



Leadership. Innovation. Purpose



AGENCY CAPABILITIES



## ABOUT ACV

Led by former executives from **The North Face**<sup>®</sup> and **Apple**<sup>®</sup>, 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



## Christopher 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



**Lifestyle/Outdoor**  
Brand Development  
Digital Services  
Interim CMO



**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



**Sustainability/Apparel**  
Brand Development



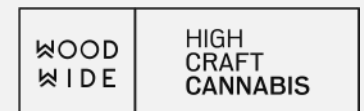
**Cannabis**  
Brand Development  
Content Creation



**Sustainability/Community**  
Startup Support  
Project Management



**Workwear**  
Brand Development



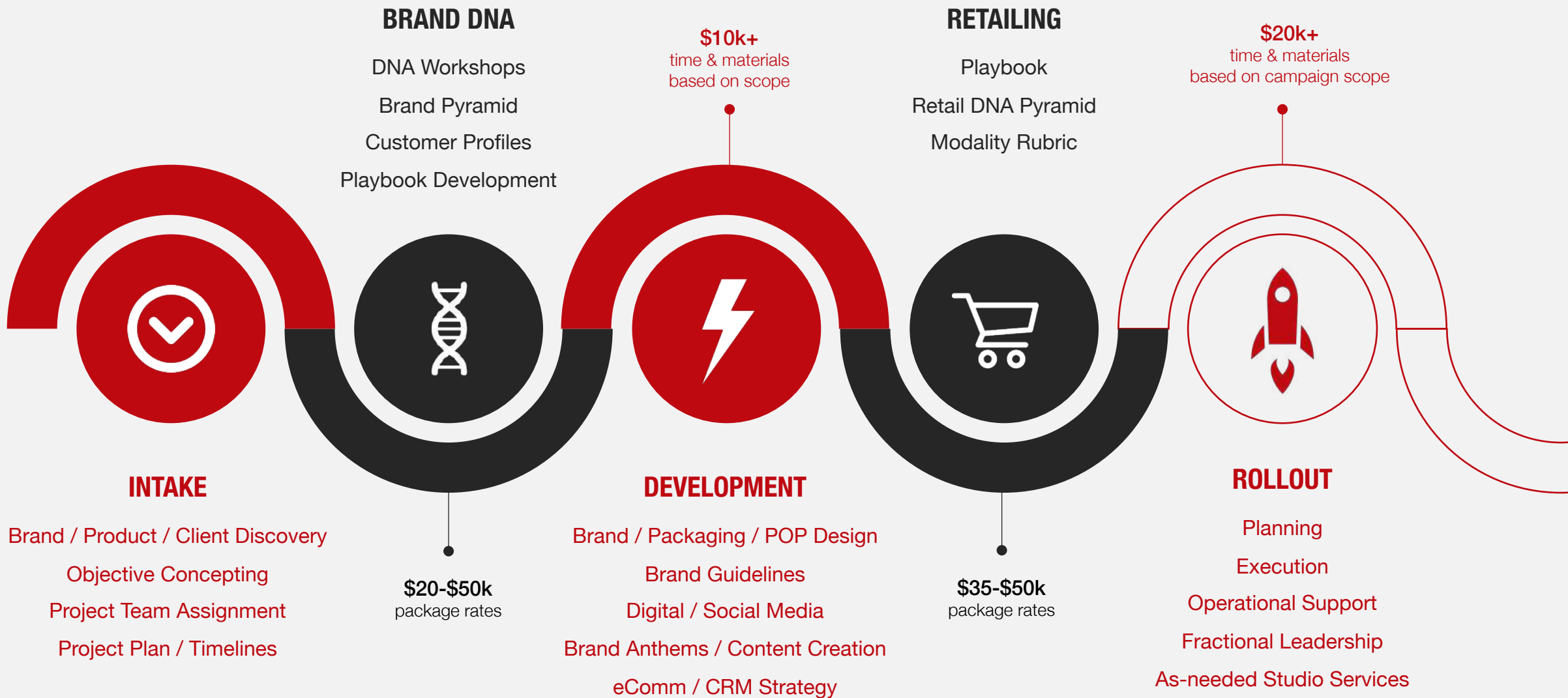
**Cannabis**  
Brand Development  
Content Creation

# CAPABILITIES

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# ACV LAUNCH APPROACH



# CAPABILITIES



Navigate change, up your game, and fulfill your brand's purpose with a world-class team of experts at your side.



