

NAKED WINES

CREATIVE DIRECTOR BRAND PROJECT

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SITUATION

“Naked Wines is the leading direct-to-consumer wine company in the United States. The company’s mission is to connect everyday wine drinkers with the world’s best winemakers.”

COMPLICATION

“The company recently conducted customer research and determined that its branding and creative approach is limiting its ability to acquire and retain new customers. The research indicates that the current creative execution is limiting Naked Wines’ ability to appeal to a broader audience and drive wine quality perception.”

QUESTION

As the Creative Director for Naked Wines, what would you do to broaden the appeal and elevate quality perception?

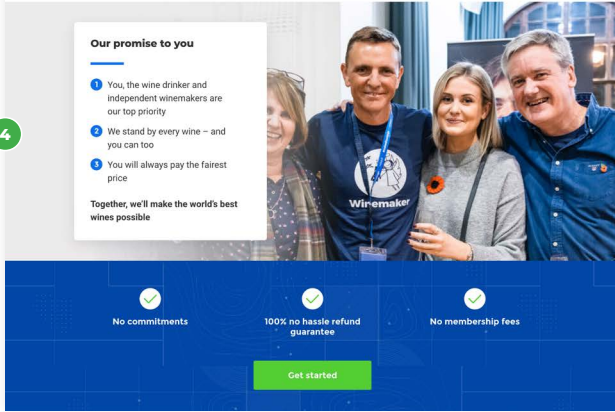
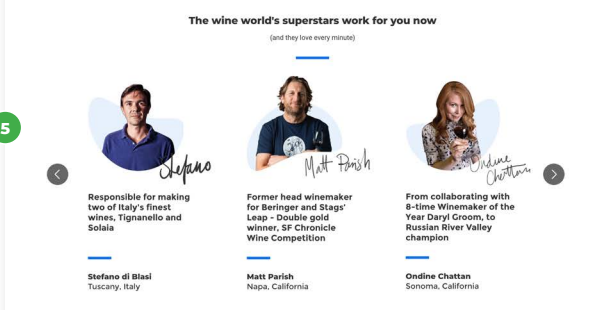
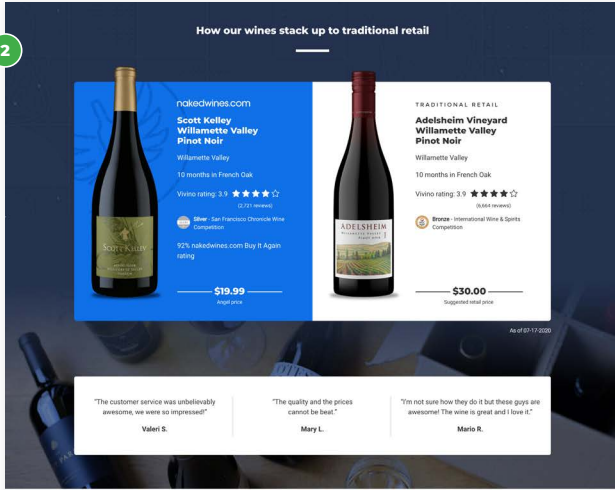
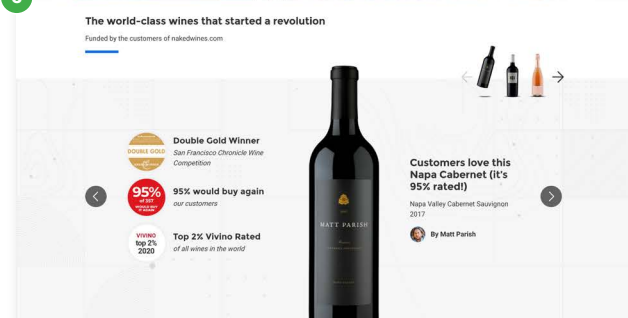
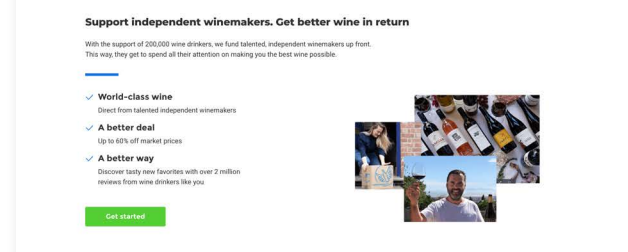
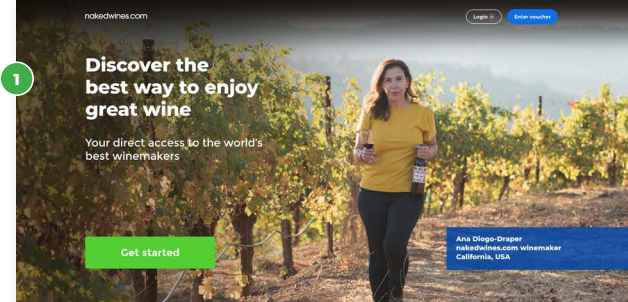
Please show how you would do this using multiple creative mediums (e.g., fonts, color, imagery, etc). Please feel free to create a mood board or mock-ups to show your approach.

NOTE:

What you're about to see is a very preliminary view of what could be done with the brand creatively. With regards specifically to the creative concepts within this deck, I have taken liberties with colors, fonts, imagery, and treatments that may not be "on-brand" for Naked Wines.

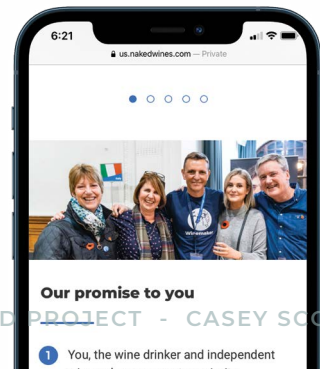
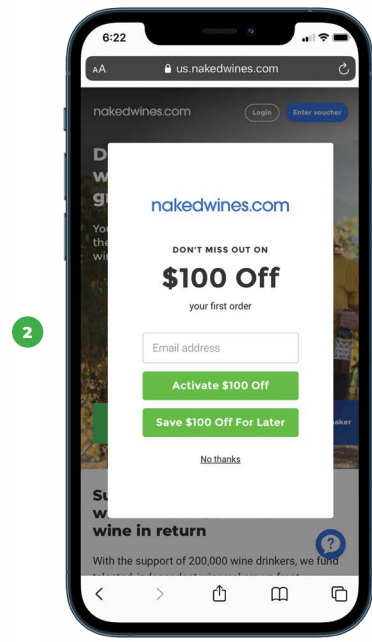
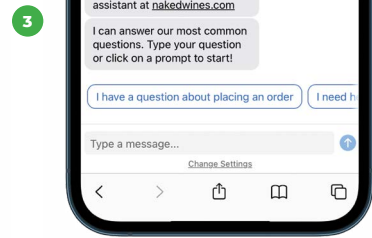
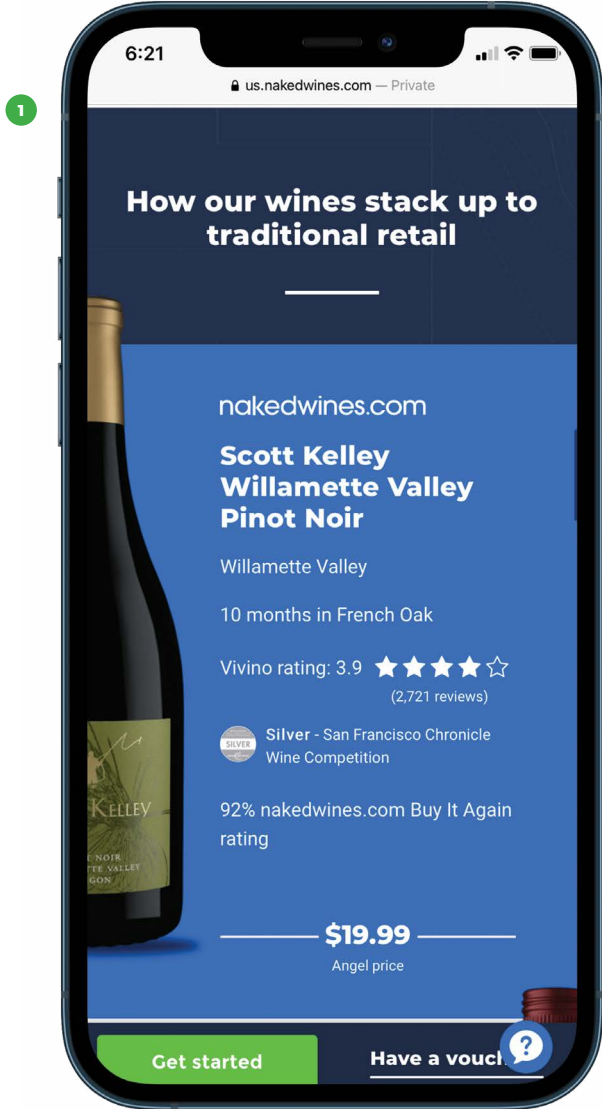
Please note that this work is for conceptual thinking only. Should there be standards and guidelines in place that need to be followed, the creative could be adjusted to work within them.

