



Straw Propeller

CREATIVE BLUEPRINT PROPOSAL

Hello Patricia,

Thank you for the opportunity to partner with Straw Propeller as you look to expand into the next season of your company.

What follows is an outline of a strategy which we believe will clarify your long-term vision, raise consumer awareness around Straw Propeller and increase your distribution.

The ideas presented here are confidential and only for viewing by internal Straw Propeller staff.

WHO IS STRAW PROPELLER?

?



Whimsical



Whimsical



Inventive



Whimsical



Inventive



Brave





You'll find a way.



Overview: *Prioritizing the core business needs and challenges; the success we're building towards*

The Needs *(in this order)*

- Expand distribution
- Drive consumer in-store purchases
- Expand online sales

The Challenges *(no particular order)*

- Crowded and well-funded competitor landscape
- Unevolved brand ecosystem which doesn't tell your best story

The Creative Blueprint

Big Vision

Boundary Lines

Landscape

Background

Product/Market Fit

Business Model

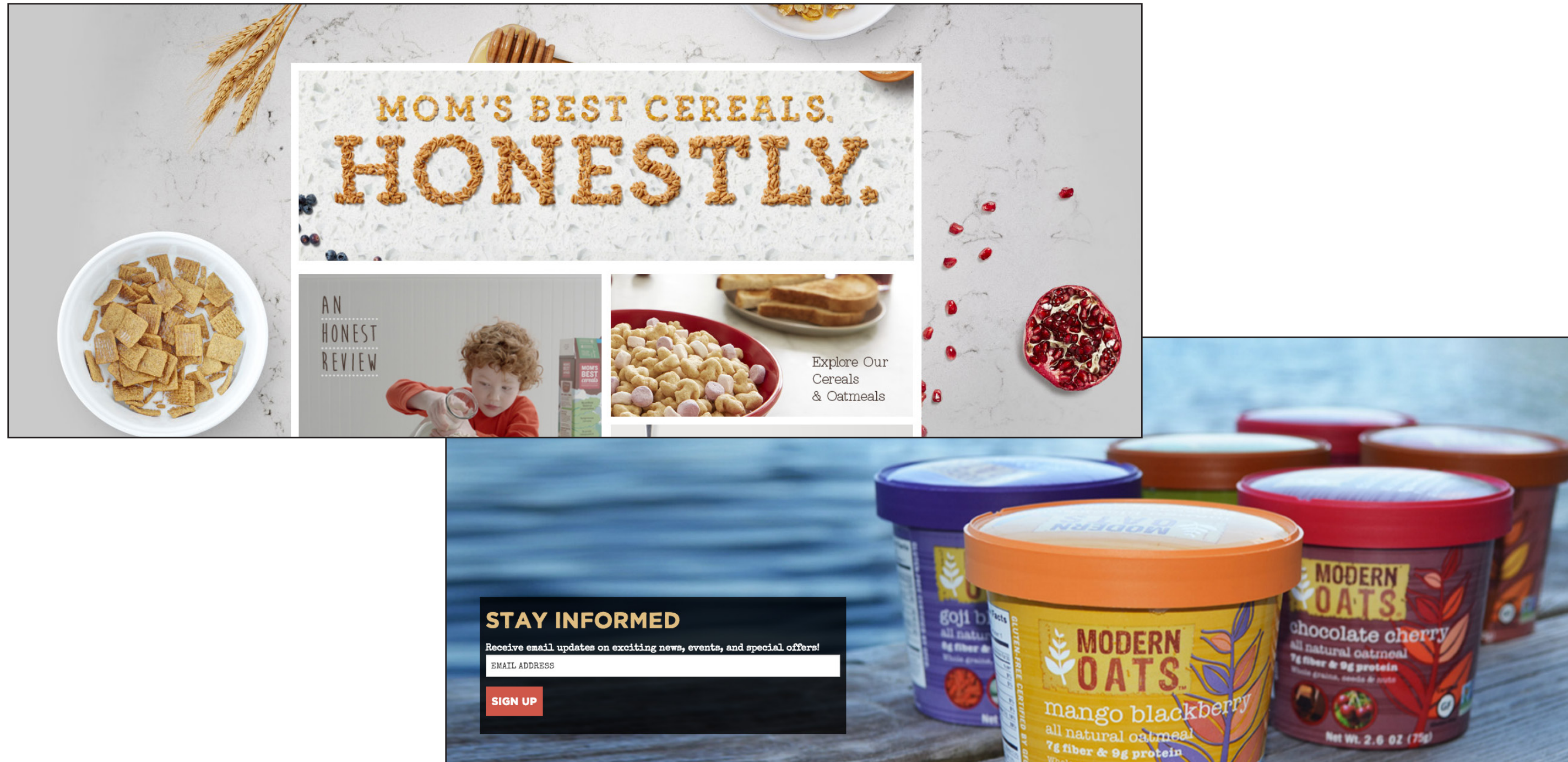
THE COMPETITIVE LANDSCAPE



Competitors: *Packaging*



Competitors: *Landing Pages*



MOM'S BEST CEREALS. HONESTLY.

