



FOOD & BEVERAGE



Founded by Tim Girvin in 1973, GIRVIN has built a reputation of trust and excellence in our field.

We are a boutique creative agency with a talented team that applies unique skills and expertise to a sweeping array of capabilities:

naming
identity
brand storytelling
strategy
websites
environmental design
messaging
packaging
print
illustration
type design
marketing materials
and more!

LET GIRVIN TELL YOUR STORY

At GIRVIN, we believe that every brand has a soul—built by humans for humans, they have their own stories and journeys, which we harness and tell in authentic, creative, and compelling ways. We'll dive deep into your brand—its past and your vision for its future—so we can focus on strategically building a unique creative direction that is meaningful to you, your audience, and your long-term market presence. For us, a successful brand is founded on a story that creates a powerful, memorable visual articulation and emotional connection transcending trends.

METHODOLOGY & APPROACH

In our pursuit of embracing creative action and solutions for each client's unique needs, we have evolved proprietary processes for accelerated business results.

BrandQuest® A customized and collaborative team brainstorming workshop that builds consensus among executive team members regarding company vision, mission, values, positioning, and character. This assures a holistically framed team buy-in that allows for acceleration and effective integration into the next phase of brand evolution.

Ideator® Our proprietary naming process is a verbal exercise to define one of the most crucial elements of a strategically driven brand: the name. We use a highly collaborative and strategic approach to achieve the greatest creative potential when developing product names, brand names, and taglines.

BrandSpirit® Brands are created by humans for humans. We find the emotional core and essence of the brand to serve as the source of strength for compelling marketing messages, striking visualizations, and captivating alignments for the brand's representations to market.

Transparent Design® Our integrative service builds seamless communication of your brand's messaging across all media formats—from print and environmental to digital and broadcast platforms. This transparency of designed expression creates audience trust that there is a strategic and directorial focus on all aspects of branding implementation.

FOOD

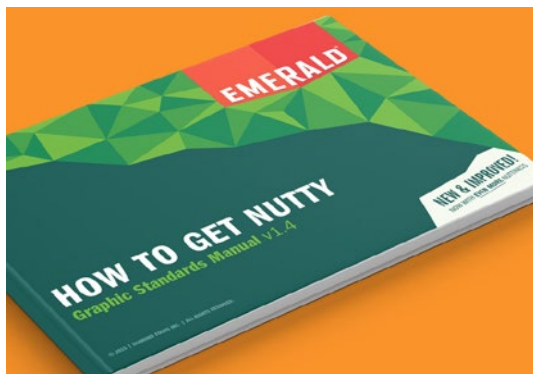
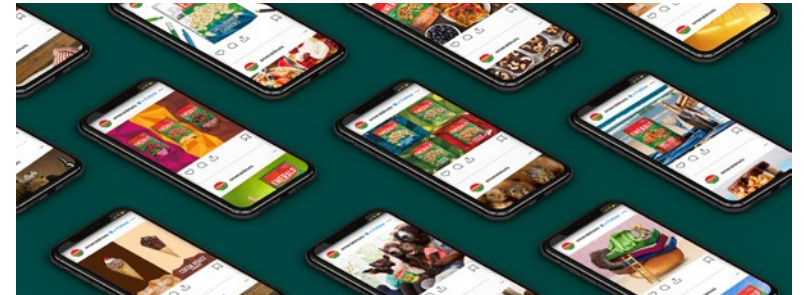
GIRVIN
Strategic Branding & Design

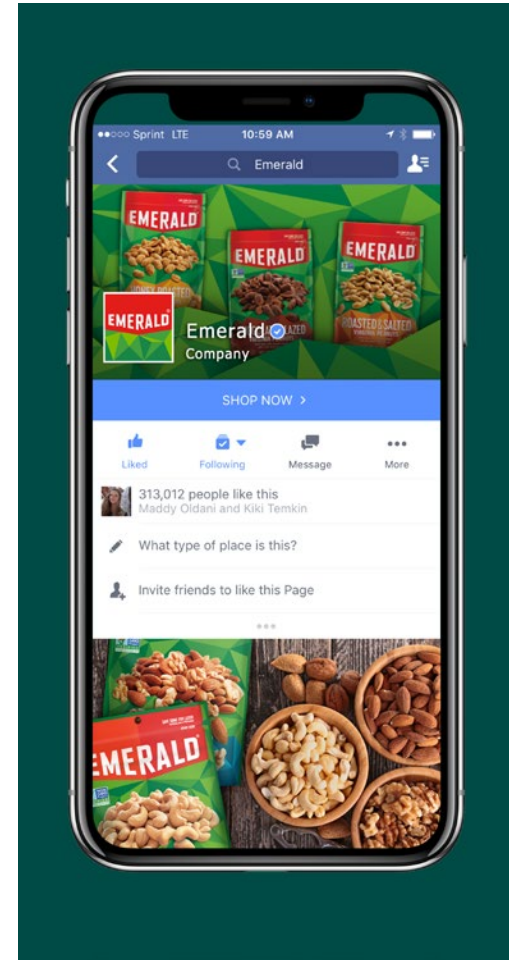


CHALLENGE: Emerald had become tired with a commodity-oriented positioning and came to GIRVIN with one goal in mind: create a brand strategy that's nuts and disruptive.

