

We develop creative ways
to solve business challenges

Brandthumb



CPG PRODUCT LAUNCH FOUNDATIONS

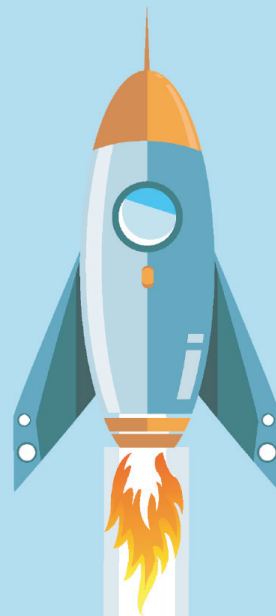
Our team welcomes when a CPG manufacturer comes to us early in their process with a clear and realistic vision of what they aim to achieve. If they have already done a considerable amount of homework to understand the size of the market opportunity, researched perceived competitors and prioritized the channel(s) they wish to pursue, it gives us a big leg up. *Those who have not yet completed that work but show a willingness to commit the required time and make the upfront investment are still heading in the right direction.*

Consumer research is best when it clearly identifies a gap in the market or underserved need. This research would include quantifiable market size and alignment with demographic and psychographic drivers.

A competitive analysis that thoughtfully considers alternative solutions a consumer may use to solve the stated need is also critical. Even if it is not as elegant or readily available as the new CPG product about to launch, consumers are solving the issue in some way or other. Understanding that is vital.

Other important aspects include channel prioritization and informed launch realities. Homework must be done to define where the product will launch, where it will reside within that environment, how consumers will be reached and why this new stock keeping unit (SKU) will thrive in that setting.

READY TO LAUNCH?



WHY PRODUCT LAUNCHES FAIL: Package, Message And Category Strategy

When reviewing failed product launches, or those destined for failure but turned around just in time, there are most often three ugly culprits: the package, the message and the category strategy.

The package is frequently an immediate indicator of the success or demise of a potential product. Our agency's review and assessment of new-to-market items each month has certainly revealed some clear-cut winners and numerous losers. Although there are many at play, three factors stand out as surefire obstacles:

1. A size that's too big poses retail shelving challenges and/or shipping nightmares.
2. The colors and contrast matter. Packages that are hard to read, difficult to see or overall unappealing will likely not withstand the test of time.
3. With only several seconds at the shelf (or online) to capture the imagination and intent of the purchaser, the choice of words must be right, properly placed and prioritized on the package.

Messaging is the second culprit. We look for consistency across advertising and promotions, differentiators of the item that can be easily found and understood, and overall clarity. I suggest creating messaging for each intended audience. For example, in the consumer health care industry, scientific speak is often used in collateral directed at health care professionals and pharmacists but does not resonate with the average consumer. Emphasize words that are repeatable and distinguishable -- research what competitors are using to promote their item, then choose something different -- and repeat, repeat, repeat. Consistent repetition builds your reputation.

Category strategy is a vital cog in the giant gear to success. Understanding placement -- in a physical retail setting or in an online taxonomy -- makes a huge difference. A person is evaluated by the company they keep. Same is true with a product launch strategy. Through carefully conducted market research, the brand must determine which like products it wants to be associated with, thus which category it fits into and why.

Depending on the differentiating characteristics of the item, the primary messaging on the package and the intended audience, an item could attract new shoppers to the category or be grouped differently on the shelf.



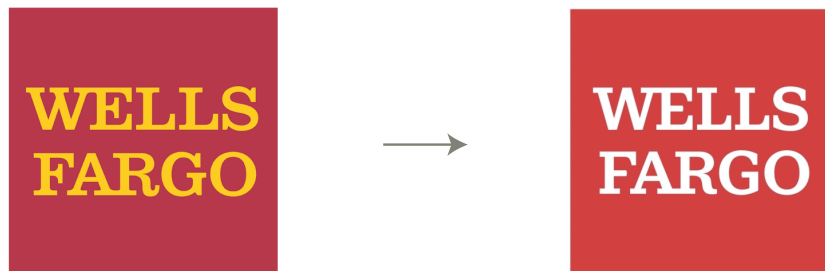
BRANDING SOLVES BUSINESS CHALLENGES

Clients don't come to us with branding problems. Many of them come to us with business problems, we just happen to provide branding solutions. For some, that means taking a completely fresh look at their competitive positioning in the marketplace. For others, it means restructuring their website or business' operation around their ideal customer or value proposition. Unfortunately, too few people understand the giant impact that a branding agency can have on their business.

