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Milgard Invitational Case Competition on Social Responsibility

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Outerwall and Beyond

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Outerwall™

Greg
KLINE

Jake
HUNSAKER

Samuel
BELGIQUE

Jared
MAXFIELD

Outerwall



a leader in
automated retail

A wide-angle photograph of a massive stadium crowd. The spectators are densely packed, filling the frame. Many are wearing team jerseys, with colors like blue, red, and white being prominent. A large, thin black circle is drawn around a central portion of the crowd, containing the word "stakeholders".

stakeholders

we're on a mission

to make life

easier for consumers

CSR

Simple Employee Participation

Automated Dashboards Interviewed Skills Training

Reduce Prius Scorecard Retail Growth at the Speed of Innovation

Environment Entertainment Destinations Planet

Fleet Affordable Society

Greenhouse Convenient

Gas Meaningful Economic

Social Impact Inventive

Small-footprint Better Support Employees

Impact With Growth Responsibility

Energy Use Serve Communities

More Good Consumers Satisfaction Measurable

Reward Leverage Scorecard Career-Advancement

Wellness Responsibility

Volunteer Events Giving Back

Manager Training Embrace the Opportunities



we
need
new
growth

TOYO TIRES

Invent to perform

PRO

www.toyotires.com



what's missing?

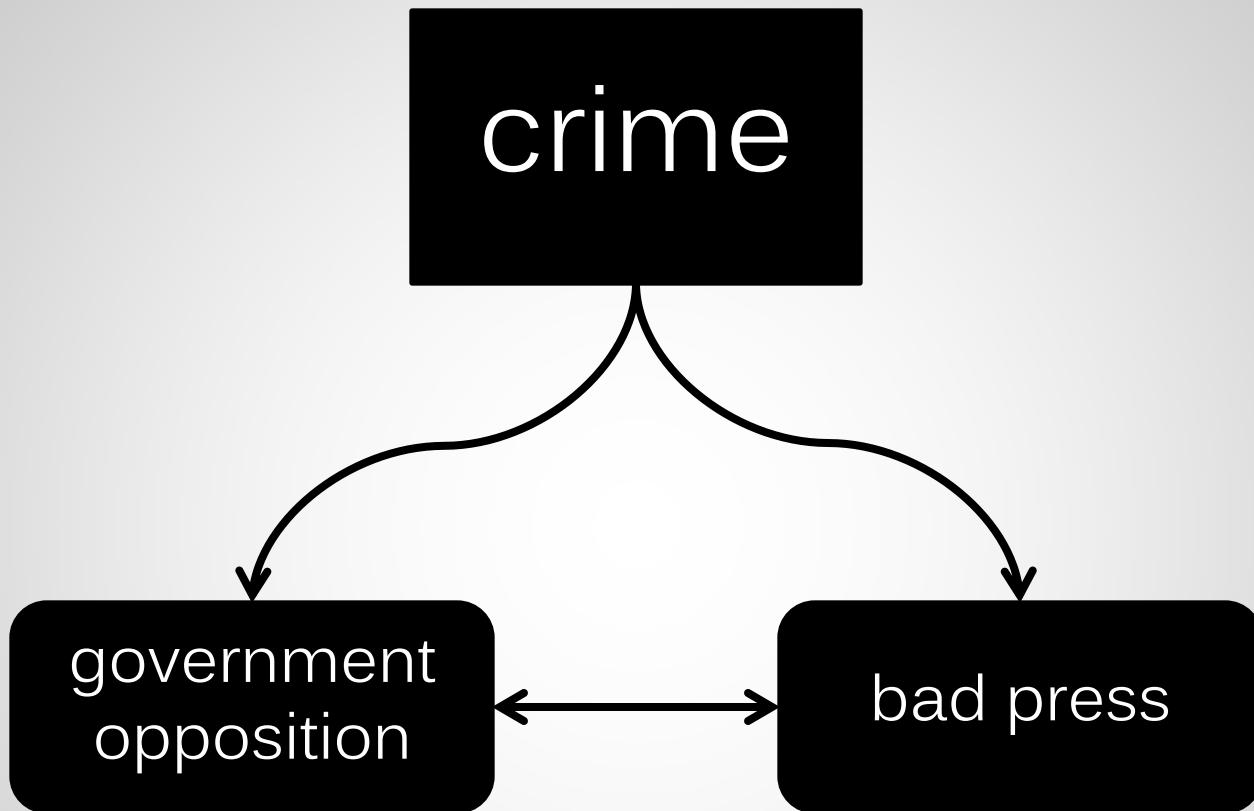
A large, light-colored boulder has rolled onto a paved mountain road, blocking traffic. The road curves to the left, with a white line marking the center. In the background, a white police car is parked on the right side of the road, and a person is walking towards it. The surrounding landscape is rugged with snow-covered ground and rocky cliffs. The sky is clear and blue.

