

threeytix



Network  
Ireland

**Everything says something**

Rethinking branding for your business.

**HELLO**

## MAY STOKES

- Native of Birr, now living in Kilsheelan, just outside Clonmel
- Have spent the past 17 years working across digital, print & radio, in Dublin, London, Sydney, and most recently, Kilkenny.
- I've worked on publisher, client and agency side.
- I've managed brands from across different sectors; from auto, home, finance, retail & FMCG, to premium fashion, travel, beauty & luxury goods.
- I've spent the last 2 years working at Threesixty, which has reframed my thinking around 'Brand' – which I'm sharing with you today.



## THREESIXTY

- We are makers of compelling brand systems and market campaigns that enable those who compete in international business markets to achieve their goals.
- We have over 20 years experience in brand development, with particular expertise in the food, health and international development.
- We are experts in developing brand identity systems, market campaigns, communications strategy and digital.
- We take an integrated approach, using strategy, creative and digital to create brand impact.
- We believe that 'Everything says something'.

# ABOUT US | OUR CLIENTS

threeytix

Great companies, great people, great projects  
– boundless possibilities





## OUR VISION

To be a proactively engaged strategic and creative partner, supporting critical business functions to drive growth and transformation.

## OUR VALUES



### ELEGANT SUBVERSION

We are unafraid to challenge the accepted in the search for new and transformative solutions.



### METHOD IN THE MAGIC

We deliver exceptional creative expression built upon our own proven process and methodologies.



### MASTER THE FUTURE

We work to understand tomorrow, continually investing in our expertise to be a trusted guide for our clients.

**RETHINK BRANDING**

Brand is a promise between a business and a customer.

A brand is a verb – what you do, is more important than what you say.

Brand is what your customer thinks about your business, when you're not in the room.

A brand is a description of the business character and values.

A strong brand is one that connects:

- Purpose
- Strategy
- People
- Customer experience

A brand is a mission.

A brand is a person's gut feeling about a company.

A brand is a set of intangible assets of a company – mindset, values, purpose, feeling, aspirations.

**{ A blank slide }**

Create Impact

Make Money

Fame!

Drive Change

# WHAT IS SUCCESS TO YOU?

Be Better

Be First

Be Bigger



**CAN YOU  
ACHIEVE IT  
ON YOUR  
OWN?**





Employees

Banks

Suppliers

Customers

Investors

Partners

The Press

Academics

**UNITY**

Network

Enterprise Ireland

Government

Collaborators

Funders

LEO

Industry Orgs

Peers

HOW DO YOU UNITE ALL THOSE  
MEMBERS OF YOUR COMMUNITY?

**THROUGH A SHARED VISION**

**YOUR BRAND IS THE  
EXPRESSION OF YOUR VISION**

# Famous Brand Visions

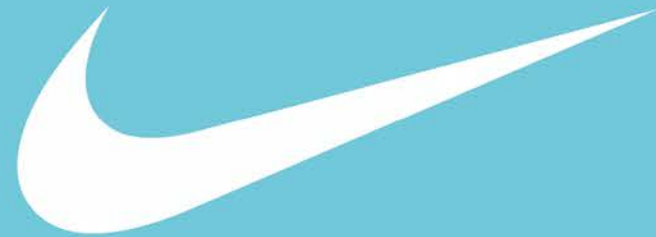


HIUT  
DENIM  
CO.



SAMSUNG

patagonia®





**“TO BRING INSPIRATION AND  
INNOVATION TO EVERY  
ATHLETE IN THE WORLD.”**

– NIKE



**patagonia**<sup>®</sup>

**“BUILD THE BEST PRODUCT,  
CAUSE NO UNNECESSARY HARM,  
USE BUSINESS TO INSPIRE AND  
IMPLEMENT SOLUTIONS TO THE  
ENVIRONMENTAL CRISIS.”**

– PATAGONIA



**"GOOD FOOD, GOOD LIFE"**

– NESTLÉ



**“TO ACCELERATE THE  
WORLD'S TRANSITION TO  
SUSTAINABLE ENERGY.”**

– TESLA

**SAMSUNG**

**“WE WILL DEVOTE OUR HUMAN RESOURCES AND TECHNOLOGY TO CREATE SUPERIOR PRODUCTS AND SERVICES, THEREBY CONTRIBUTING TO A BETTER GLOBAL SOCIETY.”**

– SAMSUNG



HIUT  
DENIM  
CO.

