



TM
BAREFOOTTM

ARK

ACTS OF
RANDOM
KINDNESS

THE BAREFOOT STORY

by Von de Torres









THE BAREFOOT STORY



WHY THE BAREFOOT NAME?





BAREFOOT™





CHATEAU LE FEET

















TM

BAREFOOTTM

AFFORDABILITY

ACCESSIBILITY





BAREFOOT™



WORTHY CAUSE MARKETING



STEP 1:

Look for new ways to engage the community and to make the world a better place through wine.



STEP 2:

Honour your employees:

1. The right pay
2. Recognition
3. Personal time and Security



STEP 3:

Strong Customer Service



LEGACY:

DO WELL BY DOING GOOD!

**“BAREFOOT STOOD AS AN
EXAMPLE THAT YOU COULD
PLAY BY THE GOLDEN RULE AND
STILL BE PROFITABLE.”**





E.&J. Gallo Winery




BAREFOOT™

**A FAMILY – OWNED COMPANY
THAT COULD PLAN AND
IMPLEMENT.**



**DEVOTED TO MEET
THE CRUCIAL DEMANDS OF THE
WINE BUSINESS.**



**COMMITTED TO
CUSTOMER SERVICE.**






BAREFOOT™






BAREFOOT™



BAREFOOT™

**PUT YOUR
BEST FOOT FORWARD!**



**KNOCK YOUR
SOCKS OFF!**



**TRY SOME
WINE WITH SOLE.**



**TRY FOOT TRAFFIC
FOR A CHANGE!**



STEP UP TO BAREFOOT.
YOU'LL BE HEAD OVER HEELS
FOR BAREFOOT!





**VIDEO OF
SEA & SAND**

VIDEO

KINDNESS VIDEO

VIDEO



TM
BAREFOOTTM

ARK

ACTS OF
RANDOM
KINDNESS



THE BAREFOOT ARK PRESENTATION

BY

VINCE CABICO



THE **ARK** MOVEMENT



WHAT IS **ARK**

ARK

ACTS OF
RANDOM
KINDNESS



STEP INTO

The Barefoot ARK

It's a digital campaign aimed at creating a movement of kindness. An online movement digitally housed on the Barefoot ARK page/community. To make the world a better place. Less whining, more winning. Less feeling sorry about situations, more fun. Because, after all, we're all in the same boat together.



STEP INTO

The Barefoot ARK

Through the ARK, we will try to preserve kindness, bring joy (especially on social media feeds that are being inundated with bad news), and spread the good news encouraged to perform acts of random kindness.



The Thinking

What we focus on grows.
What we look for multiplies.
So we focus on kindness.
And help people focus on it, too

This is how we flood the world with kindness. In thought and in deeds. Offline and online. Bringing back the spirit of joy and fun in the world.



The Insight

What stops people from doing acts of random kindness?

The thought that their action is too small to make a difference.



How It Goes

Find acts of random kindness.
Reward random acts of kindness.
Amplify the good!

We start introducing the idea of kindness and looking through Facebook for an act of kindness that we can reward, amplify and use as an example to encourage the rest of the country to follow. We not only create conversations, we create a happy, joyful consciousness based on kindness that can last.



Key Message

Kindness is fun. And it's good for everyone.

THE REWARDS OF KINDNESS

- Knowing that you've done good.
- Other people knowing that you've done good.
- Plus, you could even get a reward from Barefoot Wines!

THE DIGITAL CAMPAIGN

Social Media Guidelines

OUR SOCIAL MEDIA PURPOSE.

Bringing the spirit
of fun to
a harsh world.



Social Media Guidelines

OUR SOCIAL MEDIA PURPOSE.

Light, bright, cheerful,
with a purpose but not
taking ourselves too
seriously.



Social Media Guidelines

OUR SOCIAL VOICE.