SOLUTION: We transformed their outdated vintage-automobile emblem into a bold and energetic brand mark, and expanded that look into a custom alphabet—Emerald Gothic—that would serve as a foundation for product names. We built out the brand language into patterning, illustrations, packaging, and refreshed social media and brand voice.

RESULT: Rebooting their positioning, packaging, and social to a more uplifting impression grew community engagement on Emerald social from under 50,000 to over 300,000.





CLIENT PERSPECTIVE: "The BrandQuest Summary books that you guys built for us are still our bibles. Pretty much all of our strategy is informed by that work that you guys did."

JENNIFER BAUER | CMO



SECOND NATURE

GIRVIN



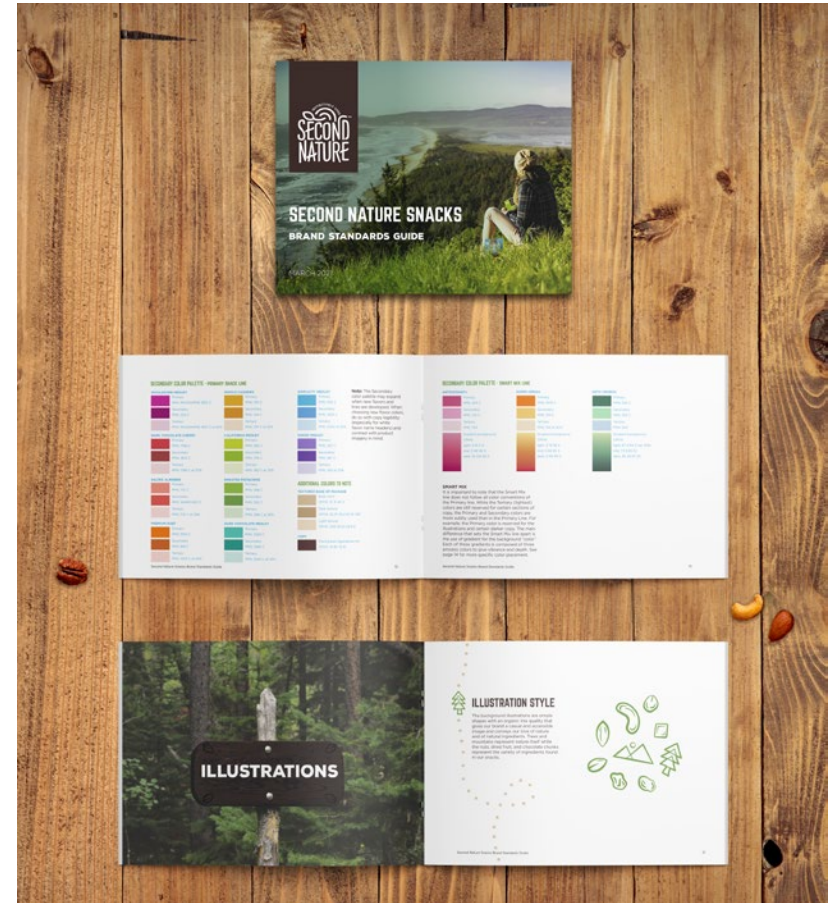
SANDERS®

CHALLENGE: Kar's wanted to realign their position to communicate their authentic, all-natural roots and dedication to instinctively good snacking across all of their snack brands.

SOLUTION: For a more natural realignment and positioning, we helped Kar's shift their brand nomenclature so that their overarching brand became Second Nature Brands. We redefined the brand story, strategy, positioning, and created a new brand identity. From there, we focused on the flagship brand, Second Nature Snacks—updating their identity, packaging, messaging, illustration style, and color palette.

RESULT: The drive to BFY growth led a completely evolved corporate strategy, a new brand architecture, product tactics, innovations toward dramatically enlarged C-store sales, new wellness-oriented snack offerings, and sales improvements in all market geographies and product categories.





CLIENT PERSPECTIVE: "I've had a chance to circulate and share the brand guide with the team and we are extremely happy with where we netted out! We can update our brand messaging and standards and any new products we roll out!"

RACHEL REIFKIND | SENIOR BRAND MARKETING AND PRODUCT MANAGER

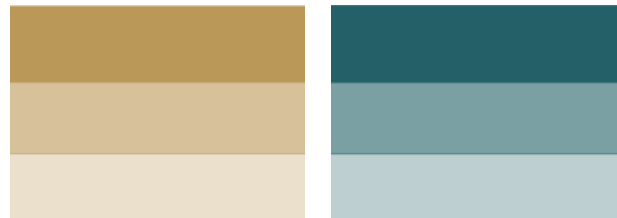
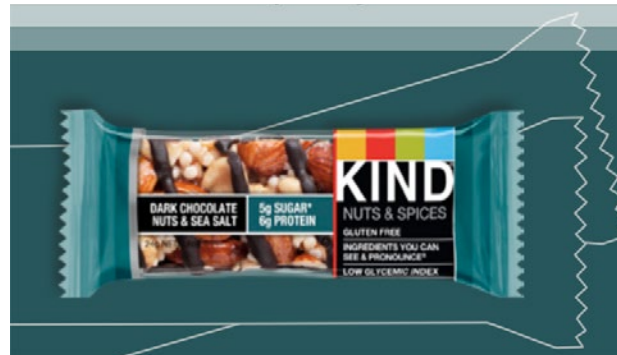
minis

snack size

CHALLENGE: When Kind became aware that their consumers were seeking a smaller option that still delivered the same wholesome flavors and ingredients, they sought GIRVIN's strategic expertise.