**“WE MAKE JEANS. THAT’S IT.”**

– HIUT DENIM CO





**“TO BE ONE OF THE WORLD’S TOP  
PERFORMING NUTRITION  
COMPANIES, TRUSTED TO ENRICH  
LIVES EVERY DAY”**

– GLANBIA

**BRAND  
CANVAS**

**BRAND  
IDENTITY  
SYSTEM**

**BRAND  
FOOTPRINT**

## WHAT WE BELIEVE IN

Hint: What are your values as a business?

## OUR VISION

Hint: Define how you want to see the world

## OUR COMMUNITY

Hint: Who are the priority people in your community and will they help you achieve your vision?

## WHO WE ARE

## WHAT WE DO

# Brand Canvas

## SUCCESS IS FOR US IS

## WE WILL ACHIEVE THIS BY

## OUR WAVE

The trends that will help us succeed

# BRAND IDENTITY SYSTEM

## NAMING

Name generation

Naming system

Tagline

## VISUAL IDENTITY SYSTEM

Logo / Marque

Colours

Typography

Visual language

## MESSAGING AND BEHAVIOURS

Messaging matrix

Key messaging

Tone of voice controls

Living the brand

# BRAND FOOTPRINT

BUSINESS CARDS

PRESENTATIONS

STATIONERY

BUSINESS CARDS

WEB DESIGN

SIGNAGE

VEHICLE LIVERY

PROPOSALS

SOCIAL MEDIA GRAPHICS

EMAIL SIGNATURE

EXHIBITION GRAPHICS

IMAGE STYLES

PACKAGING

BROCHURES

**UNIQUE  
EXPERIENCES**





# PUTTING IT INTO PRACTICE

BEOTANICS CASE STUDY

Before

# BEOTANICS

## BEOTANICS

### OUR STORY

Beotanics is the brainchild of Pat FitzGerald a well know plants man with international reputation for innovation in plant production business. Beotanics the parent company of FitzGerald Nurseries Ltd and the MyPlant Lab where the company research and produce most of its plant innovations. With 25 years experience in the development of plant varieties and production systems the company has embarked on an exciting and significant intensification of its interest in food crops.

Since original establishment as an alternative farm enterprise in 1990 the business has gone through progressive changes, adapting and evolving with market shifts and spreading its sales territory to a wider customer base. The propagation, breeding and development of many genera of plants from tissue culture, cuttings, division and seed has been core focus for FitzGerald Nurseries while the parent company Beotanics funded activities evolved brands and plant IP and further evolved plant product development into niche food crops.



## MEET OUR TEAM



**Pat FitzGerald**  
Managing Director



**Noirin FitzGerald**  
Director



**Dr. Maria Angelica Sandoval**  
Production + R&D  
Manager



**Melanie Honer**  
EU Sales



**Richard FitzGerald**  
Assistant Researcher

[Read More](#)

# Beotanics

Simple Brief

## TAKE US OUT OF THE GREENHOUSE AND PUT US ON THE GLOBAL FOOD INGREDIENTS STAGE

- Beotanics is an Irish based innovation-driven food crop company creating and licensing novel, non-gmo plant varieties for a range of food and ingredient applications.
- Focus is on nutritional and functional application for food ingredients.
- Needs to fast track build credibility and streamline communications so that partners and customers can see the market opportunity and business value.
- Approached Threesixty to help define and create their brand and develop their brand identity

## THE CHALLENGE

- In the past has struggling to get engagement from food companies and agencies
- Story was too complex – only plant lovers would get it
- No ‘product’ immediately available.
- Highly competitive and busy market.
- Highly engaged, busy MD who is juggling lots of balls – and most of the information we need is in his head.

## THE APPROACH

- Lose the SME look.
- Join the Gang - reflect customers’ world back at them.
- Create an invested brand that engages technical and commercial audiences – and relevant influencers
- Internationalise the brand, only leverage Irish equity in a strategic manner.
- The mouse that roared – Beotanics - a specialist company offering scalable innovation solutions that are game changers for “big food”.
- Gain insight from other threesixty client’s - Lycored, Synergy and Glanbia.