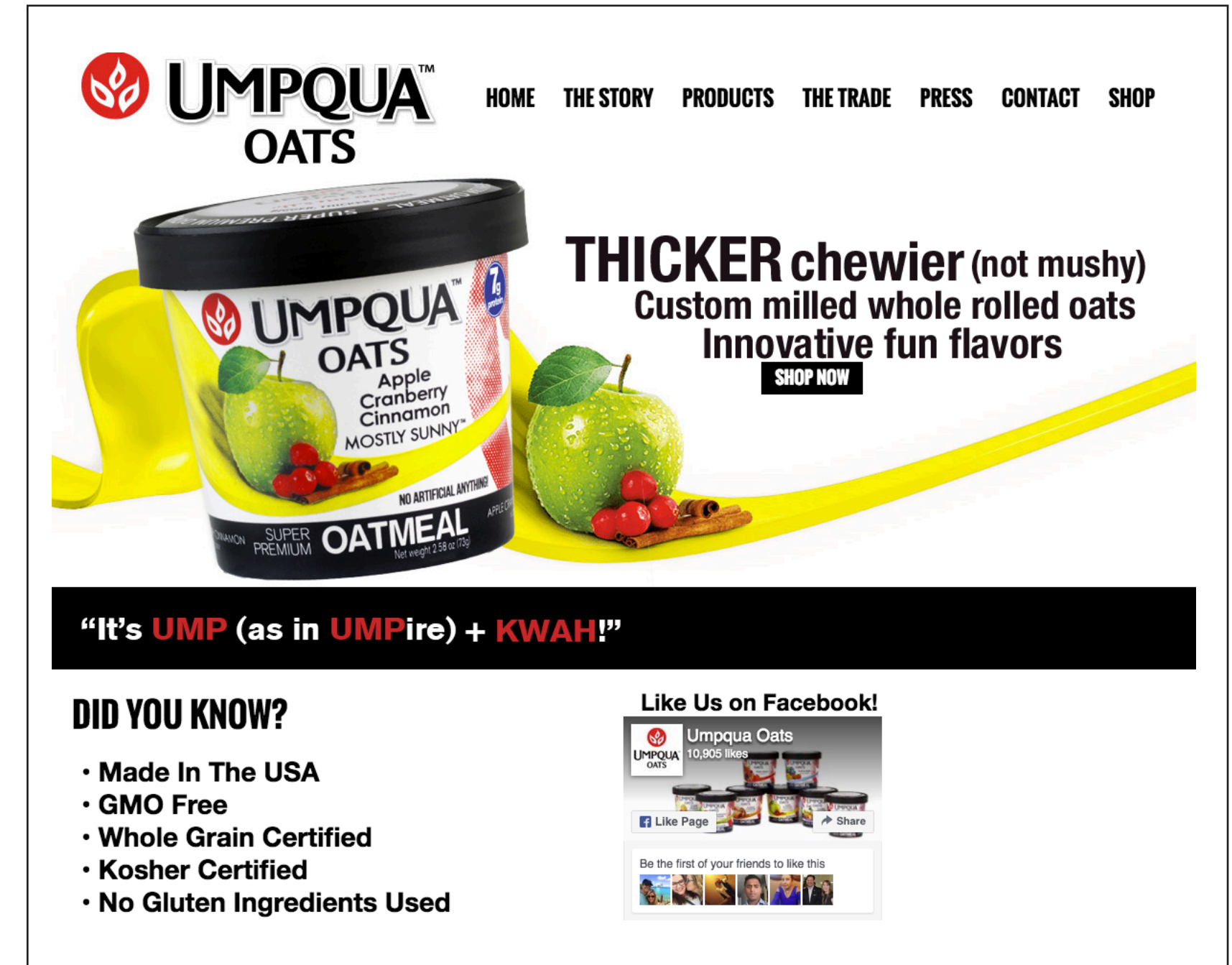
AN HONEST REVIEW

Explore Our Cereals & Oatmeals

STAY INFORMED
 Receive email updates on exciting news, events, and special offers!
 EMAIL ADDRESS
 SIGN UP

