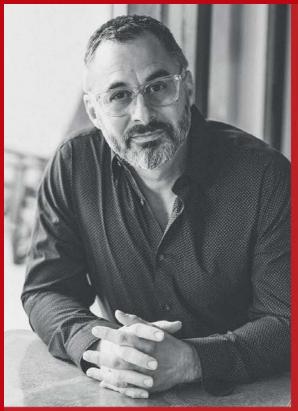


Leadership. Innovation. Purpose















# **ABOUT ACV**

Led by former executives from **The North Face**° and **Apple**°, we provide expert brand marketing and retail consulting to global clients.

Our proven expertise and collective experience was forged guiding the world's most innovative and successful brands to omnichannel success. Whatever challenges you face, we can help you meet them.

Whatever future you see — **ACV** will help you realize it.

#### **LEADERSHIP**



**Aaron Carpenter** 

Founder + CEO

- / Brand Development Lead
- / Interim CMO
- E-commerce Strategist

As former VP of Marketing at Levi's Strauss, transformative CMO at The North Face, entrepreneur, and tech investor, Aaron has guided some of the world's most dynamic brands into the digital era while maintaining and helping to create their unique brand identities.

**Read** Aaron's full bio



**Christoper Peak** 

Principal + SVP of Retail Development

- / Retail Development Lead
- / Interim Retail Development SVP

Christopher's career spans from his start in retailtainment at Universal Studios Citywalk, to being a senior member of the Apple retail leadership team and global head of Apple Retail Design where he brought updated store, flagship, and global flagship programs to the world.