**Brand Development**



**Retail Innovation**



**Creative Studio**



**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.

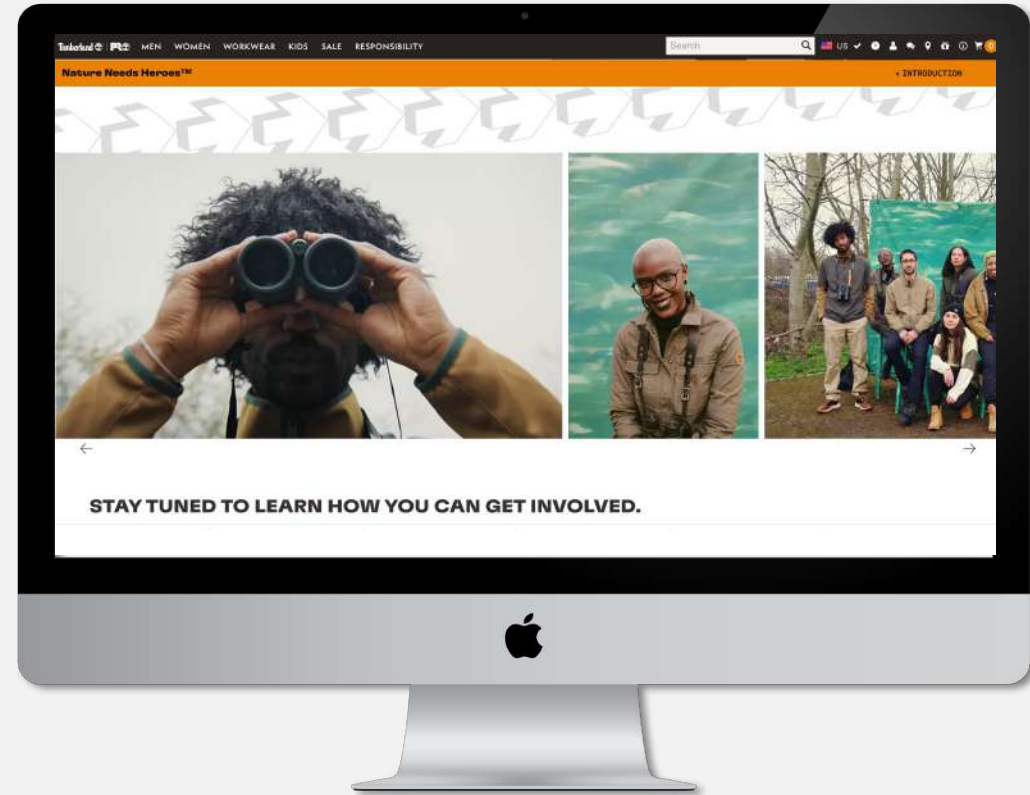




## CAPABILITIES

# 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 DEVELOPMENT

# 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



**BRAND DEVELOPMENT**

## **BRAND ANTHEM VIDEO**



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

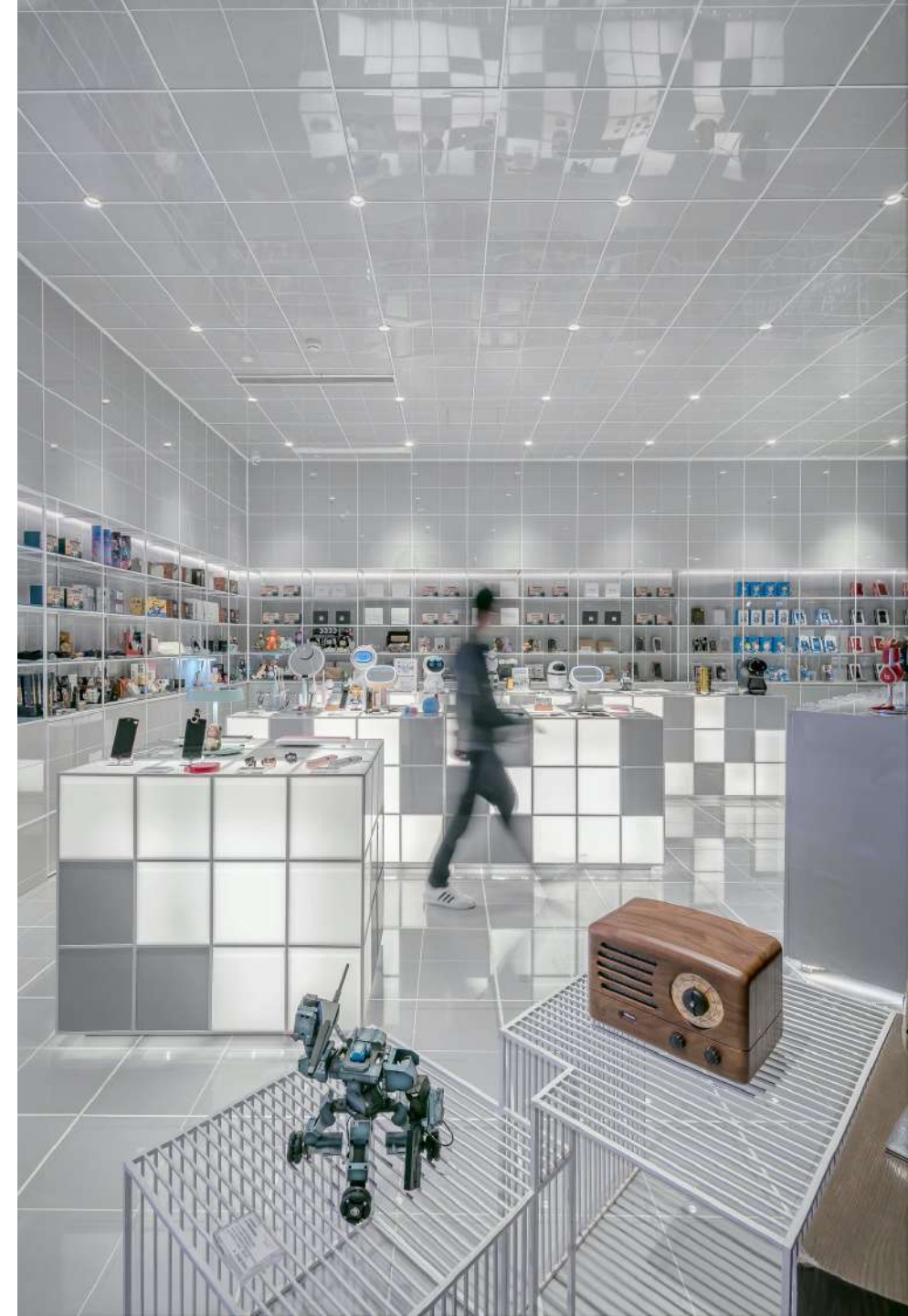


## RETAIL INNOVATION SERVICES

# 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 programming 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

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## CASE STUDY / 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.