goji berry
MODERN OATS
 mango blackberry
 all natural oatmeal
 7g fiber & 9g protein

chocolate cherry
MODERN OATS
 all natural oatmeal
 7g fiber & 9g protein



UMPQUA OATS HOME THE STORY PRODUCTS THE TRADE PRESS CONTACT SHOP

THICKER chewier (not mushy)
 Custom milled whole rolled oats
 Innovative fun flavors
 SHOP NOW

“It’s UMP (as in UMPire) + KWAH!”

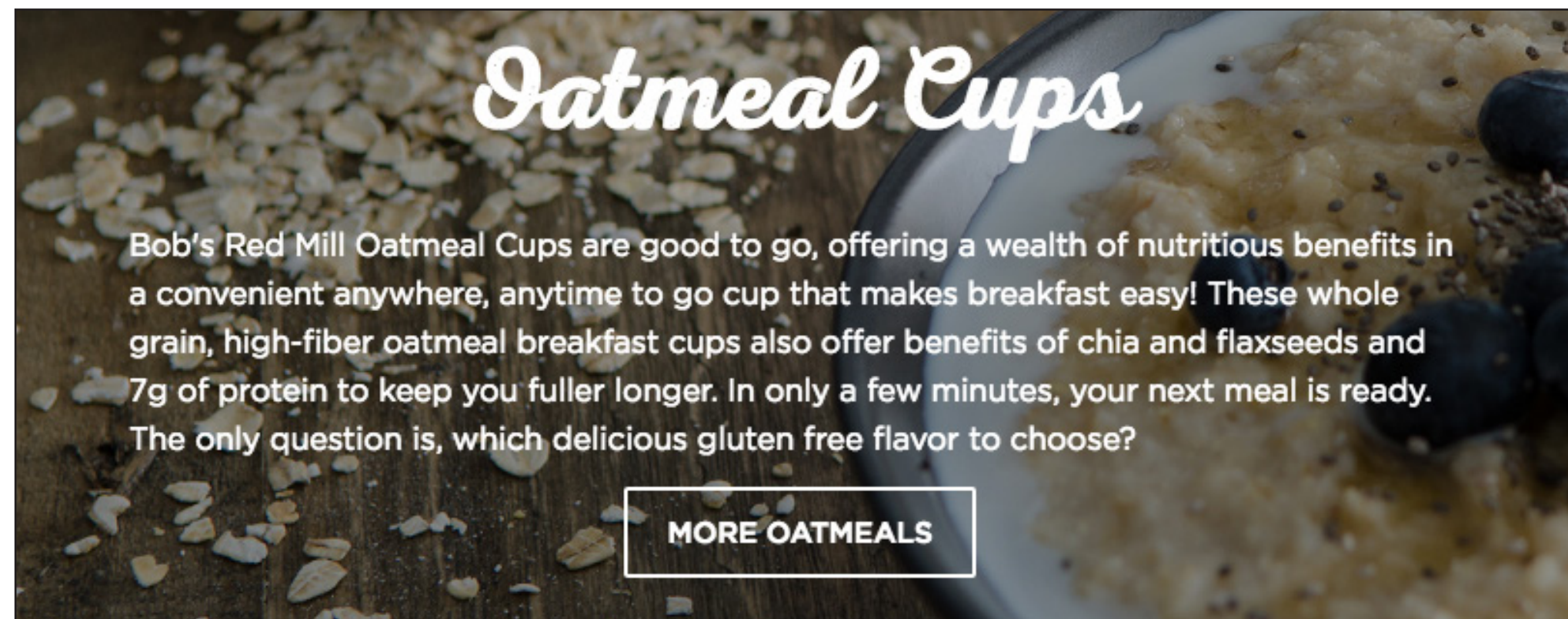
DID YOU KNOW?

- Made In The USA
- GMO Free
- Whole Grain Certified
- Kosher Certified
- No Gluten Ingredients Used

Like Us on Facebook!