DISCOVERY.



NAKEDWINES.COM THERE'S A LOT TO LIKE.

- 1 The offer and features/benefits to the customer are clearly stated
- 2 Cost/benefit comparisons are called out to show value to the customer
- 3 Clarity of process (more direct with the winemaker) is explained
- 4 Brand commitment to the customer is called out
- 5 Winemaker highlights, showing transparency to the customer (where their wine is coming from) is clearly stated
- 6 Customer reviews, showing a commitment from other customers in the brand is clearly called out



NAKEDWINES.COM/MOBILE FRIENDLY UNIQUE FEATURES

- 1 *Product features and benefits are clearly called out in an attractive layout.*
- 2 *CTA pop-ups are clear and simple*
- 3 *Chat bot feature is helpful for those who have additional questions*

1 Your special introductory offer – **6 world-class wines for \$39.99**

2 \$100 OFF with your Wine Voucher | Shipping included to your door | No risk. Hassle-free money-back guarantee.

Go to nakedwines.com/invitation
Choose from reds, whites, or a mixed assortment
Enter code **VIP2021** and passcode **ASP32XYN**

Drink better wine. Pay fair prices. Back the world's best winemakers.

Get started now with the \$100 Wine Voucher inside

Scott Kelley
Naked Winemaker
Upland Valley Oregon

Discover a better way to enjoy great wine

\$100 WINE VOUCHER INSIDE

NAKEDWINES.COM/DIRECT MAIL

BUILDING A STRONGER CONNECTION. LOTS OF POTENTIAL.

- 1 Strong offer including features/cost benefits that the customer can easily clearly relate to
- 2 Enough clarity in process that customer is informed and feels intrigued to research more
- 3 Showing connection to the winemaker, personalizing the experience
- 4 Working to build a stronger connections with customers through personalized content.

We give the world's best winemakers the backing they need to make their best wines... just for you

Support the winemakers who have worked for Silver Oak, Beringer, Domaine Chandon, Schramsberg, Stag's Leap, Rothschild, Penfolds Grange and more... and get their incredible wines in return.

\$100 WINE VOUCHER

Shipping included

3 **Where the world's best winemakers make their best wine**

Unlock rewards
Become an Angel to save up to 60% on every wine – and enjoy a premium gift bottle with each case order.

Support
Angels pre-pay \$40/month towards future purchases – funding we pass to 80+ winemakers your favorite to make hundreds of wines for you.

Enjoy
Every world-class wine is crafted by an award-winning winemaker – and you help make every bottle possible.

Ana Diego Draper
Naked Winemaker
Sonoma, California

<p>97% rated Napa Cabernet by the famous winemaker for Beringer & Stag's Leap</p> <p>Napa Valley Cabernet Sauvignon by Matt Parish</p> <p>Double Gold Winner San Francisco Chronicle Wine Competition</p> <p>97% would buy again Angel ratings</p> <p>VINOVO top 2% 2020</p> <p>Top 2% Vivino Rated of all wines in the world</p>	<p>By the former winemaker for Rothschild – who calls Champagne home</p> <p>Moulin Champagne Rosé by JP Moulin</p> <p>Double Gold Winner Drink Pink International Rosé Competition</p> <p>89% would buy again Angel ratings</p> <p>VINOVO top 12% 2020</p> <p>Top 12% Vivino Rated of all wines in the world</p>	<p>Double Gold Sonoma Red with 8 years of 90+ ratings – from a Kendall-Jackson champion</p> <p>ROX Sonoma All Blacks 2018 by Scott Peterson</p> <p>Double Gold Winner Sunset International Wine Competition</p> <p>94% would buy again Angel ratings</p> <p>VINOVO top 5% 2020</p> <p>Top 5% Vivino Rated of all wines in the world</p>
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6 bottles just \$39.99

For \$100 off your first order visit: nakedwines.com/invitation
Enter code **VIP2021** and passcode **ASP32XYN**

Shipping included

4 **nakedwines.com**

Claim your exclusive offer: nakedwines.com/VIP2023

\$100 WINE VOUCHER

Shipping included

Dear **XXFirstNameXX**,

There's a better way to enjoy world-class wine – can I show you?
At Naked Wines, our community of 80+ incredible winemakers makes the best wines in the world – with the ratings, awards and quality to prove it.

I'm giving you \$100 off – to get your first 6 wines for just \$39.99. Use your exclusive voucher to enjoy six wines from the world's best winemakers. That's only \$6.67 a bottle – and we'll include delivery.

This generous offer is yours for a simple reason
If we can show you how extraordinary these wines are, and what the world's best winemakers have to offer, I think you'll fall in love. And we could use more wine drinkers like you in our community.

You'll love every world-class wine or your money back
Over 300,000 wine drinkers have made the switch to Naked Wines because they love our wines and the winemakers behind them – and it's time you taste for yourself!

Here's the coolest part – every wine comes with a 100% hassle-free money-back guarantee, so there's no risk in tasting something new...
...and there's absolutely no obligation to buy again (although we'd love it if you did!)

Cheers,
Max
Max Miller, President
Naked Wines

PS – Great wines are made in small quantities – so be sure to claim your six-pack white stocks fast! Visit nakedwines.com/VIP2023 today.

