



A WEBINAR FOR FOOD'NBEV CONNECT

THE PATH TO PACKAGING SUCCESS

JUNE 4, 2020

planting the seeds of brand possibility

AGENDA

WHO WE ARE

A SIMPLE HUMAN TRUTH

**5 STOPS IN AN EFFECTIVE
DESIGN PROCESS**

SCALABLE SOLUTIONS

Q & A



OUR STORY



CULTIVATING THE POSSIBILITIES

The history of SnapDragon.

Hugh Montgomery founded HMS Design 25 years ago and grew it into a small but mighty package design firm in Fairfield County, CT known for a crafted, thoughtful aesthetic and quick turn around time.

Hugh recognized a shift in the business landscape, and in 2017, brought industry-leader Elle Morris in to transform HMS's agency model and sell her the firm.

Within two years, Elle successfully expanded HMS's strategic offering — leading strategic branding initiatives for H.P. Hood, Blue Diamond Growers, Hain Celestial and Strength of Nature — while adding a global network of resources she acquired throughout her career.

SnapDragon was born when Elle purchased the assets of HMS Design in July 2019. Hugh is retired and enjoying life with his wife, Callie, and their family.



FOUNDING SNAPDRAGON WAS ABOUT DOING THINGS DIFFERENTLY.

To show our industry that you can ground your business in truth-telling and transparency, and that inclusivity is not just a platitude, but state of being. I wanted to create a team of strong, smart women with ideas and a point of view, and men who embrace us, value us, and love working with a bunch of tough dames who love what we do.

Together, we approach every situation with unpretentious curiosity. We ask all the questions—because assumptions need to be challenged. We push ourselves to make each design better than the last. And we make powerful human connection our number one goal for every single thing we create.

At SnapDragon, we're showing our industry what can happen when everyone is invited in and empowered to be their brilliant, amazing selves.

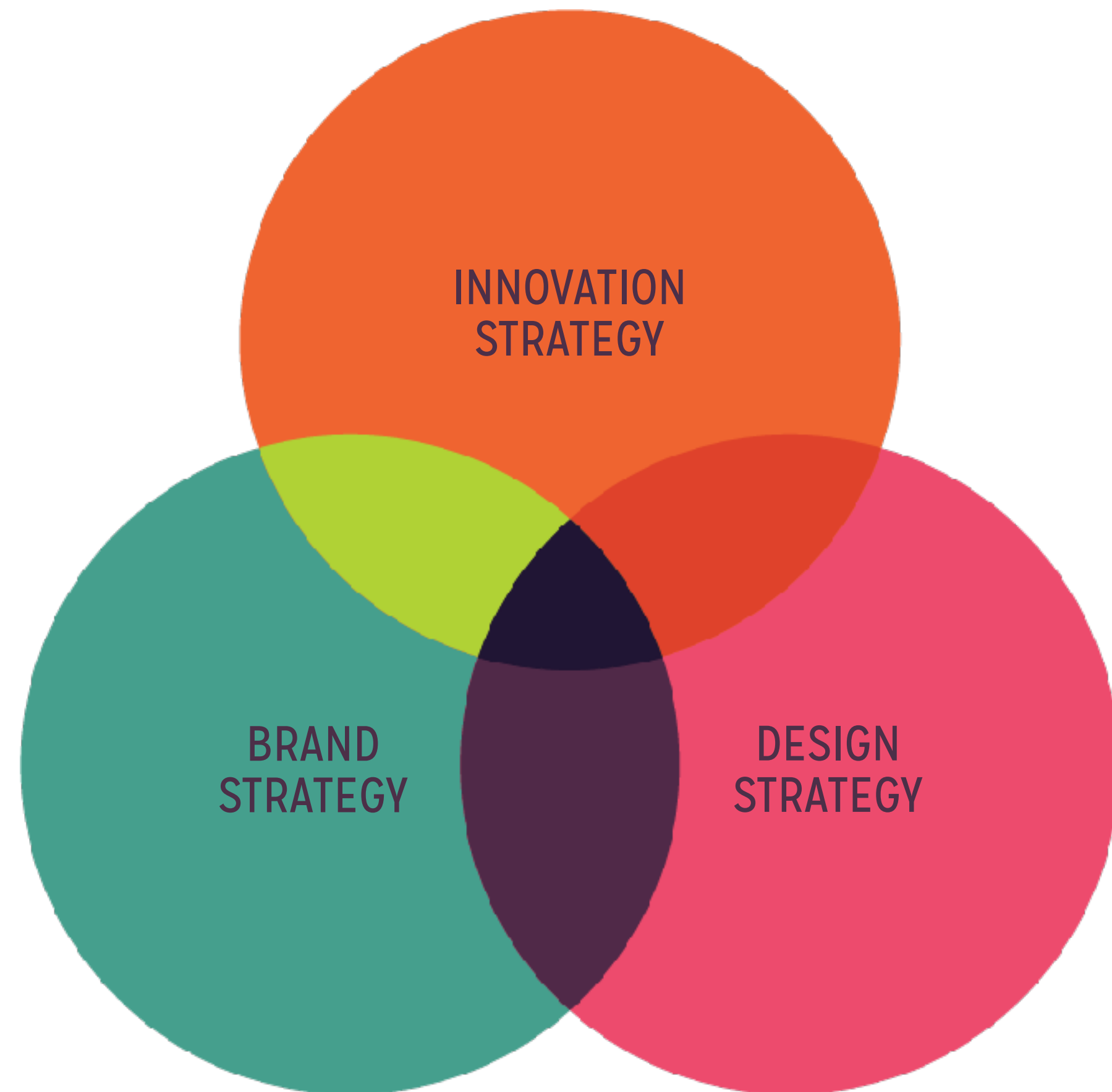
XOXO,
Elle

President & CEO
SnapDragon



CORE OFFERINGS

Diverse experiences and expertise.