Umpqua Oats
 10,905 likes

Be the first of your friends to like this



Oatmeal Cups

Bob's Red Mill Oatmeal Cups are good to go, offering a wealth of nutritious benefits in a convenient anywhere, anytime to go cup that makes breakfast easy! These whole grain, high-fiber oatmeal breakfast cups also offer benefits of chia and flaxseeds and 7g of protein to keep you fuller longer. In only a few minutes, your next meal is ready. The only question is, which delicious gluten free flavor to choose?

MORE OATMEALS



Oatmeal

We like to think of our original gourmet oatmeal™ as a warm hug in a cup. It's easy to enjoy anywhere. It makes you feel good, and is good for you. So start your family's day off on a high note with quick, tasty oatmeal-on-the-go from Straw Propeller Gourmet Foods.

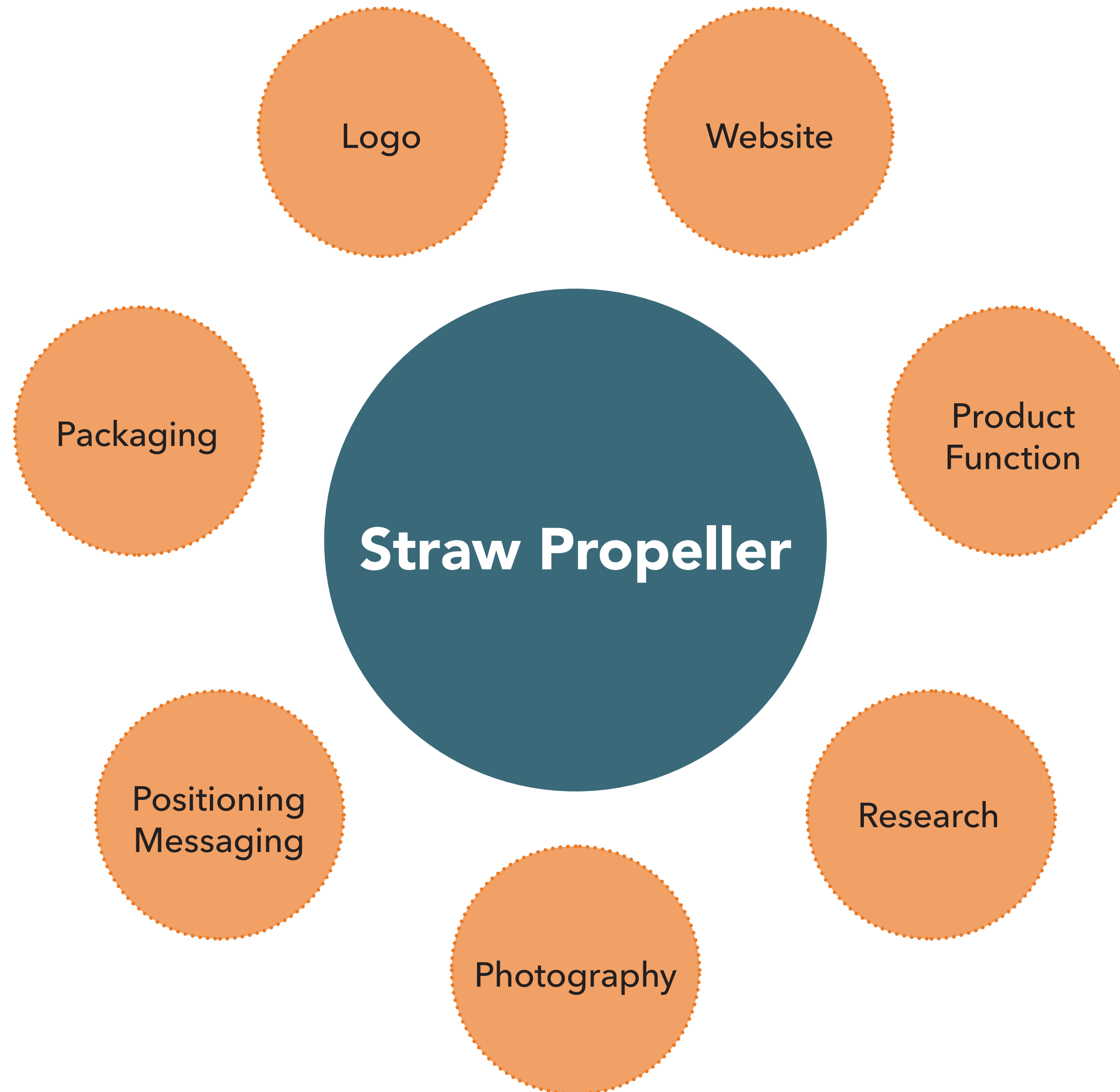
Muesli

Our muesli can be enjoyed with cold milk or yogurt. Keep it in the pantry for a fast, healthy breakfast or keep it with you anywhere you are for a fast, healthy meal on the go. The all natural ingredients packed in this portable cereal will propel you on your way.