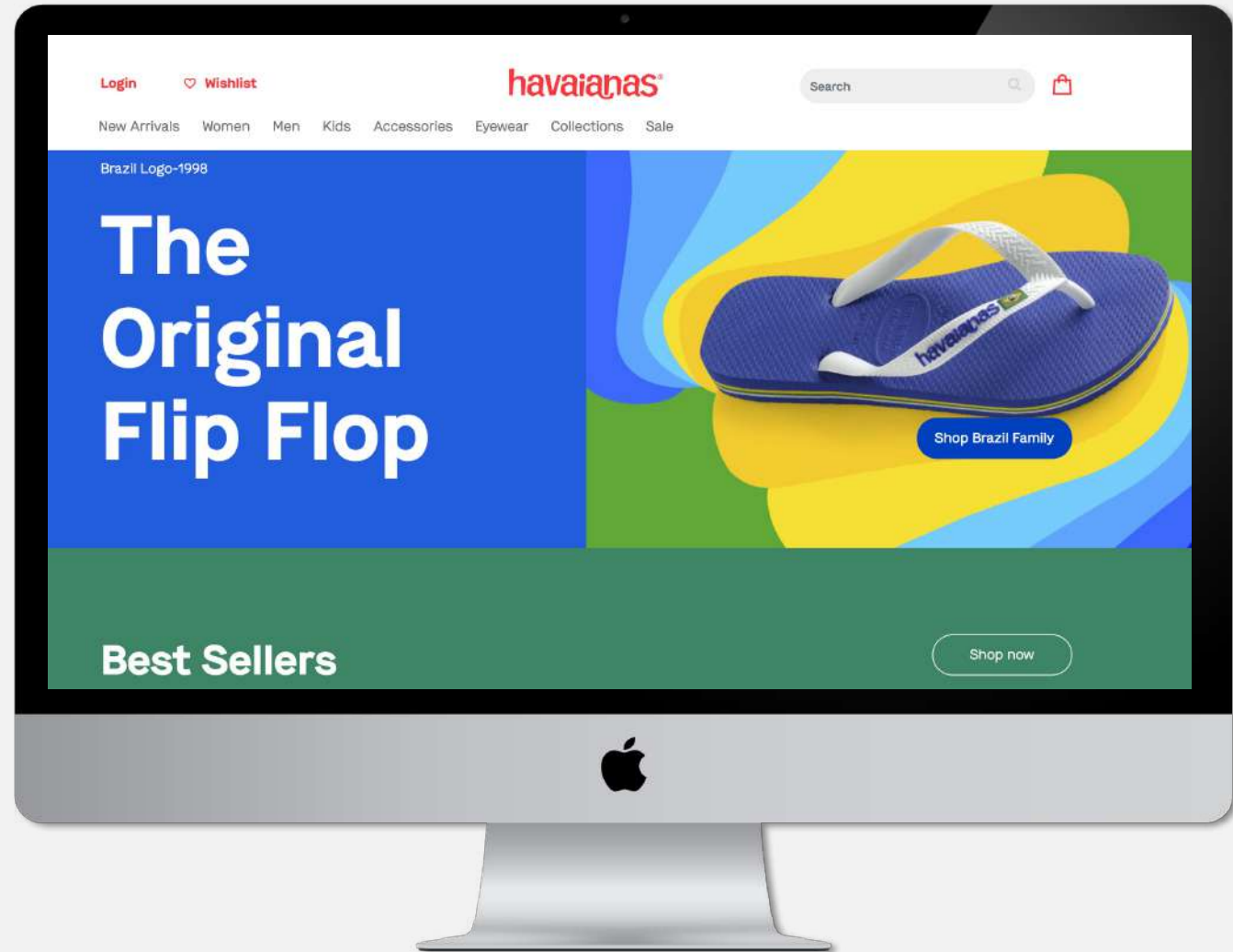
**ACV SUPPORT:** Interim Head of North America Marketing and E-Commerce (18-month project) + digital support



# 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



## CASE STUDY / SEA TO SUMMIT



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

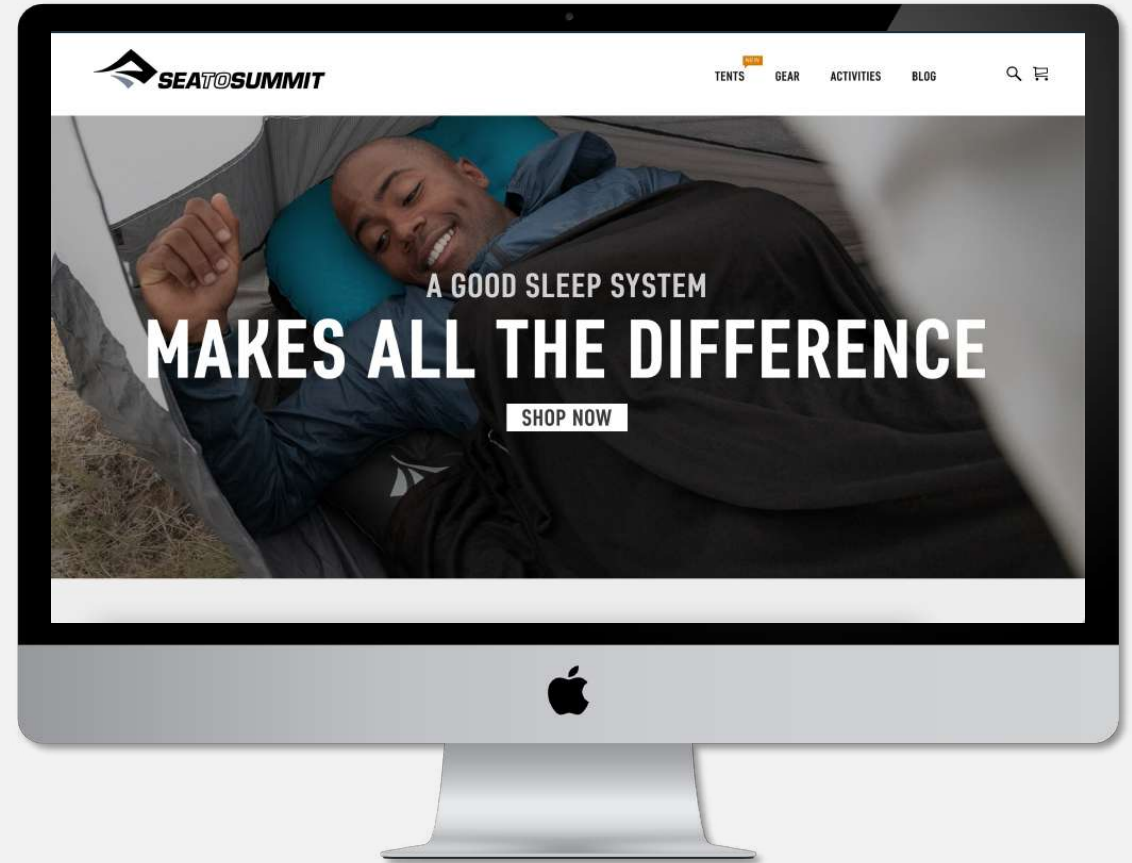
**ACV SUPPORT:** Interim CMO (12-month project) + Brand DNA Workshop + Brand Guidelines + Font/Color/Logo Evolution + Brand Anthem Video + Global Launch Support.



