

Simply Southern

Case Study: Growing and Giving Back

Bank of America
Merrill Lynch 

[Visual of Ginger opening a warehouse door, “The power to impact the next generation” shows across center screen]

To be Southern, it’s a lifestyle, and to teach other people that lifestyle and to also give back and make a future brighter for somebody else; that’s what Simply Southern is.

[Visual of Ginger looking outside from in the warehouse, Simply Southern branded jeep drives on the highway, “Ginger Aydogdu, President, Simply Southern” shows as lower third over Ginger driving the car]

I’ve never thought about living anywhere else than Greensboro.

[Visual of the Greensboro area from a bird’s-eye view, “Greensboro, North Carolina” shows as a lower third]

I mean I grew up here and wanted to make a future here.

[Visual of the Simply Southern warehouse, T-shirts being made]

Starting a company from the ground up and seeing that you know, Greensboro has the capability of having workers, you know skilled workers or non-skilled - and then we can train them. Its great.

[Visual from a bird’s- eye view of employees making T-shirts]

When we first started, we basically we were only making T-shirts, and the first day we actually only made \$30.

[Visual of little girls looking at Simply Southern jewelry, close-ups of Simply Southern products, women looking at the T-shirts]

And I thought “Oh my gosh! We’re never going to be able to survive on \$30.”

[Visual of Ginger talking into camera]

And then by the weekend we actually did \$300 and I thought “Oh my gosh. We actually might make it and actually make rent.”

[Visual of Ginger looking at a computer screen with an employee, Ginger going through merchandise, photo shoot of women wearing the products, Ginger talks into camera]

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Bank of America Merrill Lynch were there every step of the way and made sure that what was going to make this become an even more of a successful business. They were going to be there to help.

[Visual of Simply Southern sign on their warehouse, employee prepping T-shirt-making machines, shirts being made, employee packing boxes]

I've been here from the beginning. I began making T-shirts myself. Taking the orders, making the shirts, packing the boxes.

[Jordan packing boxes and filling orders, Jordan talks away from camera, "Jordan Dickens, Employee, Simply Southern" shows as a lower third]

At the beginning we started with four employees; now we've grown to over a hundred.

[Visual of employees filling orders, close-ups of T-shirts, Ginger smiling at a man behind a desk]

Turning into what it is today is definitely a fairytale story.

[Visual of employees on computers smiling at Ginger]

I've gained a lot of experience from working with Simply Southern.

[Visual of woman behind desk, "Jourdain Foster, Employee, Simply Southern" shows as a lower third, Jourdain talks into camera]

I definitely never thought about going to business school until I met Ginger.

[Visual of school from above]

She showed me a little bit of her job and how she started the business. It really inspired me.

[Visual of Jourdain walking out of school]

She started a company that not only sells product to the Greensboro area, but takes that profit and turns it around right back into the community.

[Visual of kids doing jumping jacks with a teacher outside in a field, kids playing soccer, parents cheering on kids]

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I used to come here before every volleyball game. I would sit here and eat this before our games. You know we didn't win very many matches, and this is probably why. Because it weighed me down.

[Visual of road from above, outside of a diner, Simply Southern car outside, Ginger talking to a woman behind the counter, woman smiles at Ginger]

It's neat that you're helping in the area where you grew up.

[Visual of woman looking at Ginger talking]

I think it's very important for people to give back where they grew up and where they came from.

[Visual of Ginger talking to woman behind the counter from a side view, woman shakes her head yes in agreement]

My goal and my family's goal was to always give back, not just in the United States but in the world.

[Visual of Greensboro water tower and highway, Ginger opening up mail and smiling, photo of a child on a cork board]

Some of our proceeds go to a child fund to make sure children across the world have all the things that they need.

[Visual of more children's photos, little boy runs through his town, kids playing with each other]

"Simply Southern."

[Visual of school children with a sign that says "Simply Southern"]

The power that I would want would be to lead by example.

[Visual of a school from above, Jourdain walking around a campus]

I really want to do the same as Ginger, helping others and then maybe others will look at me as I've looked at Ginger changing the world and want to do the same.

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[Visual of Jourdain talking into camera, Jourdain talking to classmates, Jourdain talking with Ginger and other employees]

The power to impact the next generation. That's my ultimate goal in life, is to give them the power to succeed.

[Visual of kids playing, Jourdain smiling into camera, Simply Southern jeep driving on a street, Ginger smiling from a side view driving, "What would you like the power to do?" shows center screen, transition slides to "The Power to Do"]

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We're proud to work with our client, Simply Southern, whose commitment to the Greensboro community – and children around the globe – is building a better future for us all.

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