

# Eric Johnson

Youth Business Alliance Presentation

Sept. 30, 2013



# INTRODUCTION

- Eric Johnson: 50 years old.
- Founder and President of Ignited
- Business: Advertising
- Role: Oversee the organization, provide strategic direction, lead key client relationships and secure new clients

The logo for 'Ignited' is displayed in a bold, lowercase, orange sans-serif font. The letters are thick and rounded, with a slight shadow effect behind them, giving it a three-dimensional appearance. The word 'ignited' is centered horizontally within a white rectangular area.

# The Early Years...

I was born in Dearborn, Michigan and raised in  
Birmingham, Michigan



# The Early Years...

Younger brother Chris, younger sister Janine



On horse in Dearbon Heights



Drumming away in SEP  
Grandpa drums; jackets by mom.



In Hubbing  
at 2522  
2nd Ave.  
at  
Christies

Jackets  
by mom.



Photo by Uncle Bill Pletsch



Eric -  
Age 3  
In  
South St. Paul -  
Janine 7 mt -  
Chris - 9 mo





# Active in Boy Scouts

## Active Cub Scout and Boy Scout



### Scouts attain highest rank



ERIC A. JOHNSON

Eric A. Johnson, 13, also received the Eagle Award. Eric attends Covington Junior High where he is a member of the International Club and wrestling team. A patrol leader for Troop 1032, he also attended training sessions at D-A Scout Camp.

### Sign of the times up at Barnum

By BARBARA UNDERWOOD

It will always be Barnum School to some people but the school does have a new name and it is there for the world to see.

A new sign at the northeast corner of the school property at Frank and Purdy streets, properly identifies the building as the Birmingham Center for Continuing Education.

The sign was built and put in place by Eric Johnson, 13, with help from his father, Arthur, his brother Chris and a friend, Jerry Cruitt. The sign was an Eagle Scout project for Eric and Jerry.

The sign was authorized by Howard Malwitz, coordinator of added education for the Birmingham School District, whose offices now are in the former junior high school which was closed in June because of declining enrollment.

The sign was built "because the school needed it and my mother thought it would be nice to have something like that," Eric said Monday. Mrs. Johnson is a member and former president of the Birmingham Board of Education.

Also, Eric and Jerry needed an Eagle Scout project that "benefits other people and is something that will last and be remembered for a while," Eric explained.

THE SIGN was built in the Johnson's basement with Eric doing the measuring, most of the cutting and shaping, routing of letters and staining.

"My dad was sort of the planner because he knew a lot about measuring and things," Eric said. His father also determined which tools would be needed and showed the boys how to use them.

Eagle Scout requirements also include 24 merit badges and other service projects. Eric helped with a project earlier in the month to clean up the grounds and varnish outside benches at the center to meet the quarter requirement.

Eric was a seventh grader at Barnum last year and will attend Covington Junior High this year.

Five state universities will offer graduate and undergraduate courses at the Birmingham Center for Continuing Education. Oakland University classes began this week. Others will begin following an open house at the center from 4-9 p.m. Sept. 13.

Interested persons will be able to register for Michigan State University, University of Michigan and Wayne State University extension courses at the open house. Eastern Michigan University will offer classes during the winter semester.

Additional course information can be obtained by calling 662-2961 or 642-9250.

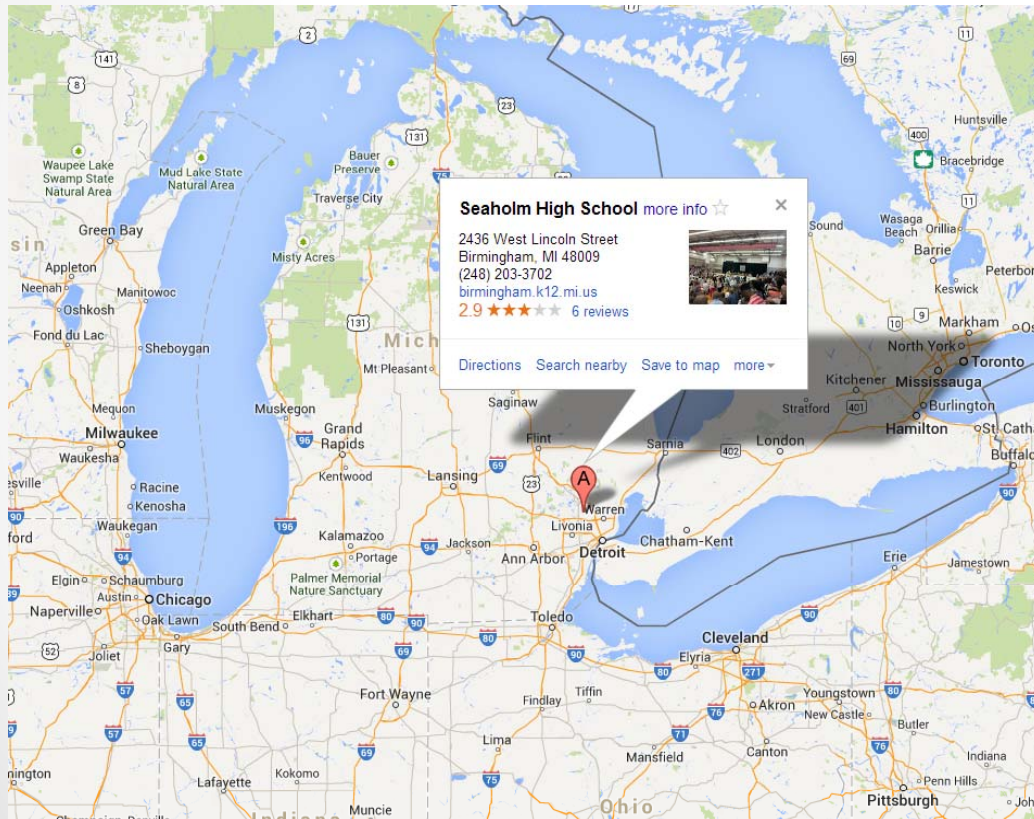


Eagle Scout candidate Eric Johnson spent part of his 13th birthday Tuesday taking another look at the sign he helped build to give Barnum Junior High School its new identity. (Staff photo by Charlie Kidd)

## Troop Leader development with Boy Scouts of America

# HIGH SCHOOL

Attended Seaholm High School in Birmingham, Michigan



# HIGH SCHOOL

- Wrestling, Football, Track, Soccer and Cross Country
- Did a Flex programs- lots of nerdy kids



