

Design | Partners

INCORPORATED

Design | Partners

Packaging Case Studies

Created for Jim Wurm at InSinkErator - 6.21.17

VISUAL COMMUNICATIONS | STRATEGIC BRAND DEVELOPMENT



About us.

We are Design Partners – It's not just our name; it's how we work. Being a true partner is about our vision and commitment, and it's how we've run our business of brand strategy and brand design for more than 31 years. Our staff of 43 is committed to your success.

Our Core Purpose.

To be a **True Partner** for our clients in creating meaningful brands for their customers that **persuade** rationally, **inspire** emotionally and establish unwavering brand **loyalty**.



About us.

Design Partners has proven experts in brand strategy, packaging design, merchandising, trade support and the ongoing needs of professional brand design managers and marketers.

What We Believe.

A successful brand design strategy brings together the product and the brand story in a compelling way that's unique to the brand. We deliver that message consistently with all the basic design elements reflecting the core values of the brand.

Our People.

43 and growing... Over the span of 31 years, we have brought together a team of creative thinkers, problem solvers and doers.



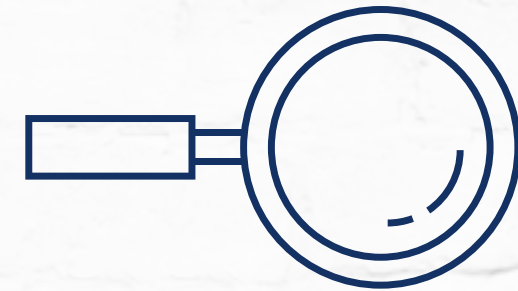
Our Process.

Design Partners uses a flexible and proprietary design process that works. While the core steps are constant, flexibility is critical: each client is unique, each project is different, and every opportunity changes. Regardless of the project scope, we use the same foundational process. It brings successful design solutions for our clients, year after year and time after time.



We Listen.

Listening is the key to any partnership. We know how to listen and what to listen for.



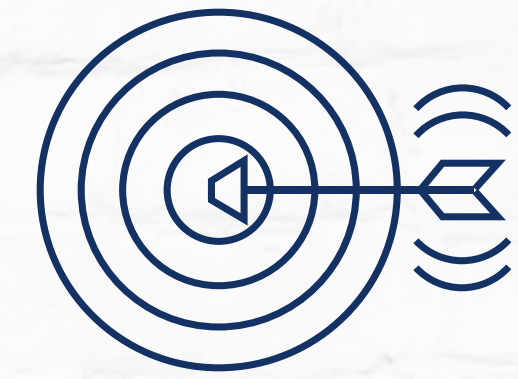
We Analyze.

We think, challenge, evaluate, and examine, to find the facts that matter.



Right Design.

We're experienced creative explorers that develop strategic solutions for diverse challenges.



We Execute

We're committed to producing compelling brand design strategies that persuade, inspire and establish brand loyalty.

What We Do.

In today's evolving digital world, it's our goal to take your brand to newer heights. Our partnership focuses on providing your audience with unforgettable experiences when interacting with your brand.

BRAND DESIGN

- Brand strategy and planning: verbal and visual positioning, naming, research and plan finalization
- New product launch: strategy, packaging design and implementation
- Line extensions and adaptations: from master templates or created from existing packaging
- Structural design for board substrates, plastic, poly, PET, etc.
- Violators and promotions

PRODUCTION

- Multi-SKU design and production: we have experience rolling out as many as 120 SKUs
- In-house photo studio
- Oversize printout capabilities for trade shows and sales meetings
- Product prototypes - 3D digital and print, including printed shrink wrap and specialty printing

TRADE SUPPORT

- Consumer promotions
- Trade promotions
- Trade show graphics
- Trade advertising design
- Sales and promotional brochures
- Brand POS programs
- Major and micro-site web sites
- Materials for sales meetings and presentations
- Line reviews

RESEARCH

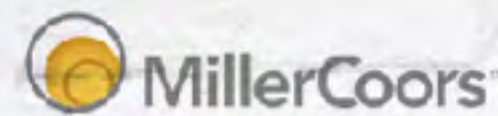
- Structure and guide consumer research
- Rapid packaging concepts for consumer research
- Virtual prototyping and 3D digital renderings

MERCHANDISING

- Merchandising, Store Within Store concepts, POP and Club Store displays
- Digital aisle line reviews and planogram visualization

Our Partners.

{Partners} It's not just in our name; it's how we work. Being a true partner is about our vision and commitment, and it's how we've always run our business of brand strategy and brand design.



Our Work.

Processes, objectives and brand strategies all bake into the ultimate design of the final packaging, which we're proud to show off as if they were our own offspring.



New Product Launch

Package Design



Promotional Licensee Package Design



Promotional Licensee Package Design



Promotional Licensee Package Design



Line Extension Package Design



New Product Launch

Package Design



New Product Launch

Package Design



EST. **A.1.** 1862
MARINADE MIX
ORIGINAL

EST. **A.1.** 1862
DRY RUB
SWEET MESQUITE

EST. **A.1.** 1862
DRY RUB
BOLD ORIGINAL

EST. **A.1.** 1862
MARINADE MIX
SAVORY GARLIC & HERB

SERVING SUGGESTION
NET WT 1.25 OZ (35g)

SERVING SUGGESTION
NET WT 4.5 OZ (127g)

SERVING SUGGESTION
NET WT 4.5 OZ (127g)

SERVING SUGGESTION
NET WT 1.25 OZ (35g)

New Product Launch

Package and Structure Design



Food Service

Package Design



25 Years of Brand Stewardship

Package Design



New Product Launch

Package Design



Brand Redesign
Packaging



Brand Redesign / Promotional Packaging / New Product Launch

Package Design



Brand Line Extension

Package Design



Packaging Design

Concepting and Production



Packaging Design

Concepting and Production



Packaging Design

Production and Display

DREMEL® 4200 ROTARY TOOL
Herramienta Rotativa
Dremel® 4200

\$129.00

new!

Lower prices...
Los precios más bajos...

It's Finally Here!
¡Está finalmente aquí!

DREMEL 4200
with DREMEL EZ CHANGE™

Fastest and easiest accessory change ever with new integrated EZ Change™ mechanism.

DREMEL 4200
High-Performance Rotary Tool with EZ Change™
Outil rotatif haute performance avec EZ Change™

DREMEL 4200
High-Performance Rotary Tool with EZ Change™
Outil rotatif haute performance avec EZ Change™

DREMEL 4200
with DREMEL EZ CHANGE™

New!
¡Nuevo!

It's Finally Here!
¡Está finalmente aquí!

DREMEL 4200
with DREMEL EZ CHANGE™

DREMEL 3000
Bosch Group

DREMEL 3000

3000-2/30

2

30

Variable-Speed Rotary Tool | 电磨机 (变速)

EZ TWIST

WHAT'S YOUR PROJECT?

DREMEL TOOLS ARE THE SOLUTION
SPANISH TRANSLATION
LOREM IPSUM

VERSATILITY FOR EVERY PROJECT
SPANISH TRANSLATION
LOREM IPSUM

EXPERT TOOLS AND ADVICE AT YOUR FINGERTIPS
RECOMMEND EXPERTS Y CONSEJO EN SUS YEMAS DEL DEDO.
SCAN THE QR CODE FOR EXPERT CONTACT WITH A DREMEL EXPERT.

YOUR SOLUTION FOR:

- ROTARY TOOL \$69
- OSCILLATING TOOL \$129
- SAW-MAX™ TOOL \$129

VISIT THDWYP.COM
FOR EXPERT TOOLS AND ADVICE

DREMEL ROTARY

DREMEL MULTI-MAX

DREMEL SAW-MAX

DREMEL 3000

DREMEL 3000

DREMEL B220

DREMEL MULTI-MAX

DREMEL SAW-MAX

Packaging Design

Concepting and Production



Case Studies.

Because each project is different, and many times finished renderings do not tell the whole story, we have assembled a few in-depth case studies that are relevant to understanding how our leadership and thought processes come together.