SOLUTION: We designed a strategic packaging plan that built off of their current product line and brand standards.

RESULT: Our solution effectively introduced Kind Mini Bars to the Kind snacks line.



KETTLE BRAND

GIRVIN

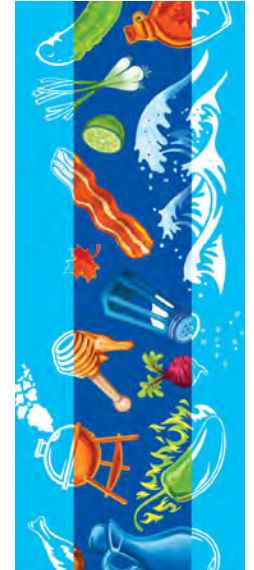
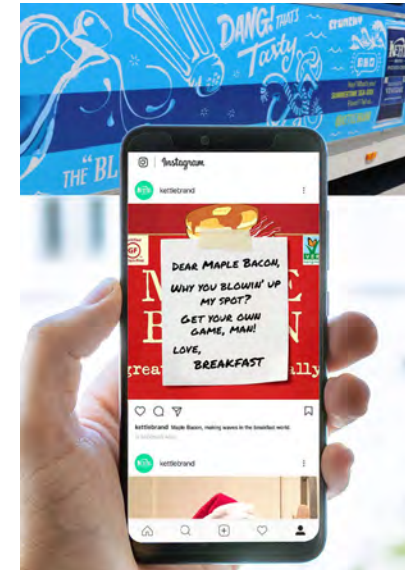


CHALLENGE: As the creators of the original "Kettle Chips" hand-lettered logo, GIRVIN was honored when we were approached by Kettle to return as the design consultant for the Kettle Brand. They were looking for an energetic new look and feel to support their already established packaging.

SOLUTION: We dove in, creating bold colors and flavor-forward, hand-drawn typography and illustrations. The new illustrative brand language was used to share facts about the company and products on packaging and print in a fun, relatable and organic way. To support new product development, we led product ideation workshops and built environmental applications, packaging, and revived their social media presence.

RESULT: With a more authentic and fun voice, Kettle's social community engagement quadrupled and 700k new fans were added in the first year. Since then, Kettle social has been shared by countless digital influencers and featured on national television.





ABCDEFGHIJKLMNOPQRSTUVWXYZ



CHALLENGE: As a small farmer co-op, Idahoan needed to position their product against larger competitors as a premium alternative at a lower price.

SOLUTION: Because a connection to Idaho and potato farms was essential, we repositioned "Idahoan Real" as the premium product within an existing product line. We developed a new brand identity to communicate fresh, from-the-farm 100% Idaho potatoes—the blockprint-style illustration communicates a trustworthy, down-to-earth promise of real, simple, delicious potatoes. Further visual representation of a "Real" and "Best Tasting" premise was achieved through high-quality food photography and transitioning the whole potatoes into appetizing mashed potatoes on the packaging.

RESULT: The detailed and timeless identity is still in use today, continuing the Idahoan legacy and building trust with the consumer.



METRO DELI™

CHALLENGE: Executives at US Foods in Chicago approached GIRVIN to create a new restaurant concept based on a comprehensive offering of all-natural delicatessen-style foods—to be located at the San Diego Chargers stadium.

SOLUTION: We strategized the place, assessed the possible optimization of the guest service journey, and created a detailed graphical program. In support of the art direction and production design to frame out the emotional storytelling, we also built out the concept with all food services, preparation amenities, and furniture sourcing.

RESULT: The robustly successful opening for US Foods was the beginning of a national roll-out of in-store service offerings for its relationships throughout the United States.



METRO DELI - CONTINUED

GIRVIN



CLIENT PERSPECTIVE: "Yes I was there and all the 300 attendees were blown away!!!! I will reach out to our corporate photographer and have him forward to you the pictures. It was a pleasure working with you and your company, you are a top notch professional."

MATT GREEN | DIVISION CHEF, SAN DIEGO OFFICE



DUKE'S MAYO & DRESSINGS

GIRVIN



CHALLENGE: Now and again we get the opportunity to work with a brand has very deep roots. Duke's Mayo goes way back. 1917, Greenville South Carolina, Camp Sevier: a temporary training base for National Guard soldiers during World War I. It was here that Duke's Mayonnaise legacy began. It was here that Eugenia Duke began serving sandwiches with her homemade mayonnaise to hungry soldiers. The unforgettable flavor left soldiers begging for more even years after they had left the camp. By 1923, her sandwiches were in such demand that Duke's Mayonnaise was finally launched as as a stand-alone brand.

SOLUTION: The now 100-plus year-old brand approached GIRVIN while contemplating the launch of a lime-flavored mayo. Together we took advantage of this opportunity to subtly update the Duke's brand-mark while taking a fresh look at the label design, ensuring Duke's still stands out among a modern, crowded store environment while still respecting the venerable history of the Duke's brand and its acquired cult following throughout the American southeast.

RESULT: Today you can find the distinctive 'twang' of Duke's mayo in a new line of flavored mayos as well as a just-launched line of southern-style dressings, each one with an unbroken lineage tracing back to those home made sandwiches that fed our Doughboys so long ago.



