

WE'VE MADE
A PROMISE

TO BE BETTER.

SO WE'D BETTER MAKE SURE WE LIVE UP TO IT.
HERE'S HOW WE PLAN ON DOING IT

FIRST
WE FIGURE OUT WHAT
A

BETTER

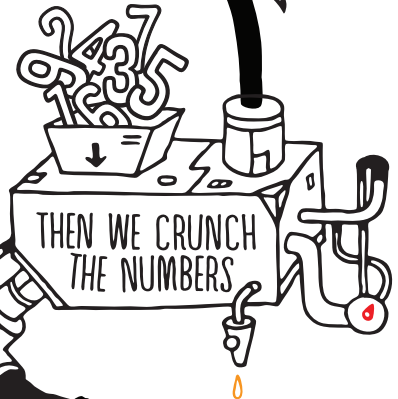
BUSINESS

LOOKS LIKE



WE'RE ALL IN
THIS TOGETHER,
SO WE ALL NEED TO DO OUR BIT
BUT WE REALLY ARE COUNTING ON

YOU



WE'LL SIT DOWN AND WORK OUT YOUR OWN PLAN
AND THEN
LOCK IT IN ONLINE.



COMMERCIAL
COMMITTED
CREATIVE

TO STAY AT THE TOP OF YOUR GAME
MAKE SURE YOU KEEP UP YOUR VITAMIN C'S

WE'LL
REVIEW IT ALL
A COUPLE OF TIMES
A YEAR, BUT DON'T
WAIT FOR THAT!

BEING BETTER IS ABOUT CONSTANTLY
LOOKING FOR **BETTER WAYS** AND
SHARING IT WITH THE TEAM



AND REMEMBER,
NO MATTER HOW GOOD WE GET,
WE CAN ALWAYS GET
A WEE BIT BETTER.



The **BETTER**
DRINKS Co.