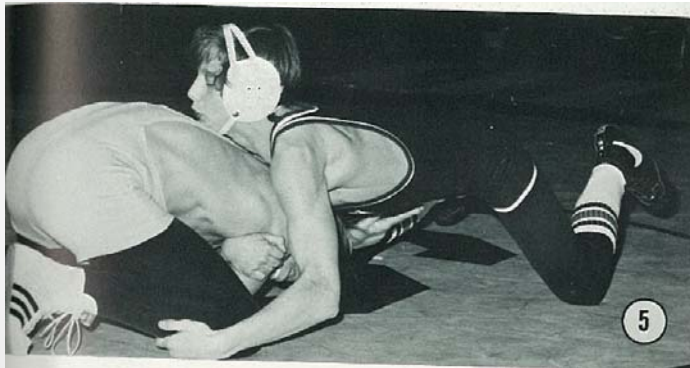
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# HIGH SCHOOL

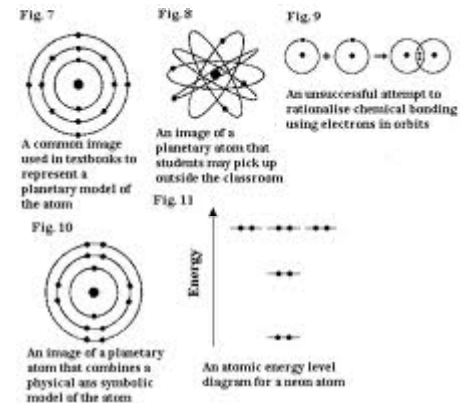
## Things I enjoyed in HS

- Wrestling
- Football
- Flex Program



## Things I did not enjoy in HS

- Chemistry
- Physics
- Spanish





# HIGH SCHOOL

## Activities/Athletics in HS

- Captain Wrestling Team
- Played Football
- Played Soccer
- Ran ½ Mile, Mile in Track
- Ran Cross Country

## Jobs I worked while in HS

- Little Caesars Pizza



# HIGH SCHOOL

## Fondest memories from HS

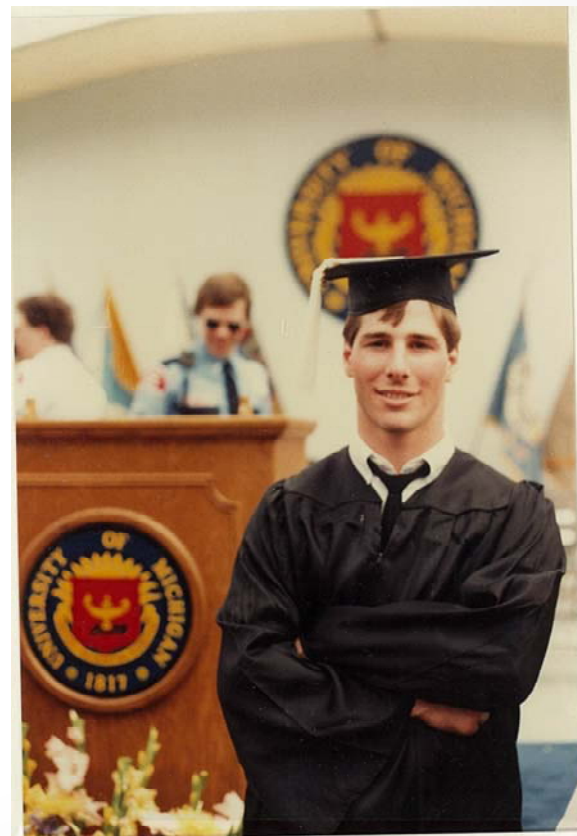
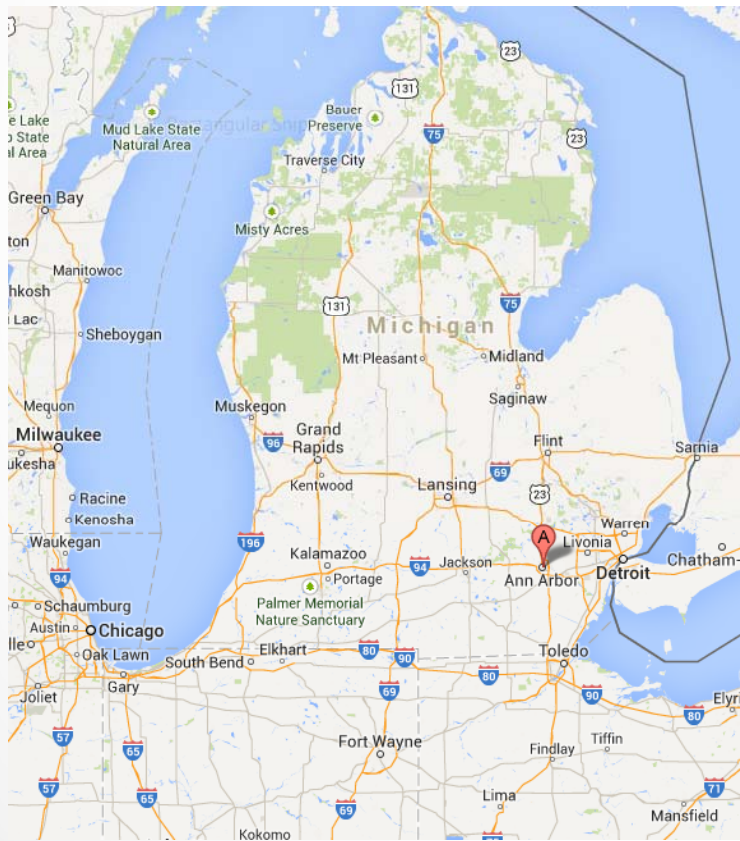
- Girls
- Wrestling

## Obstacles/Adversity you had to overcome in HS

- Not “cool”
- Good grades

# College

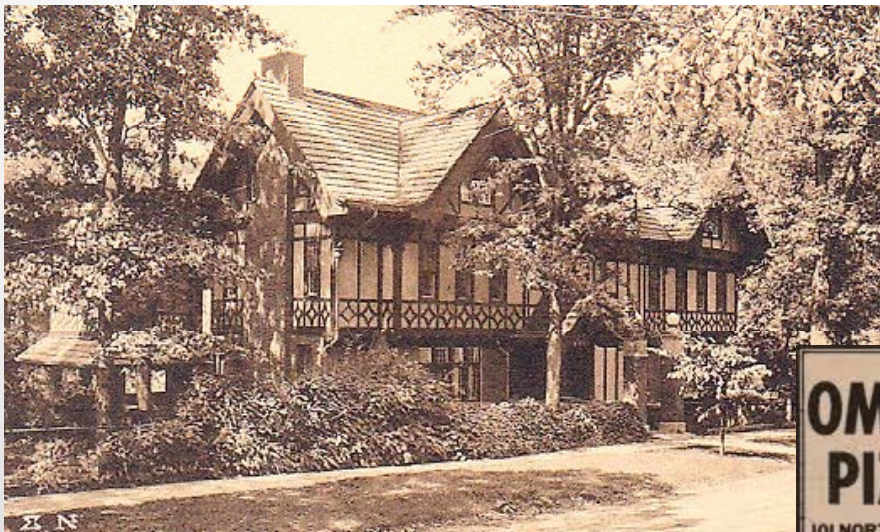
Attended University of Michigan



# College

## Activities/Athletics in College

- Sigma Nu Fraternity
- Hockey at Fraternity



## Jobs I worked while in College

- Omega Pizza- delivery
- Rick's – Short order cook
- Short order cook- LTFG, Hilton Head, S.C.
- Holiday Inn East- Hotel renovation manager