# WHAT WE DID

INTERVIEWS

QUESTIONNAIRES

DESK RESEARCH

TREND REPORTS

WORKSHOPS

BRAND STORY DEVELOPMENT

VISUAL IDENTITY DEVELOPMENT

MESSAGING



# EXPLORATION + FUTURE FOOD



**INDIANA JONES**  
and the  
TEMPLE OF DOOM™

PARAMOUNT PICTURES PRESENTS A LUCASFILM LTD. PRODUCTION



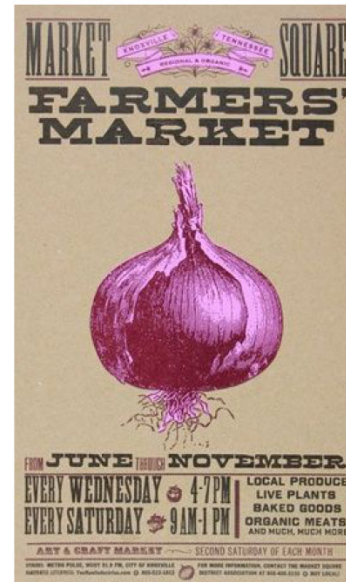
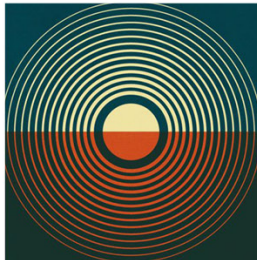
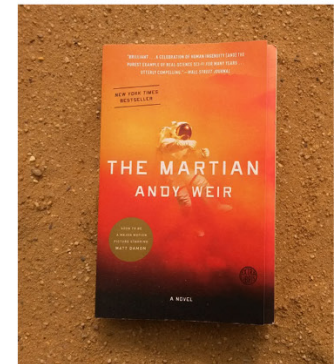
A RIDLEY SCOTT FILM

**THE MARTIAN**





# Moodboard





# BEOTANICS

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A new dawn for food



sunrise / dawn



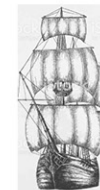
celtic symbolism



# BEOTANICS

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A new age of conscious consumption



Discovery



Plant-Based



BEOTANICS

A new dawn for food

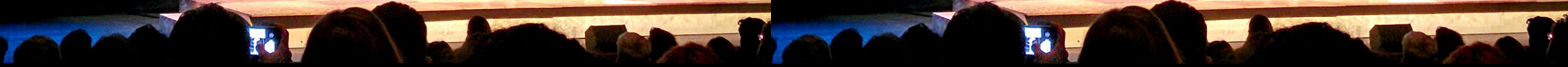
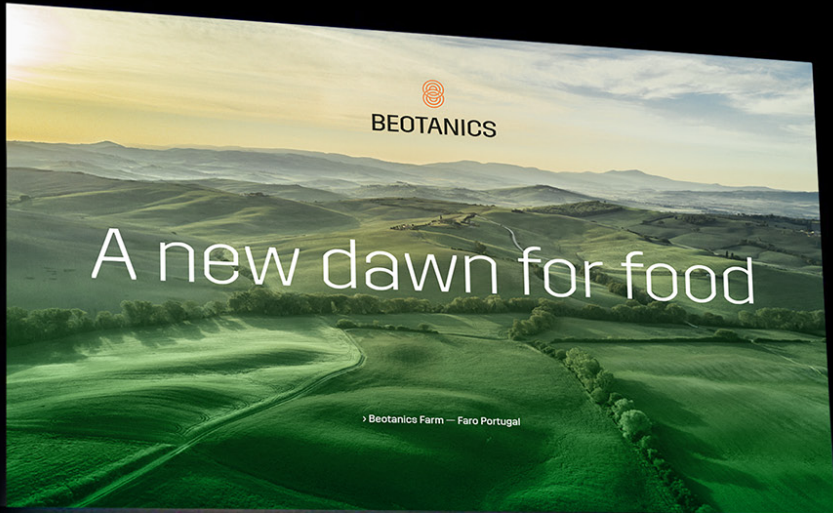