# CASE STUDY / SEA TO SUMMIT

## 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



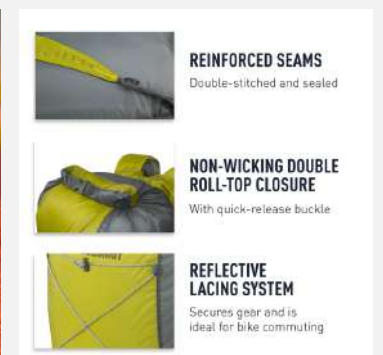
# CASE STUDY / SEA TO SUMMIT

## Ongoing Amazon Support

/ Copy + Headline Strategy

/ Photo Direction

/ Graphic Design



# CASE STUDY / SEA TO SUMMIT

## 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





# CASE STUDY / SEA TO SUMMIT

## Founders Video



[Play](#)

# CASE STUDY / SEA TO SUMMIT

## Content Capture

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

### Utah



### Shark Bay



# CASE STUDY / SEA TO SUMMIT

## Trade Show Booth Design

- / Photo Direction
- / Graphic Design
- / Consumer Experience Design
- / Overall Build Management



## CASE STUDY / BEAM CBD

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



## CASE STUDY / BEAM CBD

### 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**.



# CASE STUDY / BEAM CBD

## 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.



## CASE STUDY / BEAM CBD

### 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](#)

## CASE STUDY / TIMBERLAND

**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



# Timberland

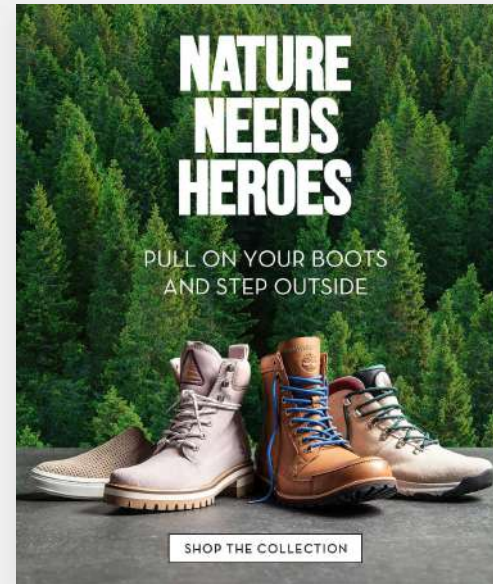




# CASE STUDY / TIMBERLAND

## 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



**PLAY**

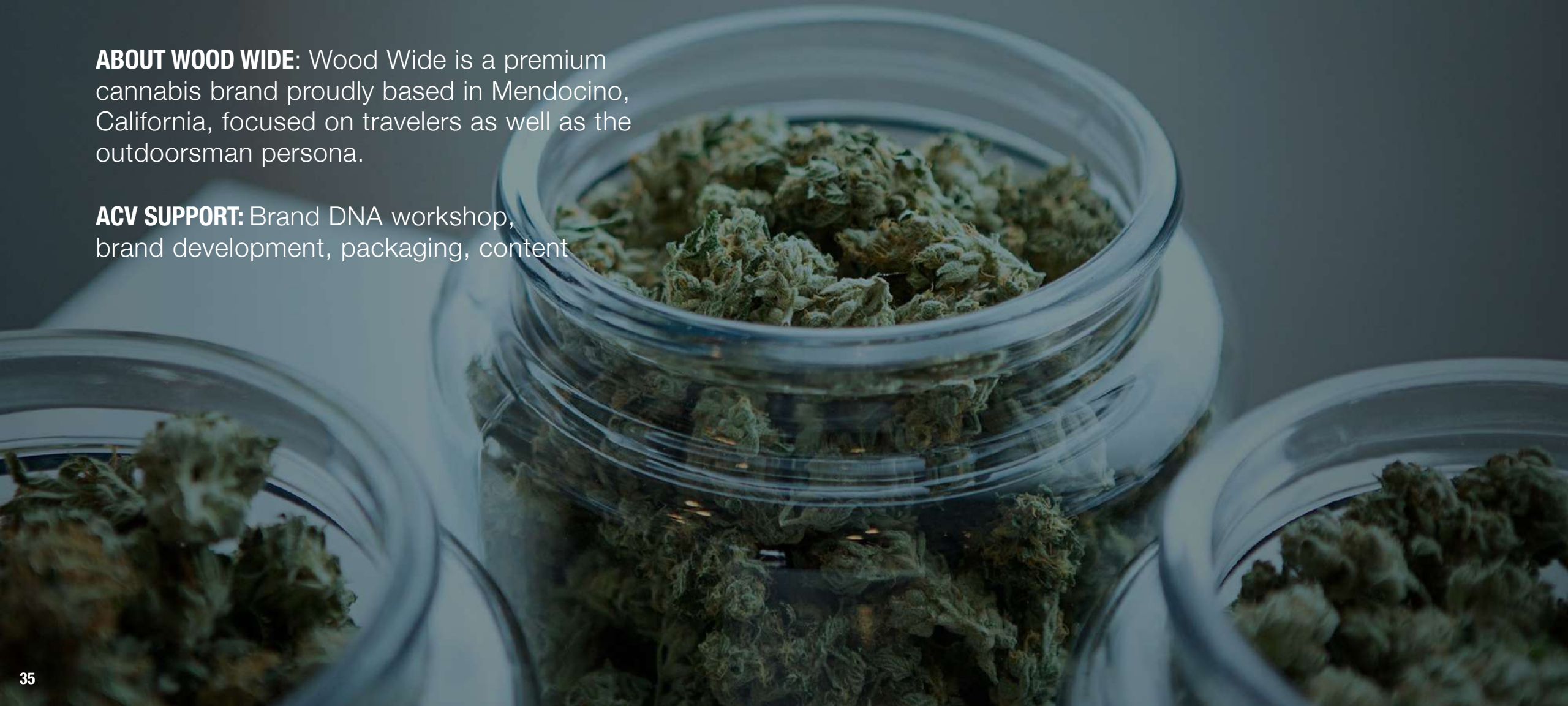
## CASE STUDY / WOOD WIDE: HIGH CRAFT CANNABIS