**Read** Christopher's full bio

#### **SELECT CLIENTS**



Wellness/Retail Popup Concepting



Lifestyle/Outdoor
Brand Development
Digital Services
CMO



Sustainability/Footwear
Brand Development
Interim CMO



Lifestyle/Outdoor
Digital Services
Interim CMO

**West Marine** 

Lifestyle/Outdoor
Brand Development
Digital Services
Interim CMO

#### MANANALU

Beverage/Sustainability Interim CMO Campaign Management



Sustainability/Footwear
Brand Development
Content Creation



**Hydration**Brand Development



Lifestyle/Outdoor
Brand Development
Interim CMO



**Lifestyle/Outdoor**Brand Development

#### everywhere

Sustainability/Apparel
Brand Development



Cannabis
Brand Development
Content Creation



Sustainability/Community
Startup Support
Project Management

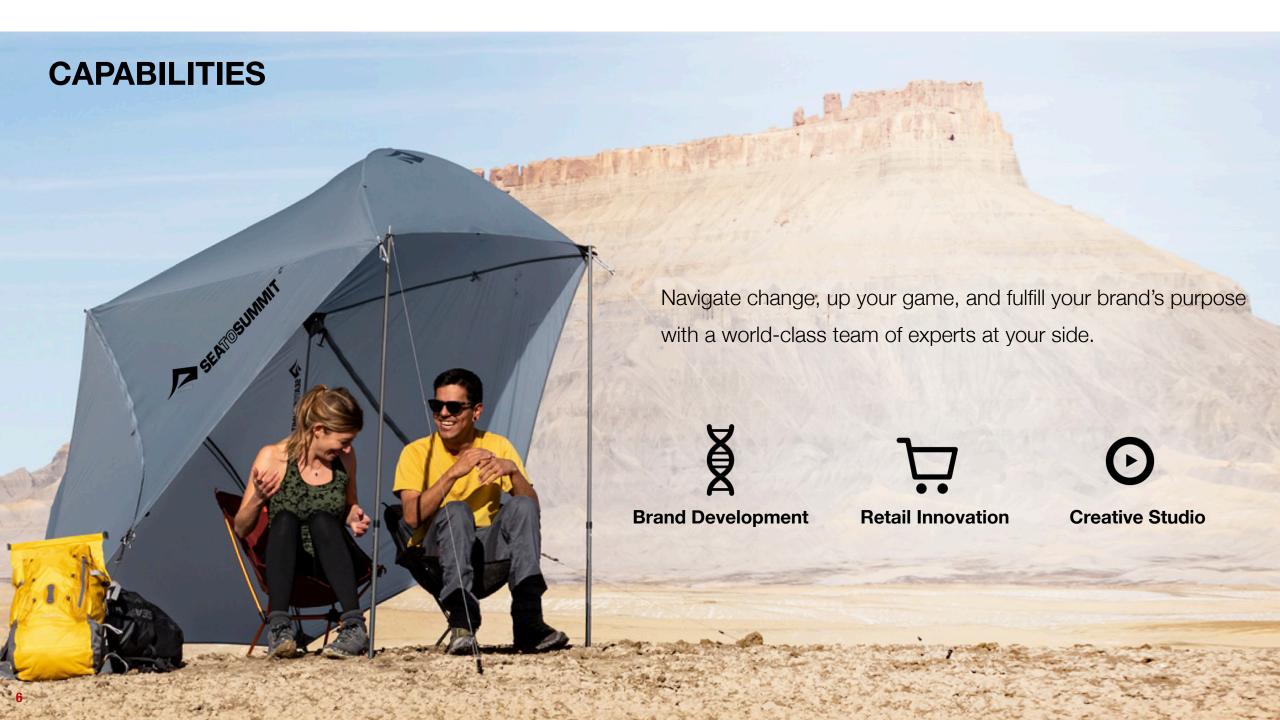


**Workwear**Brand Development



**Cannabis**Brand Development
Content Creation

# **CAPABILITIES**





#### **BRAND DEVELOPMENT**

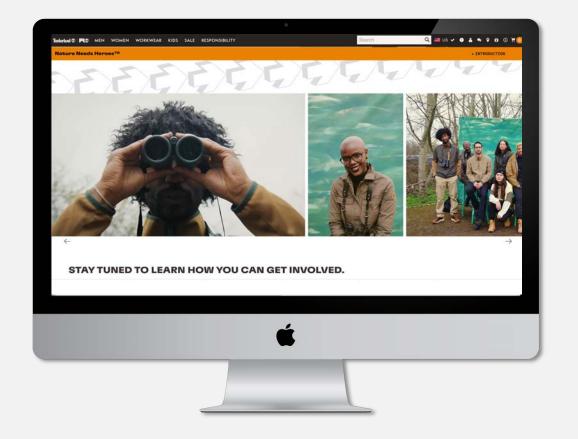
# **INTERIM CMO LEADERSHIP + SUPPORT**

- Fully focused on marketing + e-commerce
- Team assessment + reorganization + development
- / Strategic + tactical plan development
- Brand positioning + digital transformation
- / Triage

Sometimes you just need to bring someone in to ignite the team, adjust the course, or even develop a rescue plan. We stand ready to take on short and long-term interim CMO projects, whether remote, on-site, or on location. Interim Head of E-Commerce, Creative Directors, and Producers are also available.

# CAPABILITIES DIGITAL SERVICES

- / Digital strategy
- / Platform migrations: Shopify + Salesforce + Klaviyo
- / CRM strategy + execution
- / Performance marketing
- / Digital / identity / POP design
- / Campaign + content creation
- / Social media support



Whether you're migrating to a more scalable CRM solution or e-commerce engine, sprinting to produce a set of campaign landing pages, or just need support for ongoing digital assets, we can serve as your digital partner.



#### **CAPABILITIES**

### **BRAND DEVELOPMENT**



Unearth the core of your brand and unlock its future with a Brand DNA workshop package or just access our nimble creative and content team to highlight fresh brand concepts. Whatever the need, we will design a custom solution that fits your goals and budget.

- / Brand DNA workshops
- / Brand guidelines development
- / Brand anthem videos
- / Brand DNA embedding + brand strategy + team building off-sites
- / Cause marketing
- / Creative brand support



# BRAND DEVELOPMENT DNA WORKSHOPS

- Brand DNA pyramid design
- / Brand differentiation
- / Consumer research + profiles
- / Brand DNA embedding + brand strategy off-sites

We help you understand and capture the fundamentals that make your brand unique and give you strategic advantage exactly where it counts. Facilitation, collaborative dialogue, sound research, and experience help you hone your brand message and unify your team.

# BRAND PLAYBOOK





Turn your existing brand elements into a comprehensive, living document that galvanizes your global team and partners around brand identity. As part of our brand DNA Workshop package or as a stand-alone project, we will help you align around fundamental brand positioning, key strategies, and creative guidelines, inspiring consistency and coherence throughout your brand.

- / 15 to 60 pages, appropriate to your needs + content
- / Alignment of global product + marketing + brand + e-commerce teams
- / Fully linked digital + print books
- / Sell-in + investor proposal decks highlighting brand identity





Share your brand message with a refreshed Brand Anthem video. Using existing brand content or a dedicated shoot, we script, produce, and edit a suite of long and short-form anthems and videos inspired by your brand identity. These are ideal for unifying the internal team, updating your digital presence, or transmitting your message to the world.

**PLAY SEA TO SUMMIT** 

BRAND ANTHEM VIDEO



#### **RETAIL INNOVATION SERVICES**

#### INTERIM SVP OF RETAIL DEVELOPMENT

Bring in Christopher Peak to help guide you through expansion, transition, and even turbulence. With over 20+ years of experience leading all aspects of retail store development and operations for some of the world's most iconic brands, Christopher can provide leadership and guidance in the present and a creative eye to your brand's future.