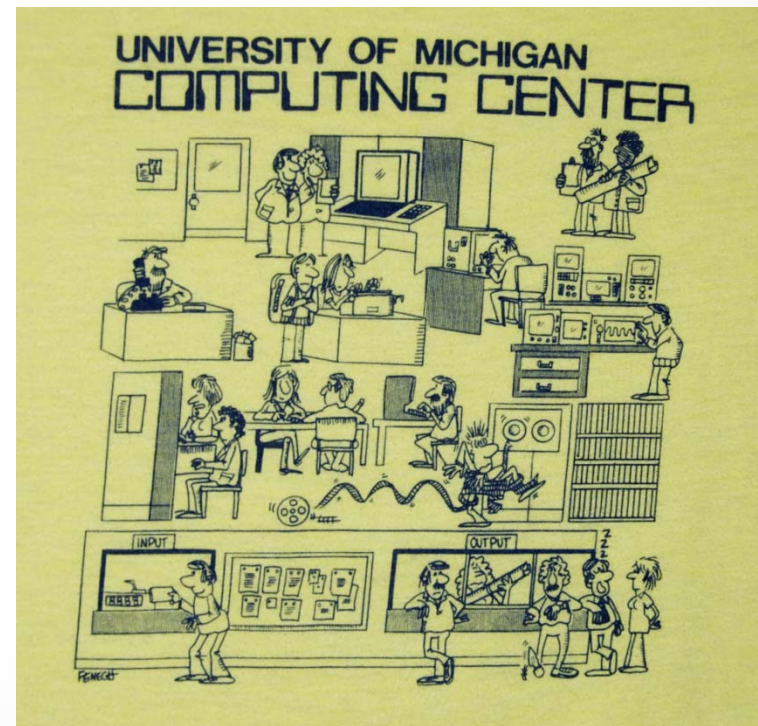
# College

## Favorite classes

- Macroeconomics
- Journalism
- Bartending
- Creative Writing

## Least favorite classes

- Computer Science
- Statistics



# College

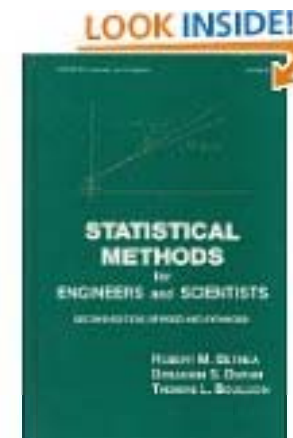
## Fondest memories

- Fraternity Parties
- Warm Fall and spring days
- Michigan Football games

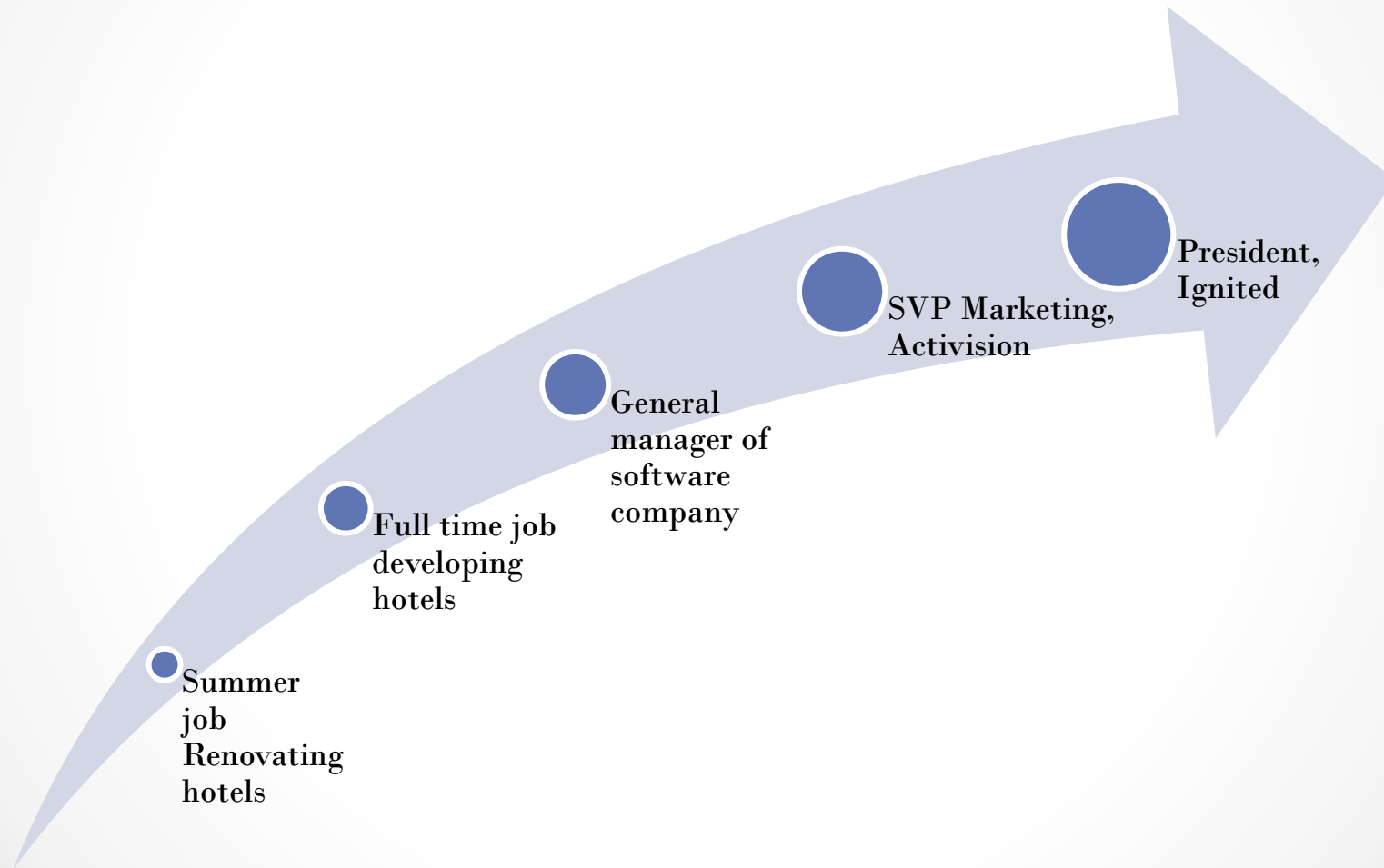


## Obstacles or adversity that you had to overcome

- Didn't do well in Computer Science and Statistics
- Had to retake courses
- Did summer classes