A Few Case Studies



TOMBSTONE

Limited Edition | Case Study



WE LISTEN

PROJECT BACKGROUND

Tombstone is launching two new, very unique, Limited Edition flavors. These offerings are more about building awareness for the brand and less about the usual metrics. We must avoid getting lost in the crowd of the mainstream pizza segment.



WE LISTEN

CURRENT PACKAGING





WE LISTEN

BRAND ESSENCE

Tombstone is:

Real Pizza for Real Life

Crispy & Delicious

Independent

New-fashioned

Quick & Tasty

All about having fun

Family Fave

Just plain awesome!

Tombstone is not:

High maintenance

Uptight

A follower

Foofy or fancy

Complicated



WE LISTEN

DO IT ALL MOM

She lives a stretched life as she sweats both the small stuff (dishes) and the large stuff (finance) to ensure her family's success and well-being.

She feels successful when she is able to juggle it all.

She believes that a completed checklist is a barometer of daily success.

Frozen pizza is always a part of her toolbox of quick and easy meals.

With tight budgets in mind she shops for deals 70% of the time.

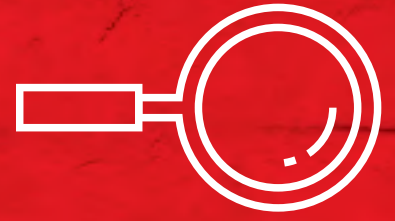




WE LISTEN

OPPORTUNITY

Through the introduction of Bratwurst and Diablo Pizza, we can bring to life the Tombstone brand personality of “Bold, Unique & Quirky” in a way that creates *Buzz* and *Excitement* in the frozen pizza aisle.



WE ANALYZE

CATEGORY AUDIT

We visited stores, researching other Limited Edition approaches in categories in and outside of the pizza market to gain insight to help form and develop our design strategy.



"Limited Edition" Violator

Breakaway Subline

Flavor Focused

"Collectibles"

Standard Subline Strategy
Alternate flavor offerings are created as a subline within the Brand family. Overall graphics and design structure are consistent with the base packaging, providing more POP and flavor appeal at shelf. The "Limited Edition" subline design and alternate packaging are used to separate the new products from base packaging and build



Design Partners

way Subline

Standard Subline Strategy
Alternate flavor offerings are created as a subline within the Brand family. Overall graphics and design structure are consistent with the base packaging, providing more POP and flavor appeal at shelf. The "Limited Edition" subline design and alternate packaging are used to separate the new products from base packaging and build



Design Partners

Breakaway Subline Strategy
In these examples, a breakaway subline within the Brand family. Overall graphics and design structure are consistent with the base packaging, providing more POP and flavor appeal at shelf. The "Limited Edition" subline design and alternate packaging are used to separate the new products from base packaging and build



Breakaway Subline

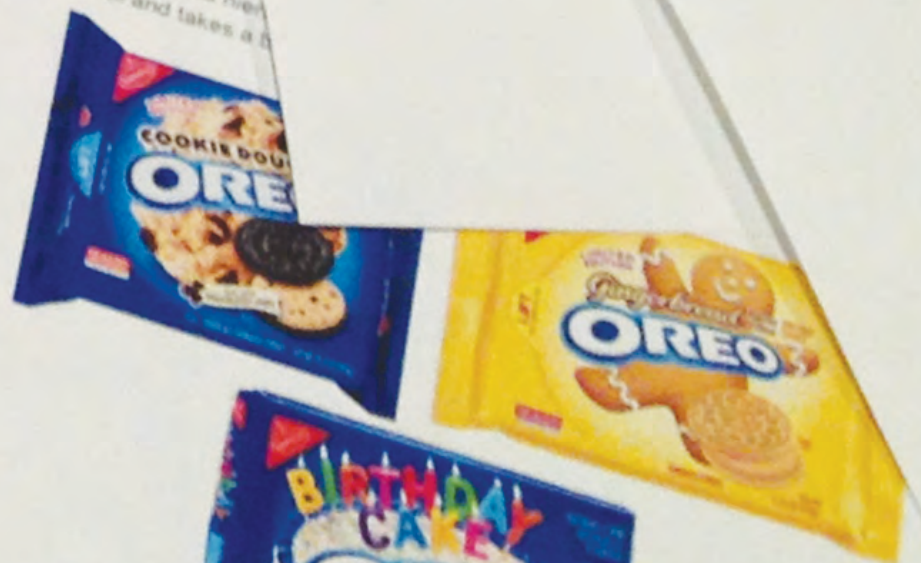


Seasonal Strategy
Seasonal, in and out offerings, are created as another subline within the Brand family. While brand architecture and hierarchy are similar, seasonal graphics and flavor profiles differentiate this subline from base packaging, providing more POP at shelf.



Seasonal Strategy

Strategy
Alternate flavor offerings are created as a subline within the Brand family. Overall graphics and design structure are consistent with the base packaging, providing more POP and flavor appeal at shelf. The "Limited Edition" subline design and alternate packaging are used to separate the new products from base packaging and build



Base Packaging

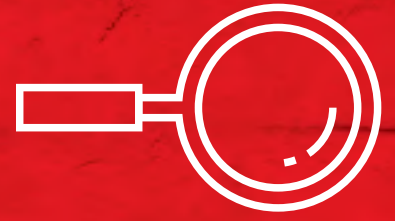
Limited Edition - 2008

Limited Edition - 2013

Base Packaging

Flavor Focused

Seasonal Strategy
Seasonal, in and out offerings, are created as another subline within the Brand family. While brand architecture and hierarchy are similar, seasonal graphics and flavor profiles differentiate this subline from base packaging, providing more POP at shelf.



WE ANALYZE

AUDIT SUMMARY

What we found is that brands use several strategies to communicate their “Limited Edition” message.

- **Simple Violator**
- **Blended Subline**
- **Breakaway Subline**
- **Ownable Name**
- **Seasonal**
- **Structure**
- **Collectability**



WE LISTEN

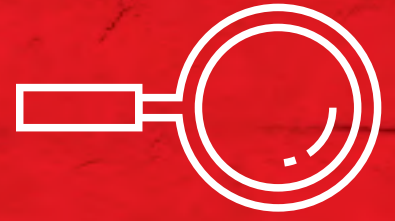
DESIGN OBJECTIVES

Create *Buzz* and *Excitement* in the frozen pizza aisle

Bring to life the “**Bold, Unique & Quirky**” brand personality

Clearly communicate something different from Tombstone

Break through the clutter at shelf!



WE ANALYZE

VISUAL TERRITORIES

We collaborated on the creation of three different visual positionings, bringing to life the “Bold, Unique and Quirky” brand personality.

DESIRABLE

REBELLIOUS

UNEXPECTED/EDGY

Bold & Quirky Desirable

Bold & Quirky Rebellious

Bold & Quirky Unexpected/Edgy



Small text block, possibly a note or description.



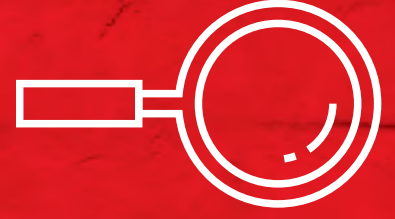
Small text block, possibly a note or description.

Small text block, possibly a note or description.



YOU ARE
WHAT YOU
EAT.
SO I AM
PIZZA.