BLUEBERRY BLITZ
 Yogurt Covered Blueberries and More Blueberries
 Net Wt. 3.0 oz (85g)

peanut butter apple
multi berry

Brand Ecosystem: *The collection of touchpoints and user experiences surrounding your brand*



Research: *What it is and when you need it*

What is Market Research?

Market research is the practice of uncovering what, when, where and how customers buy. Truly understanding their decision making process, to the point of empathy, will allow you to grow awareness, keep attention and build loyalty.

When do you need it?

- Increased competition and a crowded marketplace
- Facing larger, more established competitors
- To break long-standing customer habits and behaviors
- Products/services not gaining enough market share

Positioning & Messaging: *What it is and when you need it*

What is Positioning & Messaging?

Positioning is the space your brand owns in your customer's mind. Well positioned products balance their competitive advantage and personality with the needs of the customer (p.s. very few companies know their UVP or personality).

When do you need it?

- Trouble acquiring new customers because they don't understand what you do or how you're different
- Limited time to capture the customer's attention and get them to make a purchasing decision
- Commodity industries where all competitors offer a similar product

Logo: *What it is and when you need it*

What is a Logo?

The logo is an instantly recognizable symbol of what you do and why it's important to your customers. High impact logos are more than just your name and a typeface. Logos have the power to become a banner under which your product, service and customers can unite.

When do you need a new one?

- Current logo does not express who you are
- Logo does not scale correctly to small and extremely large
- When company is expanding into new markets or adding new products
- To signify that positive movement is happening

Packaging: *What it is and why you need it*

What is Packaging?

Packaging is often the first tangible experience a customer has with your brand. It will convey value propositions, quality and brand in the absence of other information. In other words—**customers will make lasting assumptions about your product based on your packaging.**

Why do you need it?

- Capture the attention of a busy & distracted customer
- Quickly communicate value propositions & brand promise
- Establish credibility
- Reverse lagging sales & stand out from the crowd

Photography: *What it is and when you need it*

What is Photography?

Customers make assumptions about your products/services based on the information you give them online. They can't hold the tangible product in their hands so they will use other criteria to judge the quality, with photography being one of the most influential. Tap into powerful emotions and instantly convey credibility by investing in top notch imagery.

When do you need it?

- Convey a high-level of quality (very important in the food industry)
- Visually tell the brand story
- Evoke an emotion that authentically connects with the consumer

Website: *What it is and when you need it*

What is a Website?

Simply having a website isn't enough anymore. Your users now have higher expectations than the bare minimum. Do you know what they are? Have you tested for user experience? Do you know where the website fits into your sales funnel? The highest converting sites are built from the user up, meaning no line of code is touched until the user journey is dialed in.

When do you need it?

- Not meeting user needs, e.g. hard to find info & get where they need to go
- Current site doesn't reflect your true product quality or expertise
- Facing new competition or looking to scale your company



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10.04.16

Proposal: *The outline of our work together*

Discover

Understand the playing field

Competitive Audit

- Full audit of 8 competitors, key messages, packaging, positioning
- Provide presentation of findings along with key insights.

On-Site Workshops

- 2-hr Future Vision Workshop
- 2-hr Business Model Workshop
- 4-hr Customer Segments Workshop

2 weeks

Cost: \$15,000

Research/ Validate

Find out unknowns & confirm assumptions

In-Store Customer Behavior Observation + Interviews

- Conduct up to 8 hrs of behavioral context studies in local retailers

4x Stakeholder Interviews with Retail Buyers and/or Customers

- 30-60min recorded sessions. Pre-determined set of interview questions. Analysis of user behavior, expectations and key messages/phrases.