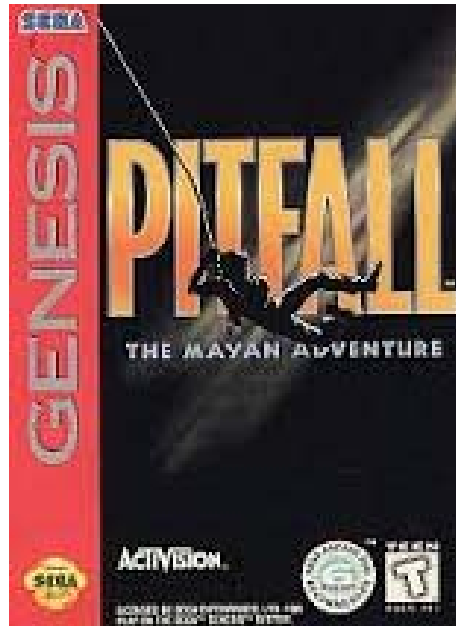
# Career Path



# Career



Select Hotel Management



Activision



Ignited



# Career

First real job:  
Renovating Hotels



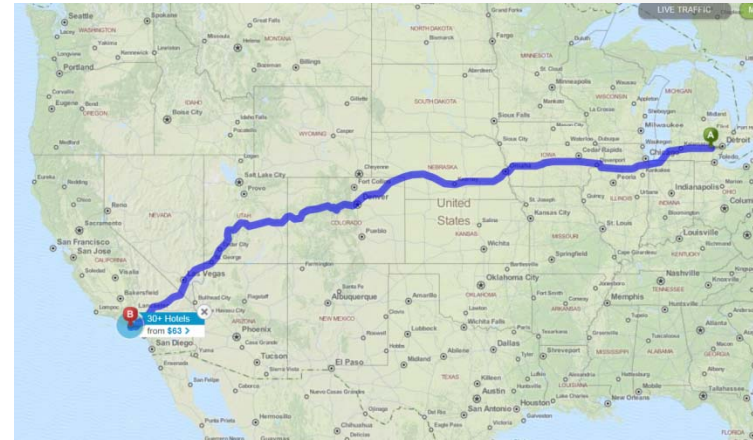
My worst Job:  
Short Order Cook



# Career

Some challenges I had to overcome in my career

- Move to LA
- Transition from hotels to technology
- Transition from general manager to marketing expertise



# CURRENT ROLE

## History

- Founded company in 1999
- Took team of 17 out of Activision

## Size

- 140 employees
- \$180 Million in Billing: \$20M revenues

## Location

- LA/El Segundo
- New York City

## Products

- Invest in start ups
- PixelMags, Luminare Labs, MBN, Nuance Digital Marketing, Nourage Hair Vitamins

## Services

- Plan and Buy media
- Create ads, websites, apps, etc.

# What we do

- Media Planning and buying
- TV Ad creative
- Website & App development
- Strategy
- Research
- Print & outdoor creative
- Analytics
- Account Management
- Video production
- Social media
-



For people who want  
to set the world on fire.

ignited

# Agency Profile

HEADQUARTERED  
IN LOS ANGELES  
WITH A SECOND OFFICE  
IN NEW YORK CITY



MORE THAN 120

FULL-TIME  
EMPLOYEES



WORKING ON  
15 ACCOUNTS

BILLINGS FOR 2012

\$165  MM

INDEPENDENTLY

OWNED & OPERATED

# Clients



SONY.



TM

fresh   
& easy



# THE GOAL

- **CHANGE THE CONVERSATION**
- **GIVE THE BRAND A PERSONALITY**
- **OWN “EASY”**

A person wearing a dark, heavy coat, a black hat, and red boots stands in front of a large, textured wall. They are holding two white plastic grocery bags, one in each hand. The wall has a vertical, ribbed texture, and the floor is made of dark, patterned tiles.

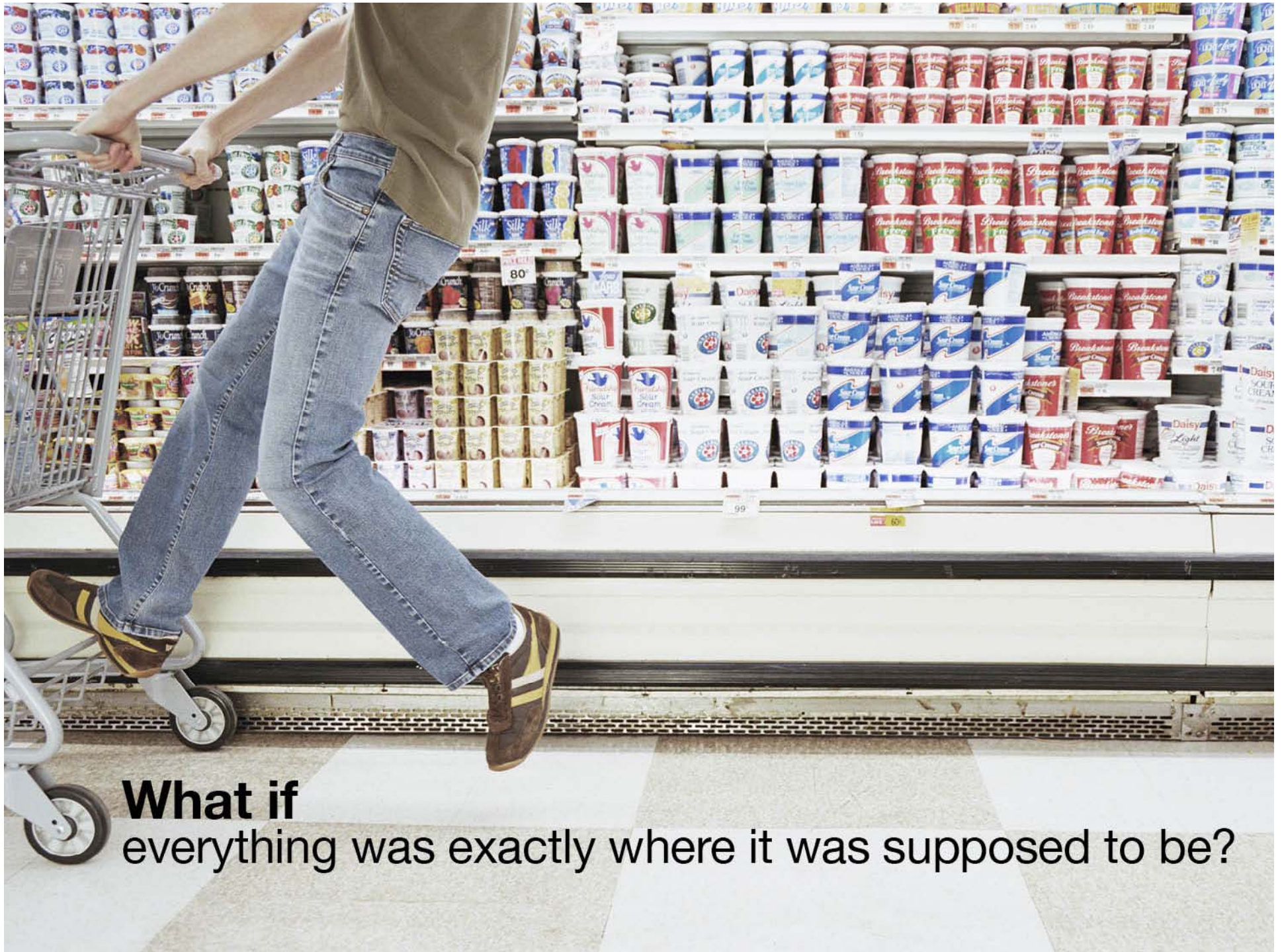
**What if  
grocery shopping didn't effing suck?**