WE ANALYZE

FINAL TERRITORIES

Tombstone Limited Edition

Bold & Quirky

Unexpected/Edgy



Bold & Quirky

Desirable



Bold & Quirky

Rebellious



IDEATION

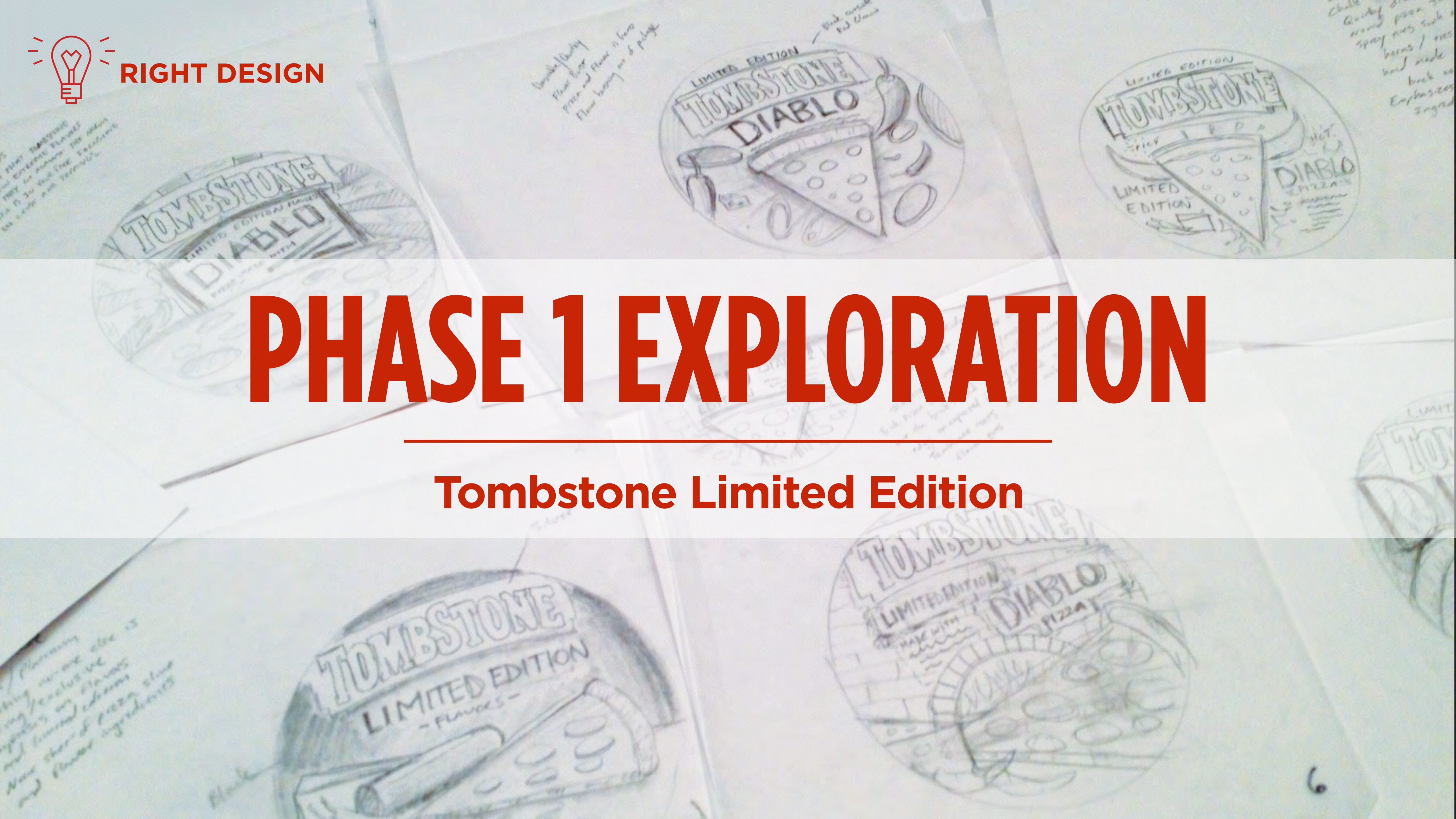
We took pencil to paper and sketched to the territories we created. After we evaluated the sketches we narrowed down and determined which ideas best met the right criteria of each visual positioning board and the agreed upon design objectives.



RIGHT DESIGN

PHASE 1 EXPLORATION

Tombstone Limited Edition



BOLD & QUIRKY DESIRABLE

Bold & Quirky Desirable

JUST PLAIN AWESOME
LIMITED TIME ONLY
EXCLUSIVE
MOST WANTED
CRAVE THE FLAVOR





TOMBSTONE

GET IT WHILE IT'S HOT!

DIABLO PIZZA

Nacho cheese sauce topped with spicy chorizo, poblano & jalapeno peppers with a cheddar cheese topping

* LIMITED TIME ONLY! *

KEEP FROZEN. NOT READY TO EAT. COOK THOROUGHLY.

PRESERVATIVE FREE CRUST

PER 1/4 PIZZA

320 CALORIES	6g SAT FAT 10% DV	560mg SODIUM 23% DV	3g SUGAR	14g PROTEIN 22% DV	CALCIUM 20% DV
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SEE NUTRITION INFORMATION FOR TOTAL FAT, SATURATED FAT AND SODIUM CONTENT

NET WT 19.6 OZ (1 LB 3.6 OZ) 555g

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

Made With 100% Real Cheese

SEWING SUGGESTION



TOMBSTONE

GET IT WHILE IT'S HOT!

BRAT PIZZA

Cheddar-filled bratwurst slices topped with onions, cheddar cheese sauce & cheddar cheese topping

* LIMITED TIME ONLY! *

KEEP FROZEN. NOT READY TO EAT. COOK THOROUGHLY.

PRESERVATIVE FREE CRUST

PER 1/4 PIZZA

320 CALORIES	6g SAT FAT 10% DV	560mg SODIUM 23% DV	3g SUGAR	14g PROTEIN 22% DV	CALCIUM 20% DV
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SEE NUTRITION INFORMATION FOR TOTAL FAT, SATURATED FAT AND SODIUM CONTENT

NET WT 19.6 OZ (1 LB 3.6 OZ) 555g

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

Made With 100% Real Cheese

SEWING SUGGESTION

BOLD & QUIRKY REBELLIOUS





RIGHT DESIGN



BOLD & QUIRKY UNEXPECTED/EDGY





RIGHT DESIGN

LIMITED EDITION

TOMBSTONE

DIABLO PIZZA

SRIRACHA, CAYENNE PEPPER
TOPPED WITH CHORIZO,
JALAPENOS, RED PEPPER
STRIPS & MOZZARELLA

PER 1/4 PIZZA

320 CALORIES	14g PROTEIN (28% DV)
6g SAT FAT (12% DV)	CALCIUM (2% DV)
560mg SODIUM (22% DV)	SEE NUTRITION INFORMATION FOR TOTAL FAT, SATURATED FAT AND SODIUM CONTENT
3g SUGARS	

Made With 100% Real Cheese

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

NET WT 19.6 OZ (1 LB 3.6 OZ) 555g

KEEP FROZEN. NOT READY TO EAT. COOK THOROUGHLY.

PRESERVATIVE FREE CRUST

LIMITED EDITION

TOMBSTONE

BRATWURST PIZZA

CHEDDAR-FILLED BRATWURST
SLICES TOPPED WITH ONIONS
CHEDDAR CHEESE SAUCE AND
CHEDDAR CHEESE TOPPING

PER 1/4 PIZZA

320 CALORIES	14g PROTEIN (28% DV)
6g SAT FAT (12% DV)	CALCIUM (2% DV)
560mg SODIUM (22% DV)	SEE NUTRITION INFORMATION FOR TOTAL FAT, SATURATED FAT AND SODIUM CONTENT
3g SUGARS	

Made With 100% Real Cheese

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

NET WT 19.6 OZ (1 LB 3.6 OZ) 555g

KEEP FROZEN. NOT READY TO EAT. COOK THOROUGHLY.

PRESERVATIVE FREE CRUST



RIGHT DESIGN

PHASE 1 SUMMARY

Tombstone Limited Edition







WE EXECUTE



BEFORE



AFTER

SUCCESSFUL EXTENSION



DREMEL

Multi-Max | Case Study

DREMEL® MULTI-MAX™





We Listen

Since inventing the high-speed rotary tool more than 70 years ago, Dremel has become the trusted name in high-speed rotary technology.