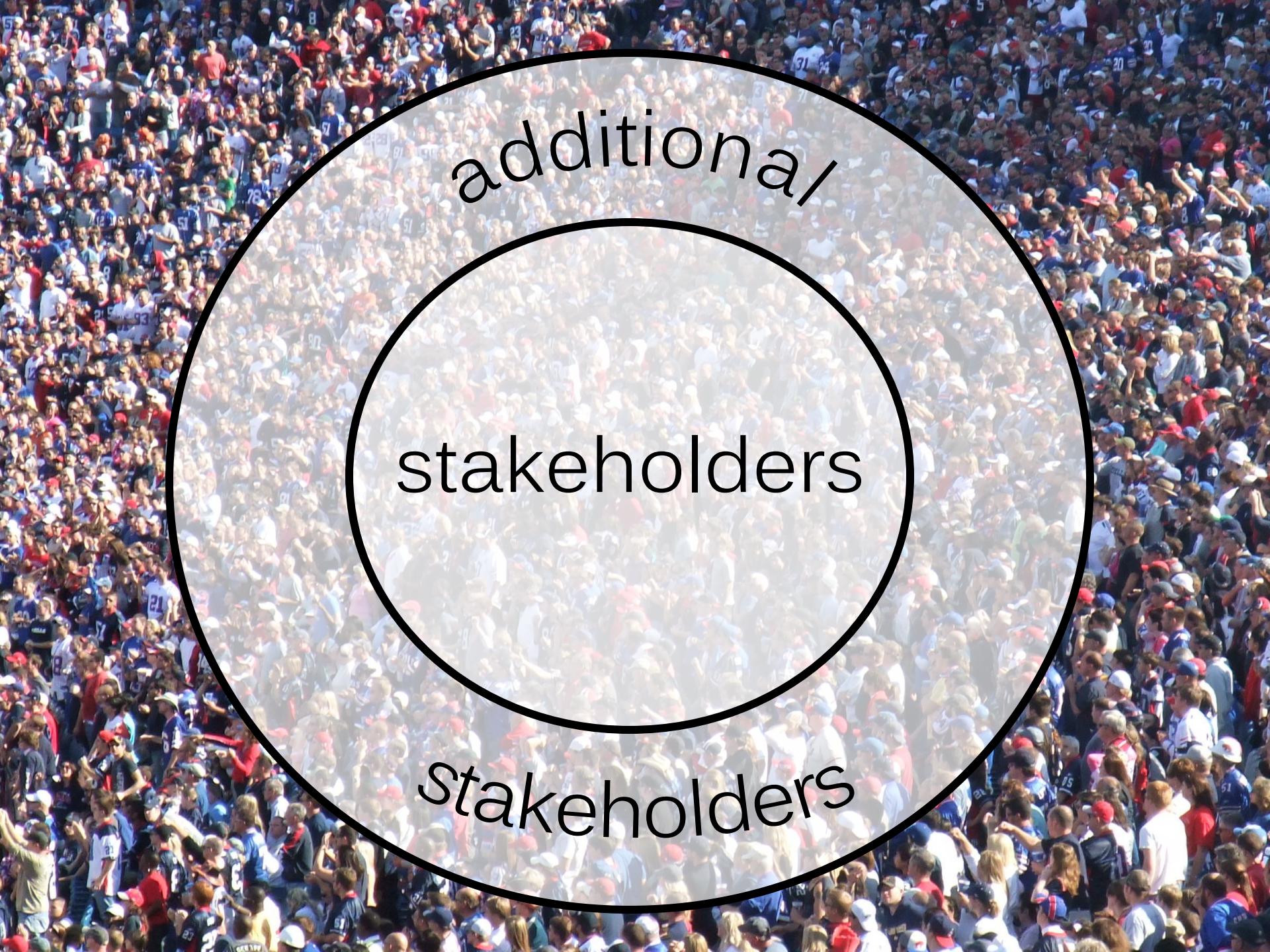
unexpected
roadblocks

self-serve kiosks

PERCEPTION

theft





additional
stakeholders

stakeholders

stakeholders

core issues

public relations

operations

wrong story



MORE BRANDS ARE WAKING UP TO THEIR
social responsibility
AND DOING *good* WORK THROUGH
CAUSE MARKETING CAMPAIGNS. YET TOO
MANY STILL GO ABOUT IT THE **WRONG**
WAY. I MEAN 'WRONG' IN TWO SENSES.

