



Unleashing business potential through breakthrough marketing

A faint, light-yellow world map is visible in the background of the slide, showing the outlines of the continents.

100 Watts Consulting is a marketing
consulting and training company.





Arek Melemetci

Founding Partner

Arek is a senior business executive with global marketing background. He has a proven track record of success in developing global and local brands, insightful, innovative plans to grow consumer-oriented businesses across a variety of markets. He managed businesses and teams in Turkey, Russia, Eastern Europe, USA, UK, Canada and Spain. Arek has worked as a senior business executive and a strategic leader for over 20 years in leading FMCG and F&B corporations - **Procter & Gamble, Diageo and Pladis**. His category experience spans across beauty care, oral care, paper and detergents as well as food & beverage.

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Beril Afsar



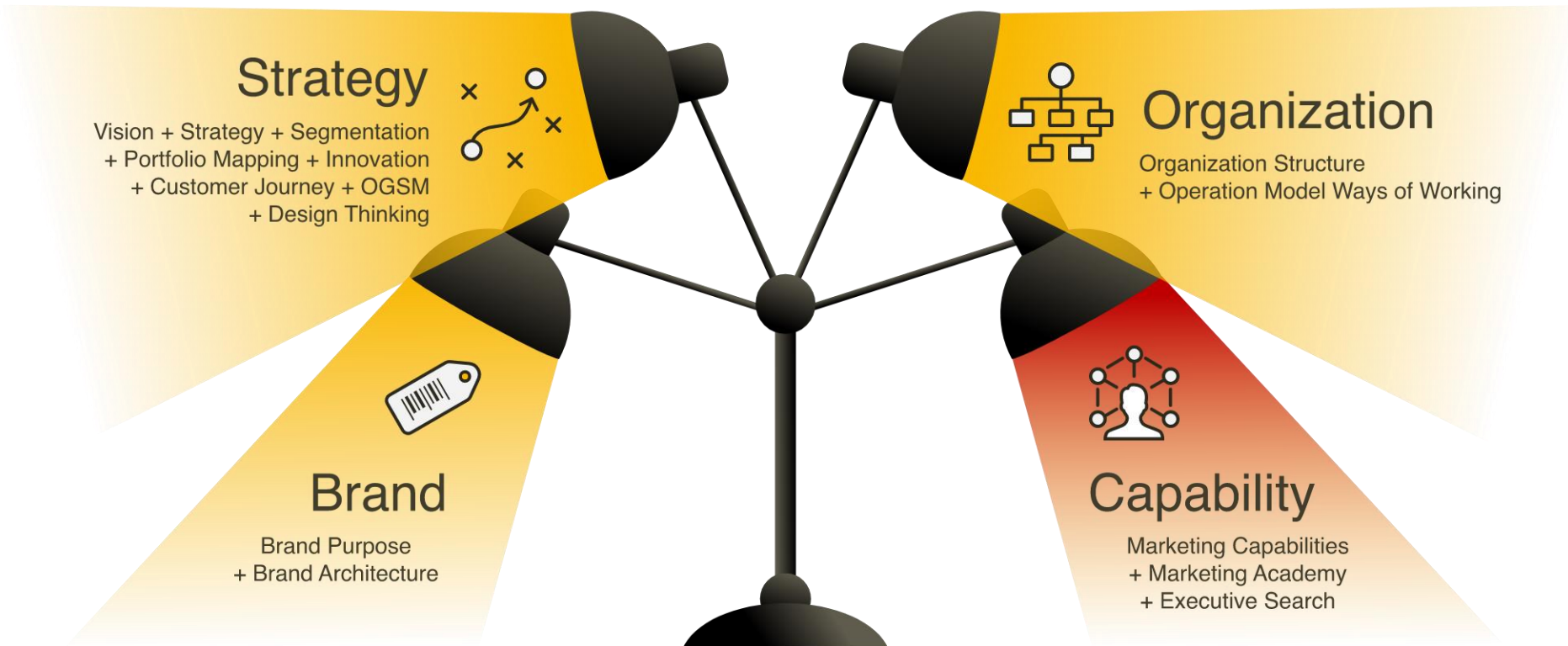
Boris Vorobyev



Çağrı Güneysu



Murat Elgün



Clients

DIAGEO

P&G



FERRERO



Marketing Academy



Marketing Academy Purpose








**People grow
Brands grow
Business grows**

**A common
language and
consistency**

**An effective
change of
behavior**

**A custom made capability program uniquely designed for
your company's needs to elevate the functional skills of
your marketers**