- / Strategic + Tactical planning
- / Operations + Organizational Development
- / Store Development + Renewal
- / Triage + Repositioning + Reorganization





#### **RETAIL INNOVATION SERVICES**

#### **RETAIL CONCEPT + PROTOTYPING**

Bring your retail programing to life using concepts we built together or ones you already have. With our team, our network, and our experience, we can help you take those first steps or adjust ones already taken. We support your retail efforts with everything — from top-tier strategy, to first-draft prototyping and mock-ups, and every detail in between.



#### **Programming**

- / Customer Journey
- / Customer Experience
- / Omni-Channel Integration

#### Strategy

- / Multi-Store Rollout
- / First Store
- / Shop-in-Shop
- / Visual Merchandising

#### Concepting

- / Brand Integration
- / Design Development
- / Mockup Full store + Fixtures + Signage + Lighting
- / Design Package + Renderings



#### **RETAIL INNOVATION SERVICES**

### YOUR FIRST 3D ENVIRONMENT

Making it real. Take the leap into 3D programming as a standalone concept or an addition to your omnichannel strategy. We have an incredible team who can smooth your path from conceptual to operational, saving you stress, time, and money every step of the way.



- / Store Build Goals + Strategy + Oversight
- / Real Estate Modeling + Site Delivery
- / Designs Management + Sustainability Profile + Construction Docs
- / Construction Management + Master Schedule + Budgets + Vendors + Procurement + Delivery
- / Handoff to Operations + Warranty + Facilities

# **ACV CASE STUDIES**

### **CASE STUDY / HAVAIANAS**

havaianas

**ABOUT HAVAIANAS:** The world's leading flip flop brand with over 1 billion dollars in sales around the globe. Based in Brazil since 1962.

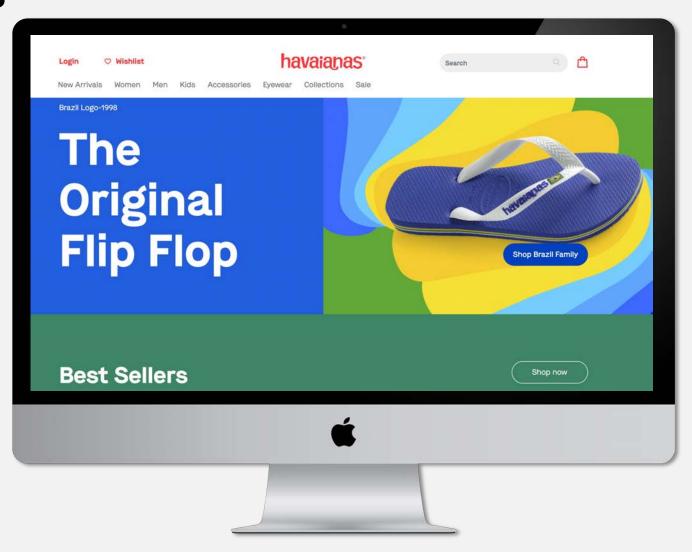
**ACV SUPPORT:** Interim Head of North America Marketing and E-Commerce (18-month project) + digital support



#### **CASE STUDY / HAVAIANAS**

# **Interim Head of North America Marketing and E-Commerce**

- / 18-month project
- / Team assessment + development for marketing + e-commerce
- / Strategic + tactical plan development
- / Full-suite Salesforce migration (Commerce Cloud, Marketing Cloud, + Service Cloud) in a 4-month timeframe



### **CASE STUDY / HAVAIANAS**

#### **Digital Support**

- / Ongoing digital assets design
- / Content creation
- / Localized digital creative from Brazil HQ



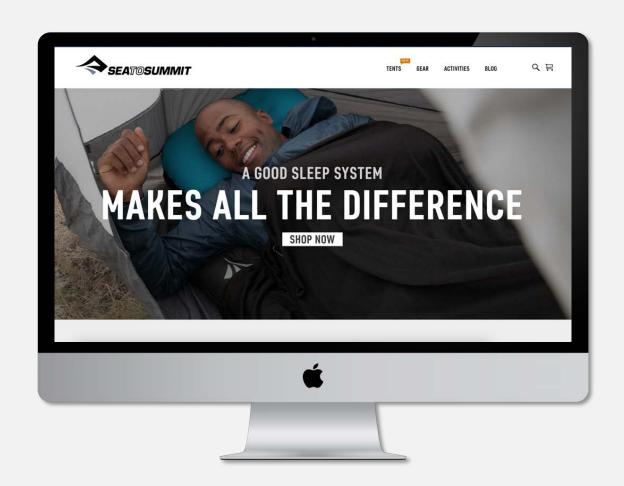


**ABOUT SEA TO SUMMIT:** Global outdoor lifestyle brand with award-winning design across product categories from cookware to tents. Founded in Australia in 1983.

