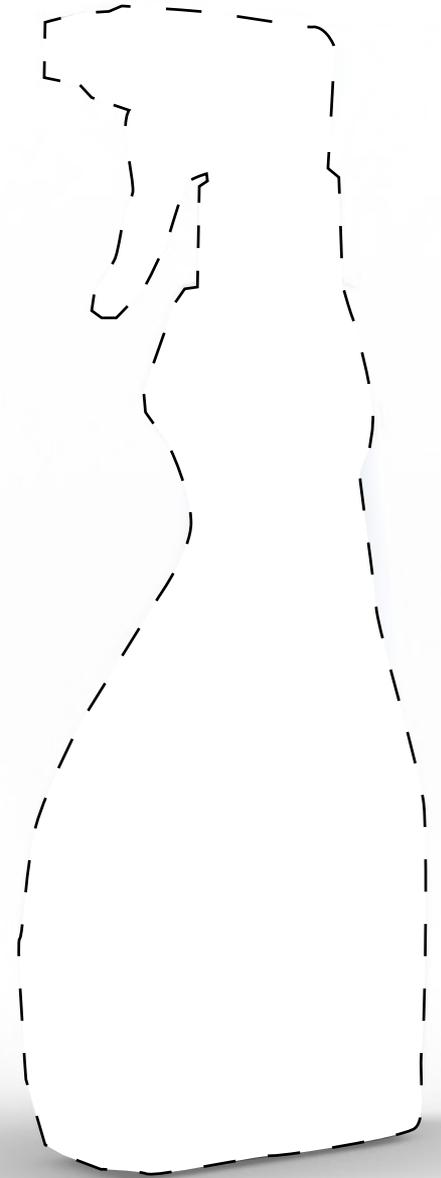


From Bottle to Brand

(Creating an experience for the consumer.)



It starts with an idea.

(In this case...a bottle.)

Product: an odor and stain eliminator currently used at a national rental car company. The original name for the product was "Odor Banned."



Identifying Features. Discovering Benefits.

(Figuring out the technical and the useful.)

Discovery: product eliminates odors removes stains quickly with non-toxic ingredients and has been tested in real world conditions (auto rentals).



What's the Story?

(Connecting the product to the consumer.)

The Experience: Consumers often have issues with odors, not only in cars, but in boats, athletic wear, and with pets. While the odors sometimes are offensive they are often connected with great experiences.



Building the Brand.

(Logo, colors, imagery, language, video, identity creates the brand.)

Brand Mockups: Creating the 'feel' of the brand with supporting elements to see how it comes together.

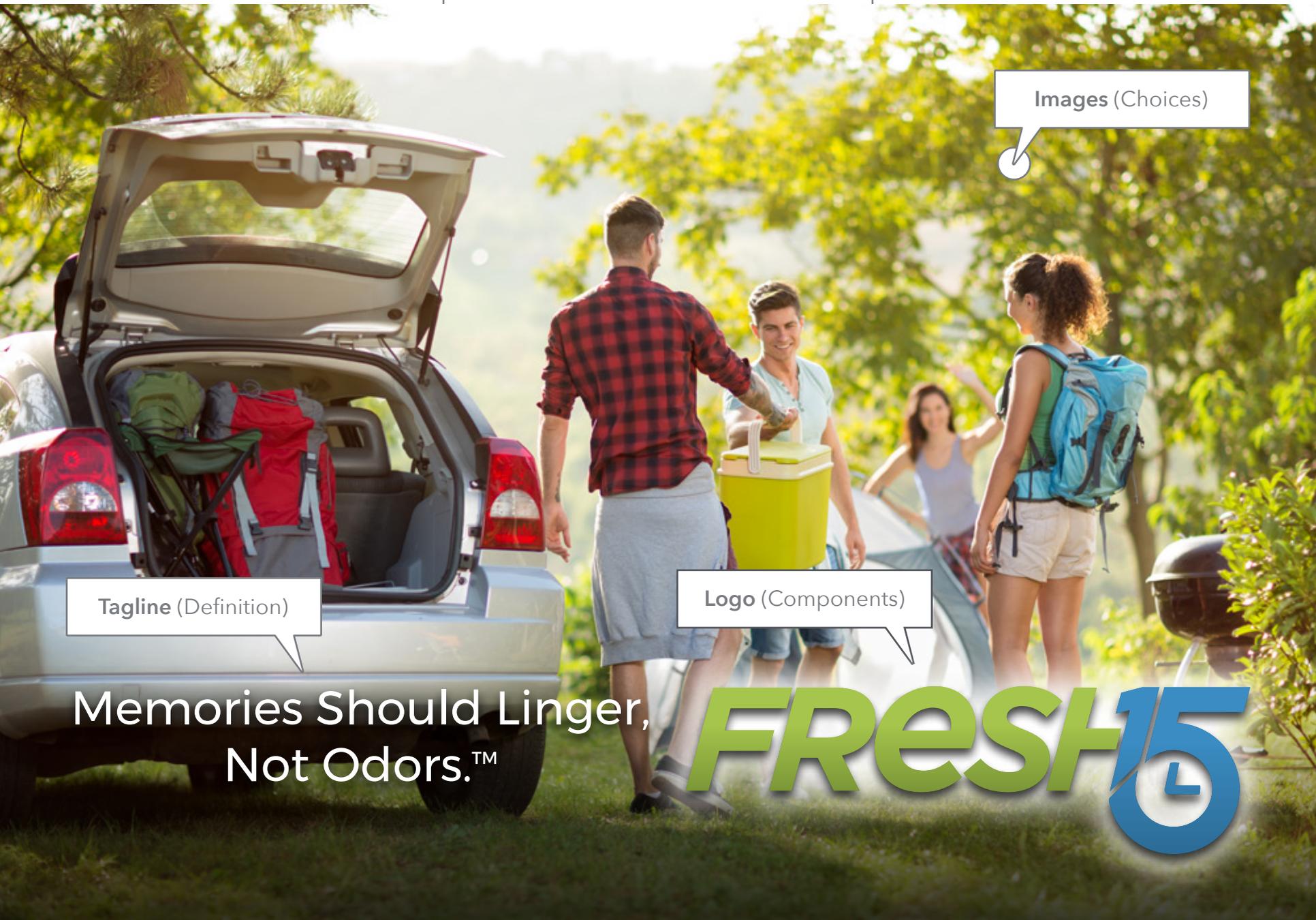
Images (Choices)