Marketing Academy design principles

| | Design Principles |
|---|---|
|  | Bespoke Developing a custom made program uniquely designed for your company's needs |
|  | Holistic Covering 4Ps (Promotion, Product, Price, Place) of marketing |
|  | Tools Providing tools and processes to change the way to do marketing |
|  | Examples Providing category relevant examples to inspire the participants |
|  | Practice Providing opportunities to first hand try the tools and process during the program |



Our Experience in Capability Building

Developing tailored Marketing Academies and delivering trainings and tools to embed learnings in leading global, regional, local players in the USA & Turkey.

 **NewYork-Presbyterian**



Beiersdorf



DIAGEO

**ANADOLU
EFES**

Teaching Marketing (Strategy, Management, Pricing) in undergraduate and graduate programs of prominent universities in New York and Istanbul.



ZICKLIN
SCHOOL OF
BUSINESS
Weissman Center
for International
Business



FORDHAM

Gabelli School
of Business



NYU | STERN

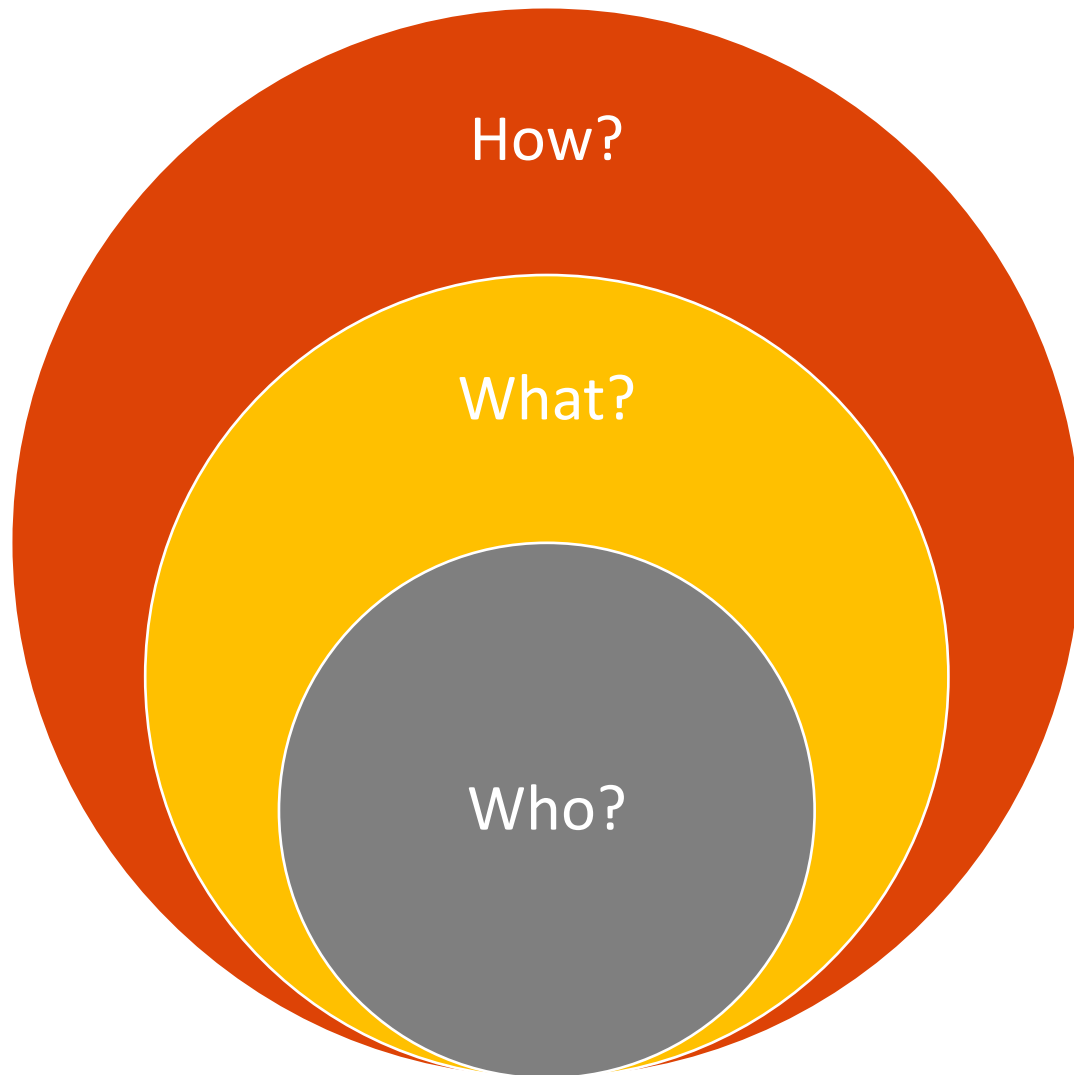


**KOÇ
UNIVERSITY**

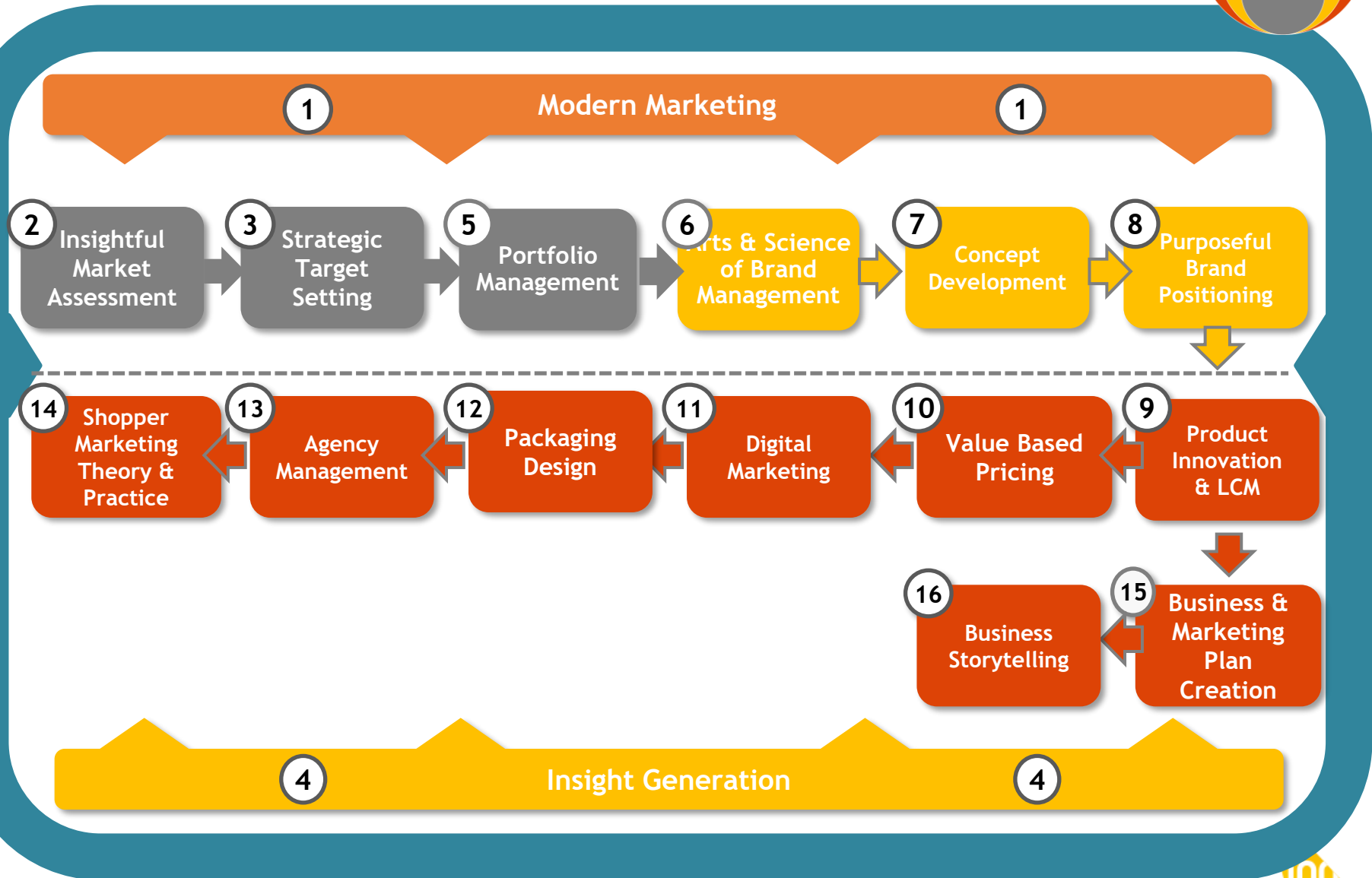
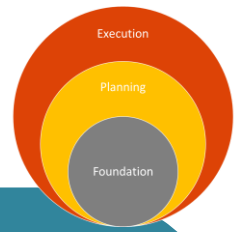




