

TASTEE CHOICE

THE REBRAND EXPERIENCE

TASTEE CHOICE

ORIGINAL BRAND ESTABLISHED

1953

CHOICE CANNING CO., INC.





TASTEE CHOICE



Est. 1953

+ FOODS +



REBRAND STORY

- ALIGN BUSINESS & CREATIVE VISION
- SHARE PERSONALITY BEHIND THE BRAND
- EXPOSE SUSTAINABILITY / CERTIFICATION
- CONVEY PRODUCER CAPABILITY
- SIMPLIFY BRAND LOGO FOR MIGRATION

INITIAL MEDIA ASSETS

- BRAND LOGO & STATIONARY SYSTEM
- PRODUCT PACKAGING
- TRADE SHOW PRESENTATION
- PHOTOGRAPHY JOURNALISM

TASTEE CHOICE

BRAND LOGO

CORPORATE LOGO



CHOICE HARVEST SHRIMP RIBBON / BANNERS



MEAL KIT RIBBON / BANNERS



Corp logo & premium product line ribbons

TASTEE CHOICE

PRODUCT PACKAGING



CHOICE HARVEST - CHEM FREE SHRIMP



CHOICE HARVEST - CHEM FREE
SHRIMP



SIGNATURE MEAL KITS



SIGNATURE MEAL KITS



**The Responsible
Seafood Choice.**

BEST AQUACULTURE PRACTICES

TASTEE CHOICE

2013 BOSTON SEAFOOD
SHOW



2013 BOSTON SEAFOOD SHOW

TASTEE CHOICE

PHOTOGRAPHY JOURNALISM



SHRIMP FARMING



SHRIMP PROCESSING



U.S. Sales & Marketing offices

CONTENT DEVELOPMENT PROCESS FLOW

- DISCOVERY / RESEARCH
- PLAN / STRATEGY
- CONTENT DEVELOPMENT
- LAUNCH / DISTRIBUTION
- ANALYTICS

DISCOVERY / RESEARCH

- LEADER VISION / OBJECTIVES / PAINS
- MEETINGS WITH RETAIL BUYERS
- PRODUCT MARKET STUDY (RETAIL & CLUB)
- ANALYZE CLIENT MARKET INTELLIGENCE

PLAN / STRATEGY

- DISCUSS PLAYING FIELD TOUCH POINTS
- MAP CONTENT STRATEGY
- OUTLINE PRIORITY DESIGN ASSETS

CONTENT DEVELOPMENT

- GENERATE A BUDGET TO LIVE WITHIN
- STRIVE FOR QUALITY, NOT QUANTITY
- SET A REASONABLE COMPLETION TIME-TABLE
- BE AUTHENTIC

LAUNCH & DISTRIBUTION

- IMPLEMENT FIRST PHASE DESIGN ASSETS
- PLAN NEXT PHASE COMMUNICATION RELEASE

ANALYTICS

- ANALYZE FIRST PHASE PERFORMANCE
- NEXT PHASE RECOMMENDATION

THANK YOU!



HOSS CREATIVE INTELLIGENCE

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