We Listen

Expands the
Dremel brand

Opens new consumer
segments

Delivers the precision and
control of a rotary tool
with the performance of
a larger tool

Dremel Rotary Tools - Corded



Dremel Rotary Tools - Cordless



We Analyze

Packaging analysis of family relationships/ sub-line segmentation within the Dremel portfolio



PROXXON

We Analyze

Study of the competitive set provides the frame of reference for introducing the new Dremel oscillating tool



DREMEL[®]
MULTI-MAX[™]

Brand Position

**Where does Multi-Max “fit”
in the Dremel family?**

Dremel has long been associated with DIY customers as a high-quality provider of power tools that help users in completing projects; a versatile “problem-solver”.

Dremel now brings a new function to that versatility with the Multi-Max oscillating category. Positioned as the perfect tool for intermediate/advanced DIYers and value-conscious professionals engaged in remodeling.

We Analyze

Understanding the Brand Position is crucial to developing on-target solutions

DREMEL[®] MULTI-MAX[™]

Design Objectives

- Develop new product packaging design that balances familiarity with differentiation from the current tool system.**
- Packaging must resonate with professional and DIY users engaged in home maintenance/remodeling
- Explain benefits and uses of “oscillating action” to users unfamiliar with the category
- Show spectrum of possible uses/applications/capabilities.

We Analyze

Set the strategic course with a clearly defined set of design objectives



We Explore

Visually bring to
life the brand
essence



We Explore

Establish the visual landscape of the different design strategies.



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives

DREMEL®
MULTI-MAX™

Repair.
Remodel.
Restore.

DREMEL®
MULTI-MAX

6300-01/9

9 Accessories
Accessoires
Accesorios

Storage Case
Mallette de rangement
Estuche de tujo

SPEEDSLOT™
for fast accessory changes
para los cambio accesorios rápidos

oscillating tool system
sistema oscilante
de la herramienta

OSCILLATING TOOL SYSTEM • SYSTÈME D'OSCILLATION D'OUTIL • SISTEMA OSCILANTE DE LA HERRAMIENTA

We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives

DREMEL® MULTI-MAX™



6300-01/9



Accessories
Accessoires
Accesorios



Storage Case
Mallette de rangement
Estuche de lujo



For Fast Accessory Changes
Pour les changements accessoires rapides
Para los cambios accesorios rápidos

OSCILLATING TOOL SYSTEM • SYSTÈME D'OSCILLATION D'OUTIL • SISTEMA OSCILANTE DE LA HERRAMIENTA

We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Explore

A strategically focused design exploration based on the design objectives



We Execute

Results:

Expected 40,000 units in year 1.

Actual:

600,000 units in year 1.



BORDEN CHEESE

Case study



WE LISTEN

PROJECT BACKGROUND

Challenge:

DFA launched an initiative to update all of the brand touchpoints, to better communicate the new brand positioning of the Borden® Cheese brand. This initiative included updating packaging graphics for over 150 SKUs, website redevelopment, strategizing a new social media approach and other core consumer touchpoints. Design Partners was selected to lead the packaging refresh initiative.

Design Partners core objectives were to elevate packaging graphics to reflect the new brand positioning, better communicate the unique product attributes of the brand, leverage a fresh and easy-to-shop visual architecture, and ultimately, drive penetration within the core market and growth markets of Borden® Cheese.

Result:

The new packaging graphics emphasized, through the use of a bright farm landscape, the Borden® brand commitment to the American, family-owned dairy farms that make Borden® Cheese what it is today. To highlight the nutritional value and quality of the product that loving families can share at any meal, DP integrated a “Real Cheese, Real Good” seal within the packaging architecture. The packaging refresh delivers a strong emotional pull and holds the entire line together that speaks to the consumer’s voice and feelings uncovered during research.





Final Design

Borden Cheese



KENT PET FOOD

By Nature | Case study



WE LISTEN

CURRENT SITUATION



- **By Nature[®] dog and cat foods was a pioneer in premium, all-natural foods.**
- **Over time, management lost focus on a rapidly changing marketplace.**
- **The brand lost both consumer loyalty and market share to many emerging competitors.**
- **Only two elements of brand equity remained viable: the name and the color green.**



WE LISTEN

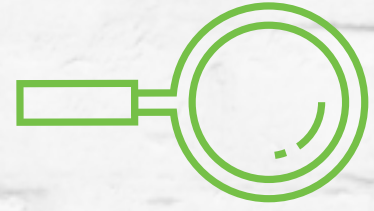
STORE OWNER INTERVIEWS

Owners/managers of a pet food stores



PACKAGING OBSERVATIONS

Kent By Nature



WE ANALYZE

Green color is unique in category and alludes to “natural”, but looks like lawn food in lay down bags. Green color lacks shelf pop.

This lengthy statement is identical on all bags. Should either be a shorter all-variety statement OR more desirable, variety specific to help the consumer differentiate for their needs.

Glossy substrate doesn't say “natural” as successfully as a more matte surface.



Leaf backgrounds are now an untrusted visual cliché.

Logo does not assert itself as a brand. Lack of impact, size and presentation create a weak brand statement.

Emotional appeal is not coming through in dog & owner photo. Overall, imagery collage is not successful for clear communication of either ingredients or emotion

Compelling product benefits and reason to believe and buy are unclear and graphically passive

In these work sessions we gained team consensus on multiple brand and visual elements: whitespace marketing opportunities, verbal cues, color, brand personality and overall agreement on what the New By Nature[®] brand should be.

Importantly, we agreed upon what will resonate with consumers, engage them in the brand and motivate purchase.



FINALIZE PACKAGE DESIGN OBJECTIVES

- **Integrate final positioning statement**
- **Convey “New Natural” imagery**
- **Graphic Tone and Approach:**
 - **Simple**
 - **Clean**
 - **Fresh & Contemporary**
 - **Open & Light**
 - **Emotional and Appetite Appeal**
- **Master Brand to Product Line Relationship**
 - **70% Master brand**
 - **30% Product line brand:**
ACTIVE DEFENSE+ and SUPER FUSION

BACKGROUNDS



LOGO EXPLORATION

By Nature®

by nature.

by nature. 