BRANDING APPROACHES:

THE MAKE UP APPROACH

Organizations that are dealing with internal or competitive problems may think that "updating their look" may help improve public perception, and in the end, their bottom line. However, this "make up" approach must be accompanied by real change within the organization or product to meet client demands.



THE NEW FACE FOR A GREAT PLACE

We can put a "new face" on a company that is already known and well respected by its current clients. If a company's visual identity has become dated and the appearance of its brand becomes a detractor as new prospects compare them to the competition, then a rebranding will help.



BRANDING APPROACHES:

THE RESTART

Wendy's suffered from food-quality scares. Often the fastest type of response to these issues is a campaign restating the company's commitment to its' core values (fresh ingredients).

Companies that overhaul their brand must be committed to change, both inside the organization and in how they're perceived from the outside. When an overhaul is done well, every possible brand touch point is examined thoroughly, asking "how could we make this touch point better?"

Rebranding at this level can be a long, expensive, and challenging undertaking, but when done well, is well worth the investment. The new identity became permission to have candid conversations with customers to improve their products and services.

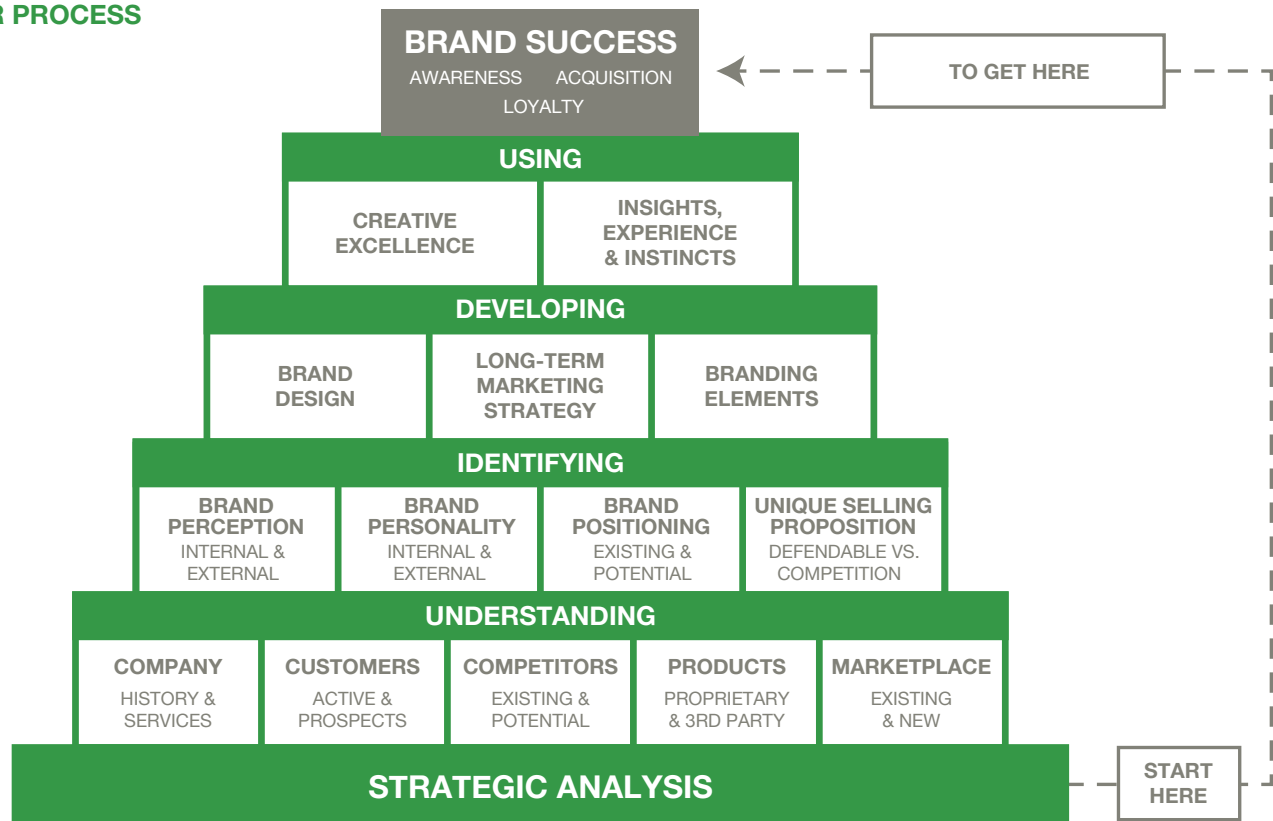


THE NEW KID ON THE BLOCK

For new organizations or extensions to existing organizations, there is a need to develop the foundation of a brand. Everything a company does, everything it owns and everything it produces reflects the values and aims of the business as a whole. Branding elements derive their meaning from the quality of the product or services they symbolize. Hence, a Brand Strategy needs to be developed with the brand identity leading the way.