Tagline (Definition)

Logo (Components)

Memories Should Linger,
Not Odors.™

FRESH15



Now back to the Product.

(The package is important.)

Production: The product is made ready for sale, with clear features that lead the customer to think of all the benefits.

Icon

Identifier



Supplemental Information

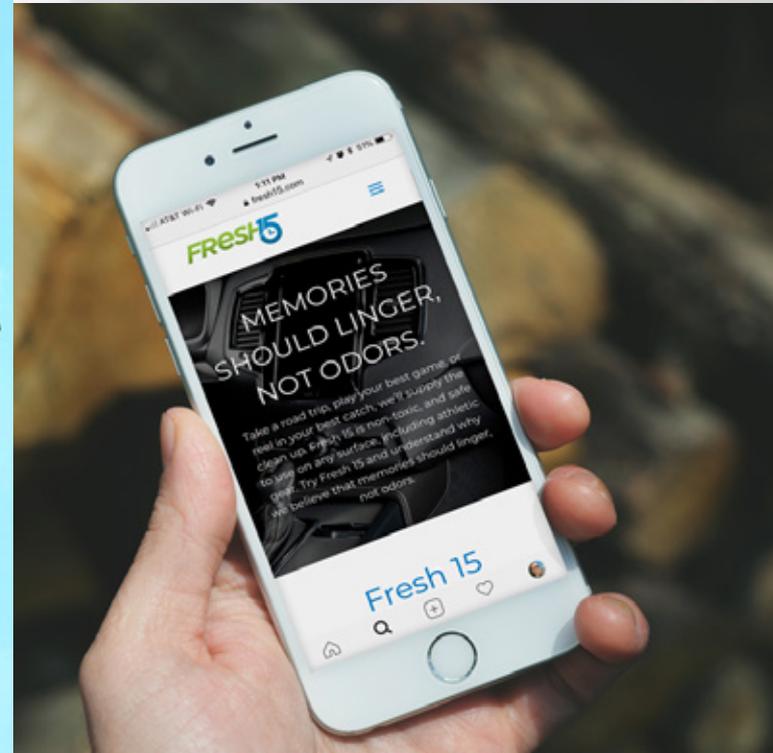
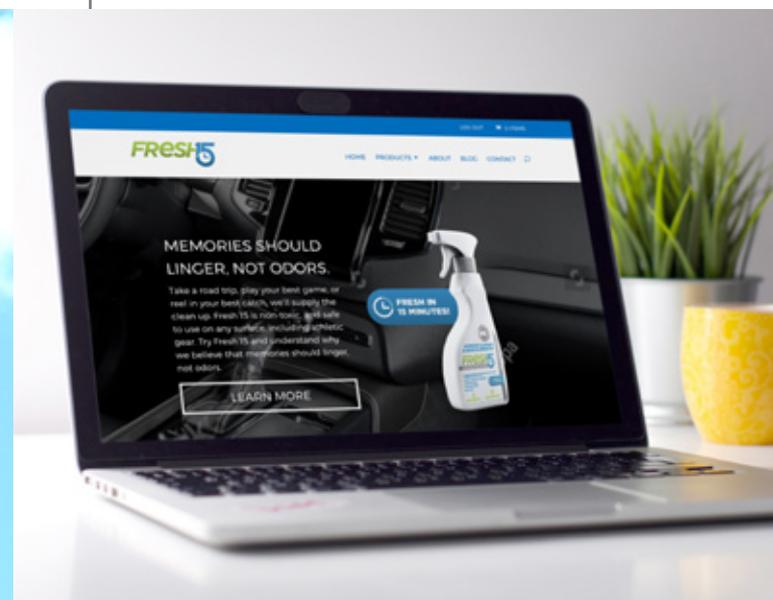
Bold Statement



Sharing the Story.

(Sharing the brand story across multiple mediums.)

Connection: Every 'touch' should feel familiar whether it's in the store, on a billboard, in the palm of your hand, or online. The key is to connect and encourage next steps.



It ends with a brand.

(As the products and buyers change, the brand lives on.)

Longevity: Focusing on the life experiences consumers connect with in their lives enables the brand to continue to evolve and grow and by developing new products, centering on new markets as opportunities arise.



They may forget what you said ~
but they will never forget how you
made them feel.

–Carl W. Buehner

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