CLIENT PERSPECTIVE: "GIRVIN's team worked closely with our packaging team to support the best strategy to tactically enhance our product innovations and mayo flavor dressings SKUs. This would be about the 5th time I've partnered Tim and his team; literally spanning decades of collaborations, from Nabisco forward to today. Having led the "liberation" of several super-regional brands, I'd think of no other group to work with but Tim Girvin and his crew."

TOM BARBITTA | CHIEF MARKETING OFFICER | SAUER BRANDS





CHALLENGE: Faced with declining sales and a sterile laboratory image, Cinnabon was looking for an updated identity that communicated a warm, upscale experience while maintaining the fun and appeal of the core cinnamon roll offering.

SOLUTION: Girvin was hired to rebuild the brand, enhancing the personality expression of Cinnabon through development of a visual code that speaks to comfort, fun, excitement and entertainment.

RESULT: We developed a new brandmark, business papers, packaging, merchandising solutions, signage and collaborated on store redesign.



CLIENT PERSPECTIVE: "Girvin has not only recognized the need to update our image, but has also helped us understand that in order to maintain competitive advantage, sales growth and to continue to maximize brand equity, we need to go beyond just a new logo; the products and services we provide need to expand and reflect the change also. I am confident that our success will be greatly due to their participation."

MATTHEW W. RAMERMAN | MARKETING MANAGER



CHALLENGE: The Rosi family's legacy was building Parmacotto, the cured meats group in Parma, Italy. They sought GIRVIN's expertise to help brand them for an American audience as they expanded to a new location in New York.

SOLUTION: We started with a BrandQuest® workshop with the family and management team to create an opening strategy for the tone and spirit of the brand that aligned with the family in newly defining the story of the Rosi clan and their legacy.

RESULT: Our strategic recommendations culminated in a new marketing story, refined brand history, new logo, signage, and shopfront applications that brought the genuine culture of Italy and celebration of the Salumeria Rosi craft to an enthusiastic New York neighborhood and American food market.



CLIENT PERSPECTIVE: "The GIRVIN team helped us with our development strategy; in creating our brand, our storytelling, logo and shopfront signing; all to help express the spirit of our brand. Our work with GIRVIN was always responsive, very creative, inventive and consistently part of our vision. And, like our food offerings, both here and in Parma, the quality of their work is based on care, handmade details and excellent service. They're a great team to work with!"

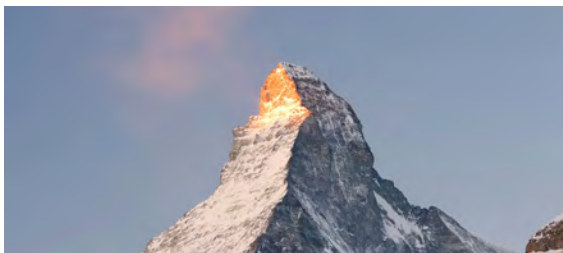
ANTONIO CORSANO | MANAGING DIRECTOR | PARMACOTTO AMERICA

magic

CHALLENGE: Maestrani, Swiss chocolate manufacturer with a 150-year legacy, was acquiring the Magic Chocolate brand from Dr. Bronner's, for whom they had been producing the chocolate. It was to become a new brand but they also wanted to leverage the equity of the fans of the Dr. Bronner's chocolate to claim a spot in the US market. They approached GIRVIN for help with a brand strategy as well as naming, identity, and packaging evolutions.

SOLUTION: After a BrandQuest® in Switzerland, we got to work on naming and packaging design, starting with positioning and naming strategies. After much debate, it was decided that the "Magic" name would stay—but with a different frame of mind: built around the magical moments of satisfaction and delight in the amazing taste as well as in celebration of the surprisingly transparent and discoverable process of production, distribution, and earth-conscious practices. Staying, too, was the brightly colored packaging and holographic foil—we updated the color palette and created a new layout that was less cluttered and emphasized flavor and category (dark vs oat milk chocolate). We designed the branding language and logo around happiness and uplift, utilizing the bouncing forms of lowercase letters and a smiling crescent moon. This aligns with the internal- and external-facing messaging which we co-developed along with the positioning.

RESULT: Magic is now both owned and produced by Swiss chocolate legend Maestrani. Once production was underway, rollout—online and in select organic-oriented markets like Town & Country—was met with great enthusiasm.





Magic is
asking for the moon
and finding the stars
* * *
a glimmer of
something greater
* * *
a Swiss chocolate treat
that feels as good as it
tastes, made with
Regenerative Organic
Certified® cocoa & sugar



CLIENT PERSPECTIVE: "Wonderful thanks to the GIRVIN team for guiding us through these two amazing workshops!"

VALENTIN HAAG | DIRECTOR OF MARKETING

THE YOGURT CULTURE COMPANY

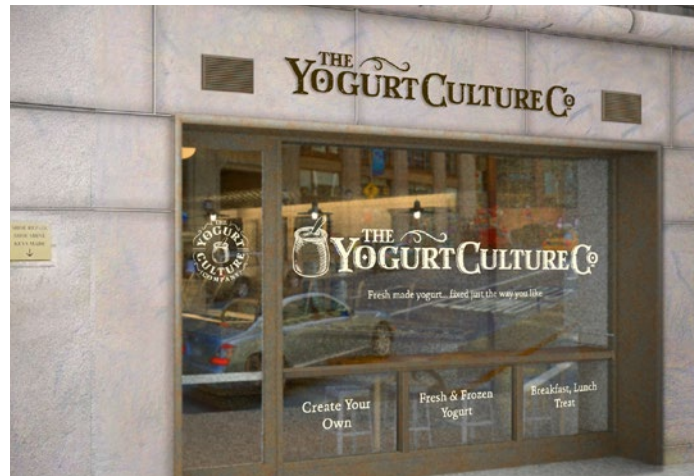
GIRVIN

THE YOGURT CULTURE CO.

