



The overarching role, for GIRVIN, was as the primary fluid brands innovation and packaging consultant to Mark Anthony Brands, building new products and brand evolutions for extant, in-market offerings – GIRVIN worked with all beverage brand teams on strategic development, product innovation, including directly supporting C-level initiatives, including the founder and CEO of Mark Anthony Brands, Anthony von Mandl.

GIRVIN's role was as key strategic counsel and design consultants for brand evolutions for all major categories, across multiple demographics, including beers, wines, coolers, ciders, mixed drinks, juices and spirits. GIRVIN also served as an educational counsel at an "Ignite the Future" summit organized by GIRVIN and key brand leaders in defining a new strategic positioning for how brands were conceptually theorized, marketed and evolved. GIRVIN wrote and produced the event, led the forum in a keystone presentation, built as an energizing and learning event to revolutionize approaches to brand and design management, visualization, packaging and merchandising, as well as writing key communication briefs and positioning, criteria and judgment foundations, evolutionary treatments and updates, flanker development and tactical processes.

"Product is turning quick! We just received the first run of February OTC data (January 30-February 26) for BC, and results are looking very good!"

Total brand is +14% dollars and +18% in 9L cases."

Faye Pang, Brand Manager CIC
MARK ANTHONY BRANDS

