



An innocent story

For the nice people at Unilever

Thursday 16 June 2005



agenda

- How we got started

- Lessons we have learnt



a tale of two ideas

We started as a group of three friends, with one idea

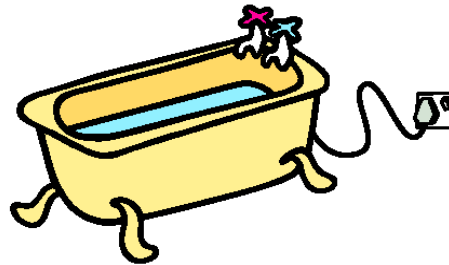
Make life a little bit better and a little bit easier



a tale of two ideas

This revolutionary thinking led us to our first idea

The amazing electric bath

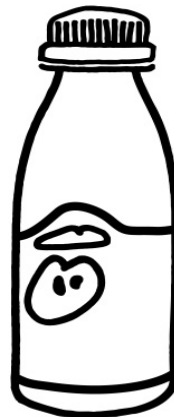




a tale of two ideas

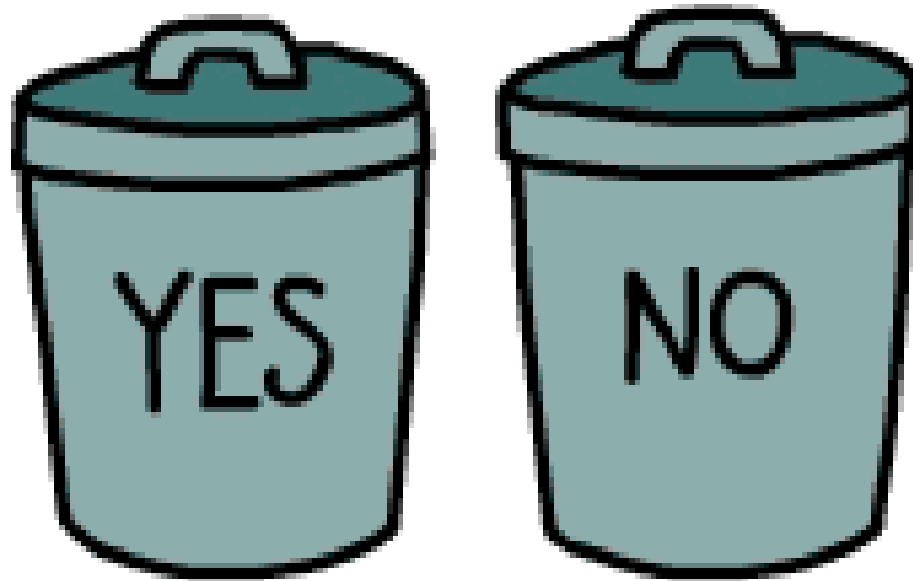
Fortunately our second idea had more merits

The fruit smoothie





from small acorns





our little family of juice

1



innocent smoothies - fresh as a daisy



Harrods of Knightsbridge





Brae Oilfields of Scotland





Met hotel on Park Lane





The Priory





products

People have said some very nice things about innocent drinks

‘Gorgeous ... the best’ – **BBC2 Food & Drink**

‘My favourite’ – **The Sunday Times**

‘Best by far’ – **Independent on Sunday**

‘God-given and glorious’ – **The Mail**

‘The most gorgeous smoothie on the planet’ – **Lowdown Mag**

‘Can’t get through the month without them’ – **Tatler**

‘Better than chips’ – **Daisy’s mum**



progress - brand - industry

We have been recognised by the industry for growing the roots of a strong brand

Amazing and amusing
real imagination
from a small company
Financial Times

Fresh Trading has a
big strength – funny
copy. It is
memorable, attractive,
unobtrusive and
cheap. Perfect
advertising in fact.
Mail on Sunday

**I would like to include
innocent as an example
of a new brand which
encapsulates the spirit of
the millennium ...**

David Redhead, 'Products of Our Time'

“Keep very cold, shake
very hard, drink very
quickly”, instructions
like these do tend to
signal My Kinda Drink
Sunday Herald

Amusing gags on the
label ... definitely the
smoothie to be seen
with in the next
millennium and beyond
The Express



progress - consumers

And, more importantly, among our target audience

Just a quick note to congratulate you on your brilliant innocent company rule book ... I have yet to sample one of your innocent smoothies but rest assured I will. Yours in admiration ...

somebody deserves a pat on the back for being original, witty and generally sounding nice

Every day I sit at my desk and read your label and it puts a smile on my face ... I have started reading them out to colleagues ...

