

PETAL & POLLEN

s p r e a d i n g t h e j o y



WE GIVE IT LIFE™

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MISSION STATEMENT

The Petal & Pollen Co. is a social venture with a single mission: To spread joy through flowers. Petal & Pollen will sell unique floral arrangements both online and through select retail partners – the company has also charged itself with the responsibility of delivering joy to those who need it most. For every floral arrangement purchased online or at retail, the company will provide a similar arrangement to a person that is in need of the joy that flowers can bring.

How It Will Work:

The company will offer a series of unique floral arrangements easily identified by their signature-designed vases and packaging. The company will seek to establish affiliate partnerships with various businesses where they will market their products through the use of custom displays designed to showcase the Petal & Pollen products and story. During its BETA phase, the company will place displays inside affiliate partners' business locations and office lobbies throughout Los Angeles. Each display will be designed to create an emotional connection through the use of beautiful stories and imagery that show the joy that is spread as a result of Petal & Pollen projects. People will be encouraged to take a brochure and card with a unique discount code, which they can use online in the Petal & Pollen store. Once on the Petal & Pollen website, people will be able to learn more about the company's different Pollination Projects and partners and see just how much joy will come as a result of their purchase. Every Petal & Pollen purchase will come with a unique pollen tracking code, which will allow people to see where their second arrangement was delivered and even view photos of the event. The company strongly believes in the power of proof, and that by showing someone the effect of their good deed, that person will be much more likely to want to do it again. They will also be more likely to share their experience with others, which will result in greater awareness for the brand.

Why it will work:

According to the 2012 Good Purpose survey conducted by global PR firm Edelman, 87% of consumers around the world believe that businesses need to place at least equal weight on social interests as on business interests. In fact 90% of consumers want companies to tell them the ways they are supporting causes, and 80% say they would be likely to switch from one brand to another, if the other brand were associated with a good cause. In fact, 82% of people are more likely to recommend a brand that supports a good cause than one that doesn't. What these and other studies show is that people want brands to make it easier for them to make a difference in the world, and that is exactly what Petal & Pollen plans to do.

Marketing Strategy:

Petal & Pollen will launch its branding initiative using a series of grass-roots tactics combined with a social media campaign designed to create a viral effect through word-of-mouth and natural discovery.

Street Campaigns:

The company will deploy a series of street campaigns in order to generate brand awareness and local media coverage. Street teams dressed in company branded tee shirts and hats will go on “flower bombing” missions throughout the city of Los Angeles. During these missions they will hand out flowers to people on the street and attach single stem vases to street signs, driver-side windows, newspaper stands, bus shelters, and other high-traffic, high-visibility locations. Each flower will come with a tag that explains the Petal & Pollen mission of spreading joy through flowers, and an invitation to visit the Petal & Pollen website to find out how they too can help spread that joy to others.

Affiliate Displays:

The company will design custom displays to create emotional connections with potential customers through the use of story-telling and powerful imagery. Displays will be made from repurposed potting tables, end tables, vanities, nightstands and other used furniture items. Each item will be refurbished to give it a high-end vintage look and feel. Displays will be placed inside affiliate partners’ business locations and will come with one or more floral arrangements and a selection of photos and letters from people that have been affected by past Pollination Projects. People will also be able to take a brochure that will tell the Petal & Pollen story. Each brochure will come with a custom printed card that has a unique affiliate code, which they can use online when making a purchase. Affiliate codes will allow the company to track the purchase back to the affiliate partner so it can pay a commission for the sale, and also track the number of arrangements that have been given away as a result of that affiliate and its customers. Affiliate partners will be encouraged to start their own “Joy Campaigns” in which they can set a target number of flower arrangements they want to give away as a result of purchases made by them and their customers. Affiliate partners will be given the tools to market their Joy Campaign to their employees and customers through their places of business and through the various social media platforms.

