

# Ideas with Range



Brandthumb

We develop creative ways  
to solve business challenges.



# Range Matters

Research shows that the most impactful inventors and creators are generalists, not specialists, that are eager to cross domains. They juggle and enjoy many interests that allows for more creativity, more agility, and the ability to make connections their more specialized peers can't make.

“Experts” who silo themselves find it difficult to think outside the box. Hence, they try to apply old solutions (limits of their experience) to new world challenges. Ultimately, with little success.



# Our Range

With experience working on snacks, beverages, desserts, health, beauty, hospitality and pharma for major brands like Kraft, Heinz and Nabisco, Brandthumb utilizes fresh perspectives to tackle new branding challenges.

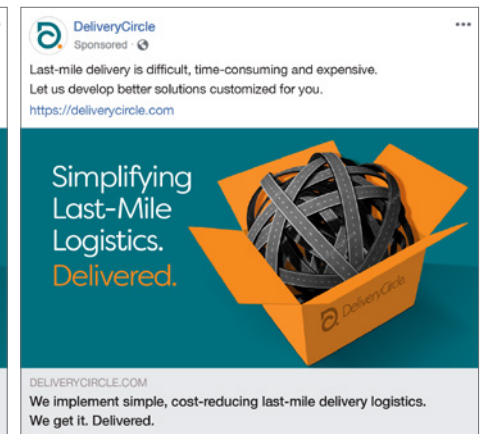
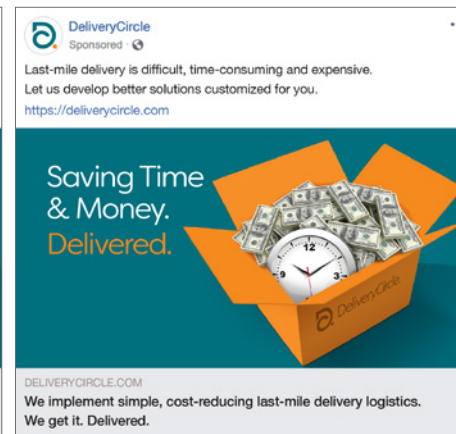
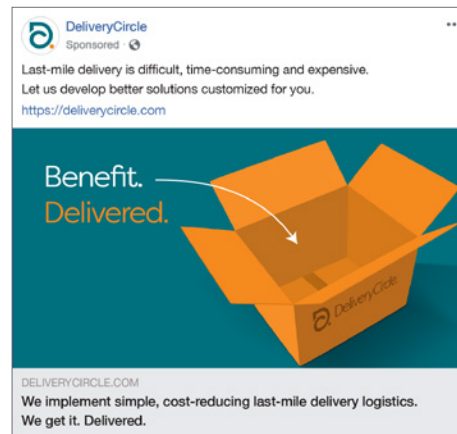
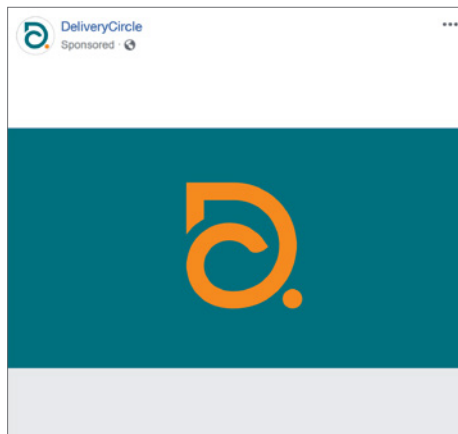
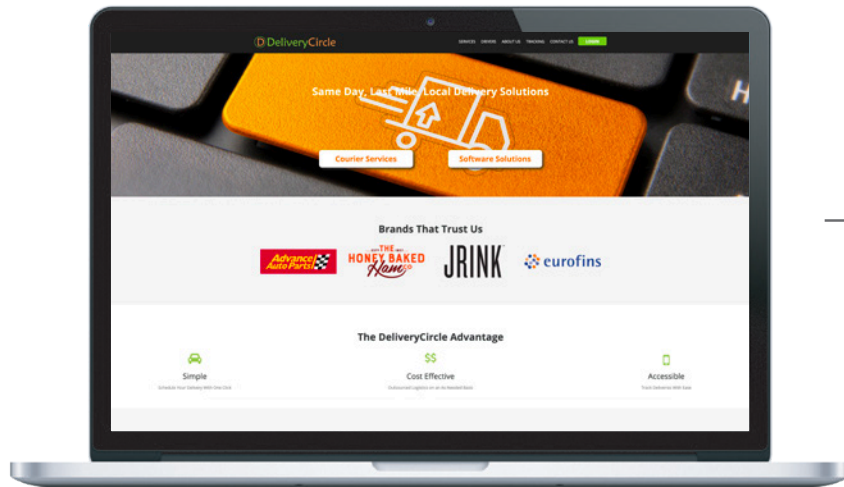


# Branding

 DeliveryCircle™



 DeliveryCircle.

