



BOOST

BAR



Brand Story

BRAND SPECIFICATIONS

Brand Concept

The Boost Bar is a weekly smoothie subscription service for those looking for a daily boost in energy & a more nutritious lifestyle. Boost Bar customers will receive their weekly pre-portioned boxes of clean, fresh ingredients straight to their door to be blended into delicious smoothies. Boxes are customizable so brand new recipes can be explored every week while making sure they satisfy the customers' needs. Boost Bar stands out among competitors because we are not only passionate about encouraging healthy lifestyles physically but mentally as well. A subscription with Boost Bar includes a free self help book every month to spread positivity, confidence, and motivation to continue making nourishing choices.



Brand Colors



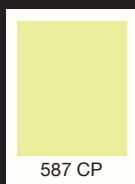
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Pantone 563 CP
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RGB: 110 191 170
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565 CP

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HTML: #A1D1BE
LAB: 86.197 -14.19 -0.249



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Pantone 587 CP
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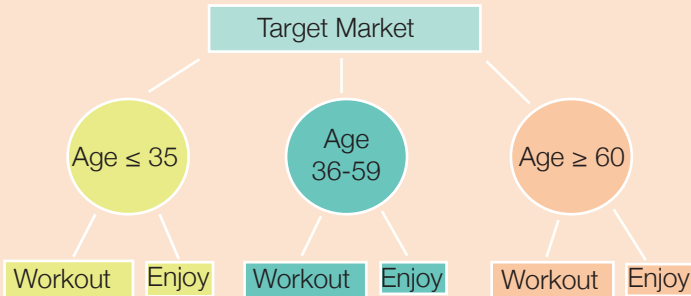


162 CP

Pantone 162 CP
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LAB: 84.958 14.335 25.253

Brand Look & Feel

The colors chosen for our brand are intended to create a fun & healthy brand identity. The greens used were chosen to create a sense of freshness in the mind of the customer. The blueness in the greens also add a sense of calmness. The pop of light orange provides an element of fun in the brand identity as the color orange exudes the feeling of cheerfulness and confidence. The specific fonts were chosen to look modern and sleek and the simplicity of the logo adds to this sense of cleanness. The leaf touch on the logo shows the target audience that our brand is fresh & natural. To add to this natural appearance, some photos used will include rustic elements like distressed wood. All Boost Bar marketing materials should look simple & clean with an element of fun. Photographs included in marketing materials should add to this overall look, be aesthetically pleasing, and look appetizing and fresh in order to attract customers.



Our target market includes those interested in health and being active. It includes those of all ages.

Typefaces

WEDDING GOTHIC ATF LIGHT

primary headline

Pacifico Light

secondary headline

Helvetica Neue Light

primary headline

WEDDING GOTHIC ATF EXLIGHT

logo

VARIABLE DATA BOOKLET

Hi Jack,

Here at Boost Bar we provide a weekly smoothie subscription service for those looking for a daily boost in energy & a more nutritious lifestyle. We know you're all about getting on that grind and becoming the best version of yourself. Start your day off right with our protein packed smoothies that will fuel your body so you can feel full of motivation to keep staying active and achieve your fitness goals. Feel free to look through the booklet to find out how to make some of our favorite smoothies, a custom recipe just for you and your goals, positive mental health tips, and more on what we offer to our customers! Enjoy!



OUR CUSTOMER FAVORITES
You're gonna want these on your doorstep.

Blend:
Raspberries
Bananas
Honey
Almond Butter
Protein Powder
Almond Milk

Blend:
Spinach
Mango
Pineapple
Bananas
Protein Powder
Almond Milk



The booklet immediately addresses the customer's name making the customer feel special and naturally more interested in the rest of the booklet. The introductory paragraph also is personalized and varies based on the customer's health goal being more intense or more casual.

The primary color used throughout the booklet varies and is personalized based on the health goal of the customer. Customers that have a more intense health goal and like to workout are coordinated with green that is associated energizing elements. Customers that want to just enjoy the smoothies and aren't as active are coordinated with blue that is associated with calmness.

Hi Susan,

Here at Boost Bar we provide a weekly smoothie subscription service for those looking for a daily boost in energy & a more nutritious lifestyle. We know you're all about enjoying everything life has to offer but finding ways to keep up a healthy lifestyle can be stressful. Let us take that worry off your plate so you can get back to creating your dream reality. Feel free to look through the booklet to find out how to make some of our favorite smoothies, a custom recipe just for you and your goals, positive mental health tips, and more on what we offer to our customers! Enjoy!



OUR CUSTOMER FAVORITES
You're gonna want these on your doorstep.

Blend:
Raspberries
Bananas
Honey
Almond Butter
Protein Powder
Almond Milk

Blend:
Spinach
Mango
Pineapple
Bananas
Protein Powder
Almond Milk



The images included in this booklet are also personalized based on the health goal of the customer. This allows the customers to visually relate with what they are seeing and increases their interest.