Supporting the world's best winemakers – from Mumm, Stag's Leap, Silver Oak, Duckhorn, Penfolds Grange & more

Over 150 Gold medals from award competitions including Decanter and the International Wine Challenge

Trustpilot
Excellent on TrustPilot (500+ reviews)

100% hassle-free guarantee

2 **How to spend your \$100:**

1. Visit nakedwines.com/VIP2023
2. Register your offer code
3. Get \$100 off any 6 or more bottles priced at a minimum of \$139
4. Delivery included
5. Your money back if you're not satisfied

Minimum \$139.99 purchase required to use \$100 voucher. First-time customers and 21+ only. Valid in AK, AL, AR, DE, HI, IL, IN, KY, MI, MN, MO, NJ, NY, OH, RI, SC, TX, UT and where prohibited. By redeeming this offer, you agree to make a \$40 monthly contribution to your Naked Wines account (charged until you cancel) that you can use to buy wine. Unused contributions are fully refundable. Additional restrictions apply and vary by state, see complete details at nakedwines.com/terms.

SO, HOW COULD WE IMPROVE?

OUR FOUNDATION

Nakedwines.com Is Leading Direct-To-Consumer



We've been successful in gaining industry market share.

Wine drinker + Winemaker Connection Is Important



Work could be done here to drive deeper connections and experiences.

Creative Approach Is Limiting Acquisition & Retention



Creative approach needs to connect more deeply to the mission & wine drinker/maker connection.

Desire To Appeal To A Broader Audience



Messaging & visual creative need to connect more deeply to the "why" (not just the what or how). Why is Naked Wines so unique and attractive, and why should people join us?

Desire To Drive Higher Wine Quality Perception



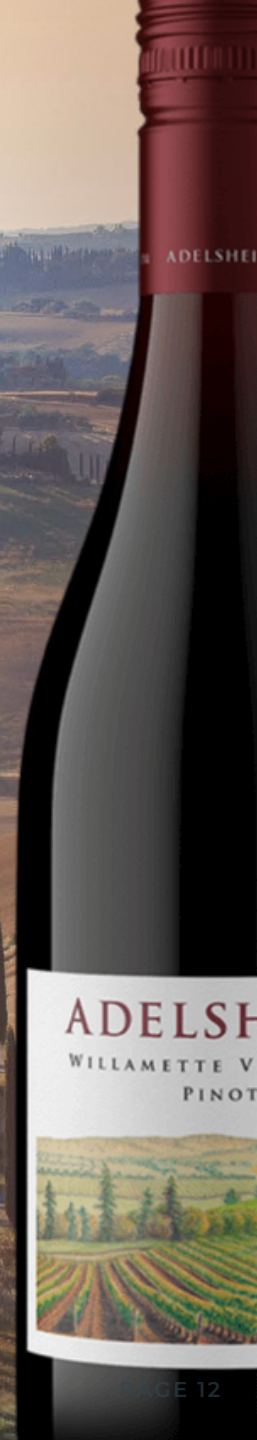
Messaging & visual creative need to be elevated with a more premium (yet approachable) distinctive feel.

OUR HYPOTHESIS

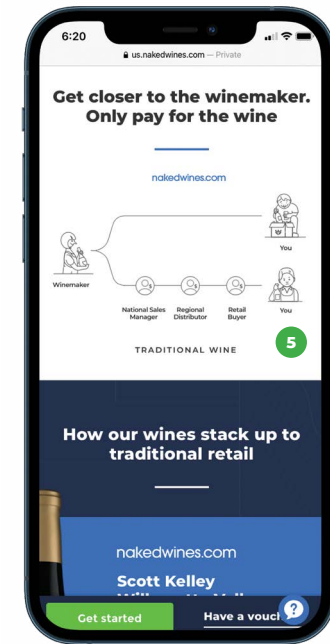
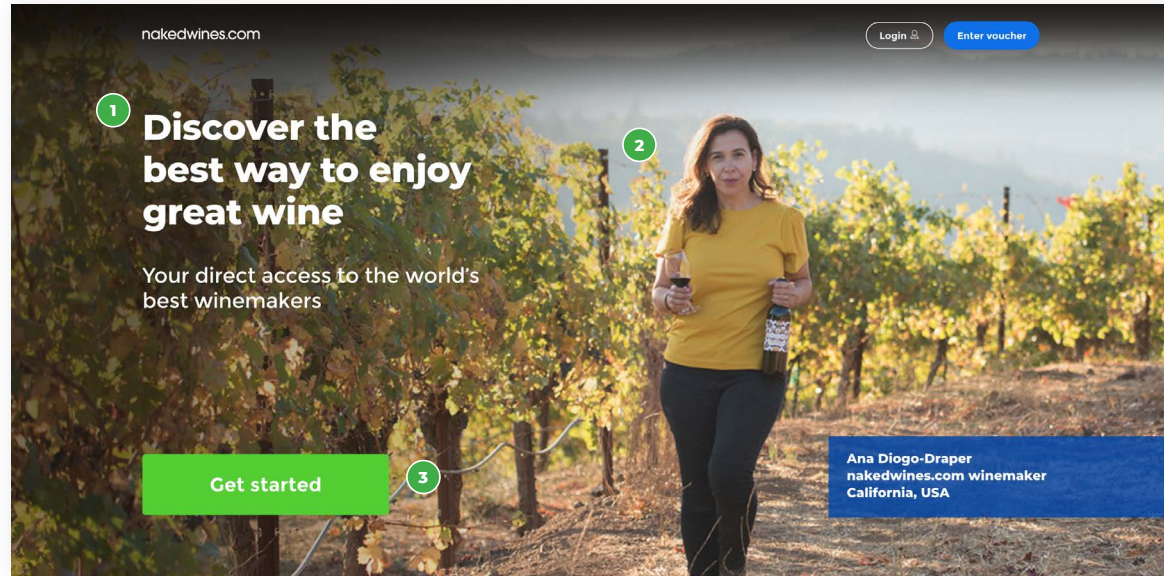


OUR OBJECTIVE

By elevating our creative presentation in discerning yet simple ways, driving clarity and connection between wine drinkers & makers through the inspiring story of why we exist, we will create a passion and ownership for the brand within our current and future Angels.



WE CAN DO THIS IN SEVERAL WAYS.



1 *Building strong narratives and story frameworks around the why we exist that connect to buying opportunities.*

2 *Using powerful and emotional imagery and video content that breeds connection, understanding and joy to our customers.*

3 *A more diverse color palette and/or a more structured way of leveraging our colors to feel more inviting.*

4 *Simple, proven, design techniques that highlight products and offerings in unique and enticing ways.*

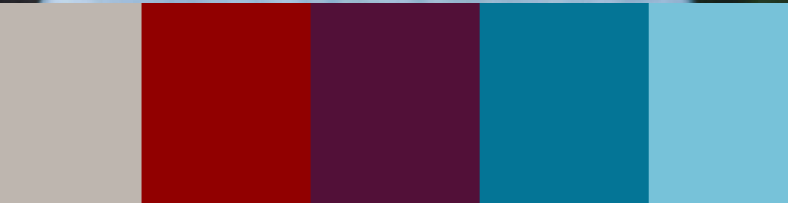
5 *Simplicity in messaging and graphics providing ways for customers to interact and feel connected to the product and process.*

APPROACH.



Mood Board

YOUTHFUL + VIBRANT + FUN



CIS CASEY SCOFIELD

Product Images



- rich
- vibrant
- colorful
- dynamic
- purposeful

Building connection by showing context & texture through enticing and emotional imagery.



