

Program Overview

This custom program leverages a diverse range of tools and formats to engage and inspire ambitious millennial entrepreneurs across *The Washington Post's* platforms.

“Take It Personally”

Custom Content

Washington Post BrandStudio will make FedEx relevant and top-of-mind for the one-size-doesn't-fit-all generation through compelling millennial-to-millennial advice.

Sponsorships & High Impact

- Cross-platform sponsorship of sections focused on entrepreneurship and with high millennial concentrations
- Combination homepage and point-of-entry takeovers across desktop and mobile



Next-Gen Distribution

- *“Take It Personally”* content published via Facebook Instant Articles
- Contextually-targeted native module
- CMS-level integration into our award-winning immersive app
- Bespoke social promotion

Millennial Events

- Sponsorship of inGENuitY, our annual summit centered on millennials
- Custom in entrepreneurstegration as sponsor of the event's Pitch Contest for startups

CUSTOM CONTENT

“Take It Personally” Introduction

While past generations idolized corporate titans like Jack Welch and Lee Iacocca, Gen Y grew up with rule-changing role models like Mark Zuckerberg. Small wonder that 60% of today’s millennials consider themselves to be entrepreneurs—and that, when it comes to choosing a vendor or solution provider, they gravitate toward partners who value **authenticity, individuality and the importance of creating meaning, not just making money.**

We’ll show how **FedEx is such a partner**, through smart, memorable custom content that speaks to millennial SBOs in their own visual and narrative language and positions FedEx as an entrepreneurial kindred spirit and their top-of-mind shipping choice.



“Take It Personally”

The Idea

Concept

The old adage that “It’s business, not personal,” is a thing of the past. For millennials—sometimes labeled as self-focused to a fault—hypersensitivity has changed from being a psychological liability to the ultimate customer engagement tool. In today’s E-Commerce Era, customization is king—and “Take It Personally” is the modern mantra.

To bring this idea to life, we’ll create a mobile-first, compellingly shareable video series in which influential millennial entrepreneurs provide intimate first-person anecdotes about how taking it personally helped them reach their goals, as well as advice and tips about operating in an e-commerce world.

Execution

We’ll create Snapchat-inspired mini-documentaries of young entrepreneurs who are legends among their peers:

- Mini-videos are created in a “you are here,” mobile-friendly vertical format, viewable with or without audio, and interweaving first-person broadcast, photos and graphics
- Results could be a more polished and produced version of [this](#) WP program
- An insightful article will put the video series in context through a blend of journalistic narrative, animated graphics and data visualizations

“Take It Personally”

Sample Mini-Video Subjects

Baked By Melissa



Melissa Ben-Ishay describes how she went against experts’ advice and added her name to her company’s original concept (which was simply “Baked”). Making It Personal helped Baked by Melissa become a multi-million-dollar empire with eight stores, a growing web presence and a major focus on building their e-commerce presence—**which is powered by FedEx.**

Darn Good Yarn



After getting fired from her first office job, **Nicole Snow, winner of the 2012 FedEx Small Business Grant Contest,** thought, “I’d love to try doing this e-commerce thing.” Today, she uses her personal life to enrich her customers’ lives and has a lot to say about millennial entrepreneurs and the power of social marketing.

Warby Parker



Neil Blumenthal and Dave Gilboa (and Andy Hunt and Jeff Raider) discuss how the principles of personal friendship formed the foundation of their company, which was **built on a e-commerce platform** that enabled customers to try on glasses at home for free before buying them.

“Take It Personally” Sample Mini-Video Subjects

Bauble Bar

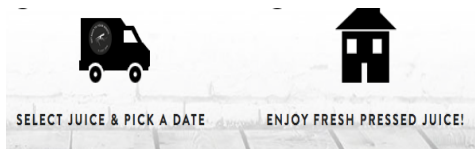


Daniella Yacobovsky and Amy Jain of [BaubleBar.com](#) on [gamification techniques to reward repeat website visitors](#) and the realization that shoppers have more confidence buying jewelry online if they can see images of real women wearing it.

Pressed Juicery



Carly de Castro, Hedi Gores & Hayden Slater discuss how they turned their personal experiences into Pressed Juicery and became pioneers in the minimally processed food movement—with a [new focus on e-commerce subscriptions](#).



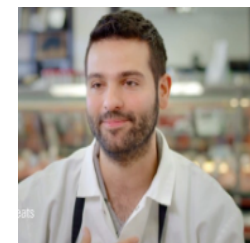
Additional ideas (all FedEx Small Business Grant Recipients)



Scott Loesser
Marked

Mary Lynn Schroder, In Blue Handmade

Danny Catullo
Catullo Prime Meats



Heather and Katie O'Neill
Mushmina