

Marketing Communications that Work

MVP offers clients effective and award-winning brand identity and design services that will motivate consumers and the trade. Our creative and focused work with CPG companies in such markets as Food, HBC, Housewares, Sporting Goods, Hardware and Pet Products, among others, is recognized industry-wide. Years of marketing communications and design experience for some of America's leading brands ensures our ability to meet, if not exceed, your goals and expectations.



Winner: American Corporate Identity Award, Best Packaging

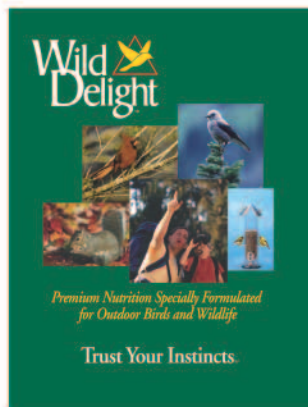
Launch your next product with MVP

A satisfied client, supported by increased category sales, reflects the efficacy of our process and the high standards we have set for our work. Trust MVP to provide the strategic design support you can depend on for your next new product launch.

We invite you to visit our Web site (www.mvpdesign.com) to review the results we've achieved for clients in other industries. Please contact us at: MVP Marketing + Design, Inc., 111 Third Ave. South, Suite 230, Minneapolis, MN, 55401, phone 612.332.8939, fax 612.332.8927.

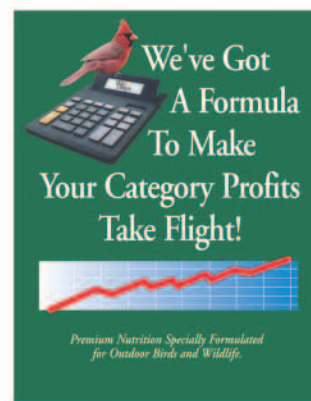
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Marketing Collateral

Market specific Distributor (left) and Supermarket brochures (below) ask retailers to "Trust (their) Instincts" and choose Wild Delight's "Formula" for success.



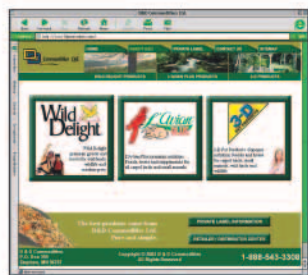
Consumer Advertising

MVP leveraged its "Trust Your Instincts" theme to build brand awareness and increase market share while also managing all aspects of Wild Delight's extensive media placement.



Trade Advertising

To circumvent look alike trade advertising, MVP's supermarket ad features a striking image of a Pterodactyl hovering above a startled category manager asking the question: "When was the last time you looked in the Wild Bird Food Aisle?"



Web Site

MVP designed and programmed D&D's new Web site (www.wilddelight.com) for Wild Delight and two related brands. Designed to remain constant across all browsers and eliminate the need for scrolling, the site employs a product finder database supplemented by fast loading graphics and fluid navigation to clearly marked destinations.

BRAND

WILD DELIGHT - CASE STUDY

MVP Revitalizes Wild Delight

According to the US Fish and Wildlife Service, watching and feeding wild birds is second only to gardening as a hobby. Given tremendous upside potential and faced with lackluster sales of its aging Wild Delight brand, D&D Commodities Ltd., a national leader in Wild Bird Food products, engaged MVP Marketing + Design, Inc. to revitalize its brand and related marketing communications, including advertising. D&D's goal was to make Wild Delight the leading brand of wild bird and small animal food in the outdoor market segment. Helping Wild Delight reach its full potential required MVP to research and understand the market, then realign Wild Delight's brand strategy and naming before redesigning its brand identity, packaging and marketing communications—print and Web.

Our Formula for Success

D&D desired to reach and motivate consumers and the trade with a marketing strategy that would capture their imagination and deliver value. The answer: A multi-formula approach that helped consumers quickly and easily understand which Wild Delight product was right for their pets' needs.

Beginning with an in-depth marketing survey, MVP sought to understand and define D&D's target markets and then craft an effective Wild Delight marketing strategy upon which future brand communications could be built. The result: an award-winning brand identity—and increased category sales in key market segments: mass market, supermarket, pet specialty, lawn and garden, etc.



WILD DELIGHT

The MVP Marketing Design team helped our client resolve five key **BRAND ARCHITECTURE** issues:

- 1) Wild Delight's **Brand Essence** — distilling the brand's intrinsic characteristics into a core concept
- 2) The **Brand Promise** — defining the user's brand expectations and how the brand motivates, differentiates and solves user problems
- 3) The **Brand Vision** — anticipating how consumers should perceive the brand in the future
- 4) The **Brand Positioning** — characterizing how the brand would fulfill the specific market niche it occupies in the competitive environment
- 5) The **Brand Footprints** — describing what the Wild Delight brand means to and how it performs in its current target markets

For example, our brand positioning analysis, which affected the outcome of subsequent graphics and copy, resulted in the following statement: *Wild Delight is the only brand of wild bird food on the market that offers consumers a choice of three formulas: Advanced, Wildlife and Natural. Packaging thus reflected this positioning.*

Next, MVP conducted a brand attribute analysis. Our objective was to anticipate how consumers would ideally perceive the Wild Delight brand along a series of contrasting descriptors. For example: Masculine ↔ Feminine, Traditional ↔ Modern, Conservative ↔ Avant Garde, etc. Though this research was largely subjective, MVP had our client's commitment to use this data to develop a series of preliminary brand identity and package design concepts that projected a striking break with traditional wild bird food packaging: A simplified illustrated logo, a lozenge that would reflect the designated formula, prominent use of the Wild Delight brand name, bold colors and stripes to designate the different formulas and proprietary ingredient illustrations combined to make Wild Delight a category leader.

ABCDabcd...

BAKER SIGNET FAMILY

ABCDabcd...

CENTAUR FAMILY

ABCDabcd...

ABCDabcd...

ABCDabcd...

MINION FAMILY

Fonts

MVP selected type fonts that could be seen easily by an aging population that enjoys feeding outdoor "pets."

Product Category Management

An industry first: MVP devised a three formula approach consisting of 21 SKUs divided into Advanced Formula, Natural Formula and Wildlife Formula products.



Color Palette

For Wild Delight's color palette, MVP designers chose bold and inviting colors complemented by warm earth tones, which combined to set Wild Delight apart from other brands.

ADVANCED FORMULA



NATURAL FORMULA



WILDLIFE FORMULA



Reshaping the Wild Delight Brand Identity

Building on the brand equity of the original logo, MVP explored a wide range of preliminary designs from traditional to modern. While we retained the equity of the triangle, the new design featured a much more prominent use of the Wild Delight brand name and incorporated the image of a bird in flight. The principals of D&D truly wanted their brand to be different from anything on the market, and MVP fulfilled that request with an award-winning Identity that was warmly received by both the consumer and trade alike.



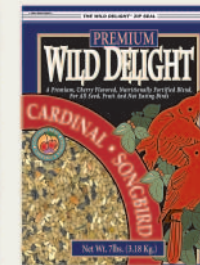
Original Logo introduced in the early '90s



Original Packaging introduced in the early '90s



Preliminary Logo concepts prior to Final design



Preliminary Packaging concepts prior to final design



New Brand Identity and shelf presence bring Wild Delight into the 21st Century



Product Violators (Flags)

A series of distinctive flavor, premium quality and feature/benefit icons increase Wild Delight's value position.