By nature®

By Nature®

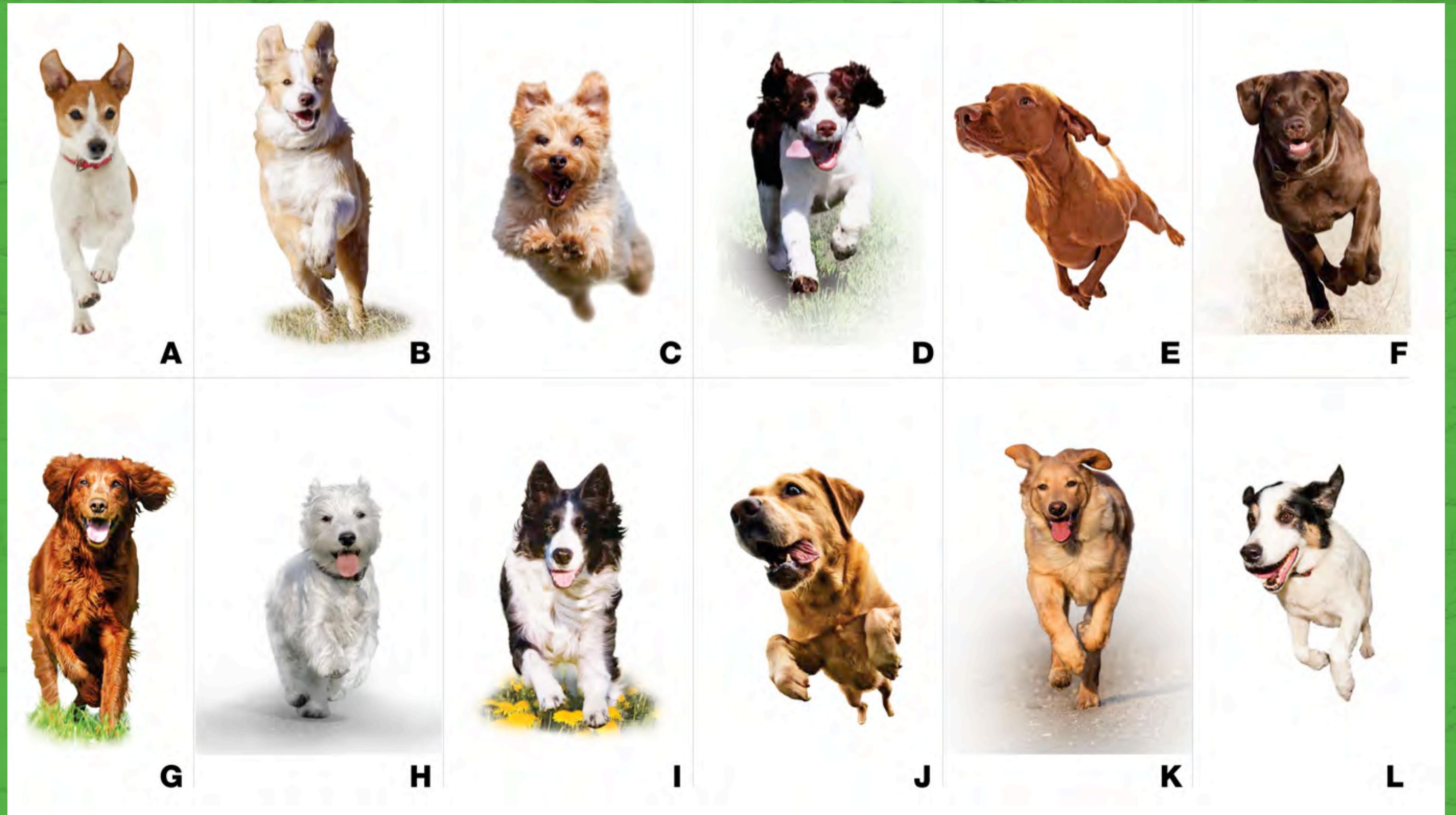
by nature®

 by nature.

By Nature®

DOGS, DOGS, DOGS

with Energy, Health & Vitality



SELECT & REFINE CONCEPTS

A wide range of concepts were presented to the Kent Pet Team. Design refinements were made to 5 team-selected concepts in preparation for consumer research and validation. Both dog and cat packaging was prepared for research.



SEGMENT 1 - QUANTITATIVE & QUALITATIVE:

- Boston & Seattle Markets
- 110 respondents
- Measured preferred designs, pet images, graphics communicating benefits, overall likeability and purchase intent





by
nature[®]



#1 Ingredient - Real Fish
**OCEAN WHITE FISH & GREEN PEAS
RECIPE**

ACTIVE DEFENSE[™] **+**
SPECIFICALLY FORMULATED TO HELP PROTECT THE HEALTH OF YOUR DOG
GRAIN FREE MADE IN USA

High-Quality Proteins
Antioxidant-Rich Superfoods
Prebiotic Fibers



BY NATURE DOG SQUAD

with Energy, Health & Vitality



Dig



Kahnah



Patsy



Remi



Final Design

Kent | By Nature





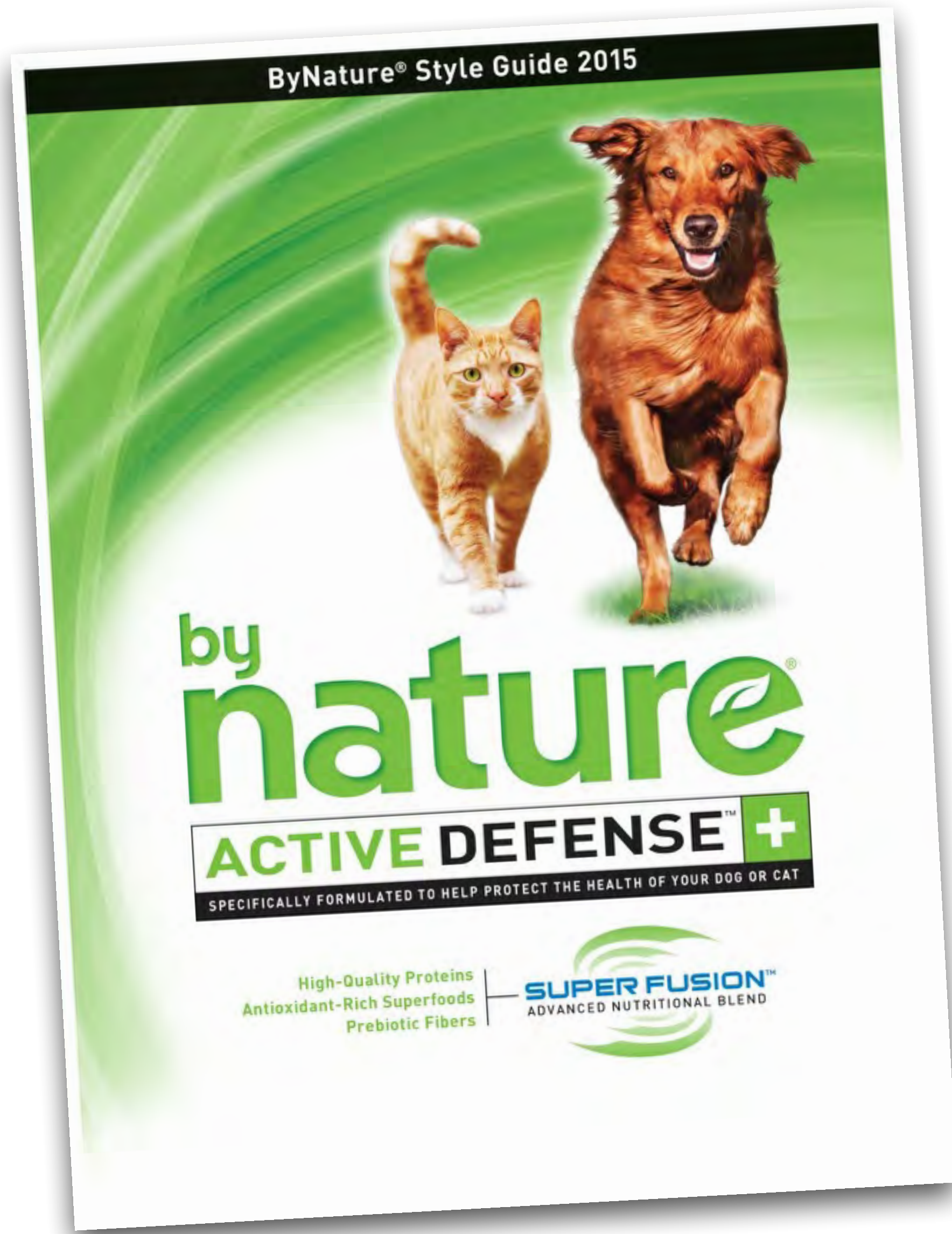
Before



Redesign

Final Design

Kent | By Nature



Final Design

Kent | By Nature Style guide



BOSCH

Redefining
Cordless —
CASE STUDY

Design | Partners

WE LISTEN



“Develop a bold & impactful communication story to deliver Bosch Cordless’ benefits & direction within construction focus strategy, including user relevant proof points.”

...cordless sales are 65% + growing total power tool market.

...relevance in cordless or relegation to specialty tool.