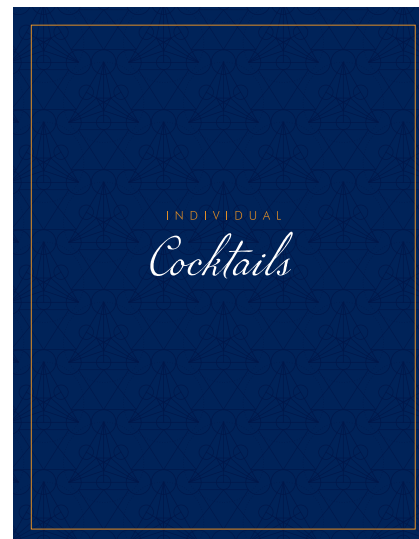
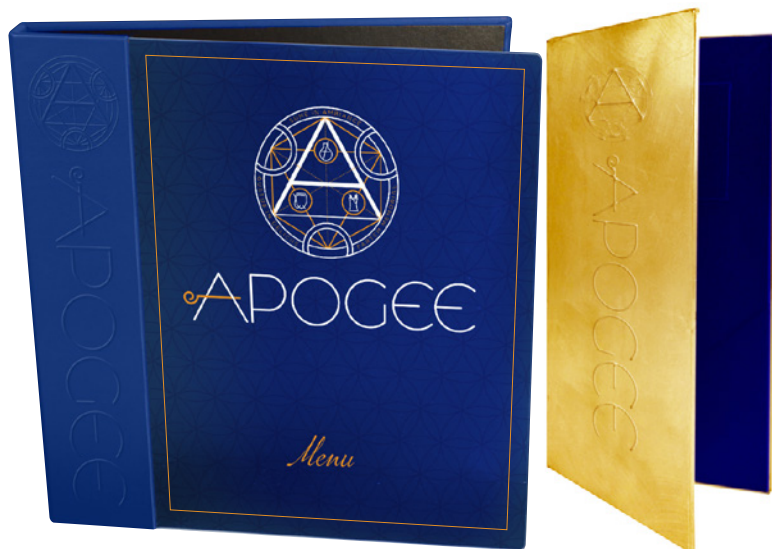




# Branding



APOGEE



# Branding

**adenation®**  
Maximum Absorption for Super Hydration



# Packaging Upgrades



Original  
Name & Packaging



# Rebranding Upgrades



family  
RESOURCES



Mr. Carmine



MR. CARMINE  
INTERNATIONAL HAIR SALON



# Unique POS



# Promotion and POS





# Spirits POS



# Fresh Perspective

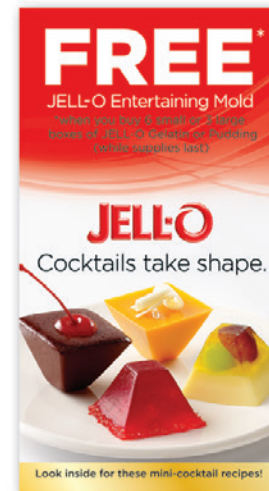


**JELL-O**  
Cocktails take shape.

**FREE\***

JELL-O Entertaining Mold  
when you buy 6 small or 3 large boxes of JELL-O Gelatin or Pudding (while supplies last)

For more JELL-O molds, visit [jellomoldshop.com](http://jellomoldshop.com)  
For more great entertaining recipes and ideas, visit [thebar.com](http://thebar.com)  
For persons 21 years and older. Please use alcohol responsibly.



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Look inside for these mini-cocktail recipes!



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# Advertising

**Treat your family to a fiesta!**



**TACO BELL**  
MORE ORIGINALS  
HARD & SOFT TACO DINNERS

**KRAFT**  
MEXICAN TACO

Bring home some fun with our lineup of products!

**NAUGHTY TASTE**



*Mousse*  
TEMPTATIONS  
by **JELL-O**

60 WELL-BEHAVED CALORIES

**fun-raiser**

**NEW**

The rich and creamy taste of Cool Whip is **NOW** available in a can.



**press play**

**0g TRANS FAT & 0mg CHOLESTEROL**

[www.coolwhip.com](http://www.coolwhip.com)


**Nestle** **Jet-Puffed**

Fill your mug with joy



**save \$1.00**

when you buy ONE (1) NESTLE JET-PUFFED Marshmallow AND ONE (1) NESTLE Hot Cocoa Mix



**0 Weight Watchers® POINTS®**  
value per serving.  
10 calories. So yum.

**JELL-O**

**Dip into Bliss!**



**SAVE 50¢**

when you buy ONE (1) BAKER'S Dip Into Bliss® Real Milk Wipping Chocolate

**Find it in the Baking Aisle!**

**Baker's Dip Into Bliss®**

**Just Microwave and Dip!**

[www.bakerschocolate.com](http://www.bakerschocolate.com)



We look forward to  
working with you soon.



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