Angel Imagery

- honest
- joyful
- relational
- engaging



Delivering a connection between customer and product. Showing product in action but through the lens of the customer and in ways that both inspire and entice.



Winemaker Imagery



- joyful
- authentic
- excited
- fun
- purposeful

Providing meaningful connection through authenticity and joy for their craft, expressing their work and product in a way that drives engagement and a deep sense of connection.

Design Standards

Bright modern colors (used strategically and consistently) that relate to the wine industry.

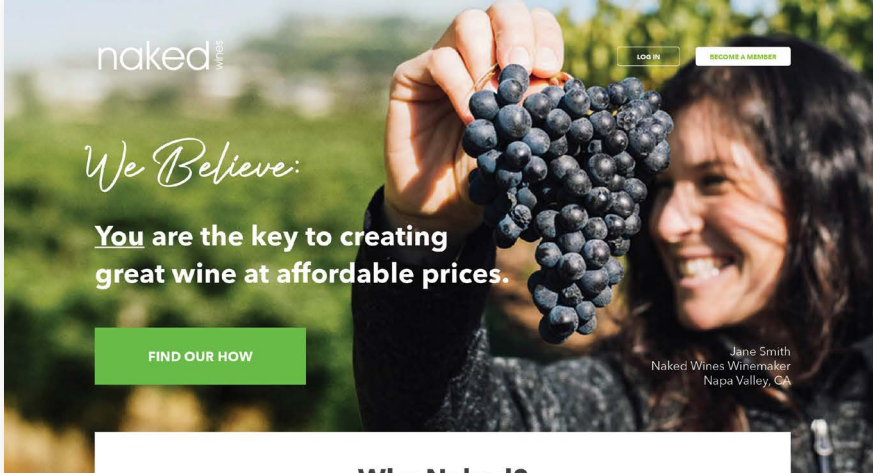
Simple, classic yet modern, font options.

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy



Clean line icons that translate well across the web and add an element of sophistication to the content.

CREATIVE EXAMPLES...



1

5

FIND OUR HOW

Jane Smith
Naked Wines Winemaker
Napa Valley, CA

Why Naked?

Here's why thousands of US wine drinkers have made the switch to NakedWines.com

- ✓ Every wine is hand-made by a real winemaker.
- ✓ Every price is real and never inflated for phoney discounts.
- ✓ Every winemaker gets a fair go and a sustainable deal.
- ✓ Every review is made by a real wine drinker, just like you.

3

2



"Cheers to you..."

"It's been such an honor working with Naked Wines these past two years, Having their support and being able to provide my absolute best product to you, our Angels, has been the joy of my career. -- Cheers to you! Here's to many more years to come.

Scott Kelley
Naked Wines Winemaker
Willamette, OR

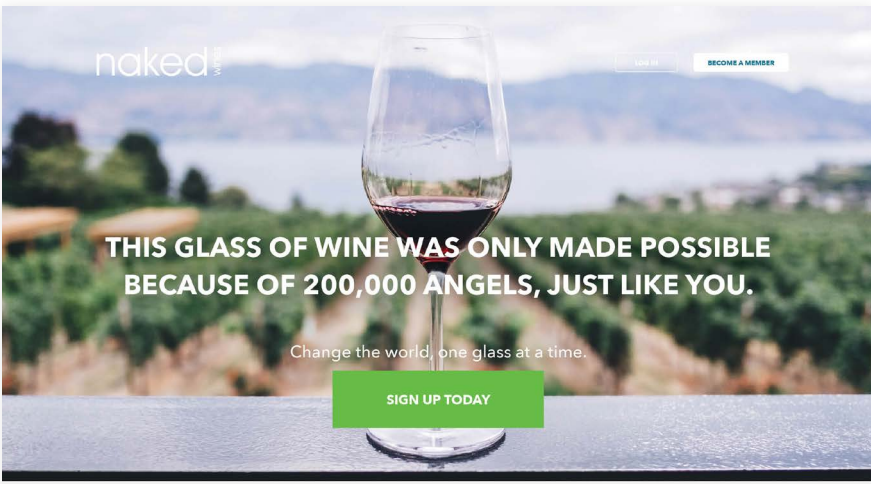
GET STARTED TODAY

4

NAKEDWINES.COM EXAMPLE ONE

- 1 *Showing connection to the customer by placing them within the brand's purpose.*
- 2 *Clean simple layout and focuses on the message while conveying a more refined presentation*
- 3 *Minimalistic approach to colors to keep focus on the content, message and calls-to-action*
- 4 *Winemaker quotes (or statements) that connect them to the customer and provide the viewer with a suggestion that they will be a part of something larger*
- 5 *Strong, emotional, imagery that conveys fun, joy, and a spirit of togetherness.*

1



2

Support independent winemakers. Get better wine in return.

Thanks to the support of over 200,000 wine drinkers (like yourself), we've been able to fund talented, independent winemakers up front. So, they get to spend all their attention on making you the best wine possible and so you can get to enjoy it!



Leslie Smith
Naked Wines Winemaker
Willamette, OR

[FIND OUT MORE](#)

3

- ✓ **World-class wine**
Direct from talented independent winemakers
- ✓ **A better deal**
Up to 60% off market prices
- ✓ **A better way**
Discover tasty new favorites with over 2 million reviews from wine drinkers like you

5



1 Consistency in brand logo usage

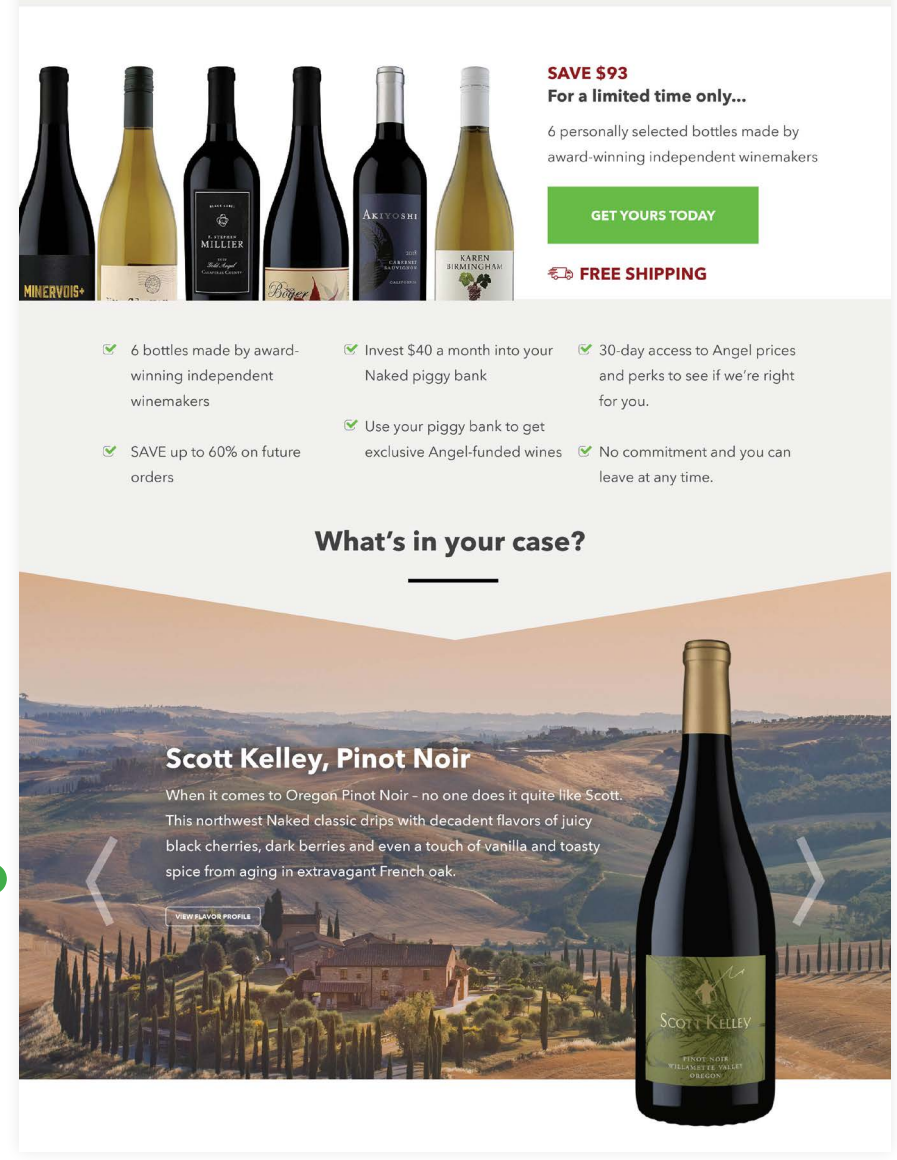
2 Connecting the customer to the product (to the brand)