WOOD  
WIDE

HIGH  
CRAFT  
CANNABIS

**ABOUT WOOD WIDE:** Wood Wide is a premium cannabis brand proudly based in Mendocino, California, focused on travelers as well as the outdoorsman persona.

**ACV SUPPORT:** Brand DNA workshop, brand development, packaging, content



# CASE STUDY / WOOD WIDE: HIGH CRAFT CANNABIS



## CASE STUDY / WOOD WIDE: HIGH CRAFT CANNABIS



[Play](#)

## CASE STUDY / STABIL



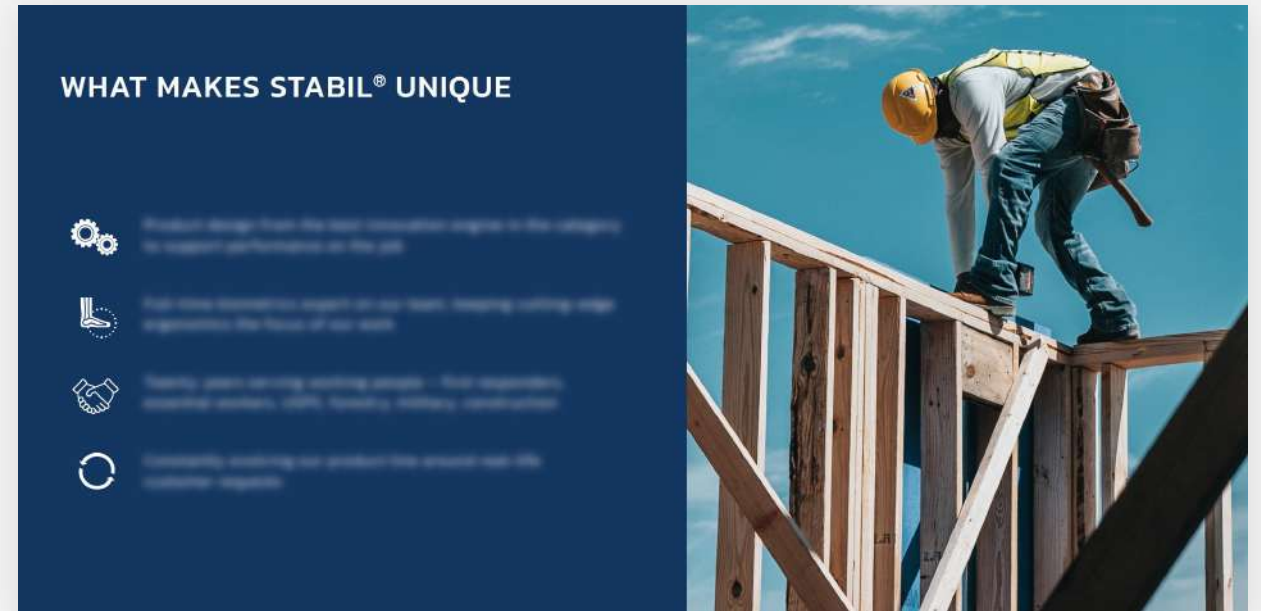
**ABOUT STABIL:** A performance footcare and traction company for hardworking people that is expanding into the broader workwear accessories market. Founded in 1990 in Maine, USA.

