

# Jay Miller

Design Agency  
United States

View the full portfolio at <http://www.thecreativefinder.com/imagehaus>

## **Professional Experience and Curriculum Vitae**

Please kindly get in touch for more information.

## **Previous Clientele**

Please kindly get in touch for more information.

## **Awards and Accolades**

Please kindly get in touch for more information.

## **Awards and Accolades**

Please kindly get in touch for more information.

**Design Agency  
United States**

Please kindly get in touch for portfolio works.

"Don't make something unless it is both necessary and useful; but if it is both necessary and useful, don't hesitate to make it beautiful."

They produce a collection of products for the home that work as good as they look - helping millions of people get their lives in order, in style. Their products make it fun and easy to organize your life and put everything in its place.

#### WHO IS MADESMARTS



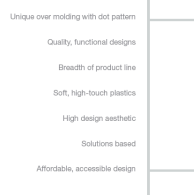
During their first 20 years, Macdonald primarily provided products for private label. But as the economic environment changed, retailers were not interested in private label opportunities. However, the years of providing product for licensing left the Macdonald brand without a voice of its own. They found their existing brandings were not in line with who they were currently as a company and where they wanted to go in the future.

## WHO IS MADESMART?

Our CRM process began by performing a discovery meeting with MadeGood to define their distinctive differences that set them apart from the competition in the industry. We accomplished this through a series of analogies and questions that helped us to define the essence of the brand tone, voice and personality.

There's always something going on with kids, wigs, wigs, wigs, wigs, wigs. Her house—she referred to as a great central station to her domain, and she takes great pride in keeping it under control in style. There's a money shop and get into the "hot" (the latest what she wants and needs, but sometimes not what she needs). Her friends are always asking her, "Where did you get that?" She has a lot of fun discovering high-end products that are designer-made price right. From Harlequin to Gooten, Ann Taylor to Target, she needs both style and value, always finding the perfect mix to make her feel smart and satisfied. Having order in her easy-going life is a basic need. It helps her balance—and save. The act of putting everything in its place is therapeutic for her. It's calming, filling and brings her a sense of peace—and control. Blackboard is just what she needs.

#### TARGET AUDIENCE



### DISTINCT DIFFERENCES

Wow! They really paid attention to the functional details (that other product makers didn't).

That is so smart! How did they think of it?

It is so expandable—I can organize my entire home with the same system!

I just want to touch them...they feel great!

They look good enough to keep out for display.

There are organizers for things I knew I needed, and smart solutions for things I hadn't even thought of.

Great prices! They make it easy to buy every piece I need to complete my project.

**DESIRED RESPONSE:**

**Design Agency  
United States**

View the full portfolio at <http://www.thecreativefinder.com/imagehaus>



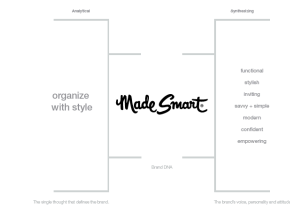
Organize  
with style

By defining the brand's distinctive differences from the competition and then juxtaposing these differences with the desired responses from the defined audience, we were able to come up with the brand's central message that spoke to both the form and function of the brand: Organize with style.

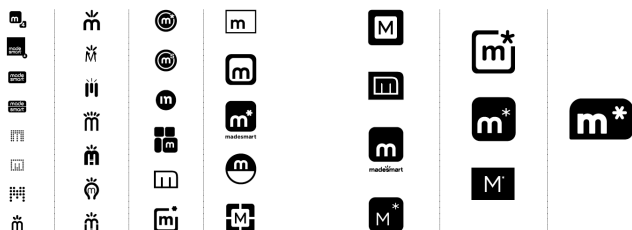
## BRAND PROMISE

## DNA + Imageboard

After reviewing the words from the DAK and the Imageboard, it was clear that the existing logo no longer reflected the creative strategy.



## BRAND ONE



## IDEATION



After performing the brand audit, it was clear that the current brand tone including logo was not in line with the direction the company was going. Our biggest challenge was to get the owner to acknowledge this and to step away from the current logo that was created by her father 25 years ago. Sometimes the emotional connection to the past is hard to let go.

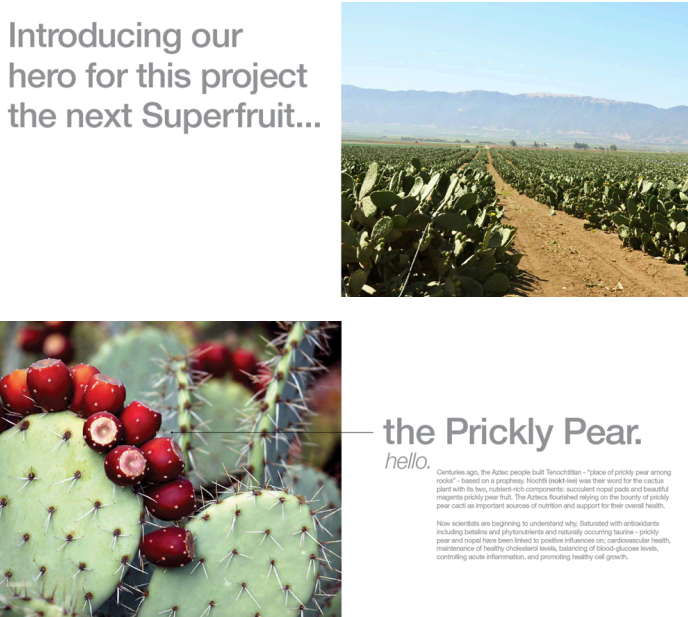
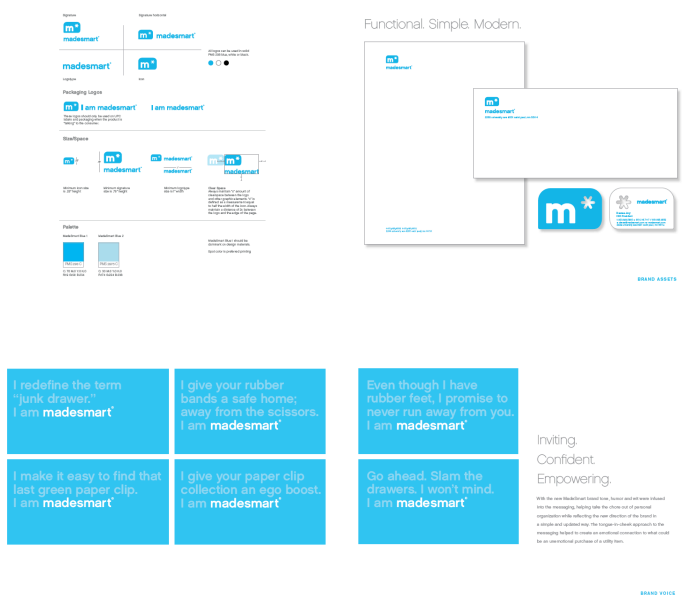
By performing the brand audit (laying out the DNA and seeing the list of words that described the personality of the brand), it was clear to the owner that the values and goals of the company were no longer being represented in the current logo. From this, we reworked the green light to redesign not just the packaging for the product but to redesign and message the entire brand – the business system, advertising, direct mail campaign, website