OUR PROCESS



OUR APPROACH

Irrelevant brilliance is worthless. We believe bells, whistles and awards favor agencies and not clients. We'd rather our clients succeed.

1. **LISTEN** to understand the client's challenges, objectives, position and desires
2. **RESEARCH** to spark creative genius by completely analyzing the opportunities and pitfalls
3. **STRATEGIZE** to be better, smarter, stronger, and faster
4. **DEVELOP** the right ideas, put them in motion and ensure that the communication vehicles work as hard as they can
5. **ENGAGE** targets 24/7, 365 days a year and ensure that they have great experiences at every touch point



STRATEGIC DEVELOPMENT

Strategic Understanding

In order to get a complete understanding of the current landscape we will research and analyze the vertical marketplace and your target audience. We will look to determine preferences, motivations and attitudes that either help or hinder the brand's objectives.

We will leverage the current strengths, identify core competencies and advantages, and look to discover gaps and opportunities that the brand can leverage to build the brand foundations.

We'll take a comprehensive look at benchmarks and trends, and study the marketing environment to gain an understanding of the drivers, influences, and preferences of targets. Then we'll map the corresponding decision journeys and seek ways to penetrate their consideration set.

Once we've achieved a solid foundation of understanding, we'll synthesize our results into actionable insights and chart the best ways to reach your targets: psychologically, geographically and behaviorally.

(Any and all data and assets that you are willing to share will be most welcome as we start our process)



STRATEGIC DEVELOPMENT

Defining the Brand Strategy

A brand is a "promise delivered". To be successful, the brand must deliver on that promise every single time. As a result, it's imperative to define what the brand stands for. We must identify your target audience and what they want, then tell them why you are better than your competitors and then describe your brand's purpose.

When we define what your brand stands for then it becomes easier to make brand decisions - who you should hire, what products make great extensions, how your communications should sound and look like.

We will create the foundations for the brand beginning with its name, identity, unique selling proposition, brand positioning, brand personality, and develop materials to start establishing the brand perception (internal and external).



STRATEGIC DEVELOPMENT

Driving Awareness: Brand Storytelling

We will aim to sell the experience of the brand as nothing ever seen before in an authentic manor. By turning customers into advocates, we can give customers tools and information they can use to cooperate in the creation of narratives about the brand in their own voice.

Our Storytelling Principles

1. Be purposeful: A focused vision of the value that a brand contributes to consumers.
2. Apply purpose to consumer well-being: Help consumers create their own stories based on their needs.
3. Bring consumers into the conversation: Draw consumers in with useful content (e.g., how-to videos), competitions (e.g., Lays' "Do Me a Flavor" campaign), and the tools they need to tell their own stories about the brand (e.g., Snapchat lenses).
4. Be responsive: Bringing audiences into the conversation means listening to what they have to say, not just giving them a forum to speak.
5. Let consumers live the brand: Encourage the audience to share the ways the brand has empowered them to manifest their own purpose.

Understanding Why People Share Content

- Product Involvement: They had such a great experience that they had to share it with someone.
- Self-Involvement: They share with someone to make themselves look better, whether to gain attention or to show that they are more informed.
- Other Involvement: They want to share with others to help them learn something useful and show they care.
- Message Involvement: They share because they think it's an important or entertaining message.

We'll furthermore look to establish trust, credibility and loyalty by taking advantage of case studies and authentic customer stories.

We don't have 30 seconds to be interrupted,
**BUT WE HAVE 30 MINUTES TO
HEAR A GREAT STORY.**

CREATING THE BRAND IDENTITY

What makes a brand Brilliant? It must be meaningful both to the association it represents and to those with whom it will resonate. It must be visually identifiable, compelling and uniquely memorable, and it must be successfully activated to build awareness and trust for your marketing and outreach efforts. Our process will engage you in a focused, open collaboration that informs a uniquely ownable outcome.

Authenticity

A brand is about more than features and benefits — a brand promises to fulfill people's needs for intangibles like happiness, love, trust, safety, peace of mind and empowerment. These are the reasons WHY consumers act, form beliefs and change behavior.