Well, well, well .. never thought I'd see the day, I'm actually excited about nutritious food!! ... You ought to be proud of yourselves

I wasn't even thirsty but the writing on the label was so silly I actually got thirsty

Never has a product been good for me and made me smile in equal measures



awards

And both the overall success of innocent and our marketing have been recognised at a national level, which is nice

National Business Awards

Small/Medium Sized Business of the Year

Investors in People Award for Best People and Practices

Orange Small Business Awards

Small Business of the Year

Best marketing campaign

Most innovative company

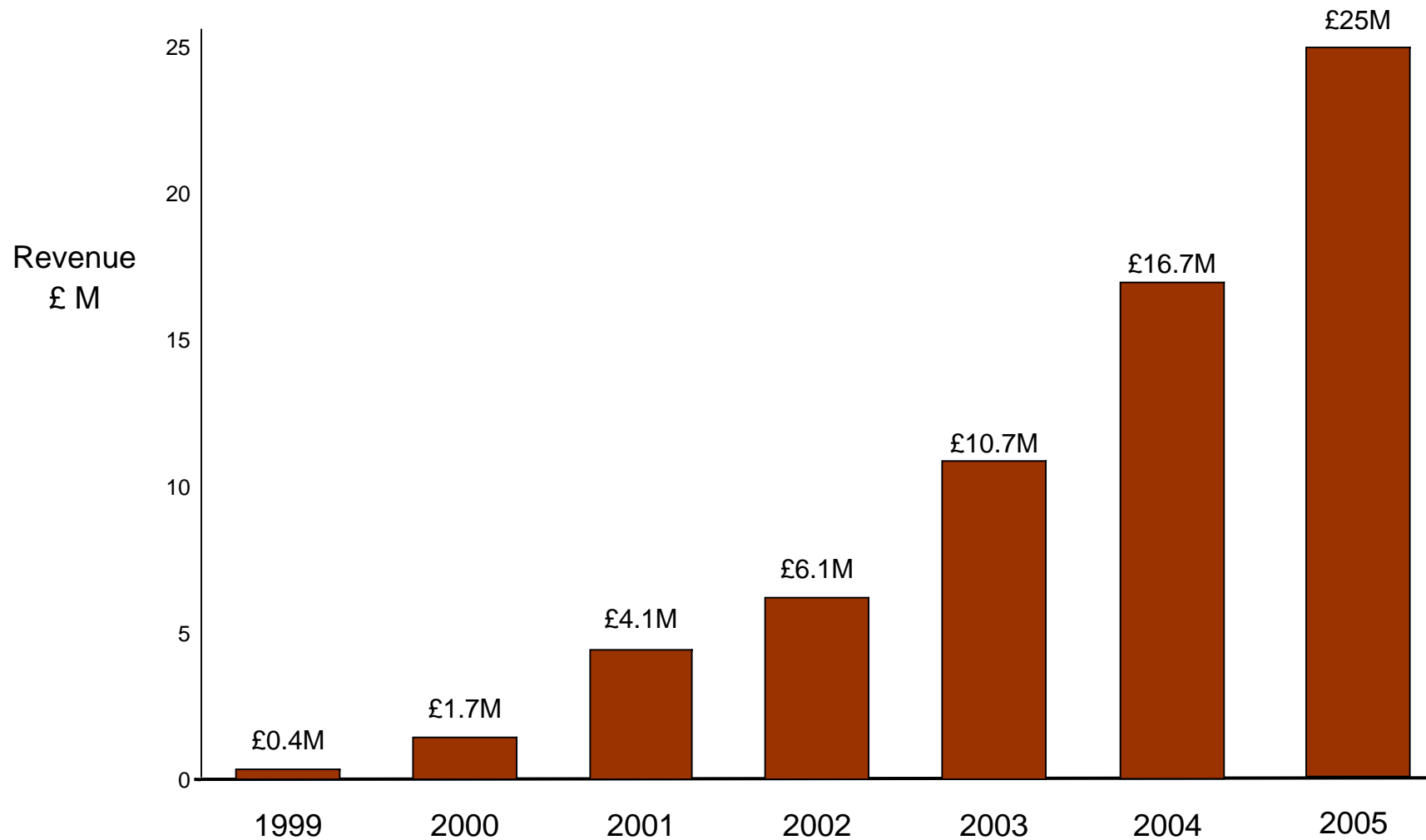
Growing Business Awards

Most promising new company

Innovative company of the year

‘Passion, social purpose and shrewd business sense earned innocent drinks their awards’ Sky News

