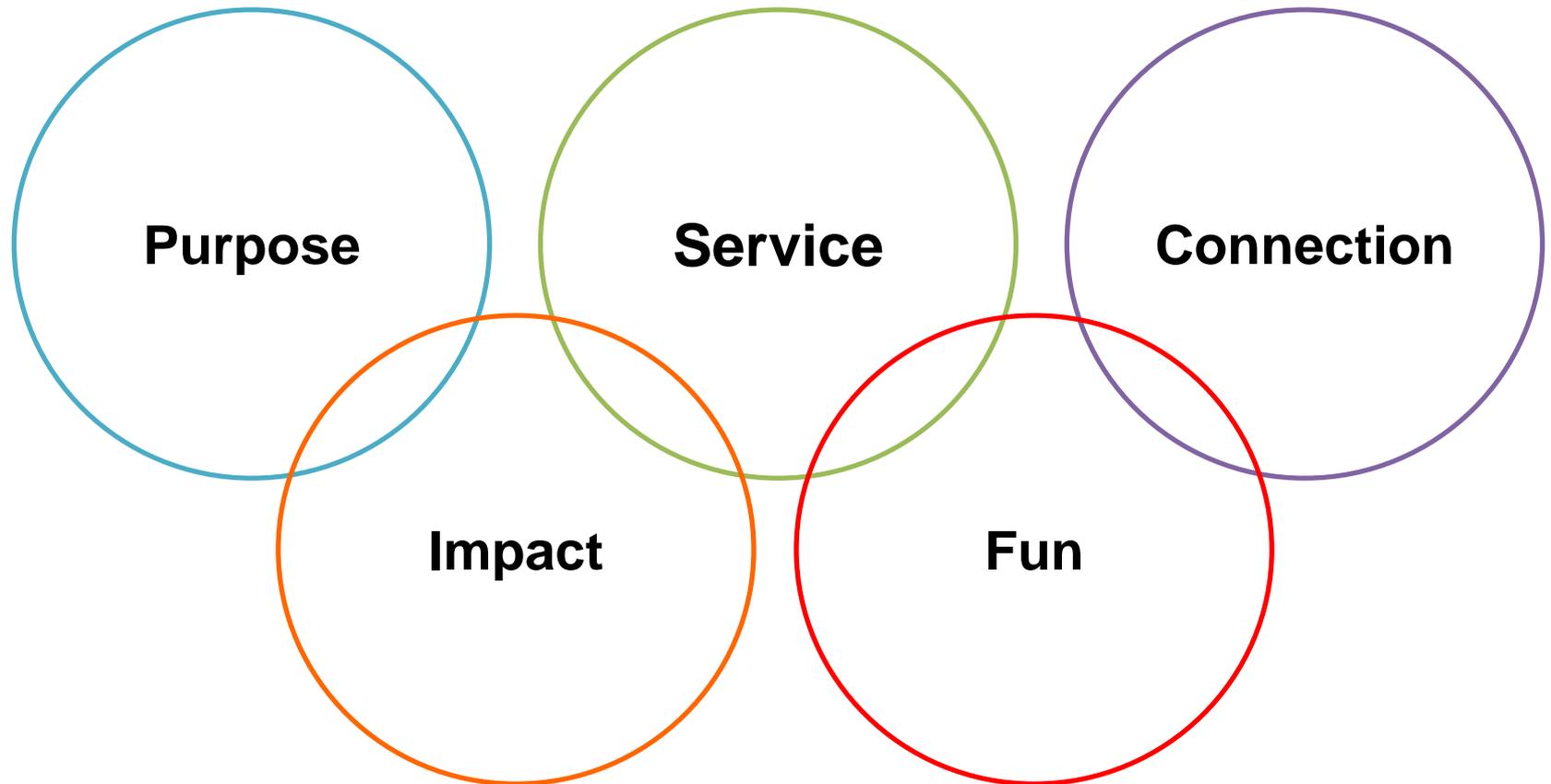
EVERYTHING
MUST
GO!