**ACV SUPPORT:** Interim CMO (12-month project) + Brand DNA Workshop + Brand Guidelines + Font/Color/Logo Evolution + Brand Anthem Video + Global Launch Support.

#### **Interim CMO**

- / 12-month project
- / Strategic + tactical marketing + e-commerce plan creation
- / Global marketing team assessment + reorganization + development
- / Launch of the brand's first global tent line
- / Launch of new global Shopify sites
- / Development of global CRM strategy with Klaviyo



#### **Ongoing Amazon Support**

/ Copy + Headline Strategy

/ Photo Direction

/ Graphic Design















REINFORCED SEAMS

Double-stitched and sealed



NON-WICKING DOUBLE ROLL-TOP CLOSURE

With quick-release buckle



REFLECTIVE LACING SYSTEM Secures gear and is ideal for bike commuting

#### **DNA Workshop Package + Extensions**

- / Brand DNA workshop with cross-disciplinary team
- / Brand pyramid creation
- / Brand guidelines content collection + revision + evolution
- / Consumer profile + consumer data development
- / Color palette evolution
- / Digital font + font usage evolution
- / Animated logo + logo usage evolution



**Founders Video** 



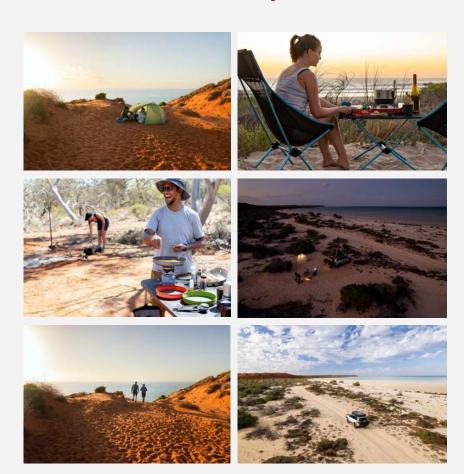
**Play** 

#### **Content Capture**

- / Campaign Ideation
- / Scouting
- / Casting
- / Talent Management
- / Creative Direction

Utah

#### Shark Bay



#### **Trade Show Booth Design**

/ Photo Direction

/ Graphic Design

/ Consumer Experience Design

/ Overall Build Management



beam

**ABOUT BEAM:** Beam CBD is a premium, yet approachable, cbd brand rooted in clean products, community, and the athlete mindset.

**ACV SUPPORT:** Content strategy/creation + product launch event + PR support







#### **Content Strategy/Creation**

Looking to cement their position in the sport segment, ACV was commissioned by Beam to produce a campaign around

Mat Fraser, their newly signed athlete and 4-time World CrossFit Games Champion.



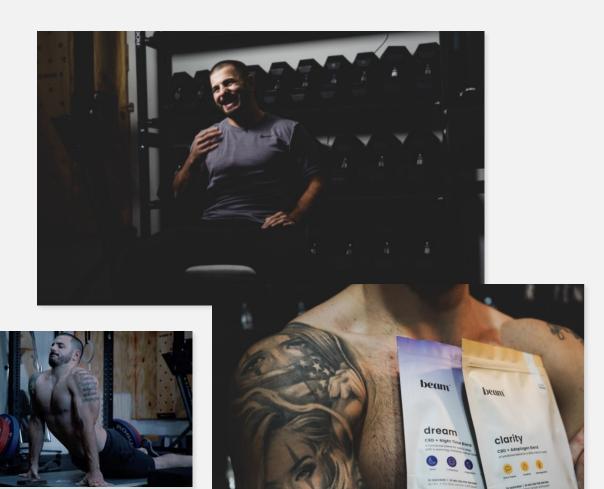
#### **Content Creation**

#### Concept

During the pre-pro phase of the project, we learned that Mat had a truly inspiring story about his path to sobriety. We knew sharing this story was the campaign — if Mat was up for it.

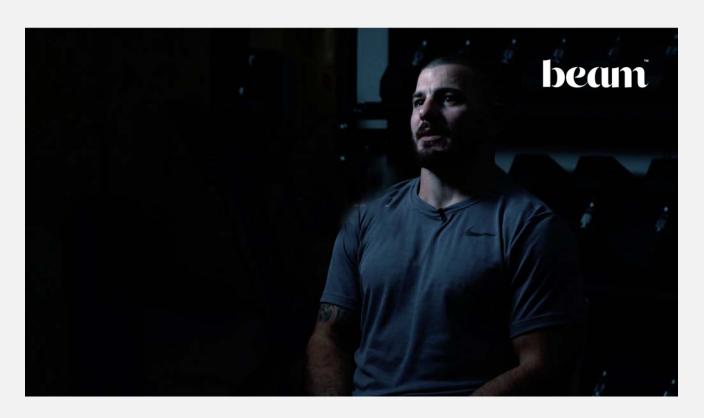
#### **Content Creation**

With Mat's permission, the filming commenced at his home in Tennessee leading up to Week 5 of the CrossFit Open. What came out was a profound and raw story of a top-tier athlete, previously untold to his millions of fans across the globe.



