

# QUICK THOUGHTS

RETHINKING THE  
REMOTE PRESENTATION:  
GIRVIN'S EXPERIENCE

**May 14<sup>th</sup>, 2021**

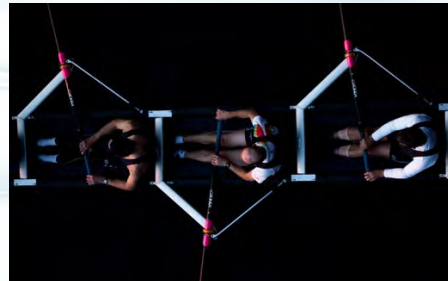
GIRVIN

## GIRVIN'S BUILT HUNDREDS OF PRESENTATIONS

Brand innovations, new products, extensions, flankers—we've operated inside customer pitches, evolutions, introductions and long-standing brands.



**Any pitch applies the same kind of rules that rowing does—to the allegory of the sweep, scull, skeleton and the pacing of the coxswain:**



**You're the leader,**  
you know who your rowing team is.

**Your partner is a power train—**  
your team and the client—all working together,  
rowing in a syncopated rhythm, together towards the finish line.

**The goal is the team-work of the win.**

**The presentation, in a manner, is led by the coxswain,**  
the person calling out the stroke beat, the rowing rhythm. This pitch is part of the start, the long draw of the race to the win, the synchrony of the rowing team, guiding the project as the stroke caller, the strategist on the water, sweeping to victory!



TO GET MORE DOWN TO EARTH AND TACTICALLY GROUNDED

## PC VS. MAC

### KNOW DIGITAL

**—any presentation is potentially going to look different in various browser and computer environments.  
(hardware, screen size, color calibration)**

The only solution—  
trial and being cognizant of bandwidth—  
your presentation can be mired by slow bandwidth.  
Test on different hardware.



# STAY LEAN AND FAST



**Be quick about it—define the objectives—  
everyone knows what we, all of us,  
are trying to accomplish**

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=  
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**True to brand**, show style.

Bear in mind it is important that any presentation be attractively linked to the brand, brand style or long term vision—where you are, or where you want to be.



# GIRVIN REFERENCES | BRAND STYLE AND CLARITY

## BE BOLD

Have fun, be fun  
Don't over complicate  
Tell it like it is



### NATURAL SNACKS

Delicious natural snacks that convey craft and quality.

### GREAT FLAVOR

Best version of your favorite flavor  
Permissible indulgence  
Fun and bold

### WE CARE

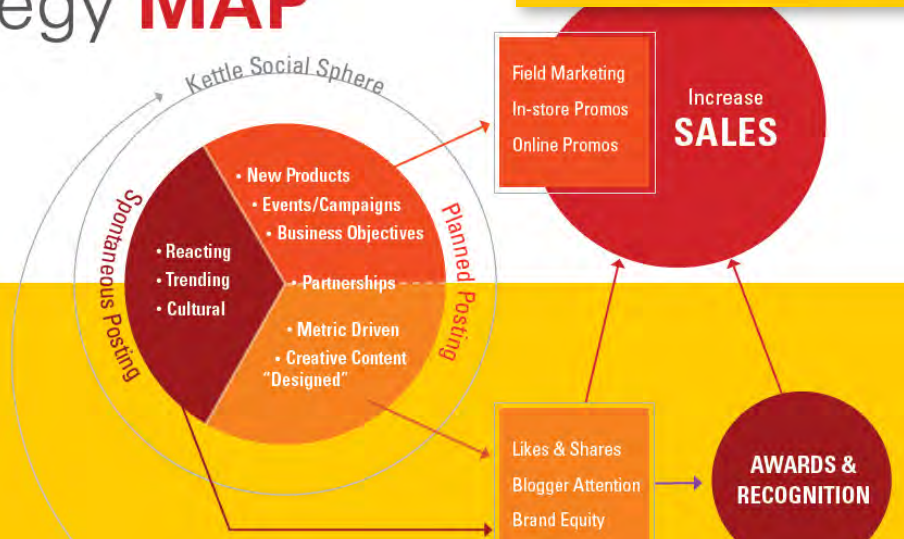
We believe in enjoying food!  
Food tastes better when you care.  
We care about: Consumers,  
Environment, Employees, Product  
(Natural Products)

OUR *Natural* PROMISE  
NON-GMO PROJECT VERIFIED  
GLUTEN FREE  
NO PRESERVATIVES  
0 GRAMS TRANS FAT



It's not just about having fun,  
**IT ALL TIES BACK**

## Strategy MAP



# GIRVIN REFERENCES | BRAND STYLE AND CLARITY

## KIRKLAND SIGNATURE - CURRENT

The Co-Branded Kirkland Signature / Kettle Brand package has gone through very minimal changes since its launch in 2007

