



GIRVIN

SWEET BRANDS

INTRODUCTION



In our enterprise parlance as business people, brand strategists and designers, we build BrandQuest® workshops that support teamwork and brand evolutions, revolutions, innovations—when we think about it:

Great brands, what are they?

They are “sweet”!

In nearly 50 years of continuous creativity, we’ve worked on sweet brands all over the planet, and we look forward to supporting you in any manner that you require.

Thank you for your time.

Tim Girvin

Talk to Tim Girvin anytime:

206-890-0621

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STRATEGY | STORY | NAMING | MESSAGE | PRINT | PACKAGING | BUILT ENVIRONMENTS | WEBSITES | SOCIAL



GIRVIN

ABOUT US

GIRVIN TEAM

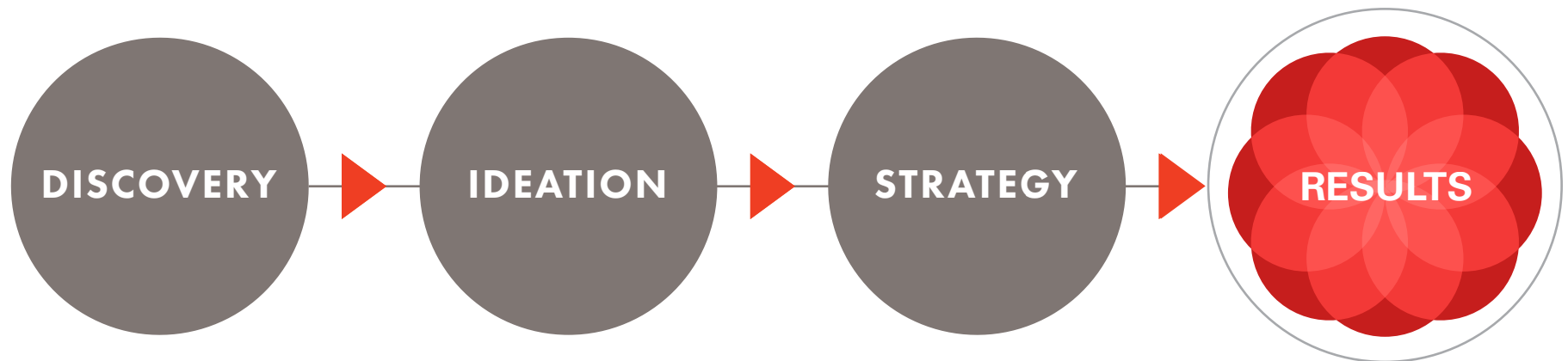
Tim Girvin
FOUNDER,
CHIEF CREATIVE OFFICER



Founding GIRVIN over 45 years ago, Tim Girvin is recognized internationally as a designer, writer, illustrator, photographer and calligrapher. He has spoken all over the world on strategic planning, brand development and design integration, brand and story development for retail identity. His focus is fulfilling emotional and holistic sensory content in dimensional marketing to international audiences. Girvin's client attention is on captivation: strategy and personality, identity in retail and brand environments, entertainment design and integrated experience. Past and present clients include Apple, Ameristar Casinos, Boyd Resorts, Bloomingdale's, Disney, Johnson & Johnson, Kerzner, Leviev, LG / Seoul, L'Oreal, MGM | Mirage, Microsoft, Millennium Retailing / Tokyo, Nordstrom, Paramount Studios, Procter & Gamble, Warner Brothers and Wynn Las Vegas.

GIRVIN CREATIVE PROCESS

GIRVIN devised this process and has employed it for over 45 years, as a proven method of identifying problems, establishing criteria and developing sound solutions.



Analyze existing research, interview stakeholders, conduct market research, identify key audiences.