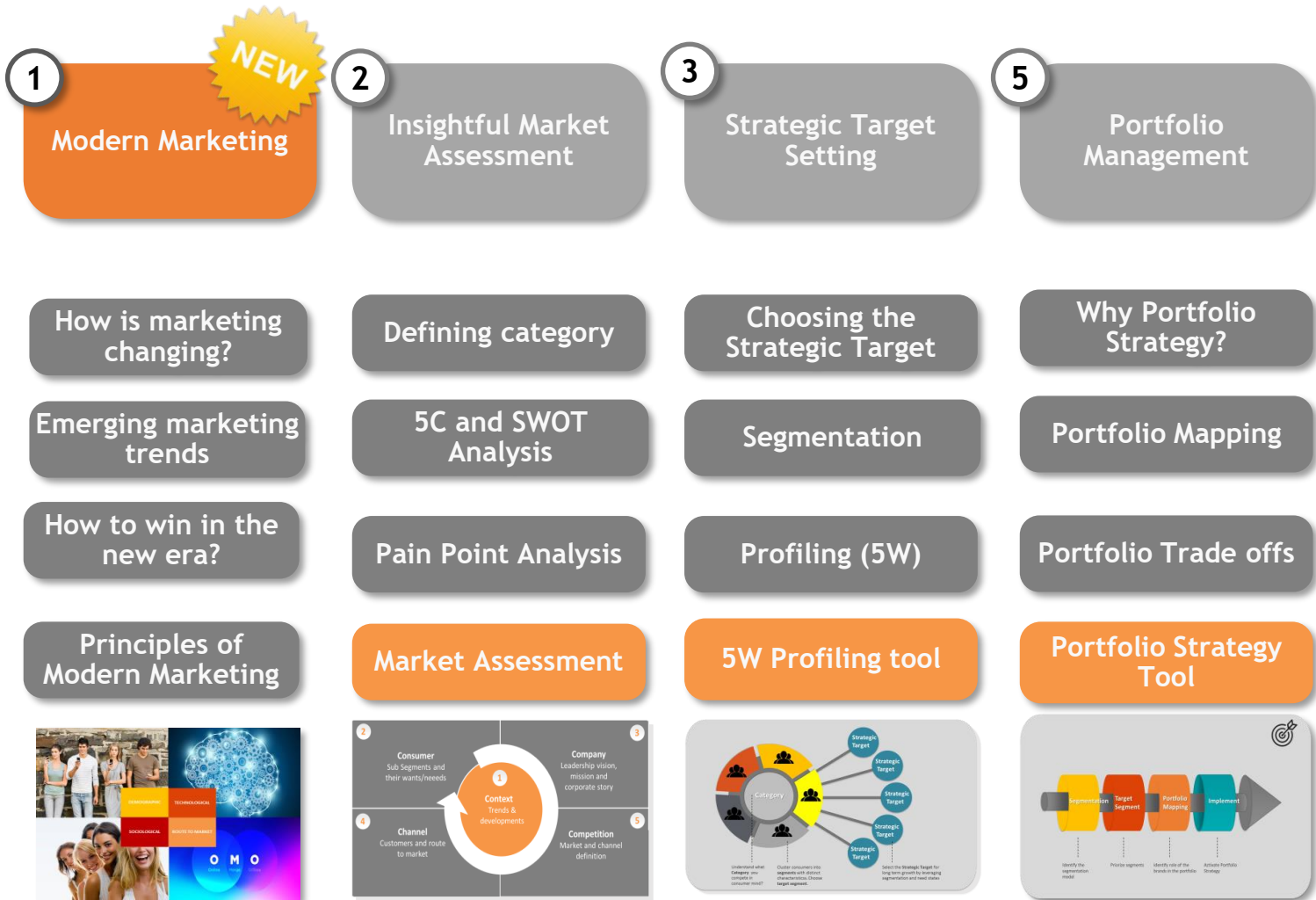
Marketing Academy Framework



Marketing Academy Framework



Modules



Modules

Content

Tools

Modules- What?