CHALLENGE: Dannon sought GIRVIN's help to explore the idea and potential framework for their first retail store: a fresh and frozen boutique yogurt shop in New York City. Their mission was to provide an all-natural, farm-fresh experience.

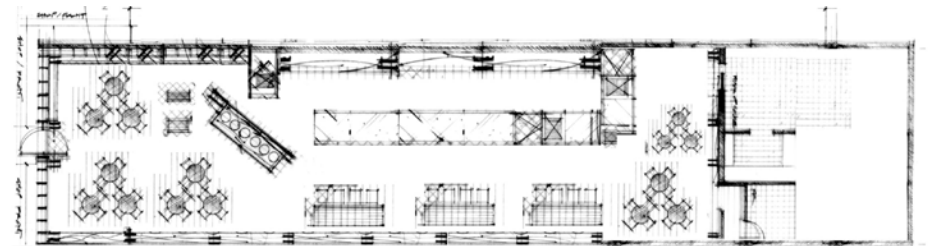
SOLUTION: We began the journey with a BrandQuest® workshop and came up with the name The Yogurt Culture Company. Around this, we developed a cohesive personality, strategy, and marketing plan, and then built out the identity and desired messaging to be used in the visual telling of the brand. We also managed the architectural design work, interior design and material specifications, signage, merchandising, uniforms, and containers.

RESULT: The popup concept was enthusiastically embraced, especially by those on lunch breaks who found the farm-fresh concept in the big city a refreshing and welcome healthy alternative to many other nearby venues.



THE YOGURT CULTURE COMPANY - CONTINUED

GIRVIN



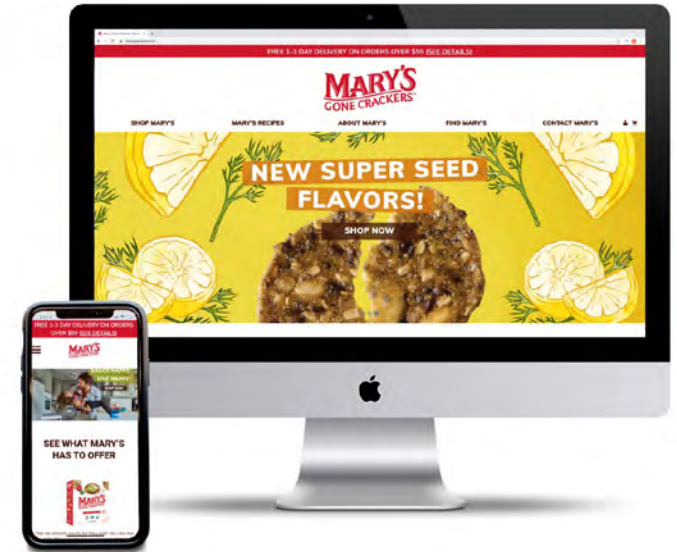
MARY'S GONE CRACKERS

GIRVIN

MARY'S GONE CRACKERS™

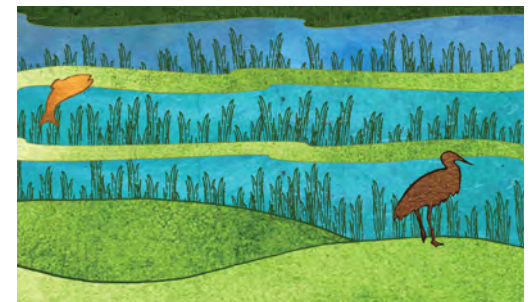
CHALLENGE: Mary's Gone Crackers felt that it was time for a change, so they reached out to GIRVIN to refresh their image and re-engage their audience. They wanted to update their logo and bring color and simplicity to their packaging while remaining authentic and true to their natural roots.

SOLUTION: Starting with the logo, we sifted through all of the extraneous details and dug down deep to discover and refine the heart of the Mary's mark—retaining the whimsy while simplifying to increase legibility and to reflect the minimally processed products they create. We revitalized the packaging for all three lines to focus on the brand and the quality of the cracker; we created flavor and ingredient illustrations with watercolor and paper textures and organic lines to evoke the natural character of the brand. Expanding their visual language to digital platforms, we revamped their website and breathed life into their social media, making it easier and more fun for their audience to purchase and engage.