A photograph of a man in a dark jacket and blue jeans walking away from the camera down a supermarket aisle. He is carrying a green plastic shopping basket. To the left of the man is a rack of green plastic chairs. The background is blurred, showing shelves of products and bright overhead lights. The text is overlaid in the bottom right corner.

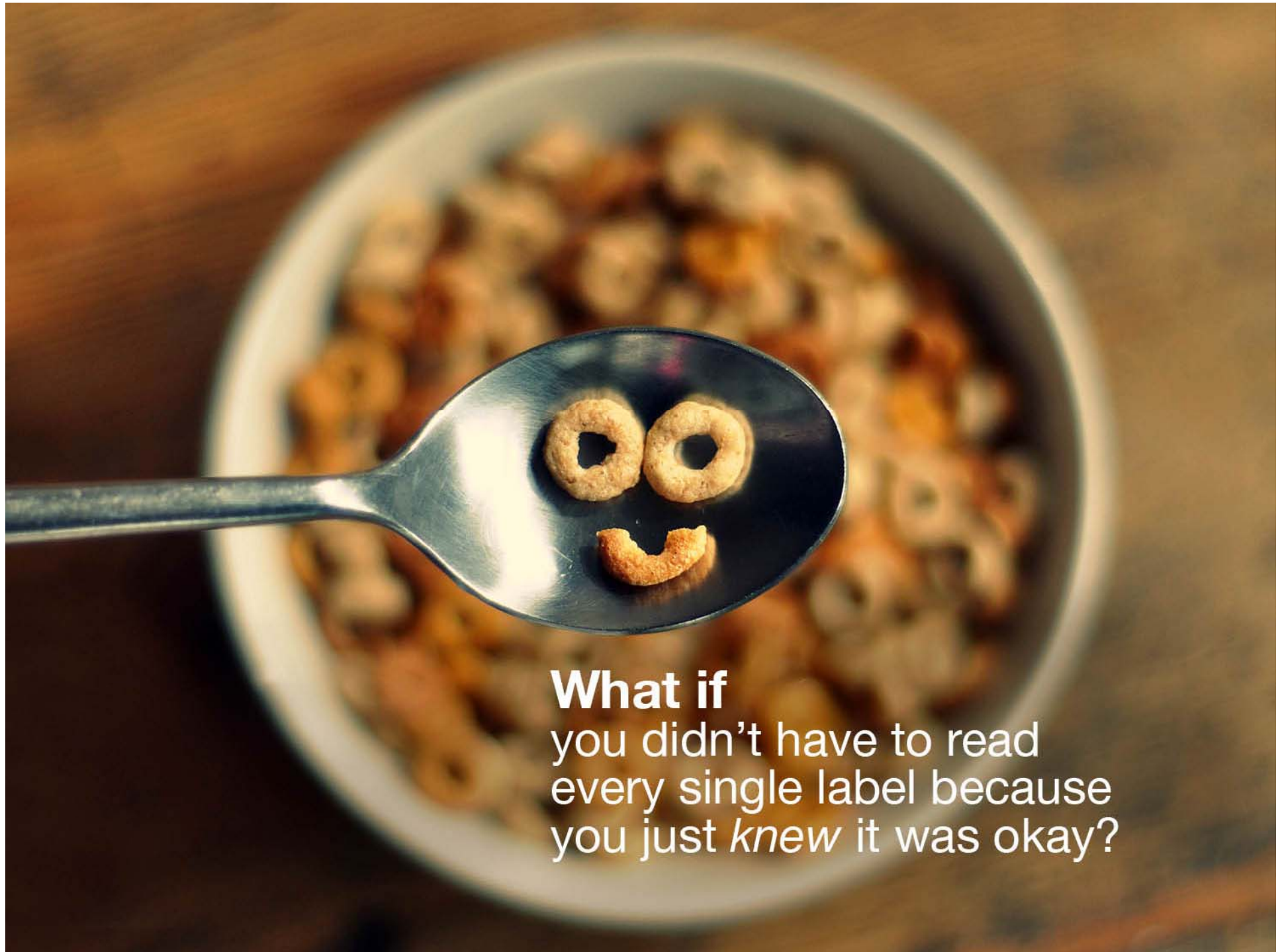
**What if**  
it didn't waste your **time?**  
Your **money?**  
Your **life?**





