



# Perspective: Branding A Brief Overview



# About us

Perspective: Branding is an independent branding firm based in San Francisco, founded in 2005 by Simon Thorneycroft. Prior to founding Perspective, Simon was a senior executive at Landor, living and running teams in London, San Francisco and Madrid.

Although focused primarily on the US market, the multinational Perspective: Branding team brings a unique global viewpoint to all their clients, blending strategy and design to create powerful brands for: Bare Snacks, Danone, Deschutes Brewery, Dymatize Nutrition, Frito-Lay, Hilary's, Hip Chick Farms, Kitchen & Love, Kraft, Mike's Hard Lemonade, Mission Foods, Mountain House, PepsiCo, Quaker, Tabasco, Tahoe Trail Bar, Tree Top, United Dairy Farmers, WhiteWave Foods, and Wise Snacks.

We offer global agency, multi-category experience and expertise with a nimble, challenger-brand mindset.

We are specialists in food and beverages. Our work always drives sales.

We live in the epicenter of innovation and soak up its riches and lessons every day, influencing our lives and work.



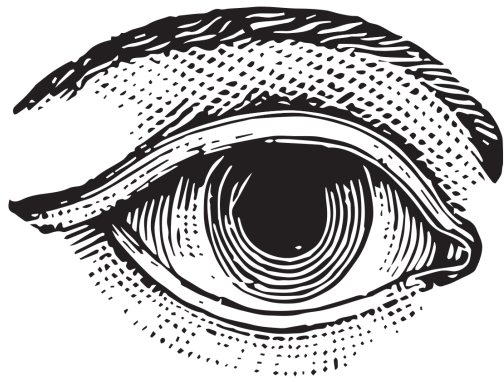
What drives us?

Seductive packaging that sells.



# How we ensure success in market

The most commercially successful brands in the world are V.V.M. We use this as a measure to evaluate existing branding and packaging, competitive designs and the new work we create.



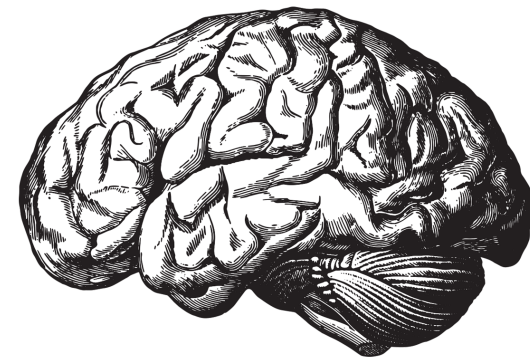
## Visible

Stand out from the competition and have stopping power.



## Visceral

Create positive emotional reactions with consumers resulting in a preference.



## Memorable

Pass the memory sketch test?  
"It's the one with the..."



# Our core capabilities

The following represents our core in-house capabilities: for anything else we partner with external experts.



## Strategy

- Category audit and analysis
- Brand/product positioning
- Concept writing
- Naming



## Design

- Packaging
- Brand identity
- Look-and-feel systems
- Concept visualization
- Promotional graphics
- Structural concepts
- In-store graphics
- Website design