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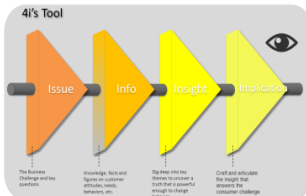
Consumer
Insights

What is insight?

How to generate
insight?

How to utilize
insight?

4i Tool



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Brand Management

Why Brands?

Brand Management

Brand Architecture

Brand Architecture



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Concept
Development

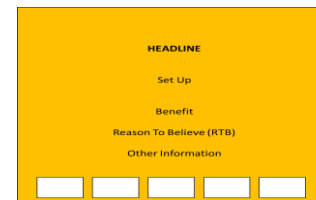
Why Concepts?

Elements of Concept

Concept Writing

Concept Evaluation

Concept Tool



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Purposeful
Brand
Positioning

What is purpose?

Developing Brand
Positioning

Brand Benefit

Reason to Believe

Brand Personality

Brand Pyramid



Modules

Content

Tools

Modules- How?

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Product
Innovation & LCM

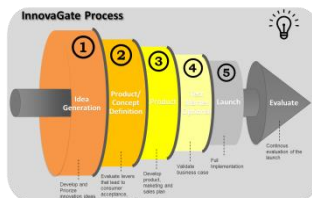
Design Thinking for
Innovation

Introduction &
Growth

Maturity & Decline

Extension and
Repositioning

Ideation Tools



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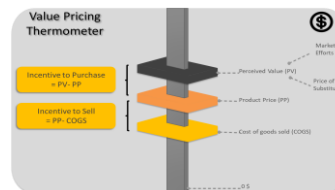
Value Based
Pricing

Consumer Behavior
Economics

Portfolio Pricing for
max profitability

Watch-Outs
And Tactics

Pricing Tools



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Digital Marketing

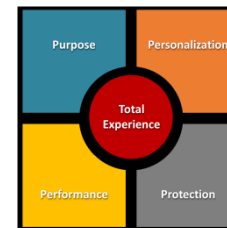
SEO / SEM and
Website Mngt

Emerging & Key
Social Media Use

Personalization &
Contextual targeting

Viral and Influencer
Marketing

Performance
(A/B testing, MTA)



NEW

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Packaging
Design

Packaging Design

Packaging Evaluation

Packaging Brief

Paket Brief

Project Name:

Product Name:

Brand Name:

Project Description:

Project Objectives:

Project Constraints:

Project Timeline:

Project Budget:

Project Status:

Project Manager:

Project Sponsor:

Project Stakeholders:

Project Risks:

Project Opportunities:

Project Challenges:

Project Success Factors:

Project Lessons Learned:

Project Next Steps:

Project Date:

Project Version:

Project Approval:

Project Signature:

Modules

Content

Tools

Modules- How?

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Agency Management

Setting the Connection Task

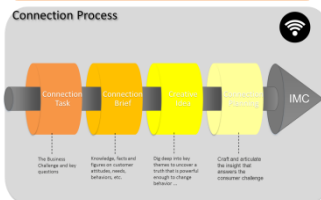
Developing a Connection Brief

Evaluating the Connection Idea

Connection Plan

Advertising Brief

Advertising Evaluation Guide



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Shopper Marketing Theory & Practice

The theory behind shopper marketing

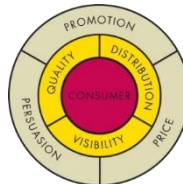
Shopper vs consumer Promotion vs Ads

Retailer Brand Equity

Types of SM activities and ROI

SM Master Plan

SM Tool



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Business & Marketing Plan Creation

Introduction Business Plan

Developing the Business plan

Developing the marketing plan

Business & Marketing Plan kit



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Business Storytelling



Audience

Message

Storytelling

Presentation skills



Modules

Content

Tools



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Quotes from clients

100 Watts was instrumental reorganizing the marketing department for Azersun. Their experience and vision transformed the way we do marketing. They also created the azersun marketing academy and delivered it to the marketing team to elevate the marketing knowledge and embed the change into the marketing organization DNA

Ümit Solak
Azersun, CMO

'We worked with 100 Watts on a customer segmentation project. Our existing segmentation model was slightly complicated and hard to implement. They helped us to simplify the model and profile the segments in detail so we now know who the segments are and what their needs are. This work will be the foundation for us moving to more consumer centric business model in the near future. I appreciated the work 100 Watts did for us and hoping to work with them in the future on some other projects'

Beyza Koyaş
BNP Parisbas Head of Marketing

'100 Watts has been instrumental in translating Cardif's core brand attributes to Turkish context. Their positive & engaging approach resonated very well within organization.'