FIRST, THEY'RE MARKETING *ineffectively*,
AND SECONDLY, AS A CONSEQUENCE THEIR
POSITIVE SOCIAL **IMPACT** IS NOT
M A X I M I Z E D

- Simon Mainwaring

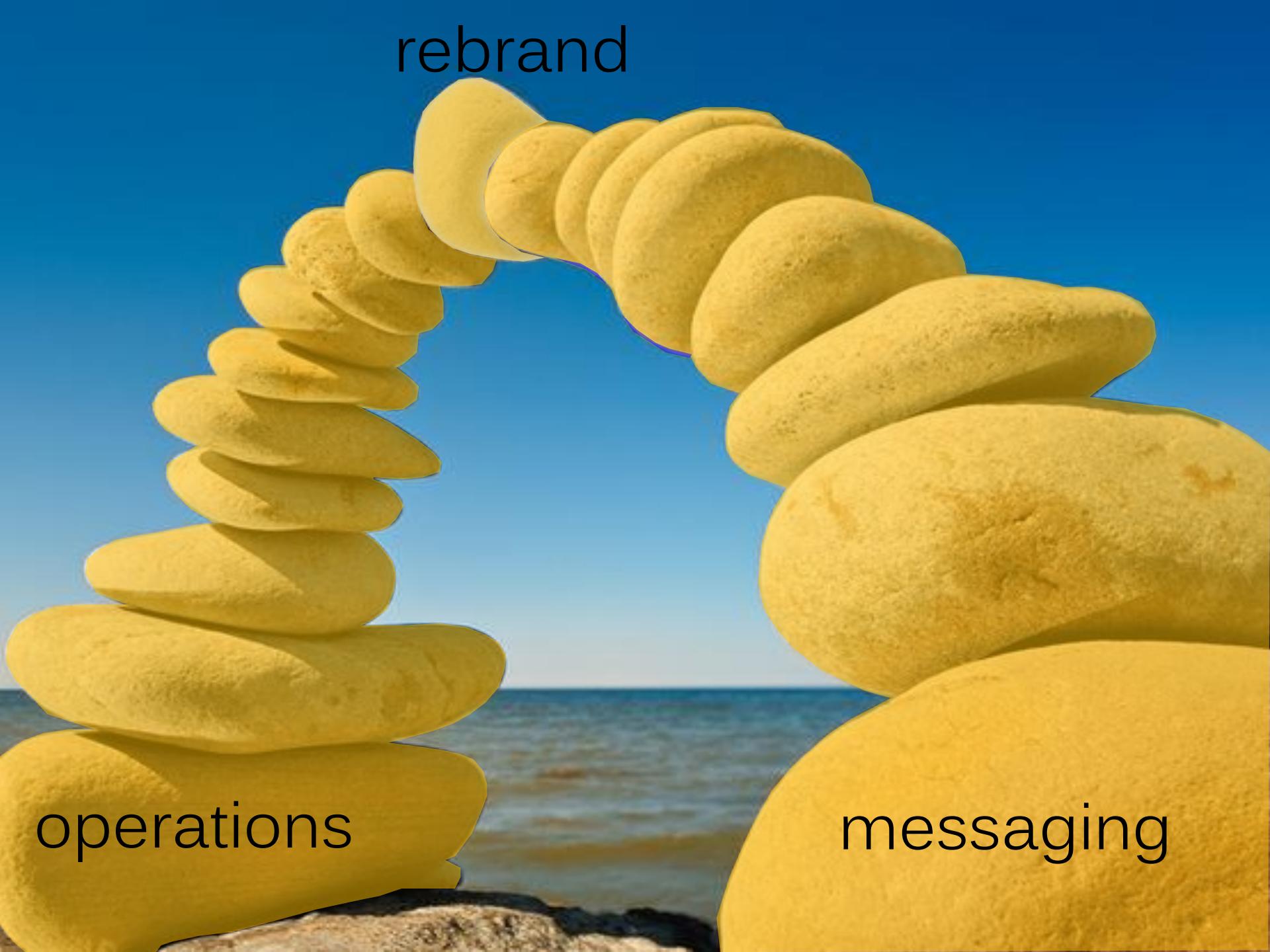






SECUREcell
ATM



A photograph of a beach scene. In the foreground, there are several large, rounded, yellowish-brown mounds of sand, possibly from a nearby dune or a pile of washed-up debris. The sand has a textured, slightly weathered appearance. Behind the sand, the calm ocean extends to the horizon under a clear, pale blue sky.

rebrand

operations

messaging

CSR

Simple Employee Participation
Automated Dashboards Interviewed Skills Training
Educate CSV Engagement
Employee Participation
Fleet Re-tooling Training
Affordable Society Convenient
Greenhouse Gas Growth at the Speed of Innovation
Prius Retail
Scorecard Scorecard
Entertainment Destinations Planet
Leverage Scorecard Reward
Scorecard Career-Advancement
Wellness Responsibility
More Good Consumers
Grow
Measurable Satisfaction
Measurable Better Support Employees Serve Communities
Small-footprint Inventive
Meaningful Economic
Social Impact
With Growth Responsibility
Reduce Energy Use
Embrace the Opportunities
Manager Training
Volunteer Events Giving Back

A photograph of a sunset over the ocean. The sky is filled with scattered clouds, some illuminated by the setting sun. The horizon line is visible, and the ocean waves are crashing onto a sandy beach in the foreground. The word "vision" is overlaid on the image in a large, dark blue serif font.

vision