Citizens of Pollination:

The company will create a digital pollination campaign that will make it easy for people to share their Petal & Pollen discoveries through social media. The company will launch micro-campaigns on Facebook, Twitter, Pinterest, Fancy and FourSquare to help create brand awareness and promote the sharing of stories. People will also be able to sign up online and create their own “Joy Campaigns.” Individuals will be able to create their campaign profile, including their mission and goal, and invite family, friends and coworkers to join them in spreading joy through flowers.

The Gift Of Giving:

In addition to its signature selection of floral arrangements, the company will also offer custom arrangements at different price points. Whereas signature arrangements will come with a one-for-one giving plan, Petal & Pollen custom arrangements will come with a giving plan based upon the dollar amount of the purchase. The individual or company that purchases the custom arrangement(s) will be given a set of Gift Cards to give to friends or customers. Each card will come with a unique Giving Code, which can be used online to give a floral arrangement to a pollination project of your choice. People who receive a card will be able to go online and log into the Gift of Giving section of the site where they can learn about different Pollination Projects and the people and organizations involved. They will be able to select a pollination project they like and enter the code on their Gift Card to give a floral arrangement to that project. They will also be able to enter their name and email if they would like to sign up to receive a project report with photos and stories from the pollination project they supported. Petal & Pollen Gift Cards will be a great way for businesses to promote their brand and show how they are helping the community by giving back. The cards will also be a great way for people to show they care about making a difference and share that experience with people they care about.

The company will also offer custom Gift Card packages that brands can purchase and use as customer loyalty gifts or in conjunction with a promotional campaign.

The Power of Stories:

The company will offer several options for people to share their stories and photos, which will be posted on the Petal & Pollen website, and used in marketing campaigns, and the design of affiliate displays. The first method will be thank you cards provided to the people and organizations that receive the donated arrangements. People can write whatever they would like to share about their pollination experience, be it a simple thank you, or detailed a story of their experience. Cards will be postmarked so people can drop them in the mail and send them back, or place them in a collection box that will be left in care centers where there are multiple recipients. Each week when the new arrangements are delivered the cards from the previous week will be picked up. The company will also offer a place on its website for people to upload photos and stories of their pollination experience. In addition to the website, the company will also offer a free mobile app for iPhone and Android users to download and use to take and post photos and share stories. They will also be able to purchase arrangements through the app and even sign up to volunteer for future Pollination Projects.

Packaging With a Purpose:

Petal & Pollen will put a great deal of thought and innovation into the design of its signature vases and packaging. The company believes that the design of the packaging should be as beautiful and identifiable as the flowers that will go in it. To help keep its designs "fresh," the company will form partnerships with select artists to design limited edition vases that will be offered in conjunction with special promotions. The company will also design a special collapsible paper box that can be slipped onto the base of its standard vases. Each box will be designed to work as a greeting card, and can be decorated with images and messages by people that want to add a personal touch to their gift.

Management Team

Co-Founder & Head of Marketing & Creative Development - Christian Johnson

Christian Johnson has been a founding partner in two design agencies and has worked on projects with companies like Disney, Coke, Pepsi, Toyota, Adidas, Harley Davidson, Warner Bros., Guinness, and UMG (Universal Music Group), to name a few. He is well-versed in the creative process and will utilize his talents and experience in order to implement effective strategies for building the Petal & Pollen brand. Christian has also served on the board of two non-profit organizations and has worked directly with multiple charities around the world. He has provided his experience in marketing and design, (free of charge) in order to help these organizations increase awareness and donations for their programs. His responsibilities for Petal & Pollen will include developing brand awareness and establishing strategic partnerships with brands and charities in order to determine natural brand extensions. He will use his creativity to elevate the Petal & Pollen brand in ways that people will be able to see, touch, and experience.

