

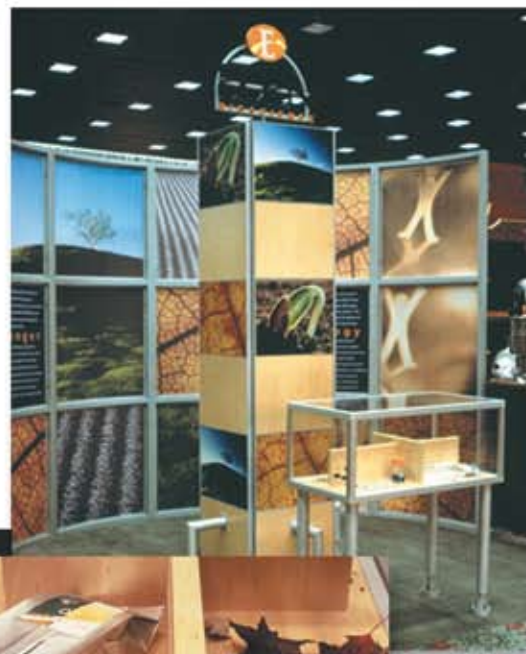


Identity |

Approach:

Eden Bioscience was a small start-up company with a big idea. They had developed an all-natural product to strengthen a plant's resistance to disease, helping growers to efficiently produce healthier crops. GIRVIN was hired to develop market positioning, brand strategy and marketing communication tools necessary to promote this unique offering.

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**Result:**

With "Harmony with Humankind" as the creative direction, GIRVIN created a new brandmark, marketing collateral, packaging, a tradeshow booth and a Web site. Eden Bioscience went on to successfully launch their new product, and the company went public soon after.