**What if**  
everything was exactly where it was supposed to be?





**What if**  
you didn't have to read  
every single label because  
you just *knew* it was okay?

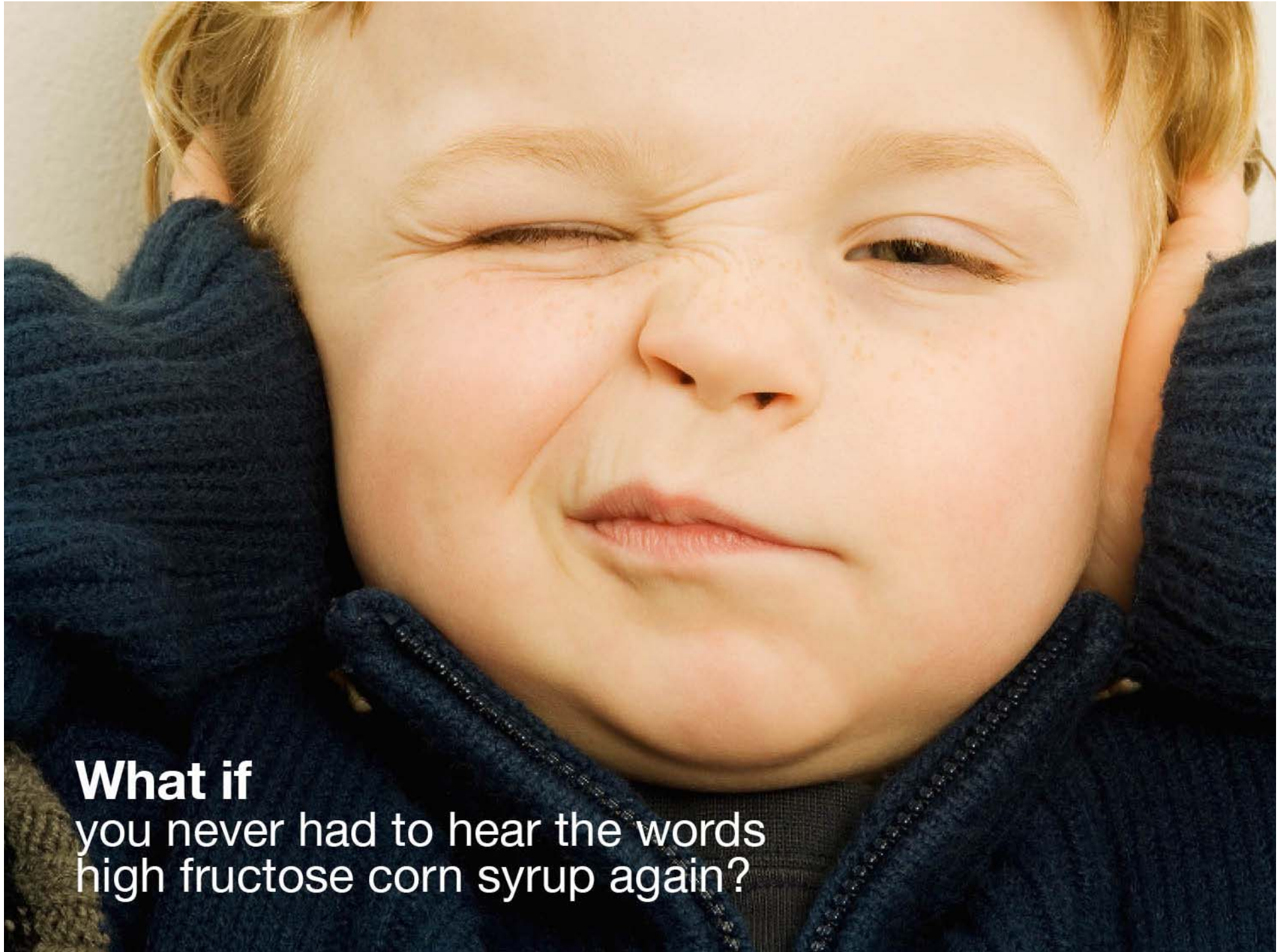
**What if**  
your super market  
was as intelligent  
as its shoppers?







**What if**  
somebody you trusted did the cooking for you?



**What if**  
you never had to hear the words  
high fructose corn syrup again?



**What if**  
you could have all this,  
all in one place?





Now *that* would be....



f



& easy 

# Radio



Neighborhood Market





# billboard



# Transit shelter





# In-store





# trucks



# website





# Take over banners

fresh & easy™ **wheel of easy**

Lookin' for something tasty to heat and eat? Let the wheel help you decide. It's that f&easy.

close X

meals made f&easy

download our weekly flyer visit freshandeasy.com

f t p

This banner features a large white wheel divided into 12 segments, each containing a different food item such as strawberries, bread, corn, and salmon. A green arrow with the word "SPIN" in glowing letters points towards the wheel. The background is a light-colored wooden surface with a bowl of tomatoes and a glass of pink drink. The footer includes the "fresh & easy" logo, a "meals made f&easy" tagline, and links to download a weekly flyer and visit the website, along with social media icons for Facebook, Twitter, and Pinterest.

fresh & easy™ **wheel of easy**

Lookin' for something tasty to heat and eat? Let the wheel help you decide. It's that f&easy.

close X

meals made f&easy

download our weekly flyer visit freshandeasy.com

f t p

This banner shows the same wheel of food items as the first banner, but it is blurred to create a sense of motion and excitement. The background and layout are consistent with the first banner.

fresh & easy™ **wheel of easy**

Lookin' for something tasty to heat and eat? Let the wheel help you decide. It's that f&easy.