WE LISTEN



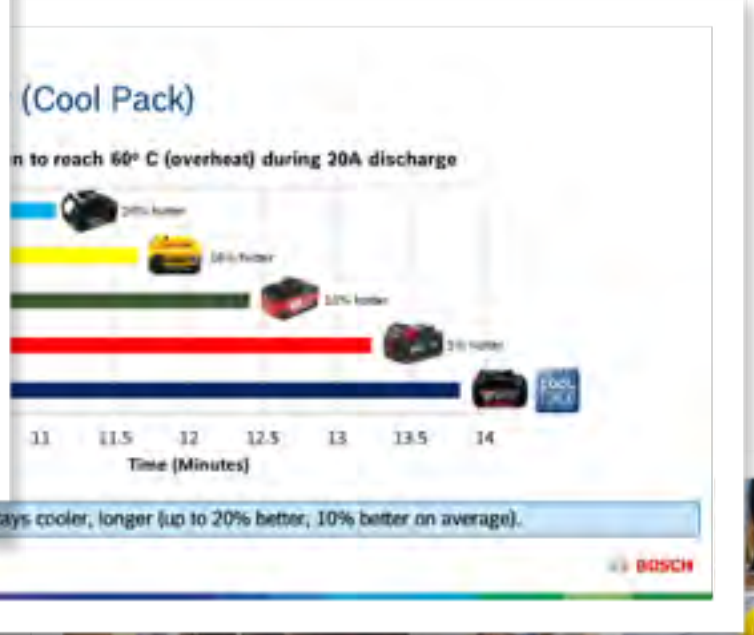
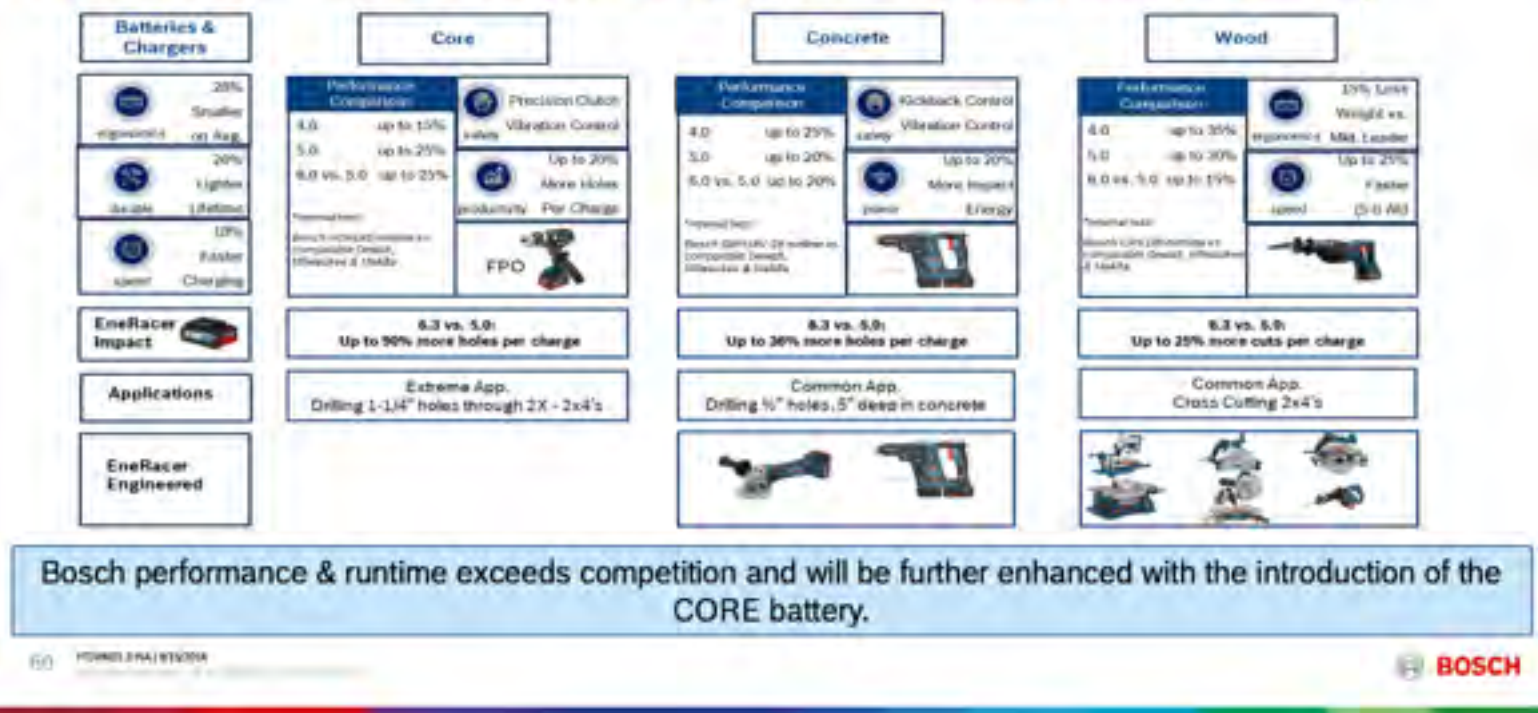
BOSCH



Launch a first-to-market innovation in battery technology and Convert PRO users and PRO Distribution from their current cordless system, gaining the brand greater relevance and market share.



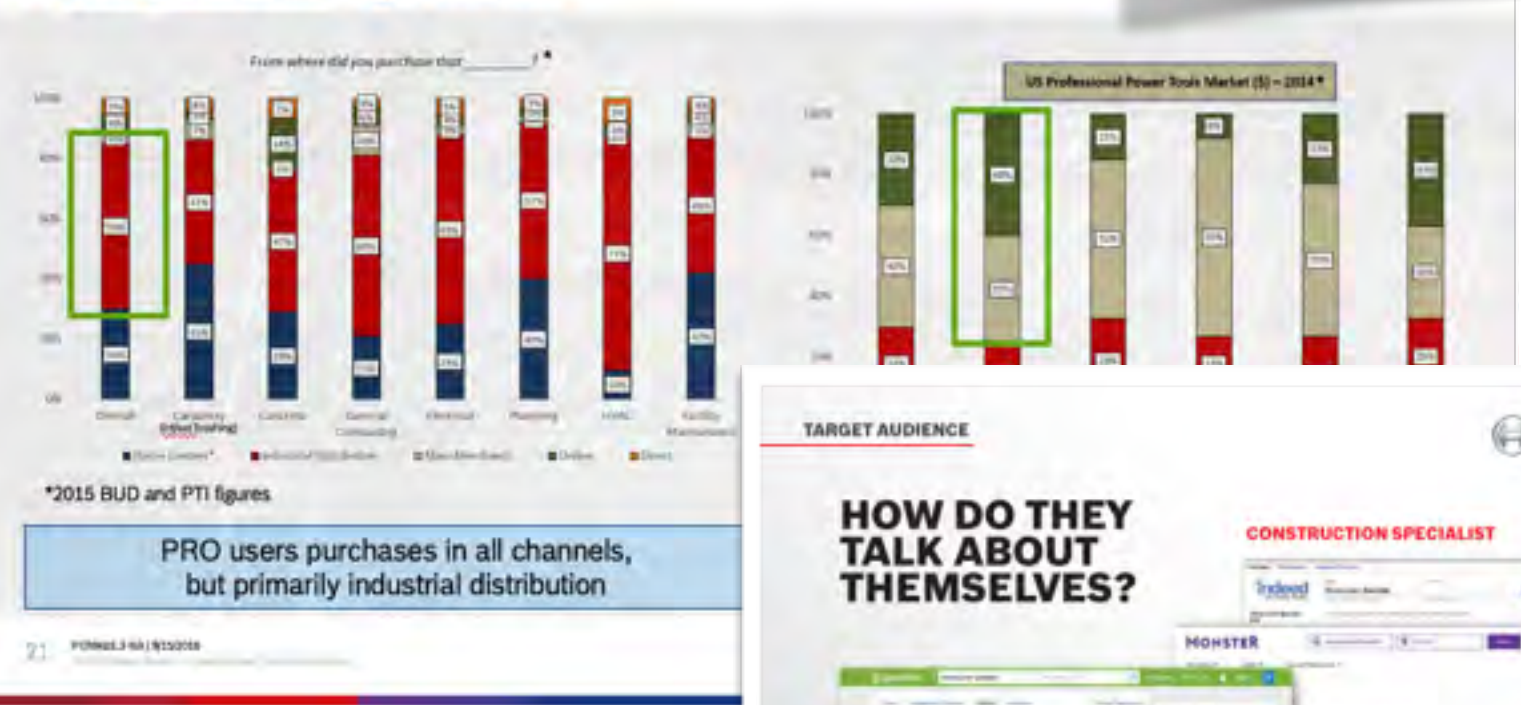
Project Prevail
PRODUCT – Best Performance (Performance and Runtime)