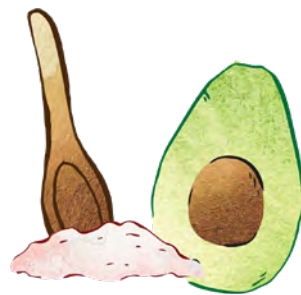


MARY'S GONE CRACKERS - CONTINUED

GIRVIN

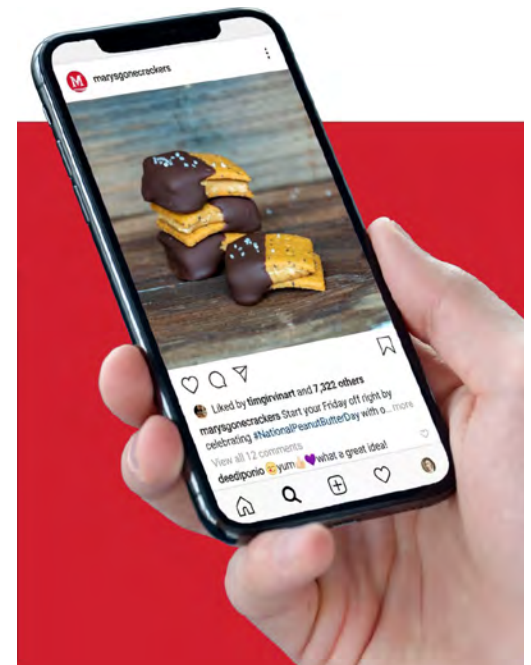


SNACK HAPPY,
LIVE HAPPY™



CLIENT PERSPECTIVE: "I am thankful for the super partnership we have and the outstanding work you have done and are doing on the brand relaunch."

JASON GALANTE | CHIEF MARKETING OFFICER



BEVERAGES

BAD ASS COFFEE OF HAWAII

GIRVIN



CHALLENGE: Bad Ass approached GIRVIN with a highly unique but dated brand identity that was sorely in need of revitalization to better communicate their philosophy, legacy, and aloha spirit. And because their brand wasn't clearly defined, each location was left to their own interpretation, leaving no two stores alike.

SOLUTION: We started with a BrandQuest® workshop that laid the foundation for creating a whole new approach to their brand story, messaging, identity, packaging, merchandise, and a fully rethought set of interior and environmental standards for the stores.

RESULT: Rollout brought a new wave of enthusiastic investors, new and existing franchise owners ready to buy-in to the new brand look, interiors, and positioning with revitalized cafés and new locations rolling-out aggressively across the country. Each remodeled store experienced a huge leap in sales. For example, the Naples, Florida location saw a 154% revenue increase after their renovation.



BAD ASS COFFEE OF HAWAII - CONTINUED

GIRVIN



CLIENT PERSPECTIVE: "Your team has been the most significant accomplishment in the early development of this new company. The level of thinking, persistence and focus on an integrated solution has delivered a truly game-changing brand identity, packaging and store design."

SCOTT SNYDER | CEO

CLIENT PERSPECTIVE: "The first "Girvin designed" store has been warmly received. It is beautiful. The numbers are holding and we have done Social Media marketing and old fashioned guerilla marketing to help introduce the community to our new brand and your design. Many customers have commented on the difference between the old and the new and definitely LOVE the "New Bad Ass Coffee". Come and visit West Jordan, Utah!"

CONNIE ALEXAKOS | VP OF FRANCHISE OPERATIONS

WILD ALCHEMY CAFE

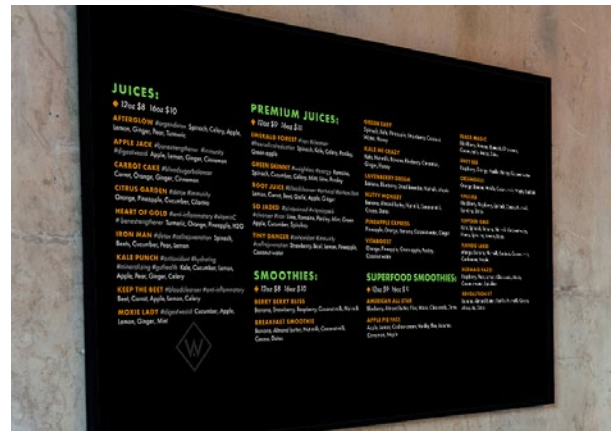
GIRVIN



CHALLENGE: Wild Alchemy founder Colleen Morgan and partner Alison Davis wanted to bring the principal of alchemy—the power of change, balance, symmetry, and equality—to the forefront of their organic cafe. They envisioned a mystical amalgam of nutrition, thoughtful plant-based deliciousness, preventive support, and healing manifestation.

SOLUTION: After a visionary BrandQuest® session, GIRVIN built a unified solution that encompassed a naming strategy, identity, brand patterning, signage, and print—all for a transformative and cohesive look.

RESULT: The new integration of brand identity, disciplined visualizations and café interiors triggered a northeastern US evolution boosting the expansion of store locations. Consumer response has been phenomenal.



CLIENT PERSPECTIVE: "Yes, it's been a great success! Our customers love the new brand. And...there is so much more in store :) I believe in you and your team!"

COLLEEN MORGAN | FOUNDER



CHALLENGE: Cheerwine wanted an updated look while retaining some of their brand legacy.

SOLUTION: Retaining some elements of their past, like the classic elliptical containment, GIRVIN evolved the brand to fit the “effervescent” territory and created a variety of product offerings.

RESULT: With renewed support of Cheerwine’s roots—its historical foundation imbedded with a livelier, modernist vigor—this century-old brand burst into completely unforeseen locations, states, and venues. Following our development of the integrative theme of “Legend Since 1917”, the drink was newly embraced and held high in the legacy of its provenance in the American Southeast.