#### **Brand Film + Product Launch + PR Support**

**#Pursuitforbetter** was released in the Fall of 2019 during an athlete-packed media event in SOHO, along with the full Beam Blends line. Since then, the film has made waves across social media platforms and gained the attention of numerous press outlets, including CNN, Men's Health, Maxim Magazine, and BoxRox.



**Play** 



ABOUT TIMBERLAND: Iconic heritage footwear company that has seamlessly transitioned into a renown global lifestyle brand. Founded in 1952 in New Hampshire, USA.

**ACV SUPPORT:** Cause marketing + corporate social responsibility/ sustainability campaign + launch reel



#### **CASE STUDY / TIMBERLAND**

# Corporate Social Responsibility / Sustainability Campaign

- / Reimagined global CSR + sustainability platform
- / Social + digital campaign(s) + retail + POP strategy
- / Name + voice + activations + roll out + general communication strategy for 3-year global initiative









# **CASE STUDY / TIMBERLAND**

#### **Launch Reel**

- / Internal video kickoff
- / Global marketing team platform anthem
- / Inspiration for robust global communications plan





# CASE STUDY / WOOD WIDE: HIGH CRAFT CANNABIS

₩IDE

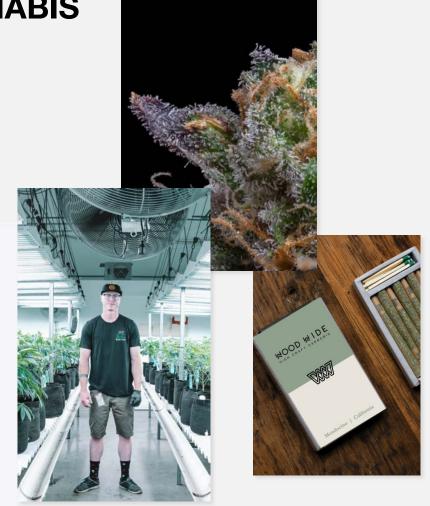
HIGH CRAFT CANNABIS



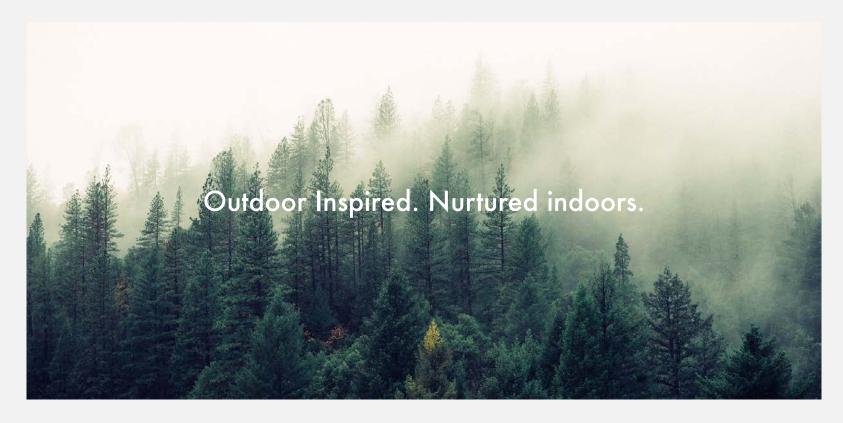
# CASE STUDY / WOOD WIDE: HIGH CRAFT CANNABIS







# CASE STUDY / WOOD WIDE: HIGH CRAFT CANNABIS



**Play** 



#### **CASE STUDY / STABIL**

#### **Brand DNA Workshop Package**

- / Visual sell-in strategy
- / Adaptation of brand guidelines for sell-in use
- / Collaboration with internal marking + sales team
- / Product templates





#### **CASE STUDY / STABIL**

#### **Sell-In Book**

- / Visual sell-in strategy
- / Adaptation of brand guidelines for sell-in use
- / Collaboration with internal marking + sales team
- / Product templates