And it has been going really well since then





djhqgd

- How we got started

- Lessons we have learnt



the main thing

Lesson # 1:

Keep the main thing, the main thing



The main thing

We will do whatever it takes to make
the best quality drinks



the main thing





the main thing





motivation

Lesson # 2:

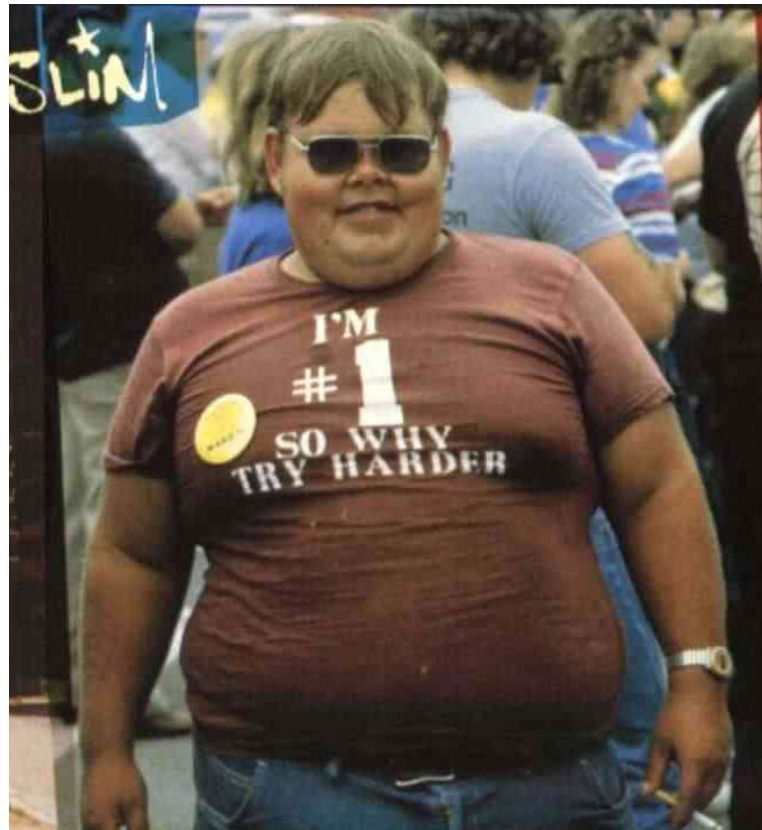
Care

Or have a motivation beyond the cash



motivation

Someone had to do something





responsibilities

Lesson # 3:

Be good.



responsibilities

1. product
2. sourcing
3. wealth redistribution
4. social marketing



the average

Lesson # 4:

It's about people



Wv derxwpeople





it's about people

**'I'd rather have a hole than an
asshole'**

Dan Jacobs,
Head of Talent, Apple Computers



details

Lesson # 5:

Take care of the details



details







open up

Lesson # 6:

Open up, listen up



open up



**Birmingham
Midshires**

[Phone a
Boss](#)



Dan Watkins
Managing Director
Business:
01902 302335
Home:
01746 785062



Tony Crawford
Director of Marketing and Strategy
Business:
01902 325603
Home:
01902 771948



Jon Gresham
Director of New Mortgage Business
Business:
01902 325670
Home:
01952 541983

an actual drawing,
handed to a flight
attendant on a
Qantas flight by
an 8 yr old girl



dear Captain
My name is Nicola im 8
years. old. this is my first
flight but im not scared. I
like to watch the clouds go
by. My mum says the crew is
nice. I think your plane is
good. thanks for a nice flight
dont fuck up the landing



LUV Nicola
X X X X