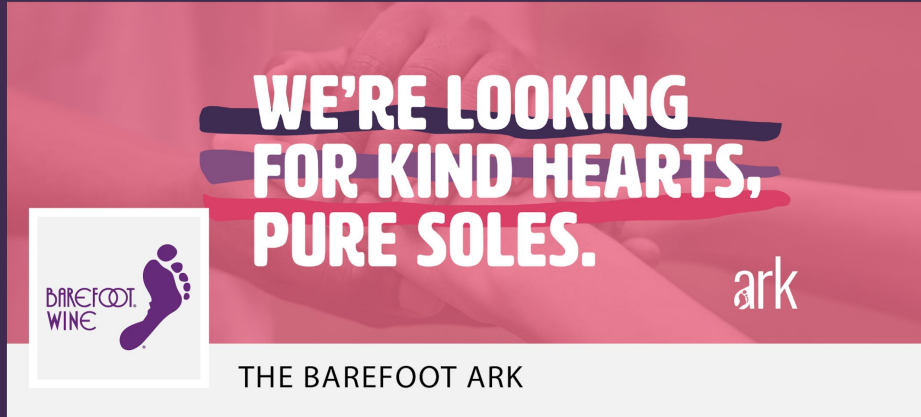


The witty, lighthearted
friend that lifts up
your spirits and cheers
you up.


FACEBOOK COVER



FACEBOOK COVER



**WE'RE LOOKING
FOR KIND HEARTS,
PURE SOLES.**



ark

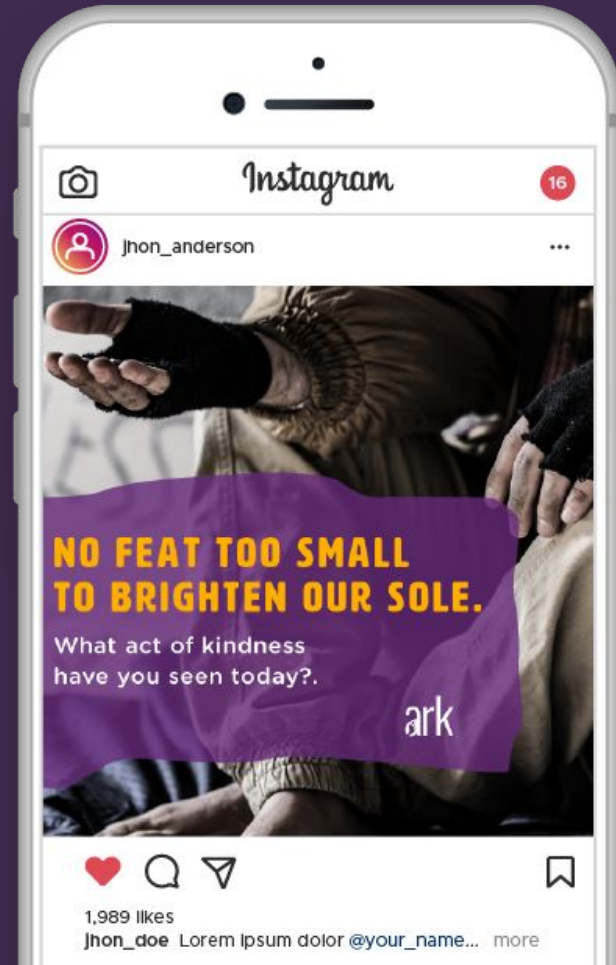
THE BAREFOOT ARK



CALL FOR ENTRIES

TAG:

KINDNESS WINS.
AND KINDNESS WINES.



THE BAREFOOT
KICK OFF

It's about seeing how
helping others get on
their feet,

lifts the rest of us up.
As we raise their lives,
we lift up spirits.



RAISING LIVES.
LIFTING SPIRITS.

Barefoot Wines.

Adding the Spirit of Fun
to Community Spirit.