Customer Survey using Existing Email List

Documentation of findings and key insights

4 weeks

Cost: \$12,500

Define

Give exact clarity to findings & ensure they are highly usable

Positioning and Messaging Framework

- Key messages by audience, value propositions, brand story
- Positioning and unique value proposition
- Client presentation
- One round of revisions

3 weeks

Cost: \$7,500

Express

Campaign development & execution

Website (est. 12 weeks & \$40k)

- Key requirement gathering
- Focus on ecommerce conversions, positioning, story & user flow

Logo Clean-Up (est. 1 week & \$5k)

- Based on research findings, adjust logo to represent core product function, purpose and personality.
- Create logo to be able to scale to all relevant sizes

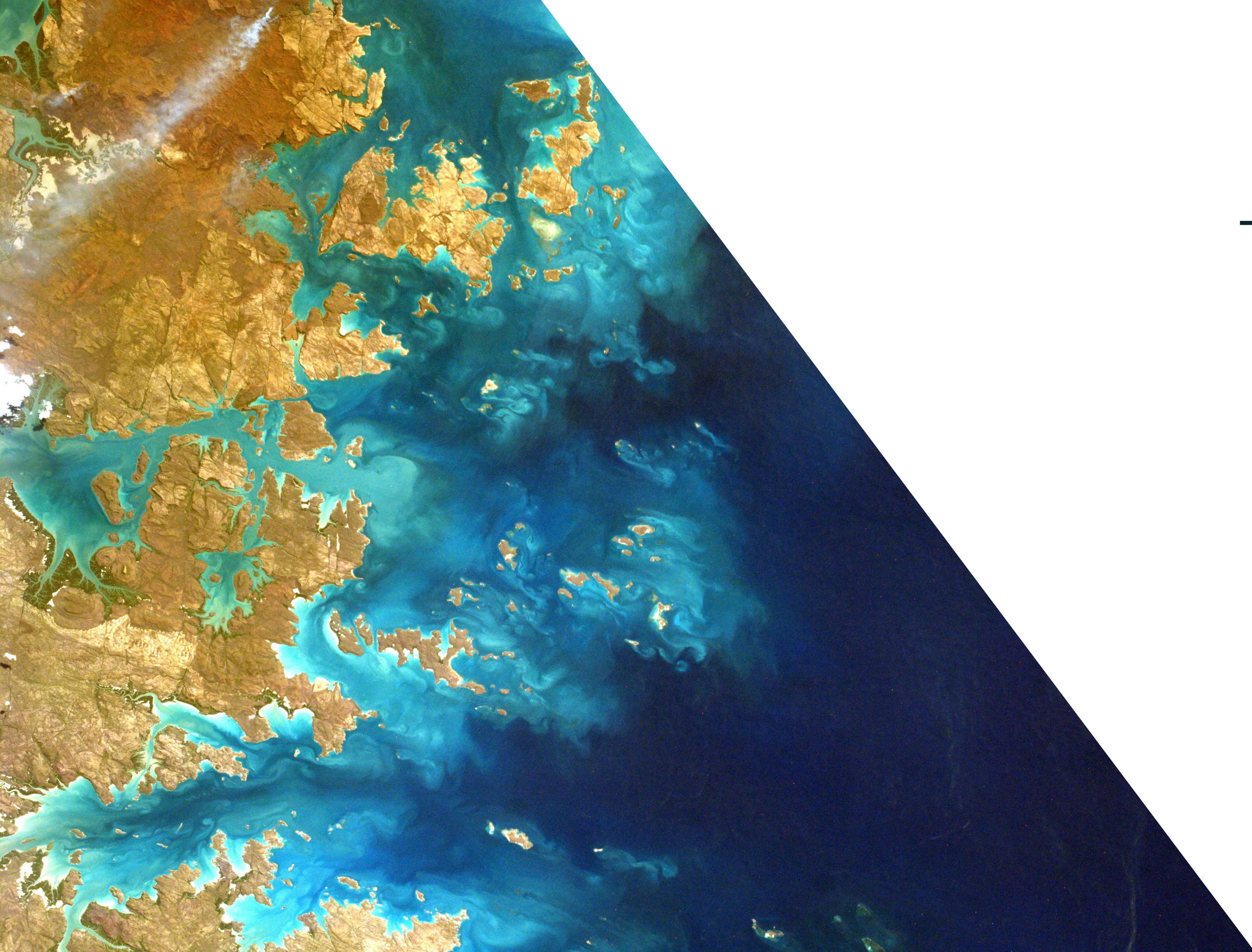
Packaging (est. 12 weeks & \$25k)

- Key requirement gathering
- Design concepts (x2) into prototype
- Final build
- Print Management

Photography (est. 2 weeks & \$10k)

- Studio session for product photography to be used online
- On-location with models from the target audience
- All photography assets to be owned, rights-free, by client

Cost: \$80,000



THANK YOU

10.04.16