close X

meals made f&easy

download our weekly flyer visit freshandeasy.com

f t p

ASIAN TO GO  
fresh & easy  
green beans  
& walnut salad  
\$3.99

meals made f&easy

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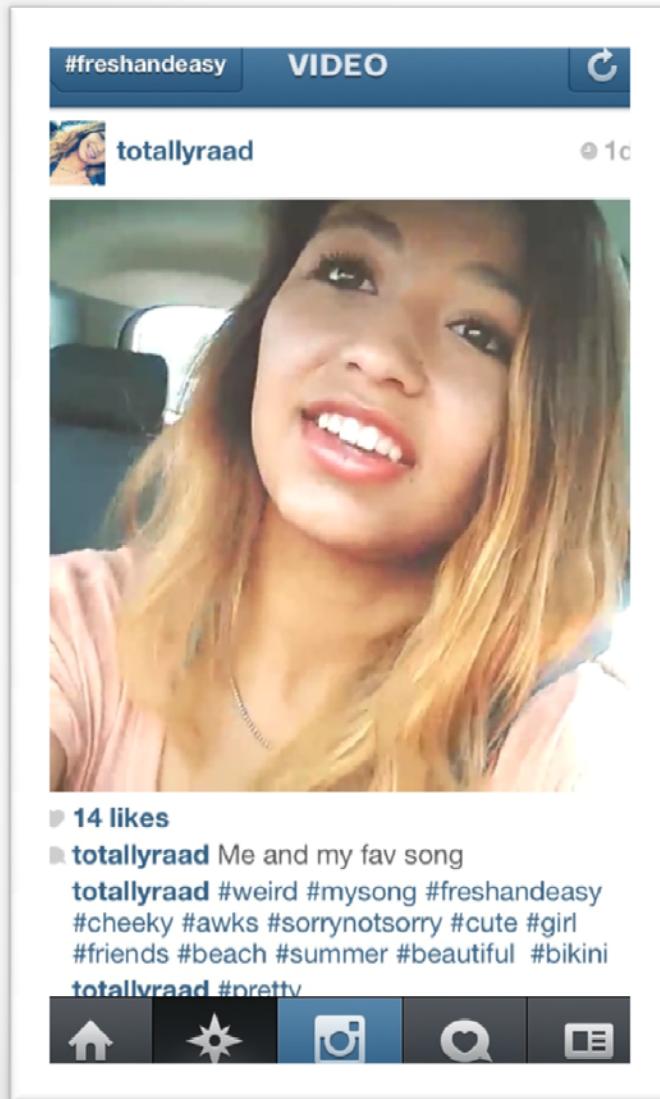
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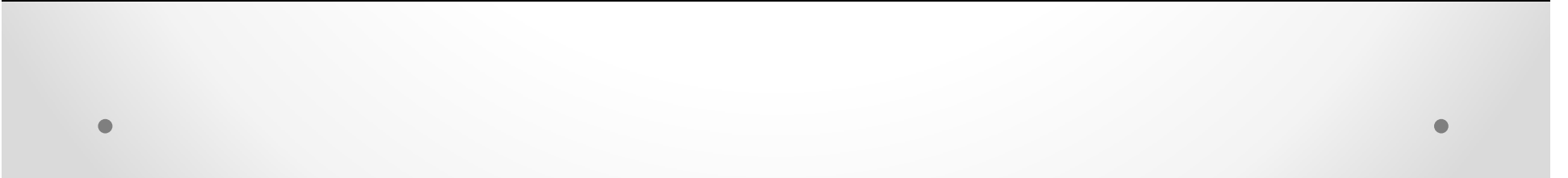
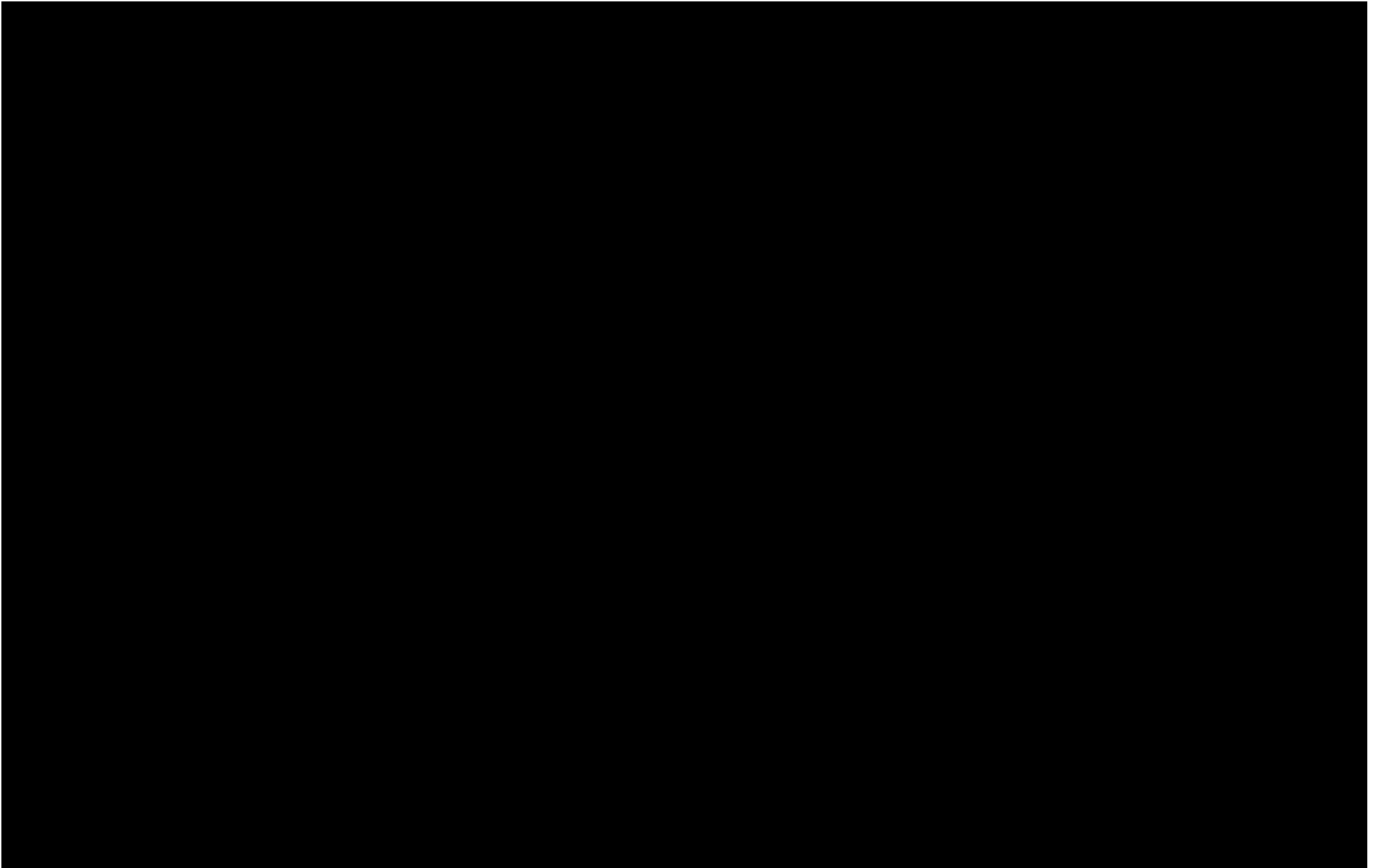
SPIN AGAIN

This banner highlights a specific meal selection from the wheel. A callout box on the left identifies the "ASIAN TO GO" meal as "fresh & easy green beans & walnut salad" for "\$3.99". A green arrow with the words "SPIN AGAIN" points towards the wheel. The background and layout are consistent with the other banners.