Mining Research and Test Data:

- Identify PRO User and Distributor pain points:
 - Power
 - Weight
 - Runtime
- Identify & Verify Bold Claims testing to answer user needs
- Form Agile Team to develop strategy for launch and sell-in
 - leveraging Bosch's superior -tested battery technology vs. their weakest competitor

Cordless Agile Team
PRO Purchasing Habits

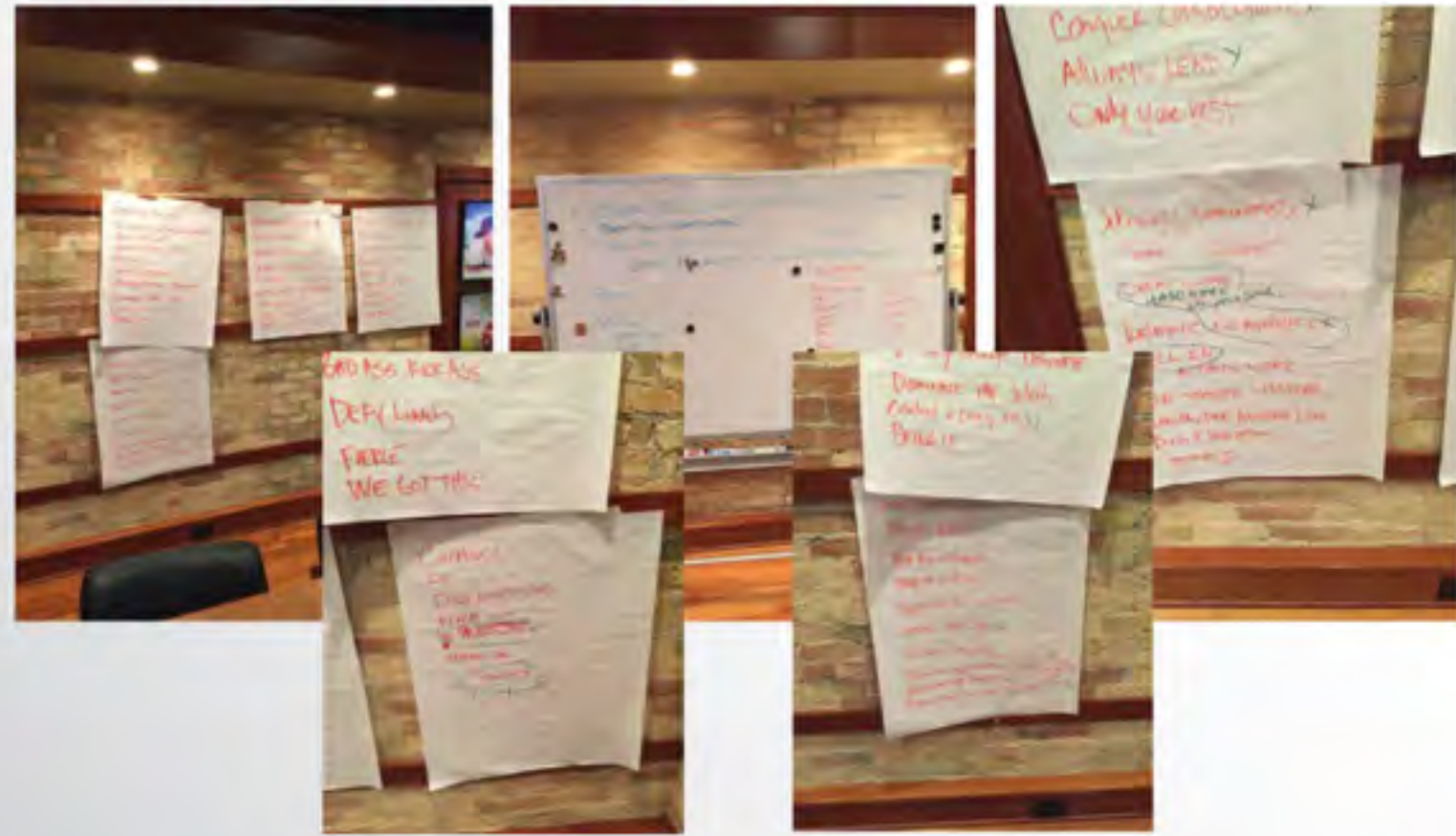


WE EXPLORE

MESSAGING OPTION EXPLORATION



BRAINSTORMING SESSIONS



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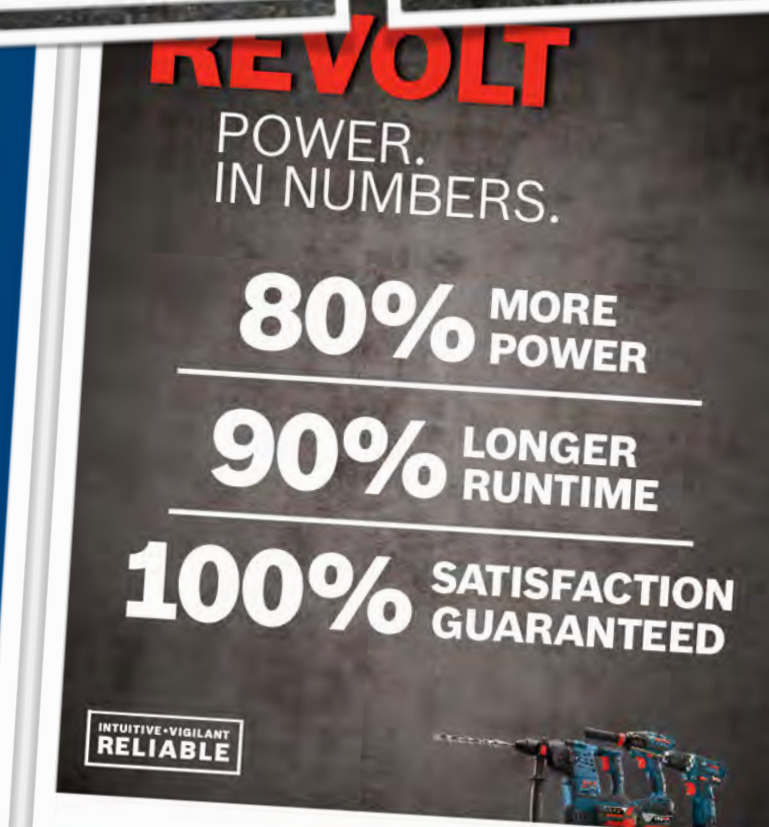
BRAND CLAIM MESSAGING EXPLORATION

Design|Partners

IT'S TIME TO START A CORDLESS REVOLUTION.



- Develop a Cordless message to be bold, brave and ownable with a narrative that stakes its claim at every turn and positions the brand as a market share threat against category leaders.
- Develop a battery technology name and identity



Design|Partners

REVOLT

A REFUSAL TO CONTINUE TO CONFORM,
USUALLY BROUGHT ABOUT BY A NEW,
SMARTER WAY OF THINKING.

**IT'S TIME TO START A
CORDLESS REVOLUTION.**

REVOLT

THERE IS A BETTER WAY. WE CAN DO MORE TOGETHER. YOU'VE WAITED FOR THE RIGHT TIME TO JOIN THE MILLIONS OF SKILLED TRADESMAN AROUND THE WORLD THAT RELY ON BOSCH CORDLESS.

THE TIME IS NOW.