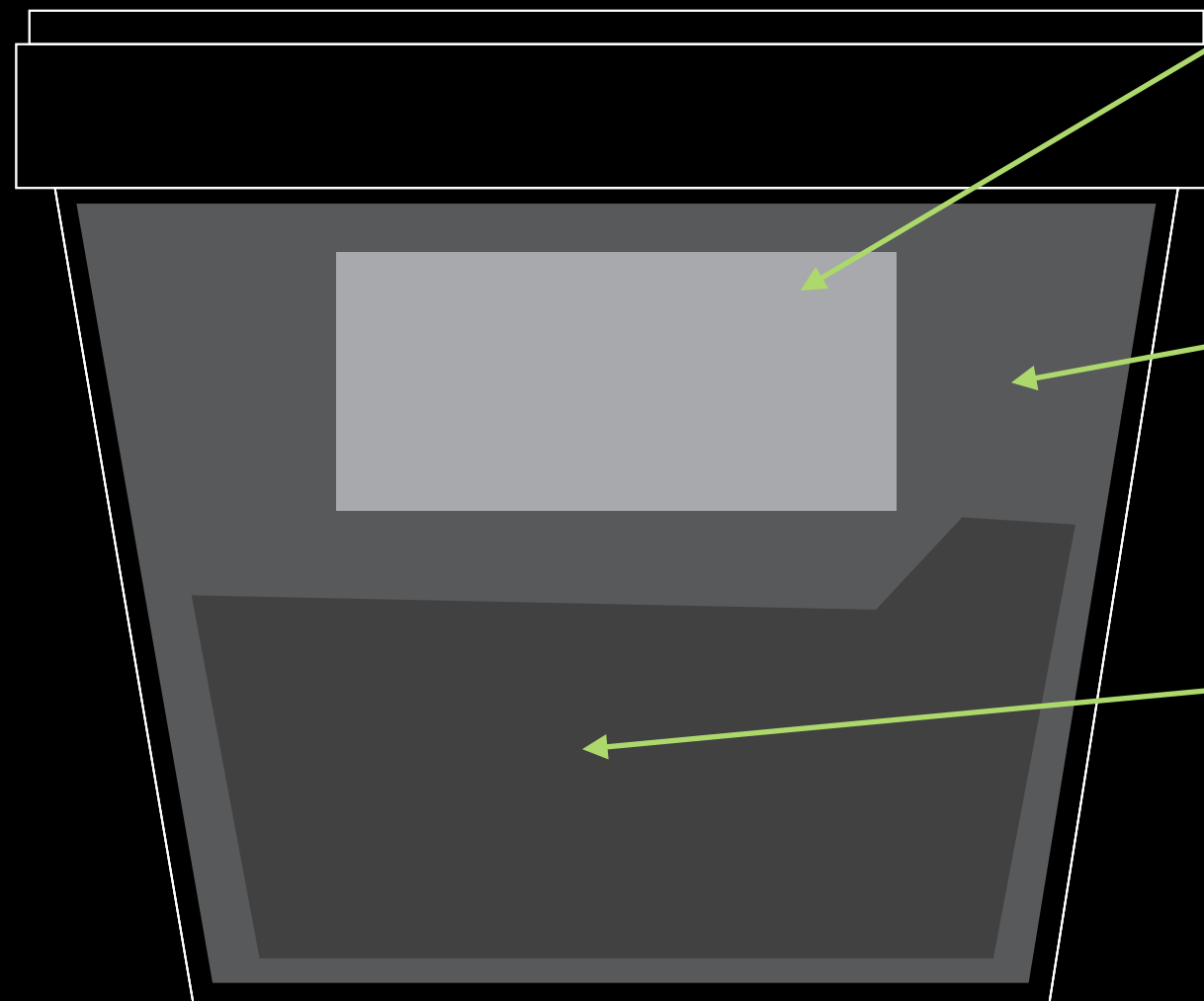
## Research

- Design guidance
- Positioning
- Brand equity
- Category analysis



# Creating lasting brands in consumer goods

We believe that the most enduring brands in retail have three key elements working together. Regardless of the structural form, the packaging graphics require these three components to successfully deliver all the brand attributes.



**Powerful brand identity**  
Visually captures the unique core essence of the brand strategy. Connects the heart of the brand to the consumers in a **MEMORABLE** way.

**Background**  
Pushes and pulls the products together and apart. Color and textures can be used to create **VISIBLE** brand blocks and product differentiation.

**Food experience**  
**VISCERALLY** expresses the food experience. The visual should capture the uniqueness of the product experience, and emotionally engaging senses to crave the product.