**BEOTANICS**

A new age of conscious consumption







The brand



**BEOTANICS**

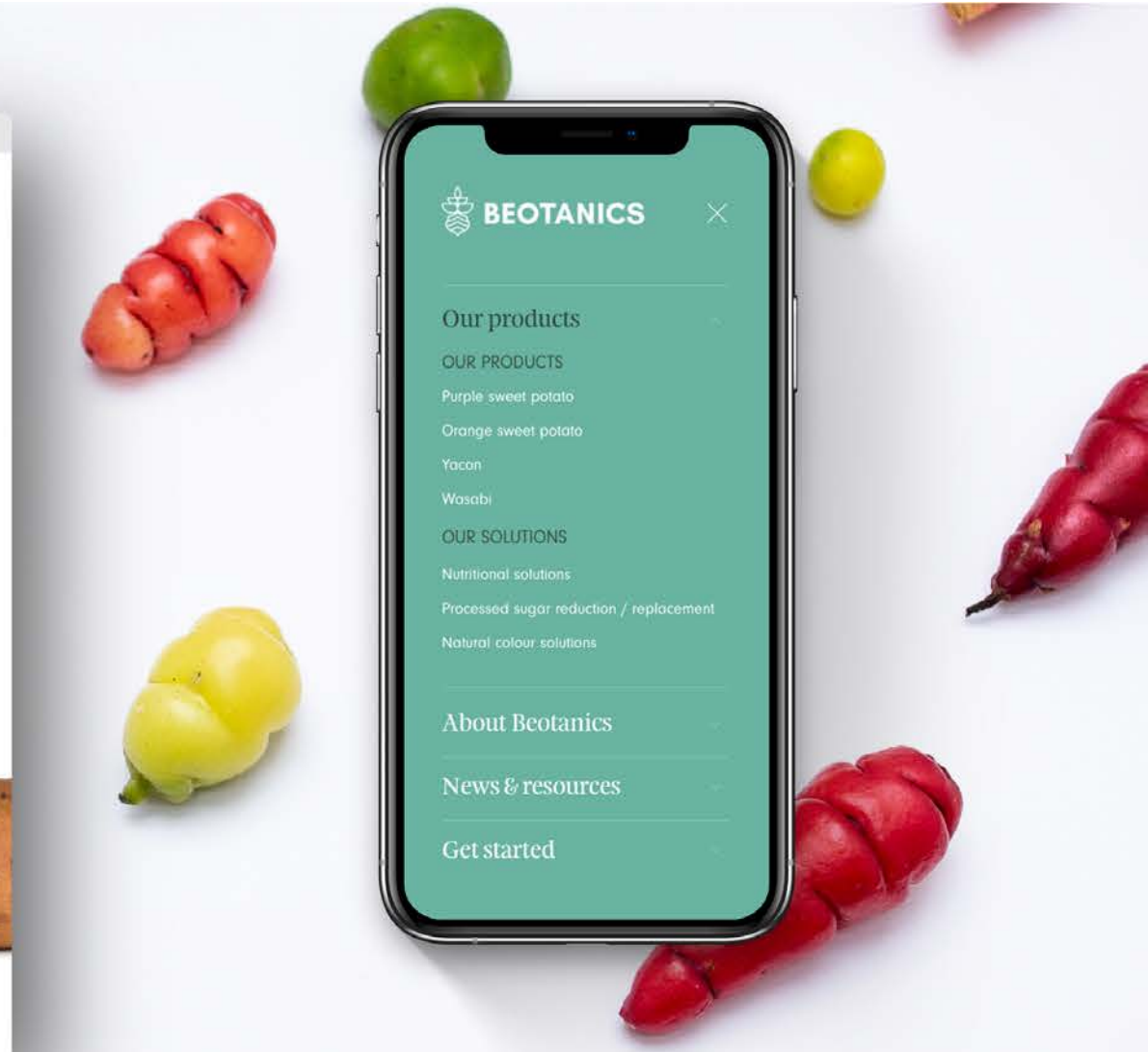
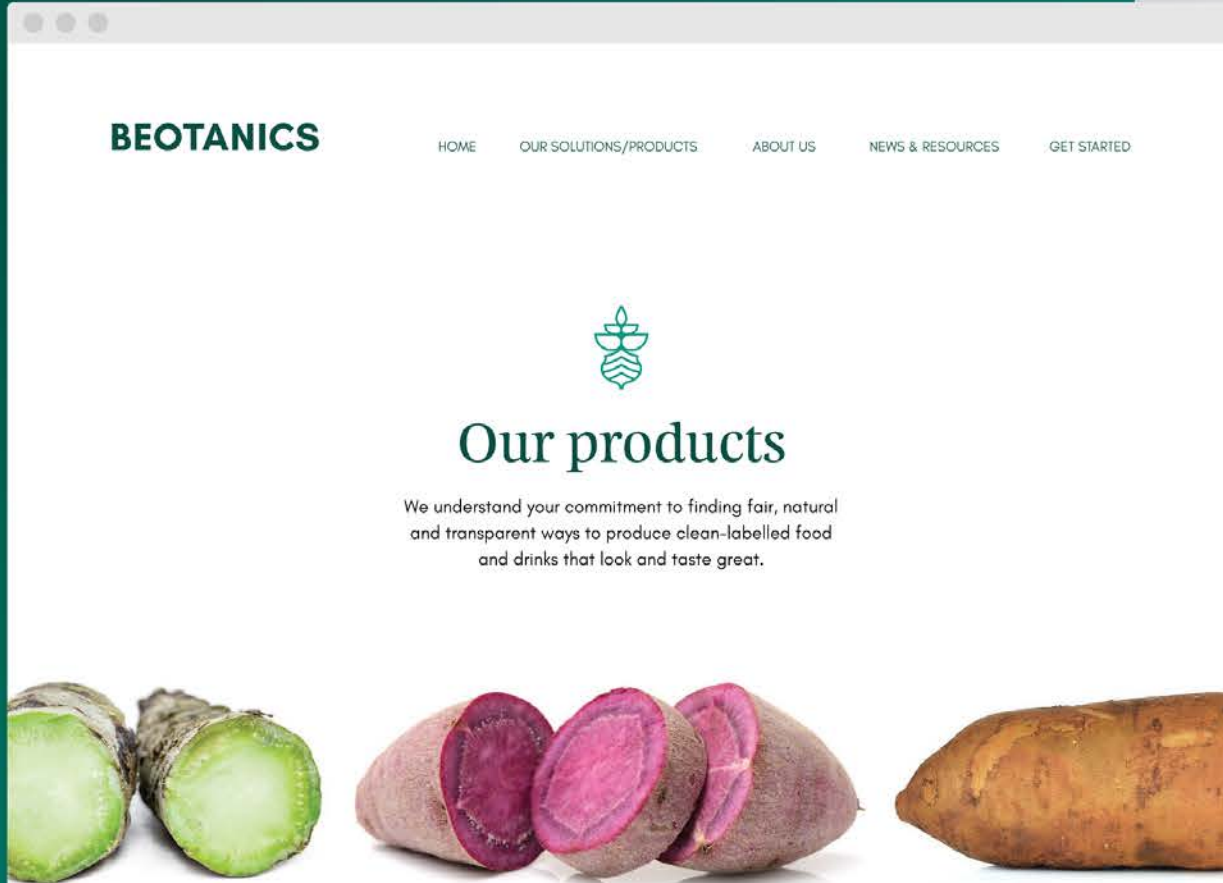
healthy plant-based ingredients