CLIENT PERSPECTIVE: “When I think of GIRVIN the first words that come to mind are “inquisitive” and “finding meaning.” Not commonly used terms for a design firm, I do not consider GIRVIN simply a design “shop”. It is the thinking, it is clear, rich, deep and always evocative meaning it translates to brand storytelling, through strategy, insights and design that has kept me a client now for over 25 years across 3 different organizations. If you are truly committed to liberating your brand make your first thought GIRVIN.”

TOM BARBITTA | SENIOR VICE PRESIDENT OF MARKETING



CHALLENGE: Ennoble Beverage Brands approached GIRVIN to redesign a to-go cocktail offering founded on TGI Fridays' classic Long Island Iced Tea and Moscow Mule.

SOLUTION: Partnering with Ennoble and Canterbury Investment Group, we designed specialized illustrations and packaging for maximized shelf presence, accentuated restaurant franchise branding and in-house, at-table restaurant sales with table cards and on-premise sales tools.

RESULT: Our efforts generated more interest in TGIF's to-go cocktail offerings, growing their audience and creating more sales.



HELL'S GATE

GIRVIN



CHALLENGE: Hell's Gate Brewing sought GIRVIN for packaging design evolutions.

SOLUTION: Along with a redesign of their existing product offering—cans, six packs, shippers—we coordinated the development of a new campaign strategy: copy writing, graphics programs, merchandising, marketing and sales materials, and truck graphics.

RESULT: The launching of one of the first integrated promotional media campaigns for BC's Mark Anthony brands—including app development, mobile, digital and print advertisements, in-store storytelling and packaging, shelf-talkers and shopper merchandising—resulted in the full launch of the brand that, earlier, was nearly abandoned by the brand owners. Tens of thousands of cases were sold at site, on premise and throughout the Canadian provinces.





CLIENT PERSPECTIVE: "I think you've nailed it! I am really pleased with the outcome and a special thanks to you and your team for being so diligent and open to keep working on further strengthening the concept. Excellent work!"

ANTHONY VON MANDL | CEO & FOUNDER

FRANK'S RED HOT CAESAR

GIRVIN



CHALLENGE: Canada-based Foundry Brands reached out to GIRVIN to support the branding of a new drink offering combining the spiced-flavor message of Frank's with vodka for a twist on the classic Bloody Mary.

SOLUTION: We began with consumer research, audience testing, then launched into the identity and package design of the Red Hot Caesar, supporting the release of multiple SKUs in Canada and then in the US.

RESULT: This program required an innovation in formulation, as well as positioning to build and align a new product linked to a recognized brand presence. The packaging boost and launch resulted in enthusiastic buy-in for their Canadian and US audiences.



CLIENT PERSPECTIVE: "Have to say an enormous thank you to the GIRVIN team for the art direction and that the choice of photographer was excellent. Looking forward to the roll out."

CHRIS PFEIFER | FOUNDER

BLACK BIRD CIDER WORKS

GIRVIN



CHALLENGE: A Rochester, NY investor and brand dreamer reached out to GIRVIN to brand her cidery.

SOLUTION: We built a core identity and packaging for the cider works and hospitality facility.

RESULT: Black Bird Cider Works became a much-loved local cider brand, still producing high quality cider near Lake Ontario.



50TH PARALLEL ESTATE WINERY

GIRVIN



CHALLENGE: Curtis Krouzel had a deeply held dream to create a world-class winery. He and his wife Sheri-Lee took over an abandoned vineyard near Okanagan Lake with sweeping scenic vistas, and named it 50th Parallel to represent its unique physical location.

SOLUTION: The Krouzels engaged GIRVIN to create an overall brand strategy, beginning with a comprehensive BrandQuest® workshop. From there, we developed the logo, illustration, and wine labels. The couple's architect also found ways to incorporate the landmark into the developing structure.

RESULT: Today, Curtis and Sheri-Lee's dream has expanded to include not only a winery and tasting room, but a destination facility with events center, restaurant, and therapy spa—a favorite Canadian destination place.



50TH PARALLEL - CONTINUED

GIRVIN



CLIENT PERSPECTIVE: "The one stop international shop for the best in industry creative brand and marketing skillset is cultured from GIRVIN design in Seattle, Washington, USA. Tim Girvin leads the team enriched and delivers a flare and holistic grace to every element that will be the essence of 50th Parallel Estate."

SHERI-LEE & CURTIS KROUZEL | FOUNDERS



REYNVAAN FAMILY VINEYARDS

GIRVIN

Reynvaan

CHALLENGE: Reynvaan is a small family-owned winery in the Walla Walla Valley. They have a rich history and were looking for someone to help tell their story.

SOLUTION: We worked with the Reynvaans not only to establish their story, but play out key elements of the identity including the signature logo and color palette. What started out as an initial two-label set grew to encompass five color variations for a family of at least 10 award-winning wines.

RESULT: A successfully integrated identity and signature labels generated more interest from purchasers and created enough revenue to expand into new lines and labels.





CLIENT PERSPECTIVE: "Thank you for all of your great work with us, we really appreciate it."

You get tons of compliments about our labels and we explain the process with you guys and how great you are."