**ACV SUPPORT:** Brand DNA workshop + brand guidelines + sell-in book + market research

# CASE STUDY / STABIL

## Brand DNA Workshop Package

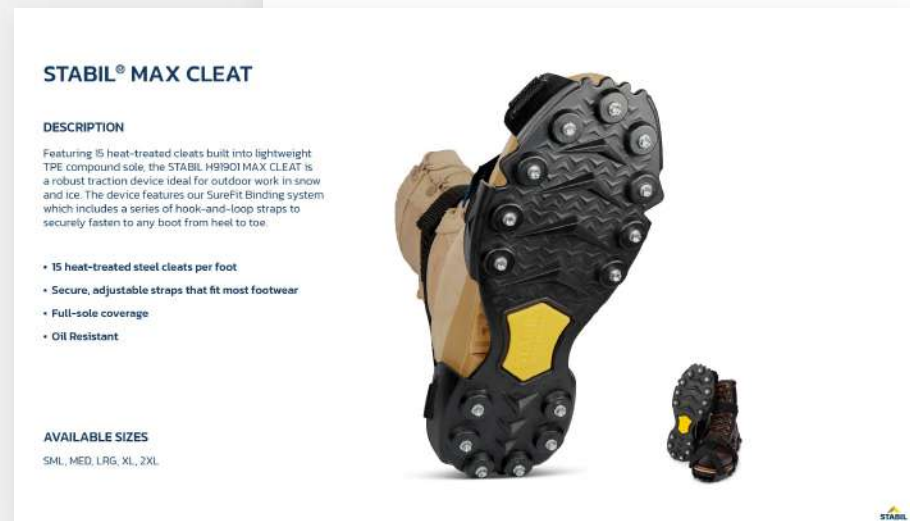
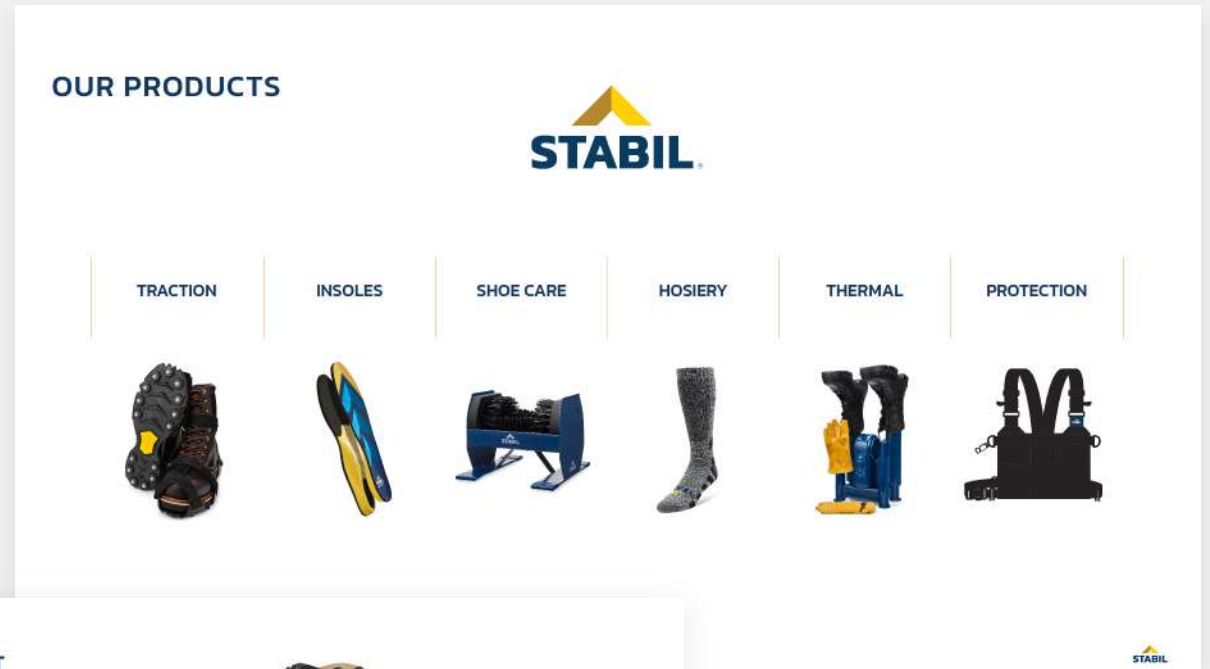
- / Visual sell-in strategy
- / Adaptation of brand guidelines for sell-in use
- / Collaboration with internal marketing + sales team
- / Product templates



# CASE STUDY / STABIL

## Sell-In Book

- / Visual sell-in strategy
- / Adaptation of brand guidelines for sell-in use
- / Collaboration with internal marketing + 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

**PRIMARY CONSUMER**  
**INDUSTRIAL ATHLETE**

key statistics

**MARKET OPPORTUNITY**

- The industrial athlete market is projected to grow at a CAGR of 10.5% from 2017 to 2031, reaching a value of \$1.2 billion.
- The market is driven by the increasing demand for high-performance, durable, and reliable workwear.
- The market is segmented into various categories, including workwear, safety gear, and tools.
- The market is highly competitive, with key players including STABIL, 3M, and Honeywell.
- The market is expected to continue to grow, driven by the increasing demand for high-performance, durable, and reliable workwear.

**U.S. MARKET VALUE ANALYSIS & FORECAST, 2017-2031 (US\$ Mn)**

1,200,000 (US\$ Mn)

**U.S. MARKET BY CATEGORY**

STABIL

## CASE STUDY / MANITOBAH



**ABOUT MANITOBAH:** Rooted in Indigenous culture, Manitobah's vision is to build a vibrant, global brand that makes a positive impact in Indigenous communities.

**ACV SUPPORT:** Interim CMO (12-month project), Brand DNA workshop, brand guidelines + brand evolution, including font, color, and identity.

# CASE STUDY / MANITOBAH

## 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



# CASE STUDY / MANITOBAH

## Brand DNA Workshop Package

- / Brand DNA workshop with multi-disciplinary team
- / Brand pyramid creation
- / Brand guidelines - content collection + revision + evolution
- / Stock photography curation + alteration + procurement
- / Consumer profile + consumer data development
- / Color palette evolution
- / Digital font + font usage evolution
- / Logo usage evolution



# CASE STUDY / MANITOBAH

## BRAND EVOLUTION

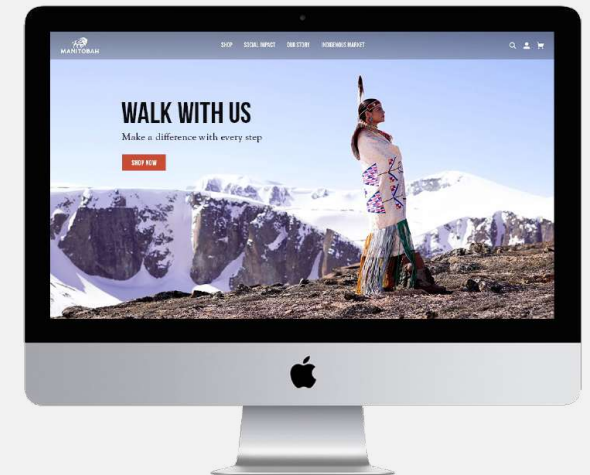
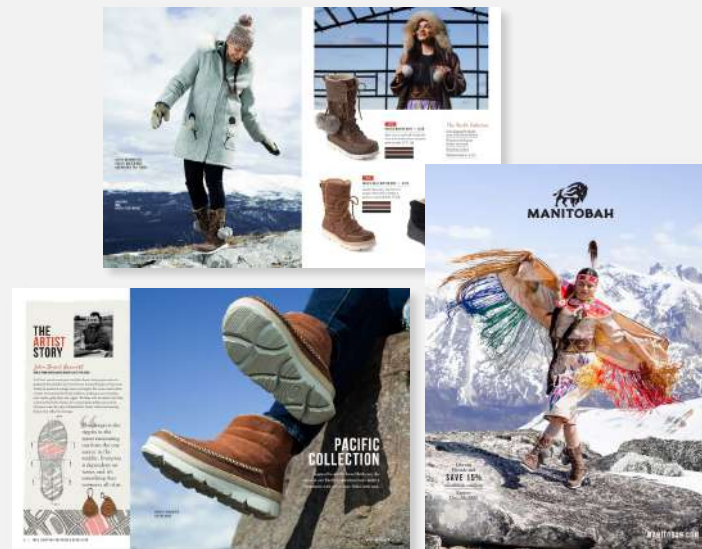
Identity / Digital / Typography /  
Color / Catalog / Creative Strategy