3 Elevation of design through simplicity in iconography and design

4 Strong product stories providing the customer with a point of connection

5 Minimal approach to color usage, leaning heavily on powerful scenic & lifestyle imagery

4



NAKEDWINES.COM
EXAMPLE TWO

naked WINES

<First Name> <Last Name>
 <Address 1>
 <Address 2>
 <City> <State> <Zip> <Zip4>
 <Barcode>



Chris - Here's the limited time wine voucher I mentioned below. I'm excited to see what you think! - Max

Hey Chris,

Did you know there's a better way to enjoy world-class wine?

At Naked Wines, our community of 80+ incredible winemakers makes the best wines in the world - with the ratings, awards and quality to prove it. I'm giving you \$100 off - to get your first 6 wines for just \$39.99.

Use your exclusive voucher to enjoy six wines from the world's best winemakers. That's only \$6.67 a bottle - and we'll include delivery.

I'm giving you this for one simple reason...

If we can show you how extraordinary these wines are, and what the world's best winemakers have to offer, I know you'll fall in love. And, if I'm honest, we could use more wine drinkers just like you in our community.

You'll love every world-class wine or your money back.

Over 300,000 wine drinkers have made the switch to Naked Wines because they love our wines and the winemakers behind them - and it's time you taste for yourself.

Here's the coolest part - every wine comes with a 100% hassle-free money-back guarantee, so there's no risk in tasting something new...

...and there's absolutely no obligation to buy again (although we'd love it if you did!)

Cheers,

Max

Max Miller, President
 Naked Wines

P.S. - Great wines are made in small quantities - so be sure to claim your six-pack while stocks last! Visit nakedwines.com/VIP2023 today.

1

DIRECT MAIL EXAMPLE

- 1 Clean consistent form letter with minimal graphics/elements. - We've found that simple/basic form letters often get the best response especially when they are written from managing partners.
- 2 Stronger usage of lifestyle & product imagery to tell a more connected story
- 3 Simplified messaging with clear calls-to-action where appropriate

2

2



3

SOME THOUGHTS ABOUT DIRECT MAIL

- Direct mail still proves to be a strong revenue generating mechanism for most industries.
- When coupled with strong emotional influences, in conjunction with a strong offer, direct mail success can be significant.
- Testing several options in market is not only recommended, but in my opinion, required. It's always very interesting what you find and what was (or wasn't) successful.
- With direct mail in particular, often the ugly design wins. Strong call-outs that are easy to find and even easier to understand will often pull in the most response.
- Connecting a direct mail piece to other content is also very rewarding. For example, having a dedicated page or section of your site that contains supportive information to the direct mail piece, enabling the customer to interact with multiple consistent forms of creative will produce results.


"A great option for those who enjoy quality... and want to feel like they're supporting the winemaking community."
— Chicago Tribune

How our wines stack up

 <p>Napa Valley Cabernet Sauvignon by Matt Pinish</p> <p>97% rated Napa Cabernet by the famous winemaker for Beringer & Stags Leap</p> <p>97% would buy again Angeli ratings</p> <p>Top 2% Winos Rated of all wines in the world 2020</p>	 <p>Double Gold Winner Best Cabernet Wine Competition</p> <p>97% would buy again Angeli ratings</p> <p>Top 2% Winos Rated of all wines in the world 2020</p>	 <p>Double Gold Winner Best Pinot International Wine Competition</p> <p>89% would buy again Angeli ratings</p> <p>Top 12% Winos Rated of all wines in the world 2020</p>	 <p>Double Gold Winner Best Pinot International Wine Competition</p> <p>94% would buy again Angeli ratings</p> <p>Top 5% Winos Rated of all wines in the world 2020</p>
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By the former winemaker for Rothschild - who calls Champagne home

Double Gold Sonoma Red with 8 years of 90+ ratings - from a Kendall-Jackson champion

6 bottles just \$39.99  Shipping included

nakedwines.com/invitation
Enter code: **WIP2022** and password: **ASP23XVH**

Where the world's best winemakers make their best wine

Unlock rewards: Become an Angeli to save up to 40% on every wine - and enjoy a premium gift bottle with each case order

Support: Angeli's pre-pay \$40/month towards future purchases - funding we pass to 80+ winemakers who strive to make the best of us wines for you

Enjoy: Every world-class wine is crafted by an award-winning winemaker... and you help make every bottle possible

<Firstnames> — We give the world's best winemakers the branding they need to make their best wines... Just for you.

Support the winemakers who have worked for Silver Oak, Beringer, Domain Chandon, Schramsberg, Stag's Leap, Kendall-Jackson and more... and get their incredible wines in return

Every wine is the passion project of a talented winemaker

Every price is fair, never inflated - we pass every savings onto you

Every winemaker gets the support and creative freedom they need to make world-class wines with their unique signature

Every review is written by a wine drinker like you

\$100 WINE VOUCHER
A special offer for you
Redeemable at
nakedwines.com
Shipping included

Your special introductory offer -
6 world-class wines for \$39.99

\$100 OFF with your Wine Voucher
Shipping Included to your door
No risk Handle-free money-back guarantee

Go to nakedwines.com/invitation

Dave Harvey
Naked Winemaker
Columbia Valley, Washington

Drink better wine. Pay fair prices.
Back the world's best winemakers.

Get started now with the \$100 Wine Voucher inside

Discover a better way to enjoy great wine

Handle with care

\$100 WINE VOUCHER INSIDE

nakedwines.com

First Name: _____ Last Name: _____
Address 1: _____ Address 2: _____
City: _____ State: _____ Zip: _____
E-mail: _____

REPORT TO US OFFER
MAIL
NAKEDWINES.COM

THE TEAM.

NOTE:

Similar to the creative slides, forming the right team is dependent on the needs of the organization and the goals they want to accomplish in the near-term.