Image

Next, we will bring the the brand to life in a way that resonates with stakeholders. Your identity needs to be a uniquely recognizable and memorable image. First impressions and consistency with every impression that follows are crucial. Your audience will position the brand in their minds based on the visuals they see, the messages they receive and their direct experience with the brand.



LOGO



COLORS



FONTS



VISUALS

CREATING THE BRAND IDENTITY

Identifying and staking your turf

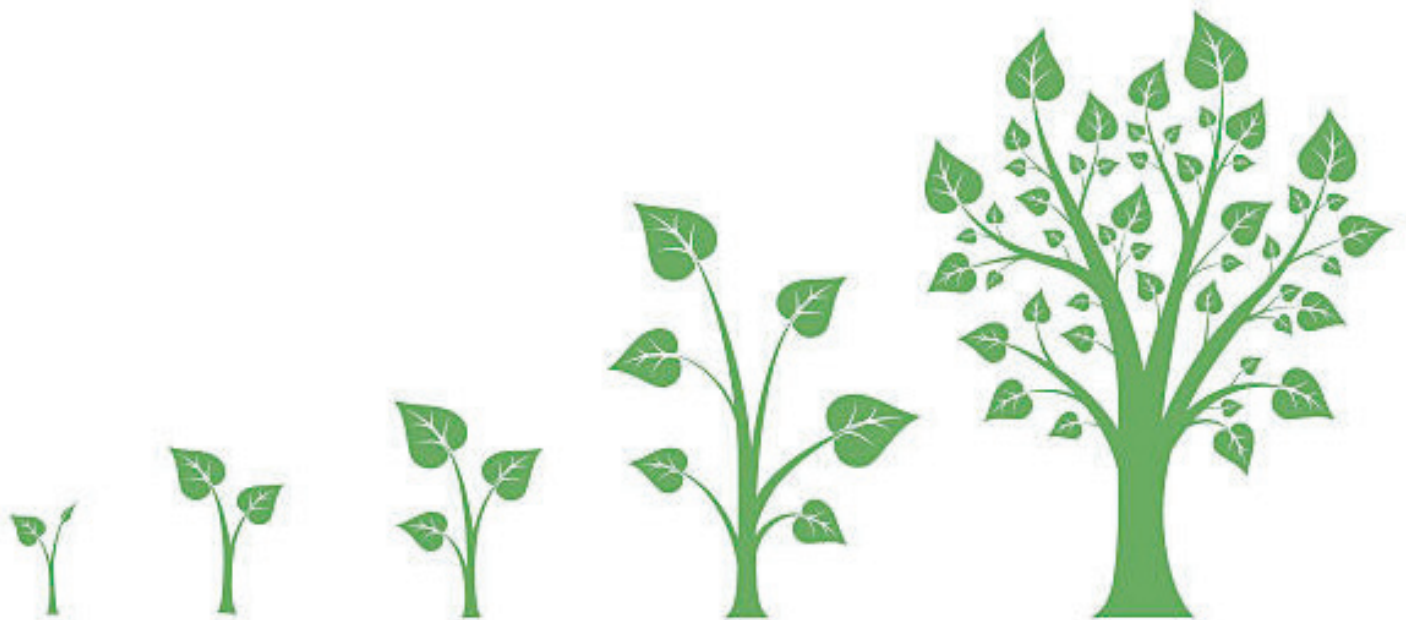
We will design logo and packaging options for the brand, giving consideration to the full rollout, competitive landscape and client perspective. Our design options are presented in a clean palette in early review stages for focused decision making. Once the designs have been reviewed and the client team has provided perspective and further direction, Brandthumb will craft revised designs with color palette choices for your review.

This, combined with the approved brand positioning statement, will give us the information we need to formulate a brand tagline or overarching campaign message that will differentiate the brand from similar products, and resonate with targets.

Giving the Brand life

What you do with your new brand is as important as the brand development process itself. The strategies and tactics required to activate it in every aspect of marketing and communications will give the brand life.

Consistency and proper application of the brand standards are essential to brand success. The brand guide will help ensure that your target audiences receive and recognize a uniform brand presentation in all media, in every context, at all times. Developed with careful consideration, the brand standards will be established to provide structure and flexibility for creating compelling marketing materials that project and advance the strength of the brand.



THE BRANDTHUMB TEAM

John Gilmore, *Co-founder and Executive Director*

John Gilmore is an accomplished business executive and NFL alumni with a strong reputation as a leader and innovative thinker.