WASSMART LOGO

## opportunity

## solution

View the full portfolio at <http://www.thecreativefinder.com/imagehaus>



**Design Agency  
United States**

**Design Agency  
United States**

## United States

View the full portfolio at <http://www.thecreativefinder.com/imagehaus>

## Who is Nochtli?

Based in Minnesota, Paragon Fruits has been in the business of producing, distributing and selling mangoes and prickly pears across the upper half of the United States. Paragon provides their clients with natural fruit products derived from the highest quality produce.

As the company began to grow they realized the health benefits of the prickly pear and recognized a need for a 100% natural nutraceutical beverage in the marketplace. Thus they created a nutraceutical formulated to ensure maximum health benefits and purity, with this knowledge and the supply of fruit at their fingertips it was time to launch their own superior superfruit nutraceutical.

As this business developed, they realized the beverage needed a name, a brand and a consistent message that could be used across all business segments.

That's where we came in.



In order to establish the look, we must define **the brand**.

In order to define the brand,  
we must establish **the DNA.**

Our DNA process began by performing a discovery meeting with Paragon Fruits to define their distinctive differences that set them apart from the competition in the industry. We accomplished this through a series of analogies and questions that helped us to define the essence of the brand tone, voice and personality.

## ESTABLISHING THE DNR



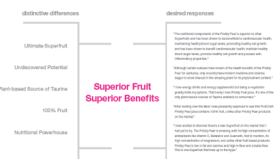
nochtli

- vitality
- fresh
- energetic
- feel good (CA Hippy)
- fun
- natural + pure
- healthy

The single thought that defines the brand

The brand's voice, personality and attitude

### DESIRED RESPONSES



Ultimate Superfruit

#### Plant-based Source of Taurine

© 2006 Blackwell Publishing Ltd

National Powerhouse

**Superior Fruit  
Superior Benefits**

**desired responses**

- The maintenance component of the Priority Plan is superior to other approaches and has been shown to be associated with desirable maintenance health outcomes such as, preventing health risk growth and reducing the rate of growth in overall cardiovascular health-related health risk growth, preventing health risk growth and preventing health information overload.
- Although superior to most other forms of health maintenance, the Priority Plan for substance use, especially for substance abuse and substance dependence, is superior to other approaches to the problem.
- It uses simple and clear energy management strategies to regulate growth, thereby reducing the risk of health risk growth. It is also the only approach based on "simple solutions to complex" issues.
- When looking over the world, it was previously assumed to use the best health maintenance approach (COPD, but, unlike other Priority Plan products) as the best.
- It was able to discover how to use the best of the best health maintenance in the Priority Plan for substance use and substance abuse and substance dependence (i.e., substance use and substance abuse).
- It was able to discover how to use the best of the best health maintenance in the Priority Plan for substance use and substance abuse and substance dependence (i.e., substance use and substance abuse).
- It was able to discover how to use the best of the best health maintenance in the Priority Plan for substance use and substance abuse and substance dependence (i.e., substance use and substance abuse).

[illegible]

### Single Throat



nochtli

NAME GENERATION



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Jay Miller

Design Agency  
United States

View the full portfolio at <http://www.thecreativefinder.com/imagehaus>



# Jay Miller

Design Agency  
United States

View the full portfolio at <http://www.thecreativefinder.com/imagehaus>



PACKAGE DESIGN DESIGN



PACKAGE DESIGN DESIGN

Fresh. Energetic. Healthy.



The vibrant color palette chosen for the packaging serves two strategic purposes. First, the bold magenta color is meant to be eye catching and also differentiate Nochtli from other nchuauatlans on the shelf. Secondly, the color palette was directly influenced by the natural magenta color of the prickly pear and is meant to convey to the consumer that the nchuauatlans is rich in anti-oxidant phytonutrients, which gives the juice its color and health benefits.

USED TYPE REFINEMENT



# Jay Miller

Design Agency  
United States

View the full portfolio at <http://www.thecreativefinder.com/imagehaus>

“We keep hearing how attractive and eye-catching the packaging is. I’d say we hit the right balance between edgy and informative — and I can tell you this, everyone’s eyes linger on our bottles.”

Prem Padhye

Marketing Director

[nochtli.net](http://nochtli.net)

---