GALE REYNVAAN | FOUNDER



SIREN SONG

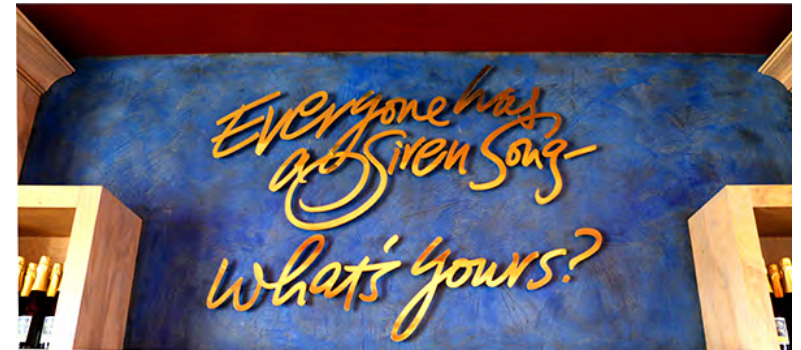
GIRVIN

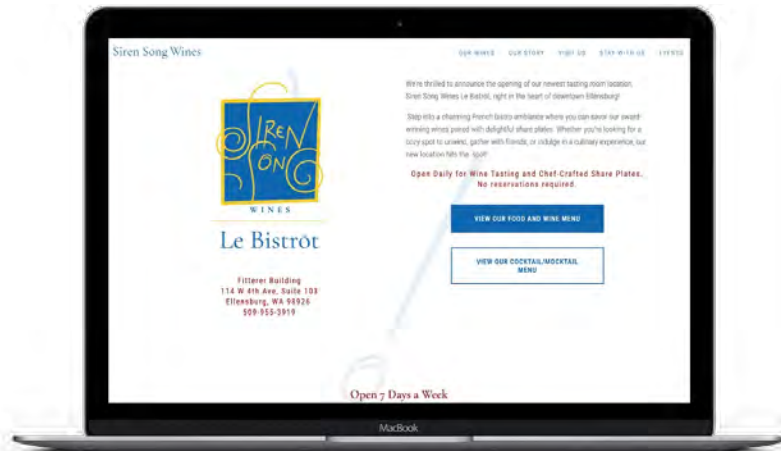


CHALLENGE: The founders of Siren Song were inspired by southern France, coastal living, vibrant interiors, and exquisite experiences—and enlisted GIRVIN to build that dream from the ground up for their Chelan, WA location.

SOLUTION: Beginning with a visionary workshop, we built the foundations for the brand strategy, identity, and guest experience. We then oversaw everything from interior design, furnishings, and collateral to wayfinding, wine labels, and website. More recently, we consulted in creating the naming and positioning strategy of their expanded locations—two of them new retail, dining, and shopping experiences, with exterior design treatments and signage; one, Le Bistrôt, is the newest outpost of Siren Song Wines—*un restaurant haut de gamme et un bar à vin* in Ellensburg, WA.

RESULT: Every color and texture, every step of the guest journey, is holistically integrated. Siren Song has emerged as one of the top wine-touring and culinary destinations of the Manson, Lake Chelan County viticultural areas of Washington State—with tours, cooking classes, tasting flights, and detailed tiers of experiences that attract tourists from around the world to their various locations. Customer response has been widely celebrated and documented in awards, social media, and published journalism.





CLIENT PERSPECTIVE: "Thanks and gratitude go out to the GIRVIN strategic branding team for their stellar work rebranding Siren Song. Tim and team developed a comprehensive brand strategy and palette to encompass Siren Song wines, as well as the 'place' experience for our new Vineyard Estate and Winery. We are THRILLED with the work and their commitment to helping us refine and extend the brand. It reflects our irresistible attraction to European food and wine influences juxtaposed against the deep blue gem that is Lake Chelan! Tim's hand drawn logo and siren graphic artifacts connote the artistry and musicality that also inspire the winemaker."

HOLLY & KEVIN BROWN | FOUNDERS



STANLEY PARK BREWERY

GIRVIN



CHALLENGE: CEO Anthony von Mandl, founder of Mark Anthony Brands, approached GIRVIN for branding a brewery located in Stanley Park, a landmark in downtown Vancouver, British Columbia.

SOLUTION: We reimagined the brand and brewery while keeping the historic charm and legacy of a brand inspired by a brewery that began in the area in 1897. We created the landmark, packaging and labels.

RESULT: Stanley Park Brewing has since become a local favorite—honoring the area's heritage and becoming a destination place within the popular Stanley Park.





CHALLENGE: Challenged by gaining mind-share in the mature bottled water category and competing with large existing players like The Coca Cola Company, Athena Partners sought a partnership with GIRVIN's design and marketing teams to successfully brand and launch this cause-related effort to fight cancers afflicting women. Our challenge was to make the packaging stand out in the store aisle—Athena wanted to look like part of the crowd, but be the strong frontrunner.

SOLUTION: The positioning of Athena needed to speak about making healthy personal decisions, being strong, waging the war against the disease and coming out a winner. To match these strong, powerful sentiments, we developed the "Warrior" persona. For the packaging, we used vivid blues and strong teals, empowering the bottle to stand out on a store shelf, while integrating the pink ribbon reminds consumers of the important cause. We also developed the new, hopeful tagline "Victory Starts Here." Supporting Founder and CEO Trish May's vision, we built a brand premise and voice, wrote core elements of the positioning and messaging, and designed the brand from scratch. We created the product packaging, shelf set merchandising, and made key introductions to Whole Foods and Nordstrom in support of her efforts.



CLIENT PERSPECTIVE: "Thank you again for lending so much of your head, heart, and hands to our efforts."

TRISH B. MAY | FOUNDER AND CEO



THANK YOU

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