

tristin johnson

Creative skilled in design, production and project management for consumer-based marketing.

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 programs InDesign, Illustrator, Photoshop, Acrobat, Word, Excel, PowerPoint, Workfront and Google.



Wells

Inspired by Phyllis Schlafly design, our Wells collection is understated elegance in a tailored red fabric or beautiful, durable top-grain leather.

- Frames are handcrafted with FSC®-certified engineered hardwood with laminate veneer.
- Fabric collection has solid ash legs with natural finish, leather options have iron legs with marble black finish.
- Straps with spring suspension system.
- Seat cushions are high-resilience foam with clever floor rise, back cushions are oak floor.
- Arms finished with top stitching and French seams.

Micro-Climate: Available in home decor, bedding, bath, and fitness from the sustainable, home-ware line.

Fabric	Leather
<ul style="list-style-type: none"> 1. Chair 2. Loveseat 3. Sofa 4. Sectional 5. Ottoman 	<ul style="list-style-type: none"> 1. Chair 2. Loveseat 3. Sofa 4. Sectional 5. Ottoman

Black Leather with Black Iron Legs

Available in a variety of sizes and configurations. See our website for more information.



GOING MOBILE

MOBILE OFFERS SET FOR NATIONAL MARKETING LAUNCH IN OCTOBER

At McDonald's, we're always looking for ways to enhance the guest experience. We want to develop a connection with guests that will keep them coming back again and again, and we do that by providing exceptional customer service and serving gold-standard food. As we move toward the realization of the future, we're more focused than ever on creating everyday convenience and fun for guests, as well as adding a more personal touch to the overall experience. That's why we're now looking to create a digital strategy designed to engage customers and grow our business.

One of the first steps in McDonald's digital journey is launching the global mobile app. This app replaces all other McDonald's apps and will not only enhance guests' digital experiences, but through customized mobile offers it will give us valuable insight into their buying habits we never had before. These mobile offers are a key part of the digital strategy, and will help McDonald's create industry-leading customer experience and brand engagement.

The app, along with the mobile offers and its smart other features, will be live in the App Store in early July. Because this is a rolling deployment that begins in August, visitors will have the ability to redeem offers as soon as the app goes live. Here's an overview of what you need to know about these mobile offers and how you can prepare your restaurant for the national marketing launch this fall.

THE OFFERS

Through the global mobile app, guests can download national offers as well as local, customized offers. Once they download the app, on their smartphone, guests can begin to receive that week's offers and then easily redeem any at the McDonald's restaurant. When guests arrive to redeem an offer, they simply use the barcode using the new scanner. The offer is automatically applied through POS.

The national offers will rotate to align with marketing efforts and drive sales of new product launches. The local offers will be more customized to drive our top marketing objectives. Offers vary from free to a certain amount to encourage repeat McDonald's transactions, and also guests receive a reward to visit your McDonald's restaurant. Each local offer was designed to increase guest count or average check.

This process not only establishes a new connection with guests, it enables us to learn more about their purchase behavior. When guests redeem an offer, we know what items they purchased, the size of the order, the value of the purchase and if there were repeat purchases.

Through the app, guests also can take advantage of the push-out campaign program. If your guest leaves their phone connected to McDonald's coffee bar, for example, they'll be more likely to stop by your McDonald's restaurant for their morning cup of coffee.

BY THE NUMBERS

- OVER A 5-MONTH PERIOD IN GLOBAL MOBILE APP PILOT MARKETS
- WORLDWIDE'S EVALUATED MORE THAN 23,000 TRANSACTIONS
- WITH 76 DIFFERENT STRUCTURES
- WHILE ALSO LEARNING ABOUT GUEST BEHAVIORS FROM THE MORE THAN 6.5 MILLION APP DOWNLOADS AND HISTORICAL REDEMPTION DATA.



Get your grill on.

Crate&Barrel

Live where you play.

One and two bedroom plans or single 2-bedroom townhomes. Solid slab granite counters. 42-inch maple cabinets with espresso finish. Stainless steel built appliances. Two pools with heated spas, cabana-style gazebos and much, much more!

Domestic architecture. Resort atmosphere with lush landscaping.

Nothing compares to North Scottsdale, especially this time of year. FBR Open golf. Barrett-Jackson automobiles, the Superior and 108 spring training are all in your back yard. Next to mountain world-class restaurants, nightclubs and golf courses, The Allison Condominiums, located near Biltmore and 90th Street, offer affordable and luxurious residences from the low \$160's, with amazing financing options and immediate ownership. Make North Scottsdale not just a destination, but your home.

luxury condominiums from the low \$160's to mid \$200's

THE ALLISON CONDOMINIUMS
 TRADINGSCOTTDALE.COM
 480.557.9500 • 14145 N. 92nd Street, Scottsdale AZ 85260



Rocha II

Task. Wood. That's why brilliant in the kitchen.

NON-STICK / ANTIADHESIF / ANTIADHERENTE

Loaf Pan
 Moule à pain
 Molde para pan

9x5in / 23x12.5cm

Crate&Barrel