BRAND STRATEGY

- Trends & Forecasting
- Semiotics Audits/Analysis
- Competitive Positioning Audits
- Retail Audits
- Positioning Whitespace Analysis
- Equity Building Workshops
- Equity Assessment Research
- Brand Positioning Workshops
- Brand Architecture
- Consumer Research & Insights
- Equity Foundation Development
- Consumer Segmentation & Activation
- Brand Tone of Voice
- Nomenclature Development
- Content & Copy Writing
- Brand Brief
- Brand & Culture Safaris

INNOVATION STRATEGY

- Portfolio Architecture
- Upstream Innovation Ideation
- New Concept Creation
- Product Positioning

DESIGN STRATEGY

- Brand Identity Design
- Package Design
- Industrial Design
- Brand Experience Design
- Retail Activation
- Design/Pillar Themes
- End Benefit Visualizations
- Visual Identity Toolkits
- Design Standards & Guidelines
- 3D Visualization

ON TODAY'S CALL



**ELLE
MORRIS**

FOUNDER
& CEO



**KELLY
GLOTZER**

VP CLIENT
SERVICES



**TIFFANY
BRENNAN**

SENIOR CLIENT
MANAGER



**BEN
JURA**

ASSOCIATE CREATIVE
DIRECTOR

A SIMPLE HUMAN TRUTH



A SIMPLE HUMAN TRUTH

SEQUENCE OF COGNITION

Our minds process information in the following order:

- 1. Color**
- 2. Shape**
- 3. Symbol**
- 4. Word**

A SIMPLE HUMAN TRUTH

WHY DOES THIS MATTER?

Understanding how people process information allows us to create an effective design process and packaging that captures the hearts and minds of consumers in an omni-channel world.

5 STOPS IN AN EFFECTIVE DESIGN PROCESS

5 KEY STOPS IN AN EFFECTIVE DESIGN PROCESS

1. EQUITY RESEARCH

Test potential & current brand visual equities and brand perceptions with current and new users in order to determine how far the brand can stretch.

CASE: ALMOND BREEZE

5 KEY STOPS IN AN EFFECTIVE DESIGN PROCESS

2. SEMIOTICS & WHITESPACE MAPPING

Review the positioning and design strategies competitive brands are using in the market landscape in order to gain insight into ownable whitespace opportunities.

CASE: PLANET OAT

5 KEY STOPS IN AN EFFECTIVE DESIGN PROCESS

3. A FOCUSED BRIEF

Galvanize everything we know about the brand, the category, the consumer, and how she shops in order to inspire the design process.

CASE: HOOD ICE CREAM

5 KEY STOPS IN AN EFFECTIVE DESIGN PROCESS

4. DESIGN THEMES

Explore different routes for brand expression both visually & verbally in order to build design consensus with key stakeholders along the way.

CASE: HOOD ICE CREAM

5 KEY STOPS IN AN EFFECTIVE DESIGN PROCESS

5. CONSUMER VALIDATION (RECO: A “QUALI-QUANT” APPROACH)

Obtain consumer feedback in order to evaluate design directions against predetermined performance metrics prior to launch. (This takes conference room subjectivity out of the mix.)

CASE: DEEP RIVER SNACKS

SCALABLE SOLUTIONS

WE HAVE SCALABLE SOLUTIONS

PACKAGING GRAPHICS - MINIMAL BUDGET REDESIGN

Phase 1: Equity Research via 1Q platform: \$5,000 (1.5 weeks)

Phase 2: Design Exploratory (3-4 concepts, 1 SKU): \$10,000 (1.5 weeks)

Phase 3: Design Refinement (2-3 concepts, 1 SKU): \$2,500 (1 week)

Phase 4: Consumer Validation via 1Q platform: \$5,000 (1.5 weeks)

Phase 5: Design Refinement (1 concept, 1 SKU): \$1,200 (1 week)

Phase 6: Design Adaptation & Extension (1 concept, 4 SKUs): \$3,000 (1 week)

Phase 7: Imagery & Font Finalization: \$TBD (Timing TBD)

Phase 8: Production Ready Artwork & Release (4 SKUs): \$4,000 (1 week)

Estimated Total: \$30,700 (8.5+ weeks) *(not including Phase 7: Imagery/Font finalization)*

ABOUT YOU

KELLY'S FOUR PLUS



Opportunities:

- Name & Identity
- Relevancy with existing & new users
- Appetite appeal
- Shopability (Flavor, Benefits, RTBs)
- Shelf Impact
- E-commerce experience

ABOUT YOU

UNBAKEABLES



Opportunities:

- Identity
- Structure
- Relevancy with existing & new users
- Appetite appeal
- Shopability (Flavor, Benefits, RTBs)
- Shelf Impact
- E-commerce experience

Q & A



THANK YOU

WeAreSnapdragon.com