I've structured this team as a mid-tier group of creatives that can handle a diverse workload. That said, there are several questions that, based on how they are answered, might change the overall structure of the group. Some specifics on this include; other departments this team would interact with, creative skill-sets that may or may not be needed, or skill-sets that may be managed by other departments. (E.g. email development, social media, appeal writing, creative production, etc.)

All that to say, this structure is flexible and specific positions listed within this framework would be added or removed based on the needs of the business and the team.

THE TEAM

*UX/UI Designer
(or) Sr. Digital Designer*

*Mid/Sr. Graphic Designer
(digital & print)*

Email Developer/Designer

*Sr. Copywriter
(Potentially focused
in appeal writing)*

*Jr./Mid Copywriter
(Strong cross-functional
brand/marketing writer)*

*Social Media Specialist
(Focused on both content
development & strategy)*

Video Producer

*Project/Resource
Manager*

*Production Manager
(Focused primarily on print)*

Freelance/Contract & Creative Agency support as/if needed.

ADDITIONAL.

REQUESTED INFORMATION

- Please share your favorite examples of online social, email, website and/or other elements that you have developed.
- What are the most important elements in developing an brand's design strategy
- Who are a few online retail companies that are doing brand right and why?
Please share examples.

SOME OF MY FAVORITE CREATIVE...

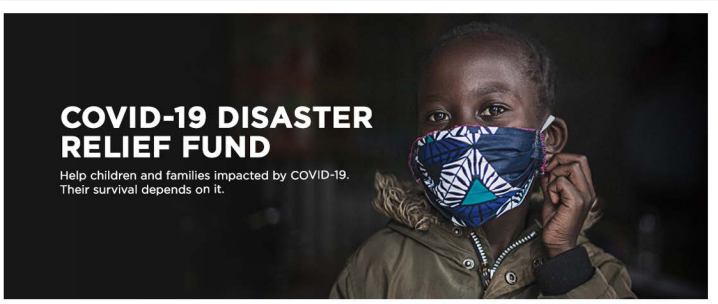
SOCIAL, DIGITAL, EMAIL, WEB, CAMPAIGNS I'VE LED/DEVELOPED

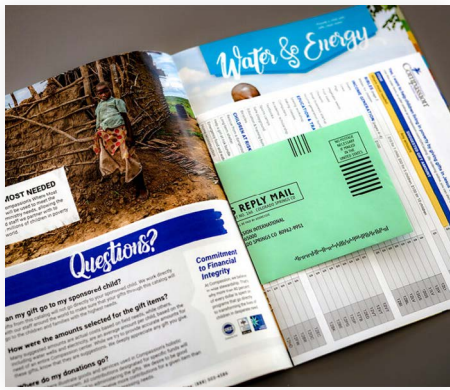


WE RISE AS ONE

In 2019 we developed a global campaign around COVID-19 for Compassion International. This campaign was multifaceted and contained several different aspects of content ranging from print appeals, emails, video, digital advertising, social media, and an internal socialization campaign.

It was launched in over 15 countries and was a key factor in raising funds for children in poverty who were adversely affected by COVID-19. It also helped serve as one of the key campaigns to bring in record revenue for that year.





COMPASSION GIFT CATALOG

This was a reoccurring multi-season appeal that I led for 3 years. While the primary deliverable was a printed 40 page catalog, it was coupled with numerous digital, social and print/direct-mail campaign elements.

This campaign served nearly 1 million customers twice a year and brought in an annual revenue of \$10+ million (an increase from my first year on the project of over \$3 million).

The digital components associated with this campaign were numerous and included; multiple social media posts, 50+ emails with multiple versions depending on the target audience, 40+ product videos, as well as a dedicated website ([found here](#)) that was updated with each new version.



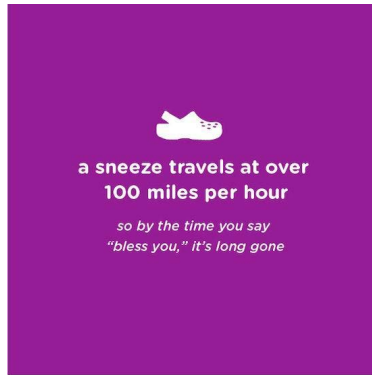
COMPASSION SUNDAY

A reoccurring yearly campaign with multiple digital and print components. I led the development for Compassion Sunday creative for over 3 years, each time increasing revenue year-over-year.

The primary emphasis of this campaign is to encourage sponsors to step-out on their own and rally others to sponsor children in need throughout the world. Due to this, there is a strong digital component to this campaign as sponsors typically share content digitally and through social media.

Content for this campaign runs the gamut from printed direct mail, emails, social media posts, video development, media trip and photo-shoot development and digital ads, etc. Lifetime revenue for one Compassion Sunday is well over \$10 million dollars.





CROCS, FIND YOUR FUN

Prior to leaving Crocs I was able to lead much of the thinking and development around Crocs Find Your Fun campaign. This was primarily managed through an external agency, but this global brand campaign had multiple digital and social components to it, all centered around drawing joy out of the brands customers and connecting them to the fun that they experience wearing their products.

**(SOME OF) THE MOST IMPORTANT ELEMENTS IN
DEVELOPING A GOOD DESIGN STRATEGY.**

REFLECTION

Understanding where you've been (what's been successful and what hasn't) before you move forward with something new. Often times there are elements from the past that will help drive stronger/brighter futures within new design standards.

SIMPLICITY

Often the best design strategies are the simplest. That's not to say that standards and guidelines shouldn't have rules and guardrails to adhere to, rather, they should be based in a less-is-more understanding where complexity doesn't always equal success.

REALITY

Care should be taken to ensure that wherever the strategy lands, it needs to be functional and rational for the needs of the organization both now and in the immediate future. It should be designed to adapt as needed without complexity or difficulty.

LISTENING

There should be a balanced amount of listening that goes into a good design strategy. The strategy should not be developed in a vacuum, but at the same time you can't please everyone. A good/balanced reflection of the needs of the stakeholders must be considered.

ACTIONABLE

A good strategy should have the ability to be implemented and actioned upon quickly and easily. It should be agile enough to adjust as needed and have a strong enough guiding direction to shift the design thinking on project in the here and now as well as in the future.

FLEXIBILITY

A solid design strategy should be nimble and be able to adapt to the changing environments within a brand. It should be flexible enough to adjust to both seen and unforeseen changes whether they are internal or external forces.

ADOPTION

A good strategy should not only be easy to adopt, but adoption should be desired within the stakeholders as well. The best strategies are the ones where marketing teams are actively checking their content and campaigns to ensure they align with the strategy.