### Primary



### Secondary



# CASE STUDY / MANITOBAH

## Photography Evolution

— previous —



— evolved —



# CASE STUDY / MANITOBAH

## New Product Launch Materials + Lookbook



### FALL 2022 COLLECTIONS

The design inspiration for fall 2022 draws from the stunning colors of the northern lights across Canada during the winter months.

### REFLECTIONS COLLECTION



*Elias Not Afraid*



REFLECTIONS WINTER BOOT - SHEARLING

| US Wholesale | US MSRP  |
|--------------|----------|
| \$95.00      | \$200.00 |

| Color           | Height | Size                    |
|-----------------|--------|-------------------------|
| Black           | 12.4"  | US 5-11 / No Half Sizes |
| Charcoal        | 12.4"  | US 5-11 / No Half Sizes |
| Forest Green    | 12.4"  | US 5-11 / No Half Sizes |
| Reflective Foot | 12.4"  | US 5-11 / No Half Sizes |



REFLECTIONS HALF BOOT - SHEARLING

| US Wholesale | US MSRP  |
|--------------|----------|
| \$82.00      | \$190.00 |

| Color           | Height | Size                    |
|-----------------|--------|-------------------------|
| Black           | 8.0"   | US 5-11 / No Half Sizes |
| Charcoal        | 8.0"   | US 5-11 / No Half Sizes |
| Cash            | 8.0"   | US 5-11 / No Half Sizes |
| Aurora Green    | 8.0"   | US 5-11 / No Half Sizes |
| Reflective Foot | 8.0"   | US 5-11 / No Half Sizes |



REFLECTIONS CHUKKA - SHEARLING

| US Wholesale | US MSRP  |
|--------------|----------|
| \$72.00      | \$145.00 |

| Color           | Size                    |
|-----------------|-------------------------|
| Black           | US 5-11 / No Half Sizes |
| Charcoal        | US 5-11 / No Half Sizes |
| Cash            | US 5-11 / No Half Sizes |
| Aurora Green    | US 5-11 / No Half Sizes |
| Reflective Foot | US 5-11 / No Half Sizes |



REFLECTIONS ANKLE BOOT - SHEARLING

| US Wholesale | US MSRP  |
|--------------|----------|
| \$82.00      | \$190.00 |

| Color           | Height | Size                    |
|-----------------|--------|-------------------------|
| Black           | 5.7"   | US 5-11 / No Half Sizes |
| Charcoal        | 5.7"   | US 5-11 / No Half Sizes |
| Cash            | 5.7"   | US 5-11 / No Half Sizes |
| Aurora Green    | 5.7"   | US 5-11 / No Half Sizes |
| Reflective Foot | 5.7"   | US 5-11 / No Half Sizes |
| Aurora Purple   | 5.7"   | US 5-11 / No Half Sizes |



ORIGINAL NETWORK  
INSPIRING THIS COLLECTION



Lightweight Comfort  
Non-slip, abrasion-resistant  
grip sole with EVA  
Shoelace Laces



COLLABORATION HANGTAG  
EUMBOCROSSBY



WATER PROOF LEATHER WITH PREMIUM ECOLOGICAL FUR LINING

MANITOBAH  
MULTIPLY

# MANANALU®



**ABOUT MANANLU:** Not just a water bottle company. **Mananalu** makes bigger waves with their resealable and infinitely recyclable bottle that's filled with hydrating, clean, purified water.

**ACV SUPPORT:** Interim CMO (12-month project), brand guidelines, campaign development



# CASE STUDY / MANANALU

## 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



## CASE STUDY / THE NORTH FACE



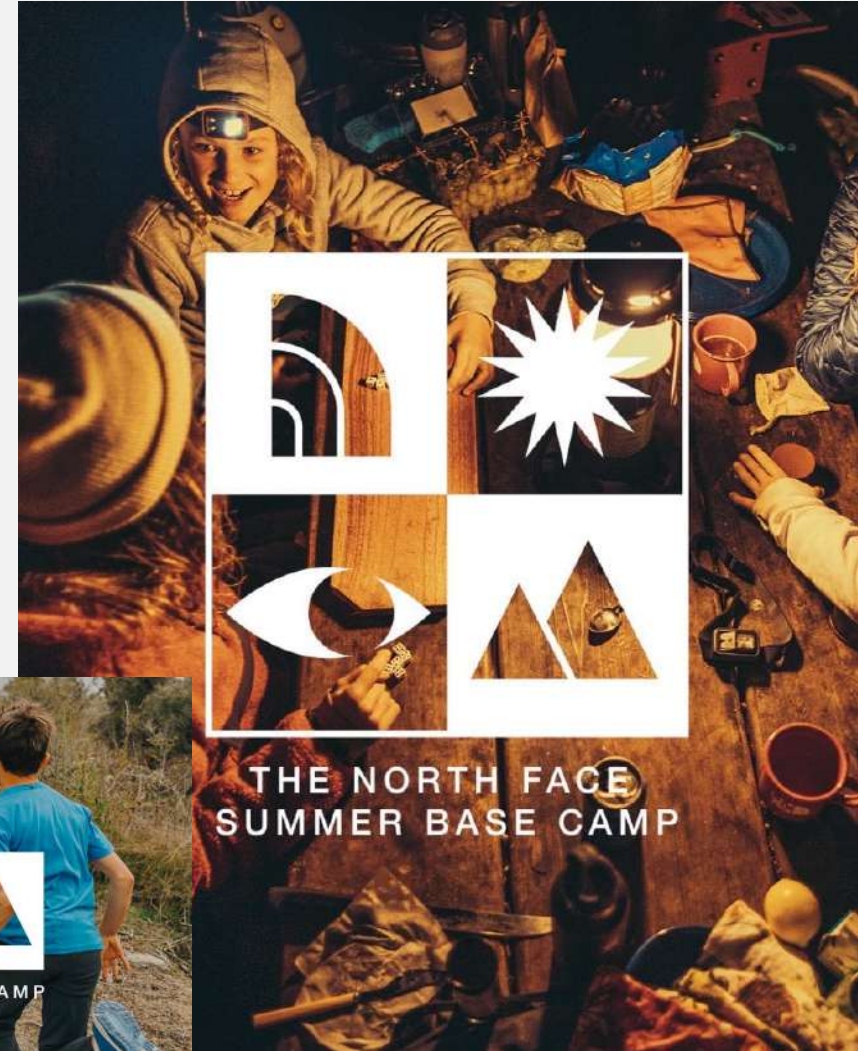
**ABOUT THE NORTH FACE:** The iconic, global outdoor brand inspiring adventure since 1966 — an increase over \$10-billion in annual sales (2020).