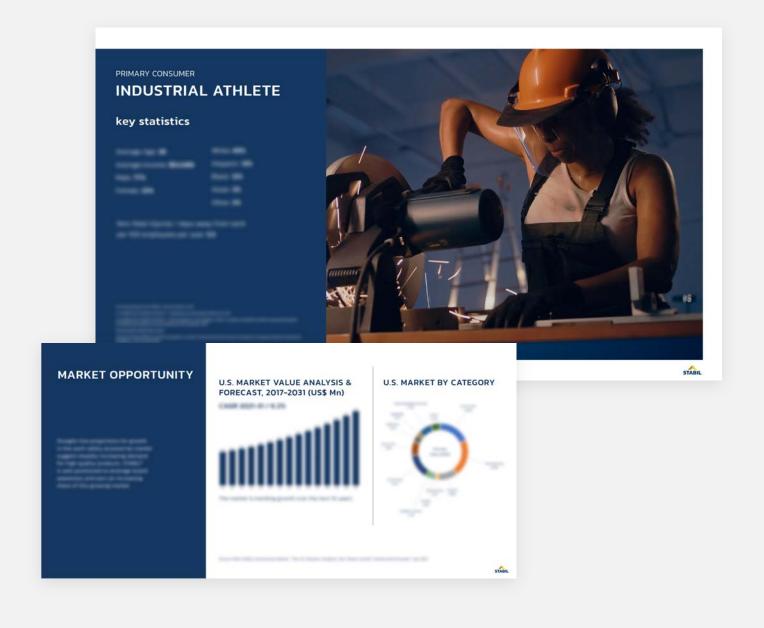


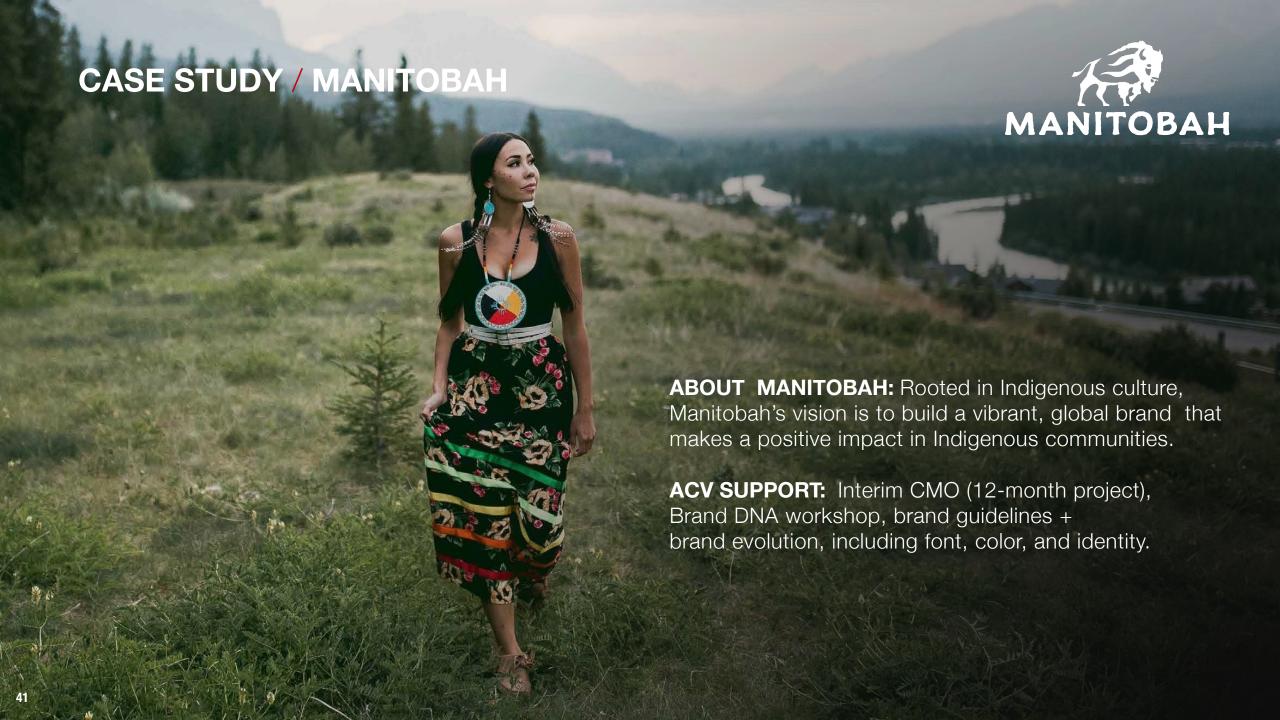


#### **CASE STUDY / STABIL**

#### **Market Research**

- / Use of current + measurable public + internal market data to illustrate consumer profiles
- / Procuring brand market research survey
- / Procuring market data research
- / Working with internal marketing + sales team to turn research results into creative content





#### **INTERIM CMO**

- / 12-month project
- / Strategic + tactical marketing + e-commerce plan creation
- / Global marketing team assessment + reorganization + development
- / Launch of the brand's first global tent line
- / Launch of new global Shopify sites
- / Development of global CRM strategy with Klaviyo