Co-Founder & Head of Design & Retail Strategy - Dan Salman

Dan Salman has over 15 years of graphic design experience, and for the past decade he has worked as an Art Director and Production Designer on numerous commercials and music videos. Dan's work can be seen in commercials for brands like Nintendo, Showtime, the NFL, Subway, Heineken, McDonalds, Pizza Hut, and Taco Bell. In addition to commercials, Dan's extensive talents have gone into creating the look and feel of music videos for bands and entertainers like The Killers, LeAnn Rimes, Blink 182, Shaq, Stevie Nicks, Stone Temple Pilots, and even the Gambler himself, Kenny Rogers. In addition to designing the sets used in music videos, Dan has also designed the stage sets used by several of the artists on their concert tours. Aside from his work on commercials and videos, Dan's extensive design talents have been used in creating everything from commercial and residential environments, to retail products and even unique art installations. Dan's deep understanding of experiential design will help the company develop an emotional connection with its customers through retail packaging and displays.

Co-Founder & Head of Sales & Business Development - Adrian Vaughan

Mr. Vaughan has been creating, building and developing brands, concepts, and marketing campaigns for over 20 years. He has been the visionary behind billion-dollar global brands in the fashion and footwear industries as well as the action sports world. His acumen is outside the box and penetrates a market with sharp, thought-provoking messaging. He has won numerous awards with his campaigns for Skechers footwear and 310 Motoring. He has also developed multiple licensing partnerships with companies such as Mattel, Nike, TOMS, the NBA, and the NFL. In addition to branding, Adrian has a strong understanding of retail, designing multiple stores from the ground up using his style - with influences ranging from futuristic technology all the way to ancient feng shui practices. He is known as a visionary and has an eye for the extraordinary. Adrian's passion for perfection and persistent drive to make brands better will help Petal & Pollen grow as a company and a brand.

Timeline

The company estimates 10 weeks to BETA launch from the date of initial funding

Project Description	1	2	3	4	5	6	7	8	9	10
Set up partnership and LLC	█									
Design logo and marks	█	█	█	█						
Create brand book			█	█						
Design floral container		█	█	█	█	█				
Design retail displays				█	█	█	█	█	█	
Design website					█	█	█	█	█	
Design mobile app						█	█	█		
Design marketing materials				█	█	█	█			
Design vehicle wrap						█				
Design printable merchandise					█	█				
Create social media campaigns							█	█	█	█
Deploy street campaigns							█	█	█	█
Pre-launch distribution						█	█	█	█	█
Photography & Story collection						█	█	█	█	█

Initial Budget

Description	Projected Budget
Legal Expenses	\$1,000
Print Materials	\$5,000
Digital (web, mobile, etc.)	\$2,500
Packaging (vase, etc.)	TBD
Affiliate Displays	\$5,000
Vehicle Wrap	TBD
Management Team	\$25,000
Pre-Launch	TBD
Miscellaneous	\$2,500
Total:	\$40,000 +



FLOOR DISPLAY IDEAS:

The company will purchase used potting tables, end tables, nightstands, vanities, etc., and refurbish them to give a high-end vintage look and feel to the in-store branding. Each display will showcase one or more floral arrangements, as well as stories and photos of people who have been given joy through pollination projects. There will also be brochures that people can take to learn more about the company and its mission, as well as cards with a unique campaign code that is linked to the business where they discovered the display.



PRODUCT DESIGN IDEAS:

In order to keep the product offering simple, Petal & Pollen Co. will offer a limited selection of cube arrangements. Each month the company could also feature a new signature design created by a well known floral artist, and offer these arrangements through a Petal & Pollen monthly subscription. The company will offer a single custom-designed vase that will become symbolic with the Petal & Pollen brand. It could also offer limited-edition vases in conjunction with special campaigns and signature-edition arrangements offered through the monthly subscription.

Seed Packets



Single-Stem Suction Cup Vase



PROMOTIONAL IDEAS:

The company will create unique promotional materials that will generate brand awareness and word-of-mouth marketing. It will also help drive traffic to the Petal & Pollen website where people can learn more about the brand and what we do.