John is currently the Executive Director of Brandthumb, a boutique marketing agency focused on building brands and developing innovative strategies to achieve outstanding results. Brandthumb connects clients to a unique network of marketing experts, business professionals, and professional athletes to drive brand recognition and loyalty.

John began his football career at Penn State. In 2002, he was drafted by the New Orleans Saints but went on to play six seasons with the Chicago Bears and three seasons with the Tampa Bay Buccaneers. He concluded his decade long NFL career as a New Orleans Saint.

John has notable charitable accomplishments including establishing the Gilmore | Henne Community Fund in 2010, with NFL Quarterback Chad Henne, to revitalize parks & facilities.

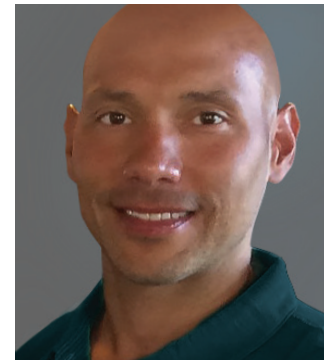


Ernesto Figueroa, *Co-founder and Creative Director*

Ernesto's career has focused on developing creative solutions to marketing challenges. By acting as a brand advocate and consumer representative, Ernesto creates campaigns that engage consumers and meet brand objectives. Utilizing consumer insights and strategic foundations, Ernesto works passionately to ensure that the benefits of a brand are desirable to its target.

Prior to co-founding Brandthumb, Ernesto spent 17 years at EastWest Marketing Group, a full service agency where he provided Creative Direction for an array of high profile consumer packaged goods brands. His client experience includes Kraft Foods, JELL-O, A.1., Bull's-Eye BBQ, Nabisco, Oreo, Baker's Chocolate, Ocean Spray, Movado and the University of Miami.

Prior to joining EastWest Marketing Group, Ernesto spent two years as an Art Director at A.P. Products, a hair care company targeting African-American and Hispanic consumers.



Joshua K. Blair, *PMP, Co-founder and Strategic Partnerships Director*

With almost twenty years as a relationship-builder, Joshua is well-versed in all phases of the Project Management Life Cycle and is adept at working with C-level executives, continuously improving and moving projects towards completion.

Joshua is an innovative thinker who also is co-owner of two US Patents and is known as a creative problem solver in addition to his reputation as a world class website project manager.

In his career as a webmaster, he has managed the launch or relaunched of several major global company websites across cosmetics (Revlon, Coty), sports (ESPN), banking (BankOne/Citi), and other industries (Panasonic). He developed the Project Management Office (PMO) at an agency in Manhattan (Flightpath.com).

Joshua is a graduate of Penn State University and has his Executive IT Management Certification from Columbia University. He's also an Army Vet and a proud single father.



THE BRANDTHUMB TEAM

Denise De Castro, *Director of Account Management*

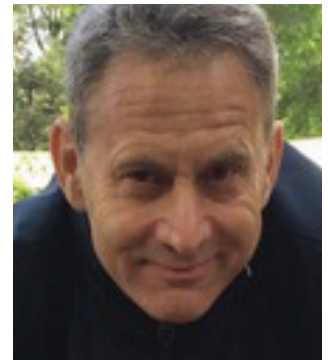
Denise is a seasoned Project Management Professional and team leader offering over 18 years of experience planning and delivering digital projects for world-class enterprise clients. She has overseen the development of countless projects reflecting a who's who of clients including BMW, The New Yorker, and Merck Animal Health.



Cliff Medney, *Senior Creative Strategist*

Cliff is a high concept, passionate and thematic marketer that drives corporate and relationship value through simplicity, brand clarity, actionable engagement and empathy. He brings significant success across client, agency, entrepreneurial and not for profit landscapes.

Prior to joining Brandthumb, Cliff was the Chief Creative Strategist at Flightpath, a leading NYC Digital Marketing Agency. Joining in 2009, he repositioned and re-launched the 20 year young agency as a nimble and creative communications firm developing content solutions across digital and social media platforms.



Besides “love affairs” at BBDO, Nabisco and others, in 1999 Cliff founded original IP development firm, CME creating and licensing Slimamander and Leap the Frog of the Soapy Lagoon and Treeples to KFC- over 10 million kids meal toys were sold. CME also created, Shoulders and Heal the award winning, PBS celebrated children’s information platform licensed to Johns Hopkins.

We look forward to joining you on your
mission to cultivate your brand.

Give us a call.



Brandthumb Executive Team

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