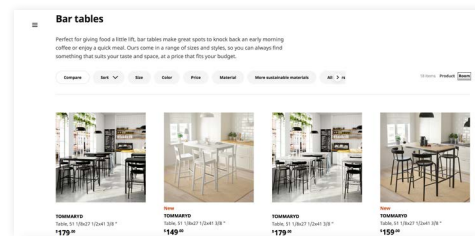
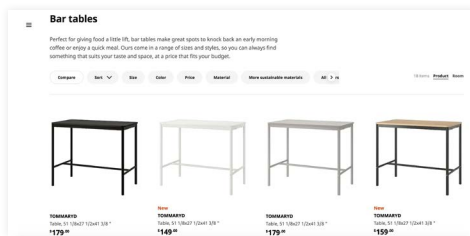
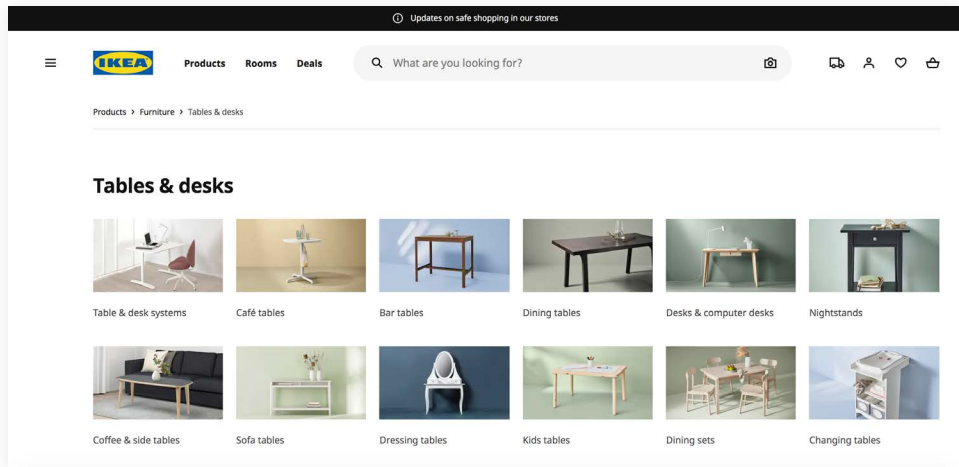
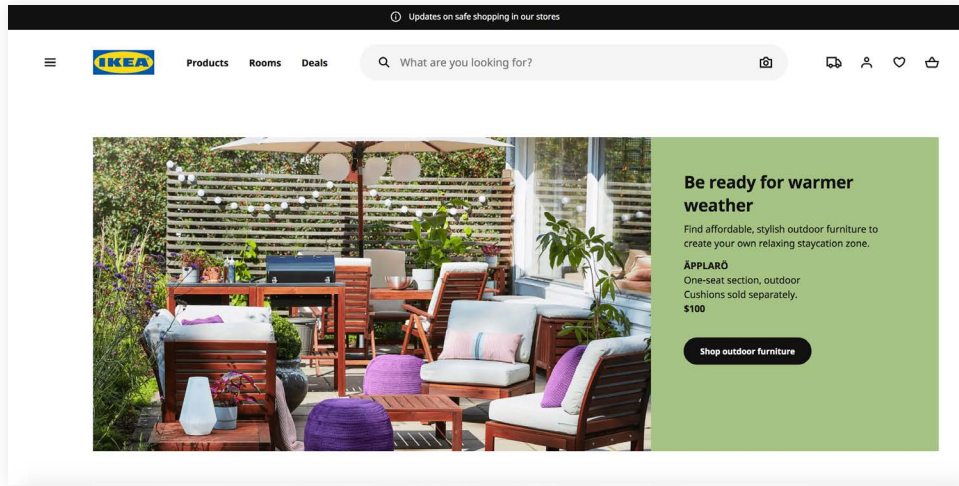
SOCIAL

The best design strategies are not only adopted, but socialized exceptionally well. This is an ongoing process, but with good strategies this often starts happening organically.

ORGANIC

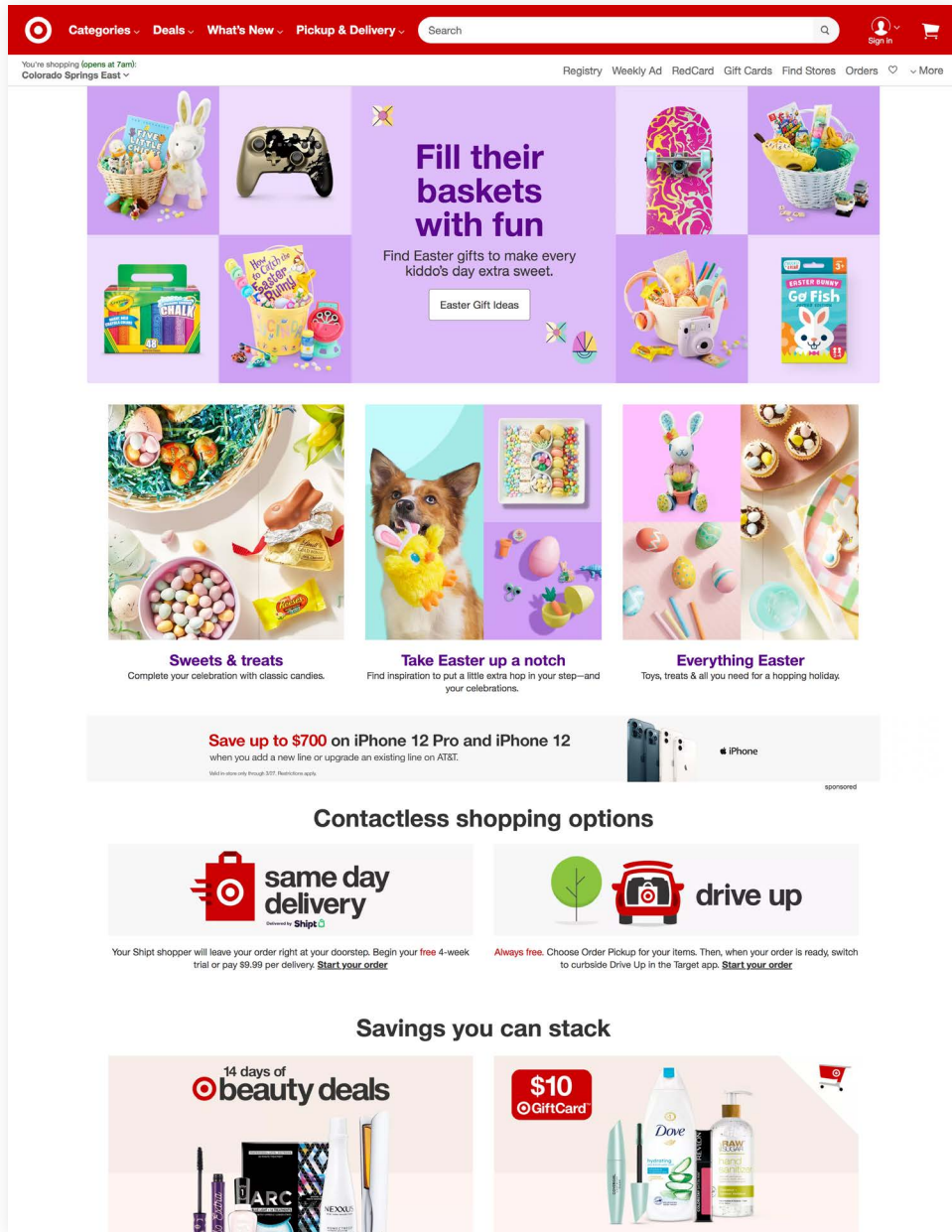
In addition to being flexible, a good design strategy should be similar to a living/breathing organism. It should be able to evolve over time and adapt to the changing events within the industry and within the market without losing sight of who the brand is.