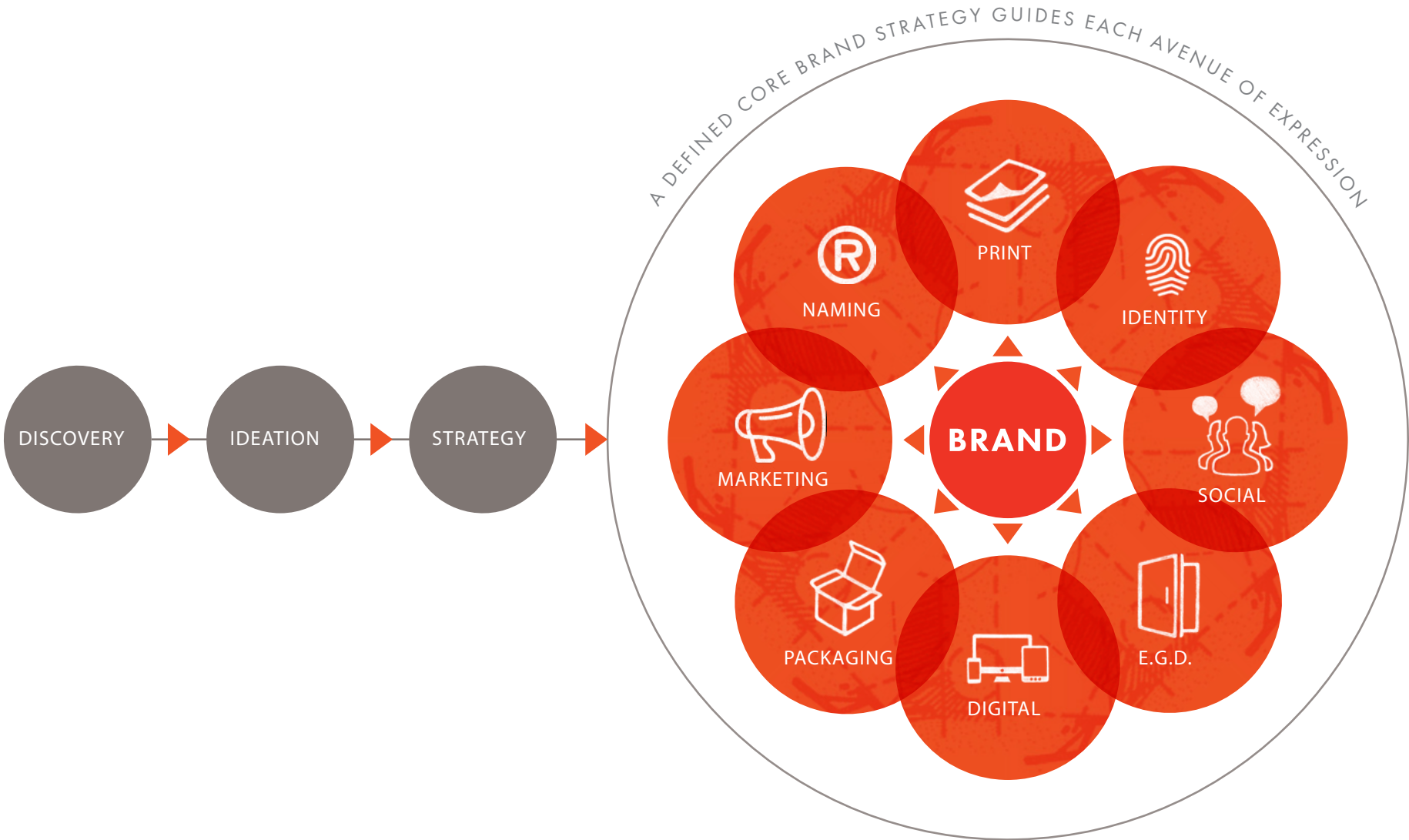
Interactive branding session with client key stakeholders based on primary analysis, research and set goals. This includes identifying the market and audience, redefining/establishing brand vision, mission, position statement and message hierarchy.

Based on the discovery and findings from the branding session, the brand strategy summary and guide is developed. This defines unique opportunities and the best approach to generate and/or strengthen brand awareness.

Brand strategy unique to each brand is applied to each application for effective market channel strategies. Each application communicates via a unified brand message and imagery to ensure brand personality is consistent and impression memorable.

GIRVIN BRAND DEVELOPMENT

GIRVIN has extensive experience in providing clients with a diverse set of deliverables. From print based projects to digital, we can help design holistic brand assets to complete your persona on all channels and platforms.



SUSTAINABLE BUSINESS PRACTICES

1

CARBON FOOTPRINT: We help reduce the carbon footprint— employees bike to and from work, others ride-share and carpool; we use mass transit and one takes the ferry and walks to work. We encourage these alternate forms of commuting.

2

PAPER USAGE: To reduce paper usage, we encourage using double-sided printing, paper reuse and up-cycling particularly on draft design documents. We distribute documents electronically instead of hard copy whenever feasible. We select paper products with high percentages of post-consumer waste for recycled content.

3

WASTE: We repurpose materials whenever possible—our office is designed with items salvaged from prior GIRVIN office spaces—most of which is built from wood that we have designed for generational use and in some instances, reclaimed and upcycled in a nod to the authenticity of our heritage and inventive creativity. We also have reclaimed wood tables and benches in our foyer. Tim Girvin creates art works by taking found recycled and live edge timber and embellishing the pieces with calligraphy. We donate books and materials—we repair broken furniture and equipment to extend its usable life if possible. We buy products made from recycled materials when feasible. We use and maintain durable equipment and supplies.