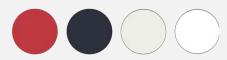


#### **BRAND EVOLUTION**

Identity / Digital / Typography / Color / Catalog / Creative Strategy







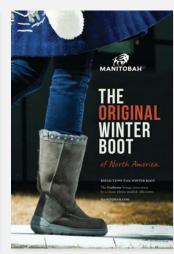
#### **Secondary**









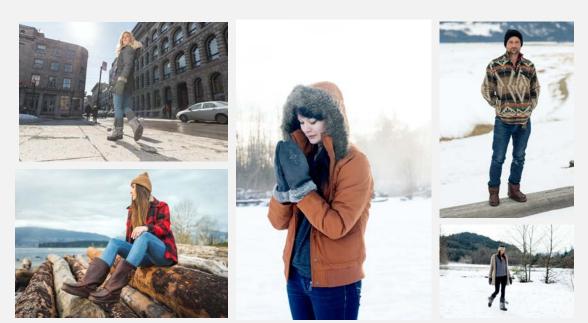






**Photography Evolution** 

previous —



#### evolved –















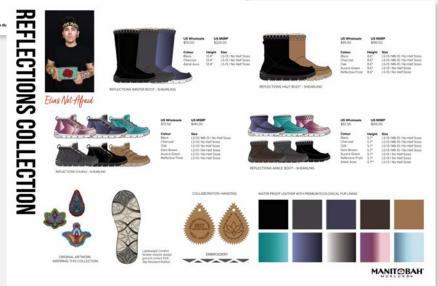




**New Product Launch Materials + Lookbook** 



FALL 2022 COLLECTIONS







#### **Interim CMO**

/ 12-month project

/ Strategic + tactical marketing + e-commerce plan creation



#### CASE STUDY / MANANALU

#### **Brand Development + Guidelines**

- / Evolved brand narrative
- / Dialed in key mechanical copy and overall flow
- / Evolved color & developed detailed color usage rules



### we are a water company.

but, that's not why we exist.



# by fulfilling our mission, it's our vision that we truly can and will save the planet for future generations.

#### we are building a community.

driven by a few key truths that pretty much everyone can agree with...



We all need clean water every day.



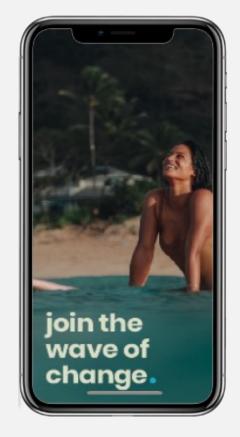
Single use plastic bottles create waste, pollution, and can harm nature & society.



#### **CASE STUDY / MANANALU**

#### **Campaign Support**

- / Creative + Photo Direction
- / Campaign Narrative + Select Post Copy
- / Graphic + Motion design











#### **CONCEPT + STRATEGY**

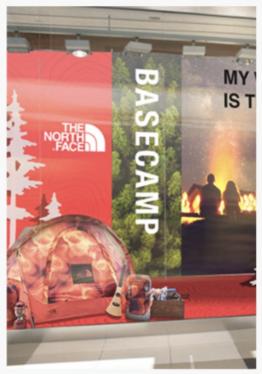
Recognizing that many millennials' relationships with nature don't necessarily involve scaling Everest, Ex-CMO Aaron Carpenter (as CEO of previous agency Tidesmart West, a division of TideSmart Global) helped develop Basecamp as a way to get out in front of this elusive consumer group and create an accessible way to connect with the outdoors.



#### **Content Creation + Campaign**

From conception and creative production to tour assets, social and digital promotion, and ongoing content creation, the 3-month tour was a massive undertaking and an amazing program for thousands of millennial campers across the country.

Ultimately the project was a true gain for an iconic outdoor brand looking to speak to tomorrow's customers.









#### **Campaign Reel**





#### CASE STUDY / COLE HAAN

**ABOUT COLE HAAN:** A heritage brand known for creating some of the most innovative & modern shoe designs in the industry.

**ACV SUPPORT:** Producing company-wide Strategy, Creative & Brand retreat in upstate NY to elevate creative, inspire product, galvanize the team and springboard culture.





#### COLE HAAN



#### **CASE STUDY / COLE HAAN**

Producing a 3-day Creative, Brand & Culture retreat in upstate NY.















## CASE STUDY / BETTER PLACE FORESTS ABOUT BETTER PLACE FORESTS: ACV RETAIN

BETTER PLACE 💥 FORESTS

Better Place Forests is creating North America's first conservation memorial forests for families who choose cremation. Their mission is to inspire everyone to leave a meaningful legacy for the planet and the people they love.