WOK TOGETHER



WHAT GOES WITH
Wine? **FOOD.**





MEET

NANAY JANE

Her children study in a public school, and as part of the LGU programs, she volunteers to clean at the school twice a week and cook meals.

On her days off, she takes care of a hydroponic vegetable garden in Tatalon, Smokey Mountain.



MEET

CHEF WAYA

She's a chef. A teacher.

She teaches people to cook healthy,
And eat healthy.



Two very different people.

With a lot to teach each other.

How It Goes

They meet.

They cook together.

They walk together.

Waya teaches Nanay Jane how to cook for the community, and turn it into a business. Nanay Jane teaches Waya about determination, making do and fortitude.

Together they prove that the kitchen is a place of happiness and joy. And with Barefoot Wines, we add the spirit of fun.

HAND IN HAND



COMMUNITY

CRAFTS AND WINECRAFT

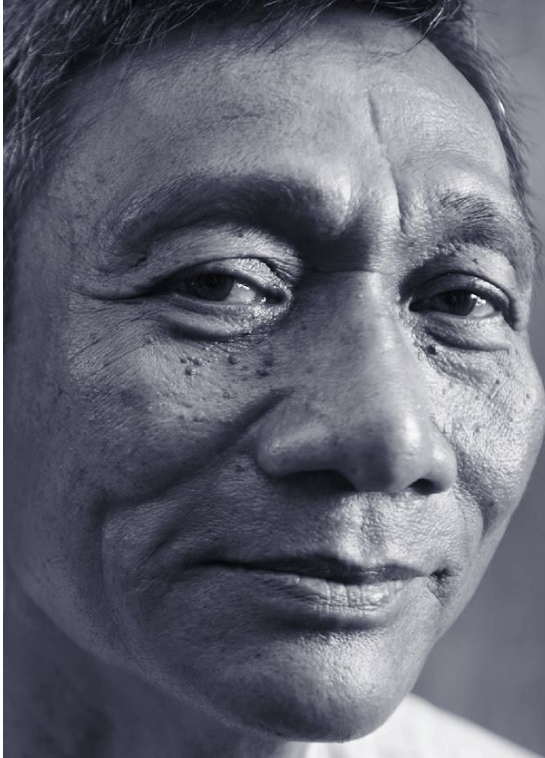




MEET

SELING

She's an embroiderer in Lumban,
Laguna.



He's a shoemaker in Liliw.



MEET

JENNY AND PHIL

They're designers.

How It Goes

They meet.

They create together.

They walk together.

And bring back the fun in their craft through collaboration.

Seling and Les teach Jenny and Phil about history and the dying art of embroidery and alpombra footwear. Jenny and Phil teach them how to make the most of their craft.



TODAY'S
KICK OFF



THANK YOU
FORWARD

How often do you say
THANK YOU? ME, NOT MUCH.

Is the most under-appreciated and under-used phrase on the planet. It is appropriate in nearly any situation and it is a better response than most of the things we say.



Today, we will say thank you
to the person that made
your day.

WITH A POSTCARD.



PERSONAL

GRATITUDE AND RELATIONSHIPS





FIRST, THERE'S

YOU

You know who you are.
How you're here. Who helped you.
Because you didn't get there alone.



THE PEOPLE BEHIND YOU

FAMILY AND FRIENDS

We're sure you know them best

How It Goes

Think of something to be grateful for.
And more importantly, someone.
Many someones, even.
Connect. Or reconnect.
Say thank you.

We've got the postcards, you've got the word. Put them down and we'll send them for you. Because kindness stems from a grateful heart. And we know you've got a lot to be grateful for. Just like us.

How It Goes

We will collect the postcards.

We will send them to your special someone.

They will receive the postcards with a Barefoot bottle.

We've got the postcards, you've got the word. Put them down and we'll send them for you. Because kindness stems from a grateful heart. And we know you've got a lot to be grateful for. Just like us.

**THE BAREFOOT
ARK VIDEO**

VIDEO



@BarefootWinesPH



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