HOW DO WE CREATE A UNIFIED COMMUNICATION



OBJECTIVE

- WHY BOSCH?
- BUSINESS OPPORTUNITY
- USER VALUE PROPOSITION
- MESSAGE

PRODUCT

- BOSCH VALUE PROPOSITION
- OFFERING
- PERFORMANCE / MEASURED CLAIM

GO TO MARKET

- INFORMATION
- SERVICE / PROGRAMS
- AWARENESS

CORDLESS - REVOLT



OBJECTIVE

- WHY BOSCH?
- BUSINESS OPPORTUNITY
- USER VALUE PROPOSITION
- MESSAGE

PRODUCT

- BEST BUILT BATTERY ON THE PLANET
- CORE18V LAUNCH
- BEST PERFORMANCE / RUNTIME
COMPACT POWER
- REVOLT

GO TO MARKET

- INFORMATION
- MAKITA TAKEOVER / NO RISK TO SWITCH
- BEST PRODUCT VS COMPETITOR
- CONVERT

DUST



OBJECTIVE

- WHY BOSCH?
- BUSINESS OPPORTUNITY
- USER VALUE PROPOSITION
- MESSAGE

PRODUCT

- LEADERS IN DUST CONTROL SOLUTIONS
- OSHA REGULATIONS
- BEST PERFORMANCE / BEST EXTRACTORS
- ARE YOU READY PRE 6.23.17
- MAKE DUST HOSTORY POST 6.23.17

GO TO MARKET

- INFORMATION
- COMPLIANCE TRAINING, RESOURCES & SOLUTIONS
- MOST EFFECTIVE SOLUTIONS
- SOLUTIONS TO HELP YOU GET COMPLIANT
- SAFETY / PERFORMANCE / COMPLIANCE

WHY BOSCH = REVOLT

There is a revolution in cordless power tools starting. Bosch has engineered the best cordless system on the planet with the most advanced battery platform **CORE18V**. Unleashed **POWER** and **PERFORMANCE**.

REVOLT

AGAINST LESSER
BATTERY PLATFORMS



WE EXECUTE



REVOLT SALES KIT
TACTICAL



REVOLT
POWER IN NUMBERS

CORE18V™

THE MOST POWERFUL BATTERY CELL ON THE PLANET

43% MORE POWER*
VS COMPETITORS' BEST

CORE18V Delivers True CORDED PERFORMANCE

*Based on Makita's best cell on average - DeWalt FLEXVOLT 6.0Ah, Milwaukee 5.0Ah, Makita 5.0Ah

REVOLT
POWER IN NUMBERS

CORE18V™

LONGEST LIFE BATTERY ON THE PLANET

35% LONGER LIFETIME*
COOLEST RUNNING BATTERY PACK

CoolPack™ Technology
Stays Cool Under Pressure
NO MORE OVERHEATING

ROTARY HAMMER
THE TEST: Drilling 1/2" holes 5" deep in concrete

8% FASTER* **30% LONGER RUNTIME***

Bosch drilled up to 195" 45" MORE THAN MAKITA*

*Based on Milwaukee's best cell on average - DeWalt FLEXVOLT 6.0Ah, Milwaukee 5.0Ah, Makita 5.0Ah

Arming the Sales Force for Success:

- Sell-In Decks
- Launch Kits
- Testing Data

REVOLT
POWER TO CHANGE

REVOLT
POWER TO PERFORM

DEMOLITION

CORE18V

FRAME FORM

WE EXECUTE

Design | Partners



REVOLT

AGAINST LESSER BATTERY PLATFORMS

WE EXECUTE

STYLE GUIDE

CORE18V™

CORE18V™ 6.3 Ah

BOSCH
Trusted for life

in type, CORE18V should always be together with no spaces, no dashes and it is not necessary to have the (TM).

CORE **CORE-18V** **CORE 18V**

PM3-ABS **PM3-Cloud** **BLK**

MOST COMPACT & LIGHTEST BATTERY ON THE PLANET

24% LESS WEIGHT* | **35% MORE COMPACT***

CORE18V Delivers The Ideal Balance Of SIZE And POWER

CORE18V™ 6.3 Ah

BOSCH

BOSCH

REVOLT
POWER IN NUMBERS

THE BEST BUILT BATTERY ON THE PLANET.

CORE18V™

43% MORE POWER* vs. COMPETITIVE BEST CELL ON AVERAGE

50% LONGER RUNTIME*

20% LONGER RUNTIME*

135% LONGER LIFETIME* vs. CHEAPEST RUNNING BATTERY PRICE

35% MORE COMPACT*

24% LESS WEIGHT*

100% MOST COMPATIBLE SYSTEM* WITH ALL BOSCH LITHIUM ION POWER TOOLS AND CHARGERS

8.7 min/6.3 Ah FASTEST CHARGING TIME* 18V CHARGING & SWP

CORE18V™ 6.3 Ah

REVOLT
POWER TO PERFORM

BEST BUILT BATTERY ON THE PLANET

43% MORE POWER* | **50% LONGER RUNTIME*** | **35% MORE COMPACT*** | **24% LESS WEIGHT***

CORE18V™ 6.3 Ah

BOSCH
Trusted for life

LEARN MORE >

REVOLT
POWER TO PERFORM

BEST BUILT BATTERY ON THE PLANET

43% MORE POWER* | **50% LONGER RUNTIME*** | **35% MORE COMPACT*** | **24% LESS WEIGHT*** | **100% COMPATIBILITY*** WITH BOSCH LITHIUM ION POWER TOOLS AND CHARGERS

CORE18V™ 6.3 Ah

BOSCH
Trusted for life

Visit boschtools.com/CORE18V to learn more.

WE EXECUTE



REVOLT

AGAINST LESSER BATTERY PLATFORMS

35% MORE COMPACT BATTERY
43% MORE POWERFUL CELLS
50% LONGER RUNTIME
100% COMPATIBILITY WITH ALL BOSCH LI-ION CORDLESS TOOLS

REVOLT
BUILT AROUND CORE™ — THE MOST ADVANCED BATTERY PLATFORM
Provides unleashed POWER and PERFORMANCE without compromising in SIZE or WEIGHT.

INTUITIVE

WE ARE NEVER SATISFIED WITH THE STATUS QUO.
Our SocketReady impact driver integrates a 1/4-in hex receiver into a 1/2-in square interface to accept both accessory types without an adapter.

INTUITIVA
NUNCA ESTAMOS SATISFECHOS CON LA MISMA SITUACION
Nuestro driver de tornillos con receptáculo integrado acepta un eje hexagonal de 1/4" y un eje cuadrado de 1/2" sin necesidad de adaptador.

VIGILANT

JOB SITES CAN BE DANGEROUS.
The Active Response Technology™ in the HDH18LX reduces the risk of injury by cutting motor power when sudden rotational movement of the handle is detected.

PREVENCIÓN DE LESIONES
LOS TRABAJOS DE TRABAJO PUEDEN SER PELIGROSOS.
La Tecnología de Respuesta Activa™ en el HDH18LX reduce el riesgo de lesiones al cortar la potencia del motor cuando se detecta un movimiento rotacional repentino de la empuñadura.

RELIABLE

PROS GET PAID WHEN THEY'RE WORKING.
Our dedication to quality and tool longevity is born of our heritage in the automotive business.

CONFIABLE
LOS TRABAJOS DE TRABAJO PUEDEN SER PELIGROSOS.
Nuestro compromiso con la calidad y la longevidad de las herramientas surge de nuestro patrimonio en el negocio de la automoción.

CORDLESS BARE TOOLS (BATTERIES SOLD SEPARATELY)
HERRAMIENTAS INALÁMBRICAS SIN ACCESORIOS (LAS BATERÍAS SE VENDEN POR SEPARADO)

CORDLESS TOOL KITS
KITS DE HERRAMIENTAS INALÁMBRICAS

CORDLESS TOOL KITS
KITS DE HERRAMIENTAS INALÁMBRICAS

CORDLESS TOOL KITS
KITS DE HERRAMIENTAS INALÁMBRICAS

WE EXECUTE

REVOLT

AGAINST LESSER
BATTERY PLATFORMS

83%

Cordless Sales over PY
since Revolt / CORE18V
launch JAN 15, 2017.

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INCORPORATED

THANK YOU!

VISUAL COMMUNICATIONS | STRATEGIC BRAND COMMUNICATIONS