4

ENERGY: When buying office equipment, we look for energy efficiency in addition to state of the art technology. We donate old computers, monitors, etc. or if not usable/serviceable we recycle using responsible recycling companies. If feasible, we lease certain equipment such as large copiers/printers with service agreements. We are fortunate that our office is bordered on two sides by windows that actually open. Besides providing a beautiful view, this allows us to control temperature in the office during the warmer months without air conditioning. We closely monitor our power consumption. With plenty of natural light, we keep our electrical lighting use tight to user scenarios: we can use task lamps at individual desks without having to turn on overhead lighting.

5

DISCIPLINED CONSUMPTION: Use less color inks and print B&W when possible.

6

RECYCLE & COMPOST: We recycle all paper product, segregating compostable and recyclable materials. We recycle printer toner cartridges and purchase recycled cartridges when possible. We recycle our paints for reuse.



SWEET BRANDS

FLAVOR + BRAND DESIGN

SECOND NATURE BRANDS

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, and breathe new life into their Second Nature Snacks packaging for better shelf presence and an updated look.

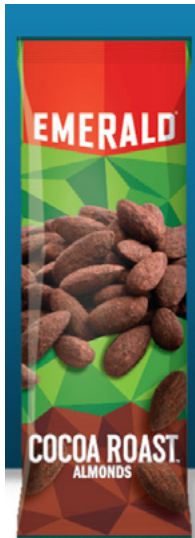


SANDERS®



EMERALD

Emerald came to us with one goal in mind: create a brand strategy that's nuts and disruptive. GIRVIN's brand leadership led an "aha" workshop—to re-energize the brand in a revolutionary manner.



CHIPS AHOY

GIRVIN was working for Nabisco as an agency of record for packaging design, before their acquisition by Kraft, then the overarching premise of Mondelez. Chips Ahoy! was updated successively by GIRVIN, in a string of efforts for sweet lines, baked goods and product innovations.



GUMMI SAVERS

Working on the Lifesavers brand GIRVIN innovated the GummiSavers brand packaging and identity cluster.



DILETTANTE CHOCOLATES

During the 80s, Brian and Dana Davenport, whose great-grandfather was the chocolatier and confectioner to the Imperial Russian Court, needed help in creating a brand for their company: Dilettante Chocolates. GIRVIN approached this challenge holistically, in creating a broadly distributed brand image and story, that was consistently managed.



CINNABON

GIRVIN worked with the Restaurants Unlimited team in completely renovating the concept of Cinnabon, supporting and shifting the brand strategy, identity, creating packaging, signing, interiors, artwork and murals, uniforms and complete implementation planning.



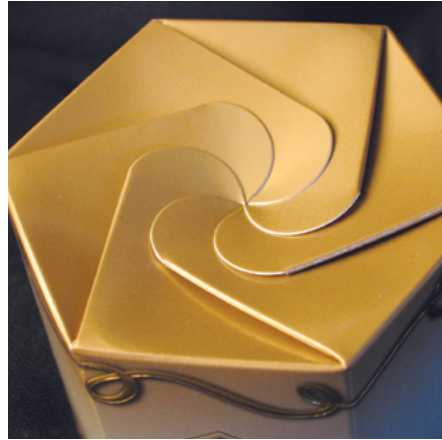
WAX ORCHARDS

A long standing agricultural member of the Vashon Island farming community innovated a series of orchard and fruit based all natural sweeteners. Reachable only by ferry, GIRVIN integrated the boat crossing imagery and customized font development, supporting their hand-crafted orientation.



FRANGO

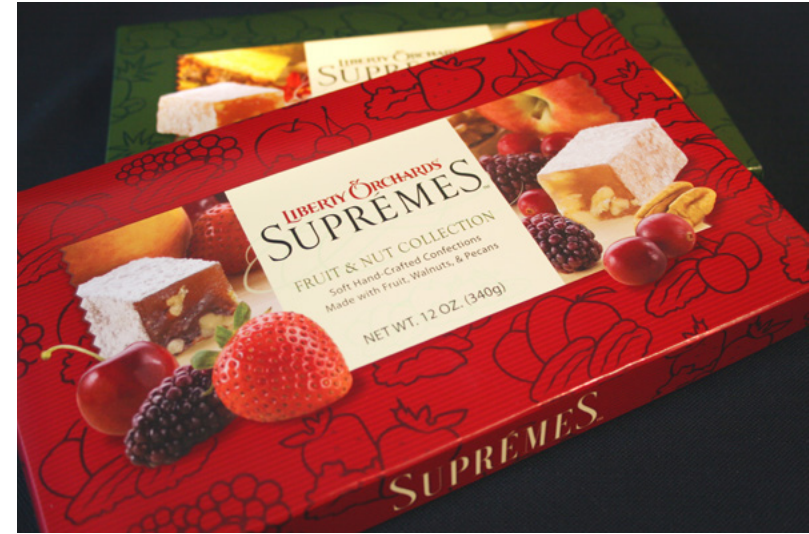
GIRVIN's team innovated a new box paper engineering for Marshall Fields and their ownership of Batus Brands Frederick & Nelson Department store based in Seattle.