(Only minor branding updates, certifications and a name change)



2007



2010

- Updated Kettle Branding
- Changed name to Sea Salt



2013

- Non-GMO Project logo added
- Changed Package Claims
- Added more barcodes

## KIRKLAND EXPLORATION 2013-2014

Costco and Kettle teams together explored ways to reinvigorate the product from packaging to a change to pink Himalayan Salt



Exploration in 2013-2014



'Winning' Concept taken to full layout



# GIRVIN REFERENCES | BRAND STYLE AND CLARITY

## How to Compete Chips



Flavor, Fun, Energy, Natural, Authenticity

BOLD flavor = BOLD color

Unique, varied flavors = variety of colors, depicted via flavor icon or photos

Natural, hand-crafted, authenticity = logo, simplicity of design, back of the pack

### Tier 1 Premium brand kettle-cooked



#### Push flavor and fun-to-eat concept

- Snyder's-Lance product
- Focus on how to differentiate in order to approach different audiences
- Cape Cod is more about natural snacks for a health conscious adult audience; Kettle is for the educated millennial with an interest in healthier foods



#### Push flavor and fun and easy-to-eat concept

- Direct competitor
- Small company look and feel, backed up with natural, healthy foods and sustainability
- Unpolished, handcrafted details show authenticity
- Audience is closer to Cape Cod audience

### Tier 2 Salty-snack occasions



#### Push flavor and fun-to-eat concept

- Competitor
- Brightly colored packages, shares a similar audience to Kettle, but a different food category
- The color is strong and pops well, but does not communicate flavor or "brand concept" as clearly
- The BOOMCHICKA POP colors do not have much association with the flavors per se, while Kettle's colors and icons promote the flavors



#### Push variety of the flavors to choose from, and it is still GFY

- Snyder's-Lance product
- "Natural" niche snack brand specializing in tortilla chips
- Kettle focus is on BOLD flavor, with "natural" secondary
- Late July knows corn the way Kettle knows potato

### Tier 3 Other kettle-cooked



#### Make sure to communicate "GFY products with unique flavors and fun"

- Audience is slightly different from Kettle's
- Kettle focus is more on natural and healthy snacks in general; Lay's Kettle Cooked tries to communicate quality and healthy foods, but lacks in fun, energy and bold flavor feel

## Competition Specialty Oil



### BASE CHIP A



### BASE CHIP B



### CLUB VEGGIE



### KRINKLE CUT



### UPROOTED



### SPECIALTY OIL



Classic Base Chip's subtle, simple tonal packaging system was adapted/evolved to include flavor-depicting icons and slightly increased contrast.

Consistent color-band system and overall packaging hierarchy despite line differentiation.

New product varieties further evolve the color system by introducing different, complementing hues between main and band colors.



# GIRVIN REFERENCES | BRAND VISIONING SALES STRATEGY



**THE QUESTION**  
 "If we're going to revolutionize, we need to start at the heart of what it stands for. What's really new here? Where's the revolution, *did I miss it?*"

**THE OPPORTUNITY**  
 "Let's bring the excitement—Emerald is the brand that comes in and brings different nuts in different forms. Emerald is the *Bladerunner*."

**BRANDQUEST OUTCOME REVEALS**  
 Emerald is more than just a nut. It's a nuttier nut. Emerald is reinventing the way people think about nuts—it's creating a new nut culture:

- Nuts should be exciting. Fun=nuts. Even saying the word: "nuts" is fun
- We are offering an unexpected nut experience
- We bring new nuts to people in different ways
- Old nuts—an ancient food—in new ways
- New combinations, new flavors—an old staple, reinvented

With EMERALD—anyone can **GET NUTTIER**.







YAWN.
FUN.
FUNNER!
FUNNEST!!

## Reinvent the Snack Nut Category

GIRVIN HELPS EMERALD FIND ITS VISION AND FOCUS ON VALUES

1. Deliver wholesome, nutritious products with confidence.
2. Taste is king. Without it we're just nuts.
3. Lead the industry in product and flavor innovation.
4. Have fun like our nuts depend on it!



### SNACK NUTS

WE CAPTURE AND DOMINATE THE SNACK NUT CATEGORY WITH OUR HONEST, WHOLESOME INGREDIENTS.


### AWESOME-TASTING NUT-CENTRIC SNACKS

WE DELIGHT AND INSPIRE WITH GREAT TASTING PRODUCTS.

### NUTS SHOULD BE FUN!

WE BOLDLY GO WHERE NO OTHER SNACK NUT HAS GONE!