EVERYTHING
ON
SALE!



MEANINGFUL EXPERIENCES

Key Components





LEMONADE



~~5¢~~ FREE

Key Drivers to Success



Shoes for Tomorrow

Lessons learned from Toms Shoes

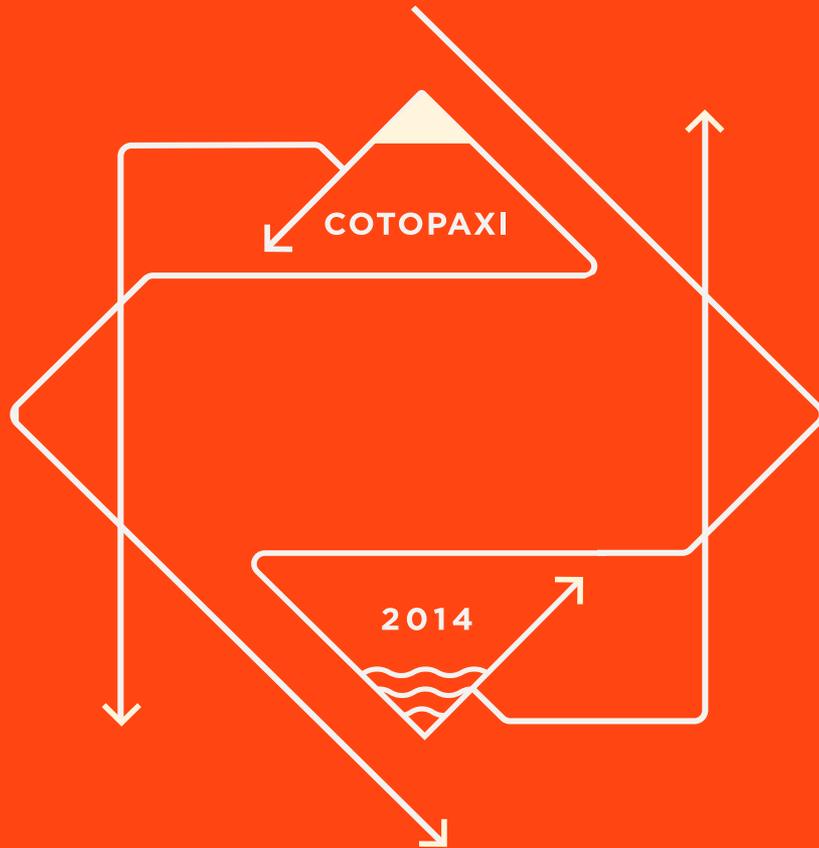
Be Innovative

Don't be afraid to suck

Learn from your mistakes

Transparency is key

Product > Purpose



6400+ Participants

Hours Trending SLC/Nationally 23/1

30,000 Social Media Shares

850 Hours of Public Service

2600 Pieces of trash collected

200 boxes of clothing donated

3100 miles hiked

1000+ Stickers on cars

3000 Selfies taken with a Llama

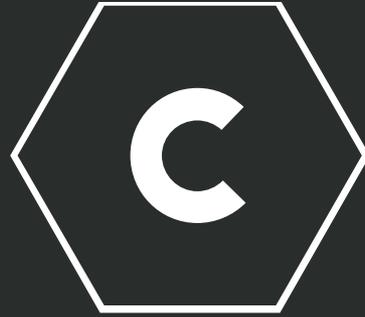
212 Hotdogs eating in Hot Tubs while wearing Hot Pants

10,000,000+ Users reached

TIME MACHINE / FALL 2015

THE TIME MACHINE IS
AN APP, ANNUAL **MUSIC** +
ARTS FESTIVAL AND CULTURAL
MOVEMENT THAT GIVES PEOPLE
A DEEPER APPRECIATION FOR
LIFE, AND THE TIME WE
SHARE TOGETHER.





The Challenge:

Go have a meaningful
experience

#causebrands