LIBERTY ORCHARDS

A farming community managed by a family for generations created a world famous line of Turkish confections, and GIRVIN partnered with the family in a string of packaging treatments for their entire line of products.

LIBERTY ORCHARDS



ROGERS CHOCOLATES

Another long-running brand, with deep family heritage in confections, GIRVIN designed a string of varying packaging treatments, in support a new presence in the market.



KIND SNACKS

KIND has become a household name when it comes to delicious and nutritious snack bars. When KIND became aware that their consumers were seeking a smaller option that still delivered the same wholesome flavors and ingredients, they tasked GIRVIN to design a strategic packaging plan that built off of their current product line and brand standards. Here is a bit of the process behind our effective solution to introduce KIND Mini Bars to the KIND snacks line.



5 DARK CHOCOLATE NUTS & SEA SALT mini bars

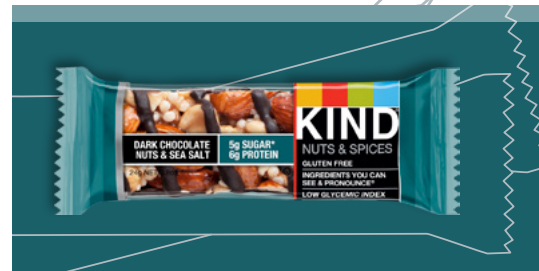
KIND
minis
FLAVOR DUO

LOW GLYCEMIC INDEX
NO SUGAR ALCOHOLS
DAIRY FREE
NO GENETICALLY ENGINEERED INGREDIENTS
LOW SODIUM
0g TRANS FAT

SEE NUTRITION PANEL FOR FAT CONTENT

INGREDIENTS YOU CAN SEE & PRONOUNCE[®] | GLUTEN FREE | 6g PROTEIN

10 - 0.85 OZ (24g) BARS
NET WT. 8.5 OZ (241g)



mini DARK CHOCOLATE NUTS & SEA SALT

mini Caramel Almond & Sea Salt

5

5

3g Sugar | DARK CHOCOLATE NUTS & SEA SALT

KIND
minis
10 Bar Variety Pack

NO GENETICALLY ENGINEERED INGREDIENTS
GLUTEN FREE

CARAMEL ALMOND & SEA SALT | 3g Sugar

INGREDIENTS YOU CAN SEE & PRONOUNCE[®]

10 - 0.85 OZ (24g) BARS
NET WT. 8.5 OZ (241g)

mini DARK CHOCOLATE NUTS & SEA SALT

KIND
minis
FLAVOR DUO

LOW GLYCEMIC INDEX
NO SUGAR ALCOHOLS
DAIRY FREE
NO GENETICALLY ENGINEERED INGREDIENTS
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SEE NUTRITION PANEL FOR FAT CONTENT

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minis

snack size

DANNON

After developing the strategy, name, identity, personality, marketing plan and desired messaging to be used in the visual storytelling of the brand, additional brand elements were developed and built for this new retail space. The visual strategy was built with expansion in mind.



DANNON + KIND

As part of our ongoing client relationship with Dannon, GIRVIN explored innovative ways to promote their products to broader audiences. In order to present yogurt as a more complete breakfast option, Dannon partnered with KIND to devise yogurt offerings for grocery stores that included fruit and nuts.



FRONT



BACK



TOPPER

DANNON

DANNON + STARBUCKS

In another creative partnership, GIRVIN facilitated Starbucks' efforts to foster growth of Dannon's Activia brand in the form of parfaits and probiotic drinks. To achieve this, GIRVIN developed an effective retail environment within the Starbucks space to catalyze the synergistic affinity of both brands.



CHEERWINE

When the push to explore a more substantial national presence came into planning, led by their founding family leadership and marketing executives, Cheerwine, based in Salisbury, North Carolina, came to GIRVIN to breathe new life into their visual legacy through fresh brand development and packaging design.





THANK
YOU

GIRVIN