**REINVENT NUTS.**  
 Fight the boring.



With Emerald on life support, the team **redirected the brand look and feel** to appeal to the larger millennial snacker audience which **craves flavor, fun and convenience!**

**OLD BRAND HIERARCHY**

**PRODUCT TYPE**  
 Brand  
 Plastic Product Photography  
 Visual & Taste


CLASSIC • CONVENIENT • FLAVOR

>>>

**BRAND**  
 Dynamic Product Photography  
 Abundance  
 Flavor & Taste

FUN • ENERGETIC • INVENTIVE

**NEW BRAND HIERARCHY**





# DETAILS, DETAILS, DETAILS

THINKING ABOUT  
**YOUR STORY**

FOUND  
**TRUTH**  
WHAT TRUTH FOUND?

*"...It's the moment of reckoning: **Does your company have an original story to tell?** A story that is so honest, captivating and unique, that **we are willing to pay a price premium to become part of it?**"*

~ Christian Budtz ~

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DEFINING  
**BRAND**  
THE MEANING  
FOR **YOU** ❤️

UNDERSTAND THAT THE EMBRACEMENT OF BRAND BUILDING IS ONE THAT REQUIRES **INTENSITY OF COMMITMENT.**

*IT'S DETAILED, IT'S STEP-BY-STEP, IT'S EVOLUTIONARY AND ALWAYS BUILDING; PERSISTENCE PAYS.*

- **MISSION CRITICAL: THE PROMISE**
- **VISION ESSENTIAL: THE DESIRED FUTURE STATE**
- **ATTRIBUTES AND PERSONALITY: THE PRISMATIC REFLECTION OF LIGHT**
- **THE ONLINES OF YOU: THE YOU THAT IS ONLY YOU**

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While the structure of the content is based on speed,  
quick hits of fast information—  
and a speedy delivery of a great game,  
it's good to show tiering of content.

**CORE HEADER,**  
**SUPPORT INFORMATION,**  
and ***third tier detailing of*** information.

# THE EXISTING, THE PROJECTED, THE NEW IDEALS.

Every presentation for sales is built on the presumption of offering an unknown product, or a new one, flanker or extension.

## KEEP IT ACCESSIBLE,

and easily referenceable—every bit of concept art, packaging is numbered and coded in a way that it can be easily referred.

### CURRENT PACKAGING



### CONCEPT 1



### KEY CONSIDERATIONS

Is the current lock-up between the Aqua Star logo and the "RESERVE" line the best solution? Are the current seals that are in play the best options for communicating the most important messages on the package?

We want to make sure the "Wild Mexican" product feels premium, but also maintains some visual consistency to the other product packages.

All of the RESERVE brand packages use matte finish while the other BASE Aqua Star brands use gloss finish.

How large and in what location would we want to have the product window? Does a window on the front feel "cheap?"



# SUMMARY

**The best guidelines or base assumptions and expectation  
for a remote sales presentation?**

*The customer (or potential customer) knows nothing about our brand,  
think of all sales presentations as first impressions.*

**Obviously, there's an ask, there's an offer, but  
what more should be part of that criteria?**

- The **benefits our company brings to the table**, aside from the dollars,
  - What will the potential customer gain from a partnership with us.**
- For example, the build out for digital programming & loyalty club discounts.*

**Existing sales results?**

**Show where you've been, results**—these are important, too,  
especially if presenting to an existing customer.

# SUMMARY CONTINUED

**Is there something about looking towards  
a unique portrayal of the product, dimensionalized renderings?**

- Sales and potential customers are mainly interested in imagery from the consumer POV.
- Screen shots and imagery of our products on loyalty or digital discount apps.
- Show how we as a brand can support these programs.
- 3D renderings always.

**Overview on the brand—KPIs?**

- There's a **strong focus on digital currently**, which is not expected to die down.
- Showing a digital presence and how the company has leveraged **this to increase sales velocity** is helpful.
- Sales tends to show category comparisons against competitors.

**Foundation and strategy of the core business and this brand's offering?**

**Doing good:** CSR efforts are important to highlight here, also mission/values.

**Who?** Good idea (not required) to show people making the products.

**Continual newness.**

Highlight innovation.



# SUMMARY CONTINUED

**If you were to be giving insight to someone exploring remote sales presentations, what advice would you give, a foundation, state-of-the-art, best way to present remotely?**

- Use a platform you're comfortable with** and more importantly, *that the customer is comfortable with (Zoom).*
- Send sample product to arrive the prior day so the customer can touch, feel and taste** during the presentation;
- Customize the presentation** to the potential customer *using their loyalty club imagery, etc.*

The background is a solid orange color with a complex, abstract pattern of thin, light-orange lines. These lines form various geometric shapes, including circles, squares, and triangles, some of which are filled with diagonal hatching. The overall effect is a textured, hand-drawn aesthetic. Centered on this background is the text "thank you!" in a white, elegant, cursive script font. The text is slightly tilted upwards to the right.

*thank you!*