#### **ACV RETAIL SUPPORT:**

INTERIM SVP REAL ESTATE, DESIGN + DEVELOPMENT

Develop a Wrap Around Visual Merchandising program to simplify, strengthen, and enlarge the product pipeline amplifying sales growth, through improved visual merchandising, developing more emotional tree, section, and forest personas, and continuing to bring the BPF forest's magnificence outward to customers within an omnichannel strategy.

#### Field + Project Management

- / Ongoing project management and logistics helping to facilitate in-forest customer experiences.
- / Procurement support + sourcing, purchase, scheduling, and delivery of all materials for in-forest use and pop-up consumer experiences.



#### **Creating Personas**

- / Forest Persona
- / Section Personas
- / Species Content + Visuals





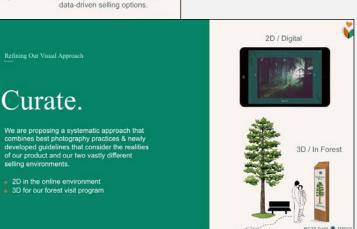


#### **Product Visual Merchandising**

Refine the existing visual approach to presenting products making them more visually effective, creating operational efficiencies, and elevating the emotional value of all products. In turn, this elevates the brand and creates a closer customer connection to both — at any step in the customer journey.

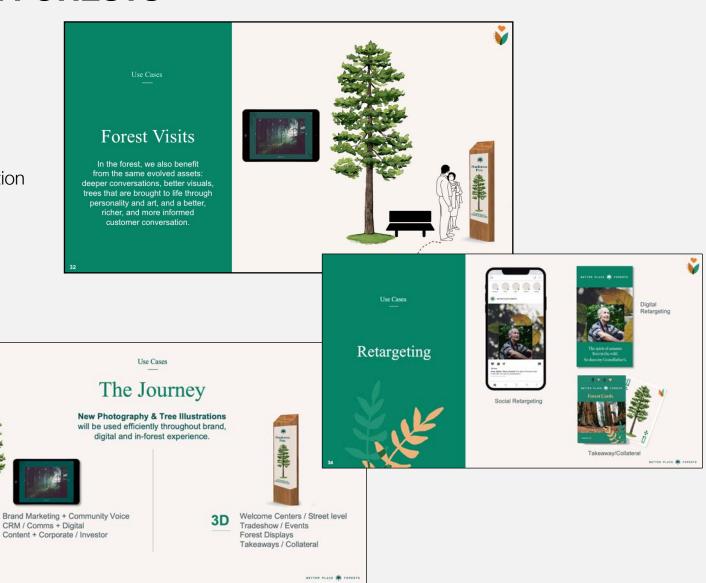






#### **Omni Channel integration**

- / Across Channel Integration
- / Market Research, Customer Experience + Brand Integration
- / Concept Development, Design Package + Renderings

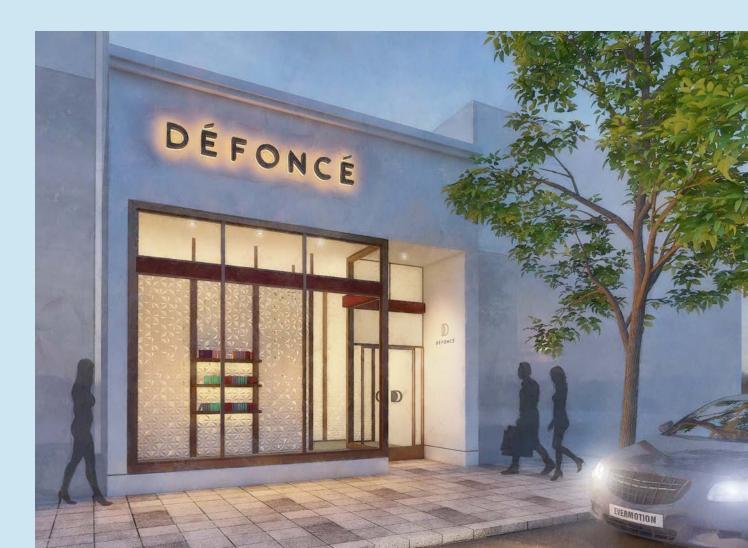


#### CASE STUDY / DÉFONCÉ



**ABOUT DÉFONCÉ:** Bay Area based Luxury Chocolatier that sources sustainably grown cocoa directly supporting cocoa farmers and sustainable cocoa cultivation

**RETAIL SUPPORT:** Rapidly develop a concept store to fit within the context of new West Hollywood development location.



#### CASE STUDY / DÉFONCÉ

#### **Concept Store - Retail Store Exec. Design Developer**

- / 3-Month Project
- / Market Research, Customer Experience + Brand Integration
- / Concept Development, Design Package + Renderings
- / Project Submittal to West Hollywood