Cemal Kışmir
BNP Parisbas Cardif CEO

'Continous changes in business environment have a big impact especially on Marketing. 100 Watts Consulting, has helped us to reshape our brand strategies utilizing their years of experience in marketing field and up to date marketing trend knowledge. The rigorous process followed by 100 Watts Consulting took us on a journey from consumer insights to brand pyramid. We took important steps on segmentation analysis. The founder-Arek Melemetci has inspired us in many ways with his undisrupted energy, tools and techniques he deployed and his communication skills. We would like to continue working with 100 Watts Consulting in the future'.

Serkan Yazıcıoğlu
BKM, EVP Digital Solutions

'I worked with 100 Watts during creation of new brand positioning of Petrol Ofisi brand in 2016. They orchestrated a workshop with different stakeholders very effectively as well as led the concur process with 4 different agencies in a short time, with a satisfactory result. Resulting creative had qualified in Link test as well'.

Alp Akgünlü
PO CMO



Arek Melemetci

Founding Partner

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Beril Afsar

Partner

Beril is a global product management and marketing leader with a progressive twenty five year career spanning markets (**USA, EU, MEA**), industries (CPG @ **P&G**; Telecom @ **Vodafone, Turkcell**; Consumer Banking **Citibank, Marcus by Goldman Sachs**) and all disciplines of the marketing mix including Product Management, Pricing, Customer Experience and Marketing Communications.

Beril's strength is in coupling deep consumer insights with new market developments and technology to drive product innovation, which **builds revenue market share** in rapidly changing environments. She has been instrumental in Vodafone Turkey's U-turn behind many **first to market products** and **sustainable and competitive pricing strategy** building market share for 16 consecutive quarters. She has also proven her **leadership skills** in top business priorities like 4G LTE launch; \$100M Business Transformation; and best Data Revenue Growth in MEA.

Now, Beril is a **partner at 100 Watts Consulting**, leading marketing consultancy and academy practices for Telecom and Financial Services. She also teaches Marketing in undergraduate and graduate programs at **Baruch College of CUNY** and at **NYU Stern School of Business**.

Also, Beril is a trainer and mentor at several **startup accelerator programs** in NY to help foreign entrepreneurs gain the skills and tools to build a network in the US. In addition, she enjoys serving as an elected member of the Communications Committee at **President's Council of Cornell Women**.

Beril is a graduate of **Cornell University** Business School and recently completed **Duke University's** Digital Media and Marketing program.



Murat Elgün

Partner

Murat is a senior business executive with global marketing background. He has a proven track record of success in developing global and local brands, innovative product portfolios & organizational capabilities to fuel growth in various categories across different geographies. He managed businesses and teams in Turkey, Middle East, Pakistan, North Africa, Sub Sahara Africa and Central Asia. Murat has worked as a senior commercial executive and lead change for over 20 years in leading FMCG and F&B corporations like Danone, Ontex Global, Braun, Pinar and Zyman Core Strategy Group. His category experience spans across baby food, dairy, personal care, food & beverage as well as durable goods.

Murat started his career at Procter & Gamble in Turkey in 1993 on Blendax and later joined Braun & Teba. He handled various roles serving as Brand Manager and Trade Marketing Manager for white goods, electric personal care and home appliances for Braun and Teba brands in Turkey.

He joined Danone Baby Food (then Royal Numico) in 1999 in Istanbul as Group Brand Manager. He then moved to Frankfurt in 2001 as the Global Brand Manager role for convenient baby food prior to his assignment in Amsterdam in 2003 as Marketing Coordinator in the HQ.

Between 2005-2009, he had Marketing Manager, Kids Category experience in Süttaş and Marketing Director Role in Pinar Food where he led a business of \$500 million and a marketing budget of \$20million for both dairy and meat & frozen food categories.