**ACV SUPPORT:** Youth marketing strategy + experiential design + content creation + tour management + social/digital campaign

# CASE STUDY / THE NORTH FACE

## 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.



# CASE STUDY / THE NORTH FACE

## 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.



# CASE STUDY / THE NORTH FACE

## Campaign Reel



[PLAY](#)

# CASE STUDY / BETTER PLACE FORESTS

## **ABOUT 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.



# CASE STUDY / BETTER PLACE FORESTS

## 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.



# CASE STUDY / BETTER PLACE FORESTS

## Creating Personas

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

Our "Forest Out" Strategy

### Evolved Section Persona

Section personas are currently strong, with proprietary images, simple bullets, and thoughtful narrative.

But, here there is an opportunity to repurpose and amplify our new Tree personas and illustrations, by helping to pair the section experience directly with the trees available there in a more visual, immediate, and shopper-intuitive way.

Consider using right sidebar as the optional area. Allow the user to select the map or "available trees".

8

Evolving our Visual Strategy

### Tree Persona Art

|                                    |                         |                                |                           |                       |
|------------------------------------|-------------------------|--------------------------------|---------------------------|-----------------------|
|                                    |                         |                                |                           |                       |
| Full Tree + Elements<br>\$\$\$\$\$ | All Seasons<br>\$\$\$\$ | Single Artistic Tree<br>\$\$\$ | Unique Vector Art<br>\$\$ | Licensed Vector<br>\$ |

9

Our "Forest Out" Strategy

### Proposed Species Visuals

Species video

Hero Photo

Repurposed from Species

Hero Illustration repurposed to all in species inspired by the narrative

Cross-Section Art Repurposed

11

# CASE STUDY / BETTER PLACE FORESTS

## 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.

Evolving our Visual Strategy

### Visual Merchandising Pillars

**Product Branding**  
Actual artist / Illustration TBD  
Fully present our trees in a way that creates a unique brand identity/persona around each tree species and gets that branding in front of our customers at first touch.

**Product Presentation**  
Use digital and in-forest presentation techniques to consistently highlight our products, improve the sales flow, and curate the customer journey.

**Customer Clienteling**  
Empower our FX team to offer personalized shopping experiences and cross-selling / upselling opportunities, and give them straightforward, actionable, data-driven selling options.

8

Refining Our Visual Approach

## Create.

Create replicable tree, species, section, and forest personas and emotionally-rooted tree illustrations.

- Achieve consistent branding.
- Communicate more effectively.
- Productize and humanize individual trees.
- Express this communication in digital and in-forest environments.

22 BETTER PLACE FORESTS

Refining Our Visual Approach

## Curate.

We are proposing a systematic approach that combines best photography practices & newly developed guidelines that consider the realities of our product and our two vastly different selling environments.

- 2D in the online environment
- 3D for our forest visit program

2D / Digital

3D / In Forest

21 BETTER PLACE FORESTS

# CASE STUDY / BETTER PLACE FORESTS

## Omni Channel integration

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

Use Cases

### Forest Visits

In the forest, we also benefit from the same evolved assets: deeper conversations, better visuals, trees that are brought to life through personality and art, and a better, richer, and more informed customer conversation.

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Use Cases

### The Journey

New Photography & Tree Illustrations will be used efficiently throughout brand, digital and in-forest experience.

**2D**

Brand Marketing + Community Voice  
CRM / Comms + Digital  
Content + Corporate / Investor

**3D**

Welcome Centers / Street level  
Tradeshaw / Events  
Forest Displays  
Takeaways / Collateral

30

Use Cases

### Retargeting

Social Retargeting

Digital Retargeting

Takeaway/Collateral

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## CASE STUDY / DÉFONCÉ



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

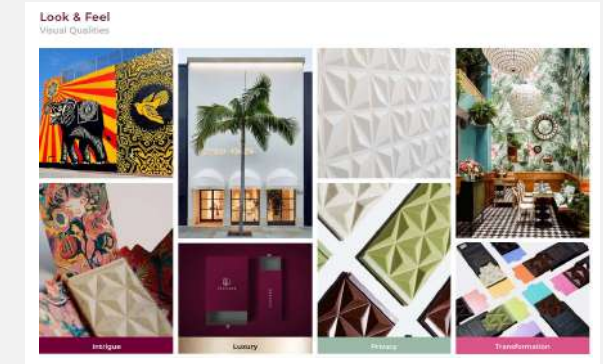
**RETAIL SUPPORT:** Rapidly develop a concept store to fit within the context of new West Hollywood development location.



# 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



# INQUIRE

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## Locations

Whether you're East coast, West coast, or somewhere in the middle — with our HQ in San Francisco, our Creative Studio in Boston, and a connected and proven team of creatives at the ready everywhere — we've got you.



**Leadership. Innovation. Purpose**

**AGENCY CAPABILITIES**

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