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# Outerwall and Beyond

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**Outerwall**™

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KLINE

Jake

HUNSAKER

Samuel

BELGIQUE

Jared

MAXFIELD

# Outerwall



a leader in

automated retail





stakeholders



we're on a mission

*to make life*

easier for consumers

# CSR







we  
need  
new  
growth





สำนักงานเขต กุญชรนิยมนาค  
เขต กุญชรนิยมนาค กรุงเทพมหานคร  
KUNSAWANNANAKA DISTRICT  
KUNSAWANNANAKA BANGKOK



what's missing?



A large, smooth, brownish-grey boulder is positioned in the middle of a paved road, completely blocking the path. The road has a white dashed line on the left and a double yellow line on the right. In the background, a white pickup truck with a 'SHERIFF' sign on its door is stopped. Further back, a cyclist and other people are visible on the road. The surrounding landscape is a mountain slope with patches of snow and evergreen trees. The text 'unexpected roadblocks' is overlaid in white on the boulder.

unexpected  
roadblocks



self-serve kiosks

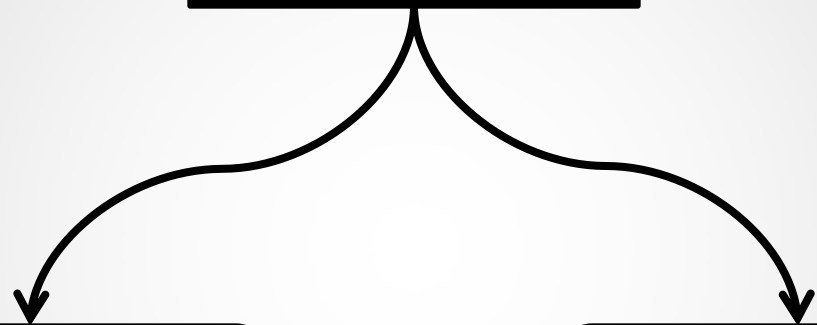
PERCEPTION  
increase

theft

crime

government  
opposition

bad press





A large, dense crowd of people, likely at a stadium or arena, is the background of the image. The crowd is diverse in age and appearance, with many people wearing hats and casual clothing. In the center of the image, there is a large, semi-transparent white circle with a black outline. Inside this circle, the word "stakeholders" is written in a black, sans-serif font. Above and below this central circle, the word "additional" and "stakeholders" respectively are written in a black, sans-serif font, following the curve of the circle's edge.

additional

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









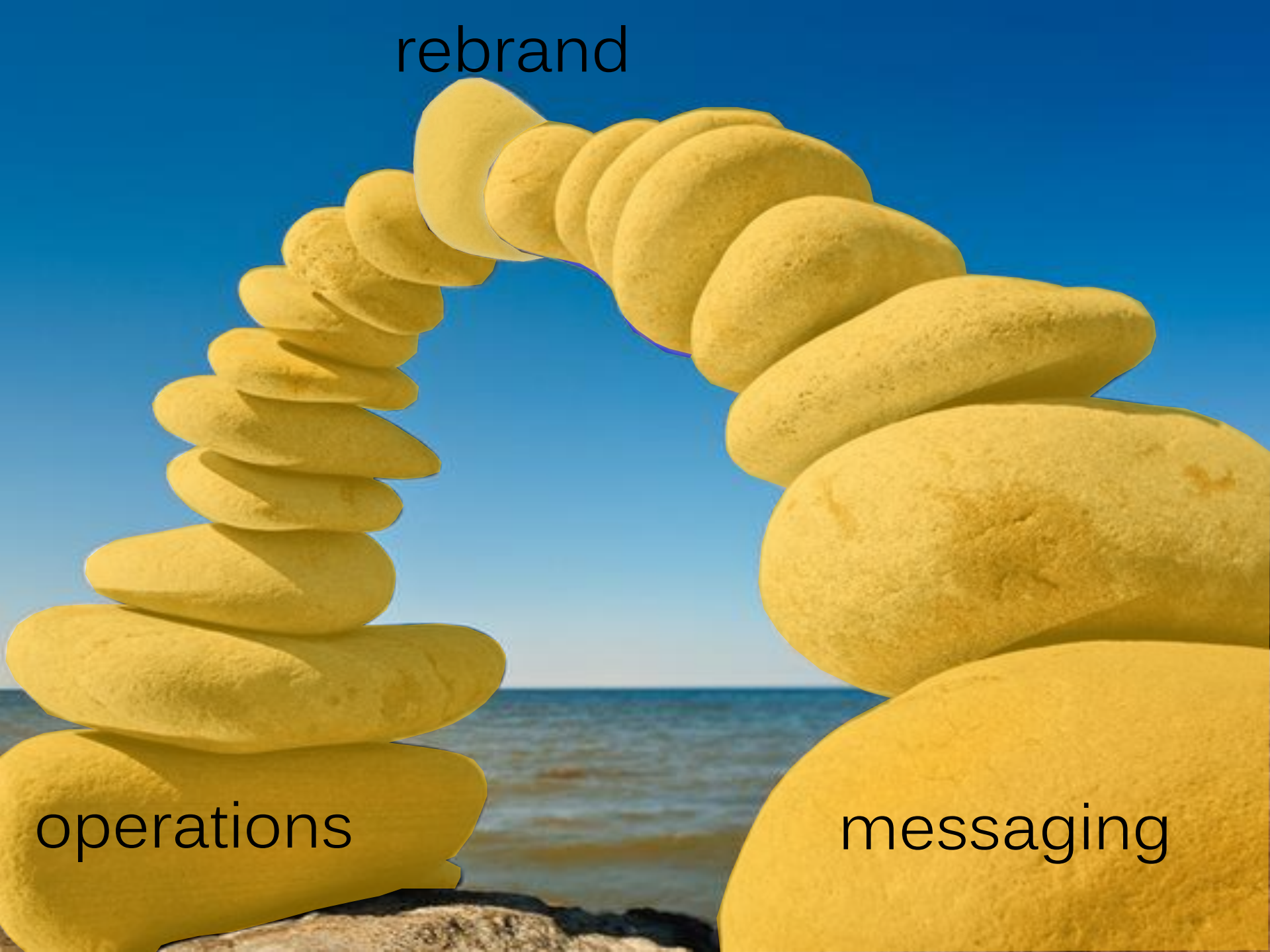
SECU **RE** cell  
ATM



rebrand

operations

messaging





# CSR



A photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright, golden glow that reflects on the water and the sand. The sky is filled with scattered, white and grey clouds, some of which are illuminated by the setting sun. The word "vision" is written in a dark blue, sans-serif font across the center of the image, with the sun positioned directly behind the letter 'i'.

vision