In 2009 he joined Zyman Core Strategy Group, an International Strategic Marketing & Management Consultancy Firm which has been established by well known CMO of Coca Cola, Sergio Zyman, where he helped companies utilize transformational strategies and proven principles to accelerate growth.

He joined Ontex Global in 2012 as Marketing Manager, then promoted first as Marketing Director MENA and then Marketing Director MEAA roles in Istanbul and Brussels respectively where he had contributed to the business growth, built new organizational capabilities and developed innovative product portfolios based on consumer insights in baby care and adult care categories.

Murat holds Industrial Engineer degree from Boğaziçi University and completed his Master Classes in Marketing in Istanbul University.

Murat is married and has a daughter at age 6.



Cengizhan İdilgil

Partner

Cengizhan is passionate “Game Changer” sales expert with a 28 + year experience; 22 year in Procter & Gamble and 6 year as freelance sales and management consultant work including projects with PwC and McKinsey.

He has a solid track record in «Go to Market» strategy, Distributor Operations, Key Account Management, Trade Marketing and Shopper Marketing.

Cengizhan has 22 Year experience in **Procter&Gamble** in National and International roles for 3 important pillar of sales departments; Distributor Operations, Key Account management, and Trade marketing.

He worked 2 years in Frankfurt and Geneva for Western Europe Feminine Care Market and Strategy planning initiative management and 3 years as sales director in Almaty, Kazakhstan (9 countries)

In Gillette Acquisition, he played an active role on merging of two trade term, and sales organizations to establish “One and Winning” team.

He led the turnaround with Migros - P&G business from boycott to strategic partnership level, establishing one of the long lasting shopper marketing campaign in Turkey; Special Olympics Activity.



Çağrı Güneysu

Partner

Çagri is a marketing professional and design thinking facilitator with strong background and achievements in CPG and Telecommunication industries with a consumer-driven and creative business mindset. She is skilled in understanding consumers and developing insight leading to marketing strategy and product/experience design. She has handled various marketing roles for over ten years in global companies - **Carlsberg**, **Nestlé**, **Pladis**, and **Vodafone**. Her category experience includes alcoholic and non-alcoholic beverages, bakery, home broadband and consumer mobile.

Çagri started her marketing career at **Carlsberg** Turkey for brand management of Tuborg beer portfolio. She continued her career at **Nestlé** Turkey as responsible for leading Nescafé 3in1 and Nescafé Cappuccino brands. Thereafter, she joined **Pladis** Turkey to manage various leading brands in biscuit and cake categories.

Later, she stepped up her career in telecommunication and joined **Vodafone** Turkey. She has worked in home broadband and consumer mobile categories and experienced actively agile way of working and design thinking. Besides her responsibilities in Vodafone, she has become design thinking trainer and facilitator.

Çagri is now Partner Consultant at 100 Watts Consulting for design thinking. She is also a newly fashion start-up owner and photography student with love of sailing.

**Boris Vorobyev**

Partner

Boris is a senior Marketing and R&D executive with 20+ years of experience in Procter & Gamble, Wimm-Bill-Dann (Pepsico), FrieslandCampina and KraftHeinz, in both food and non-food categories, working primarily in Russia, Europe and Asia.

He has a proven track record of stepchanging business by developing first long-term strategic plan based on deep consumer, market and organizational understanding. And then executing it with it with speed and rigor.

Throughout all his corporate assignments, Boris has been responsible for the full marketing mix which allowed him to develop deep firsthand understanding and experience.

Boris has started his career in 1998 in Procter & Gamble Russia, then moved to European HQ in Belgium, to the regional role for Ariel detergents in Central and Easter Europe

After 9 years in P&G, in 2007 Boris returned to Russia and joined Wimm Bill Dann, the leading Russian Dairy company (acquired by Pepsico in 2011). Boris was responsible first for the biggest Dairy portfolio of ~1 bln\$ annual revenue and later lead the strategic expansion into Asia

Boris then joined FrieslandCampina, another leading Dairy international company. After that, in 2016 Boris joined KraftHeinz as Marketing and R&D Director for Russia and CIS

Boris is currently located in Russia and as of 2020 works as a Marketing Consultant and Executive Coach



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güneysu, boris Vorobyev, cengizhan idilgil