The outputs





## The outputs





The outputs



**BEOTANICS**

healthy plant-based ingredients

# PRESS COVERAGE ON BEOTANICS AND LAUNCH

 **AgriLand**   
@Agrilandireland Following

'The future of food is readjusting to become more plant-based'



**Hogan visits Beotanics - the company bringing sweet potatoes from Kilkenny...**  
Beotanics is investing €1 million in a new research and development centre at its headquarters in Stoneyford, Co. Kilkenny.  
agriland.ie

**Hogan visits Beotanics - the company bringing sweet potatoes from Kilkenny to the world**



Beotanics - an Irish company which supplies seeds and roots for niche food products worldwide - is investing €1 million in a new research and development

 **Phil Hogan**   
@PhilHoganEU Follow

With [@Beotanics](#) CEO [@PatFitzGerald](#) to see [#ruraldevelopment](#) in action! The €1 million investment in their agri-innovation business announced yesterday will significantly boost jobs and growth in rural [#Kilkenny](#). Congratulations! 🌱🍅



 **ENTERPRISE NEWS**

Print Friendly Version Issue 18 April 29 2019





# BRAND CHECKLIST

## BRAND CANVAS

Complete your brand canvas

## BRAND IDENTITY SYSTEMS

### NAME

- Legal Name
- Brand Name
- Product or Service Names

### VISUAL

- Logo
- Brand colors
- Typography style
- Photography style
- Illustrations & Icons

### MESSAGING & BEHAVIOURS

- Tagline
- Elevator Pitch
- Key Messages (by stakeholder)
- Tone of voice
- Living the brand guide
- Values

## BRAND FOOTPRINT

- Business cards
- Stationery
- Email signature
- Signage
- Presentations
- Packaging
- Proposals
- Brochures
- Social Media Graphics & Avatars
- Website
- Exhibition graphics
- Vehicle Livery

**Q&A**

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