Mental health is an important aspect of Boost Bar. A healthy life isn't just one about being good to your body physically, but mentally as well. At Boost Bar we encourage spending quality time and connecting to you continue along your health journey.



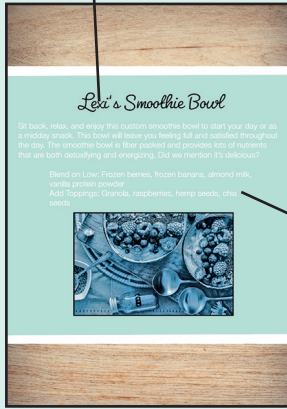
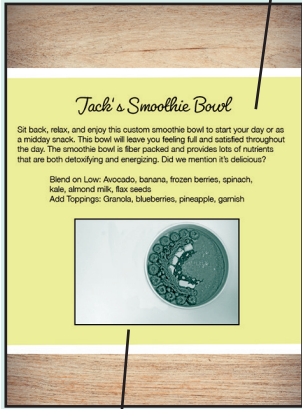
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The images used for the mental health portion of the booklet are varied based on age. This allows the customer to relate further and increase their interest in the brand. The image on the left coordinates with customers 35 and younger. The image in the center coordinates with customers 36-59. The image on the right coordinates with customers 60 and older.

The recipes are personalized below not only based on the customers health goals but their name as well. The personalization of the name makes the recipe appear to be made specially for them. This forms a connection in the customers mind with our brand. The recipe for more active customers includes ingredients that are full of fiber and are very energizing. The bowl for less active customers is enjoyable for a wider range of taste preferences but is still healthy and detoxifying.



The text color also varies based on the background color used (the primary color used throughout the booklet). White text is used over the blue background but black text is used over the bright green background because white would not show up.

Image Effects

Used in the VDP Booklet & Brochure



Colorful Duotone

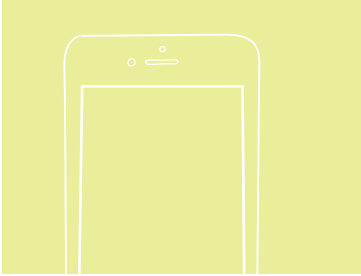


Subtle Duotone
 Extracted Image
 Full Color Images
 Vigenetted Image
 Ghosted Image with
 Surprinted Text
 Black & White



Composite

INTEGRATED MARKETING CAMPAIGN



Touchpoint 1

Marketing team identifies target market and runs social media advertising campaigns through social media, specifically Instagram and Facebook. Consumers will be instructed to fill out a quick survey for access to a free one of a kind recipe. The survey will include personal information like name, age, and address and a questionnaire about their health goals. Brochures will be handed out at fitness centers with these surveys as well.

Touchpoint 2

The data gathered from surveys will be organized and analyzed in order to create a database in Microsoft Excel. This data will be used to create personalized VDP booklets using XMPie software that will be sent to each potential customer. These booklets will be personalized based on age and health goal. The augmented reality element of the booklet will promote our social medias again where followers will be encouraged to enter giveaways requiring them to tag their friends.



Touchpoint 3

Customers are now more intrigued by a personalized booklet with a recipe designed just for them and decide to purchase a subscription to try it out.

Touchpoint 4

With their first boost bar delivery they will receive a card instructing them to leave a review on the website for a discount on their next weekly subscription. Future boost bar deliveries will occasionally include cards that customers can use for discounts if they complete tasks like referring a friend with a special code.



TECHNICAL SPECIFICATIONS

Pre-Press

Adobe InDesign, Illustrator, and Photoshop
Adobe Bridge
Adobe Acrobat

The Adobe programs were used for all marketing materials. Adobe InDesign was used for the layout, Illustrator was used for an vector images, and Photoshop was used to adjust the image resolution and mode as well as add image effects. Adobe Acrobat was used to preflight the PDFs prior to printing.

Adobe Bridge was used synchronized the color settings for all the Adobe programs to use the GRACol 2013.

Micosoft Excel was used to create a database using the information from surveys in order to created the VDP Booklets.

XMPie was used to take the data from the Microsoft Excel file and personalize the VDP Booklets.

Post-Press

HP Indigo 5000 Digital Press, & HP process Electroinks
Konica Minolta Accurio Press C3080
Ryobi 3304HA offset press & Kodak Trendsetter NT & water based inks
Sappi Paper

The HP Indigo 5000 Digital Press was used to print the VDP Booklet and the Brochure.

The Konica Minolta Accurio Press C3080 was used to print and impose the Brand Story.

The Kodak Trendsetter NT did platemaking for the brochure and printed it on the Ryobi 3304HA.

Finishing

MBM 1800S Bucket-Folder
Mimaki CFL-605RT Plotter
Polar Paper 78 Guillotine Paper Cutter
The Konica Minolta Accurio Press C3080

The Mimaki was used to score the VDP Booklet and the Brochure and the MBM Folder was used to saddle-stitch.

The Polar Paper Cutter was used to trim the brochure and then the brochures were folded.

The Konica Minolta was also used to fold and stitch the booklet.