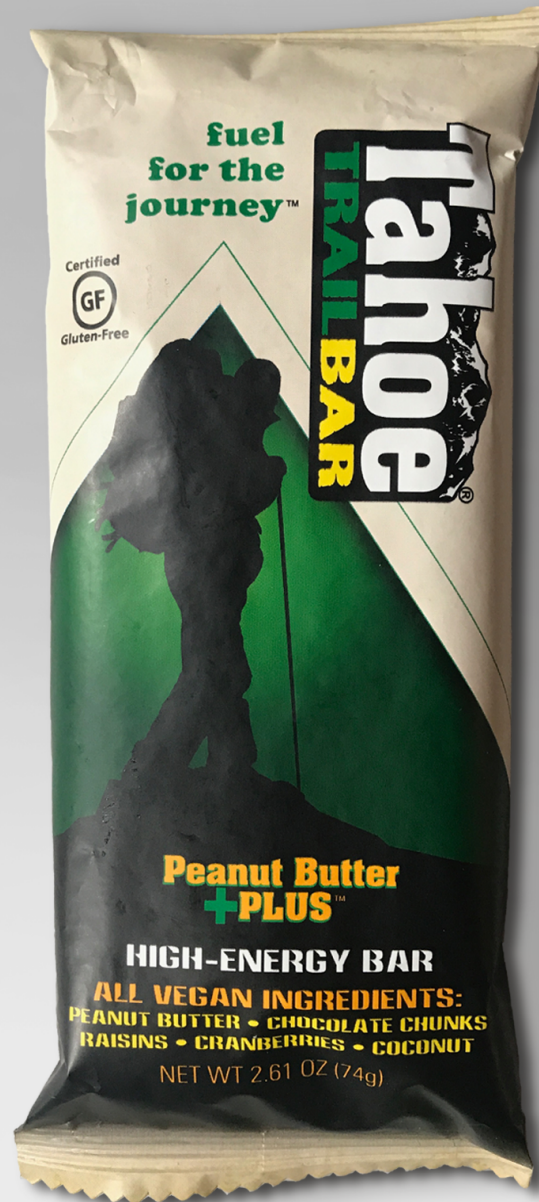


# Our recent work



# Tahoe Trail Bar brand identity and packaging redesign

Before



After



*“Perspective: Branding brought years of experience, fantastic design sense, and a hands-on collaborative process to the table. Ultimately, they brought forth my brand and gave it a head start on achieving its true potential. I could not be more enthusiastic and appreciative for the **results and impact in the marketplace that this rebranding/packaging redesign has created.**”*

*Owner – Tahoe Trail Bar*

# Kitchen & Love packaging redesign

Before



After





# Kitchen & Love packaging redesign



“Perspective blew my mind. I had no idea the *impact that great packaging could have.*”  
Founder – International Delicacies



# Hip Chick Farms brand refresh



Before



After



# Hip Chick Farms brand refresh



*“As we have taken the new packaging to market, customers and grocery stores have delighted in the refresh. Hip Chick Farms achieved placement in Walmart and Kroger nationwide with the new look and we are seeing an increase in velocity at store level immediately.”*

*Co-Founder – Hip Chick Farms*



# International Delight brand and packaging redesign

Before



After





# The International Delight line up



*“You know you have created something special, when the market leader is forced to re-evaluate their packaging because of yours.”*

*VP Marketing – WhiteWave Foods*



# Homemade brand and packaging redesign



Before



After



# Building the Homemade brand universe

Packaging (61 SKUs)



Sampling Truck Liveries



Website



TV Spot



Coupons & In-store Graphics



*"Perspective understood us from the beginning. They are a genuine partner, challenging and guiding us through the process, to create the dramatically improved packaging that finally reflects who we are."*  
CEO – United Dairy Farmers



# Mike's Hard Lemonade brand refresh



Before



After



# The core Mike's line up



*“Mike’s ‘Hard Core Six’ sales are up 10% YTD.”  
SVP Marketing – Mike’s*



Be Visible  
Be Visceral  
Be Memorable

Contact: Peter Allen  
Email: [petera@perspectivebranding.com](mailto:petera@perspectivebranding.com)  
Studio: +1 510 450 0500  
Direct: +1 415 793 1871  
Web: [perspectivebranding.com](http://perspectivebranding.com)