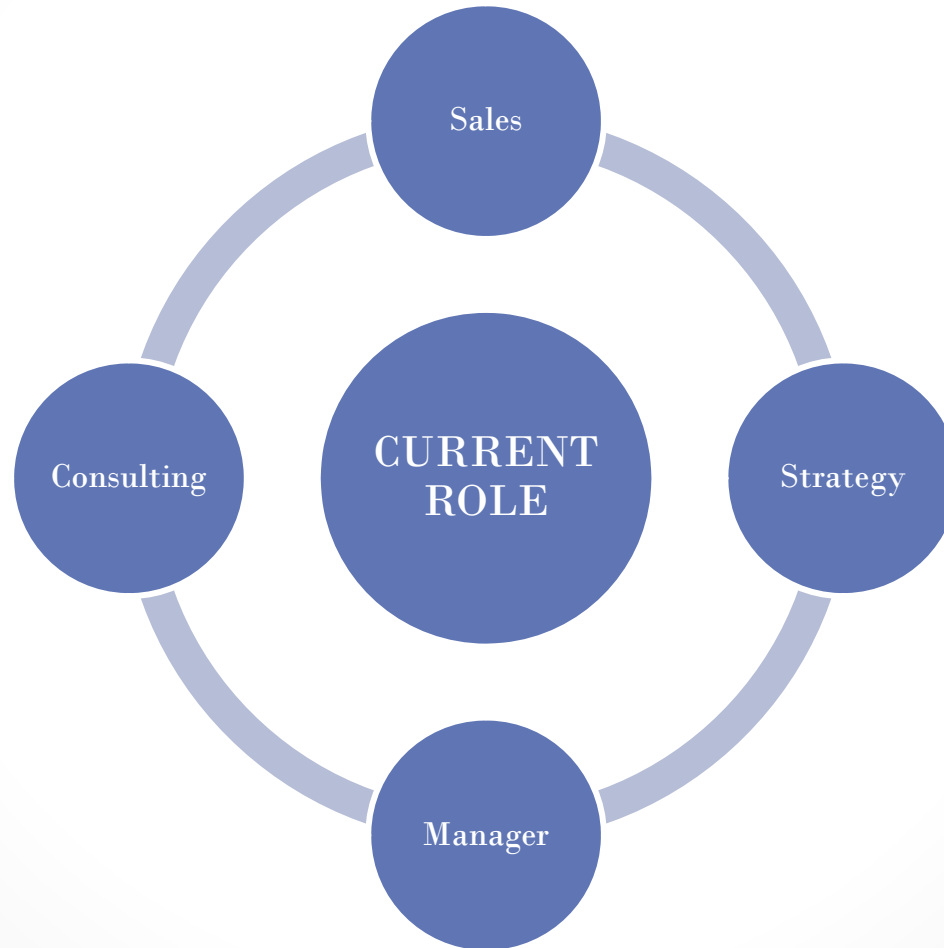


# Real time social engagement



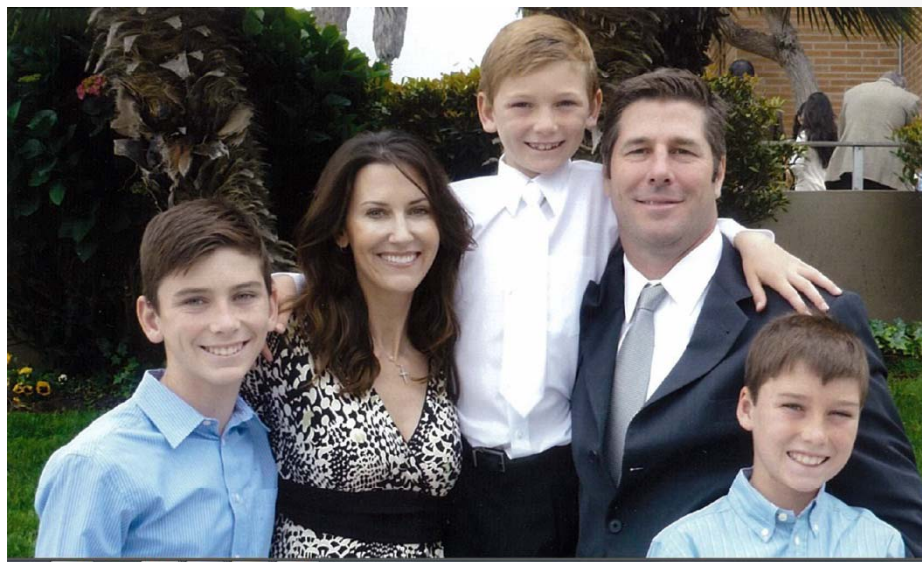
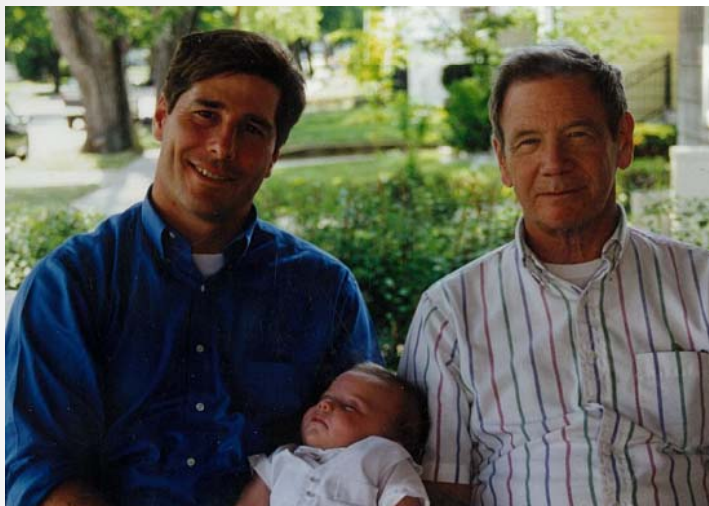


# Current Role

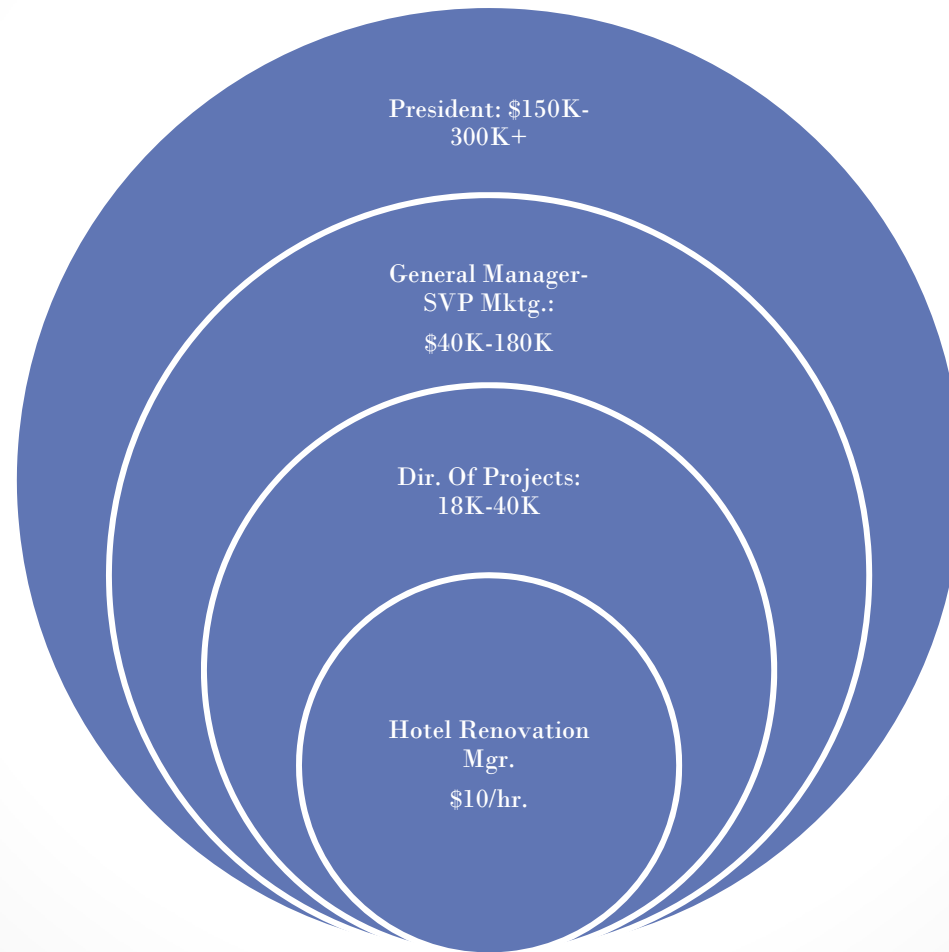




# Family



# Career Compensation



# ACADEMIC EXERCISE

- We will now spend several minutes discussing the day's academic module and how it is relevant in the 'real world'



# QUESTIONS AND ANSWERS