RETAIL COMPANIES THAT ARE DOING BRAND RIGHT



IKEA

IKEA has always been a favorite of mine. From their clean, simplistic look to their Swiss design standards. They're brand has remained consistent over the years from online, social, and brick & mortar retail store. Recently, with the shift from producing a print catalog and going fully digital they have been able to produce experiences for their customers rather than just pictures in a catalog.



TARGET

Target has been a shining star in my book for several years. From their consistency between digital and print or website and brick-and-mortar they've always impressed me with their solid foundation and clarity in brand.


In addition to great branding, Target is also one of the most forward-thinking brands out there. Their commitment to innovation and evolving who they are to meet the needs of the times has always impressed. Also, fun fact, Target grew by 27% (to \$10.6B) in 2020.

Need help while you shop? [Video chat with us](#)

WOMEN MEN ACCESSORIES COMMUNITY MIRROR Sign In Search

lululemon

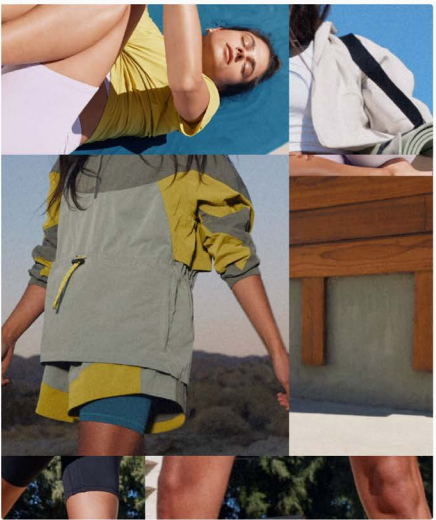
- Women's What's New
- Men's What's New
- All Women's
- All Men's
- All Accessories



SHOP WOMEN'S WHAT'S NEW

Workout, life, and style approved.

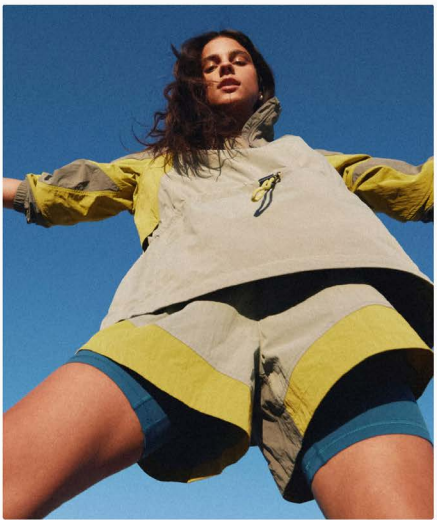
Move effortlessly from morning practice to afternoons on the go in biker shorts. Our versatile lululemon Align™ Short is the newest wardrobe staple.



Biker shorts, your way.

With four lengths to choose from and a wide range of colours, nobody wears the lululemon Align™ Short like you do.

SHOP SHORTS



In this layer, weather's no problem.

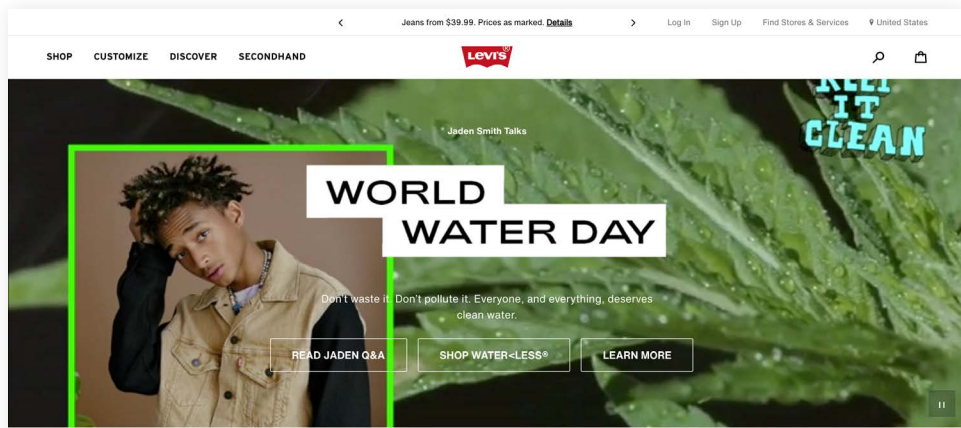
Our Evergreen Anorak is made of water-resistant, windproof Glyde fabric, has a stowable hood, and packs down into a belt bag.

SHOP LIGHTWEIGHT COATS & JACKETS

LULULEMON

Lululemon is incredibly consistent in their branding and they are moving mountains in revenue over the last several years; up 40% to \$9.7B in 2020.

I love their consistent use of photography styling and their dynamic use of video within their online content. They have a simple, clean, elegant web-page layout design with an intuitive shopping/location function.



Shop / Graphic Tees
LIGHTEN YOUR LAYERS
Nature-inspired T-shirts made from 100% cotton jersey.



Shop / Accessories
LET THE SUN IN
Spring-ready hats, belts, bags and more.



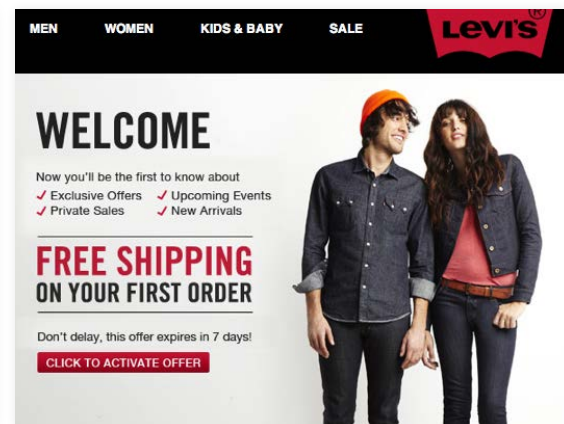
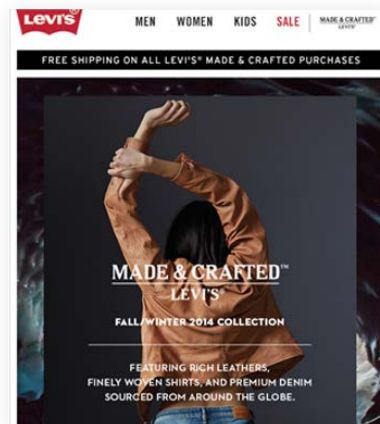
Shop / Kids
GROW WITH CARE
Growth-spurt-approved styles for kids, toddlers and babies.

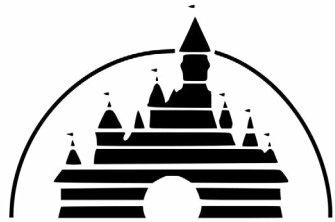


Shop / Men's Straight-Leg Jeans
KEEP YOUR PRIORITIES STRAIGHT
Timeless styles that look out for you.

LEVI'S

Levi's branding has been consistent and recognizable for the last several decades. They have a visibly simple but functionally complex approach to design, and they leverage their logo and identity in unique ways throughout all of their content (especially through email and social).





WALT DISNEY

APPLE & DISNEY

I wouldn't be a creative if I didn't at least mention Apple and Disney. Their branding is probably some of the best in the market and they are consistently connecting back to their mission and purpose within their individual brands.

THANK YOU.

CASEY SCOFIELD

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