

APRIL 20, 2021

*Perfect Day*  
Brand Story Concepts

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—  
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# 2 Potential directions

*for the Perfect Day brand story.*

## GOAL FOR TODAY

- Discuss the pros and cons of each
- Align around direction for the final articulation of “Human-perfected”

# How to think about these *brand stories*

- A step after our Brand Platform, before our branding identity work
- Helps us define the emotional spaces our Brand Platform can serve
- Articulates stylistic ways we might express ourselves in the brand

# Human-perfected, in 2 ways:

## Complete fulfillment

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Defines Human-perfected as using nature x ingenuity to create a complete experience that gratifies our humanity.

Fulfilling nutritionally, sensorially and emotionally.

Focused on intention, purpose, and process.

## For our Human Future

Defines Human-perfected as using nature x ingenuity to rebuild our food from the ground up, for humans, by humans.

Optimistic, human-directed and designed specifically for our future.

Focused on product, action, and result.



Perfection is  
a process

JOB TO BE DONE	DESCRIPTION	FOR PEOPLE	FOR PARTNERS
<b>Create a category</b>	Communicate that we can and should expect more from our food	<i>Food must fulfill all your senses.</i>	<i>We create reconsideration for every single category</i>
<b>Become the referent</b>	Be iconic and representative of the category	<i>Perfection = completeness</i>	<i>Everyone else is (by default) less than perfect</i>
<b>Cast a halo for products</b>	Deliver a series of consistent, valuable attributes that cross all potential categories	<i>Products engage multiple dimensions beyond just taste and nutrition</i>	<i>We make your products complete</i>
<b>Connect emotionally</b>	Engage and enlist people to come along on your journey and root for your success	<i>All food can be “indulgent”</i>	<i>We connect emotionally at a depth others can't</i>

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# Tastiness by humans, for humans



JOB TO BE DONE	DESCRIPTION	FOR PEOPLE	FOR PARTNERS
<b>Create a category</b>	Communicate that we can and should expect more from our food	<i>Food for the way we live today</i>	<i>We will redesign every single category</i>
<b>Become the referent</b>	Be iconic and representative of the category	<i>Perfection = designed from the ground up</i>	<i>Only we are solving for a more holistic set of human needs</i>
<b>Cast a halo for products</b>	Deliver a series of consistent, valuable attributes that cross all potential categories	<i>The modern, human-centered option</i>	<i>Redesigned with empathy and care not simply reformulated</i>
<b>Connect emotionally</b>	Engage and enlist people to come along on your journey and root for your success	<i>An act of ultimate caring and compassion</i>	<i>Aligned around the betterment of humanity</i>

# Next Steps

- Finalize brand story direction
- Start brand identity concept exploration and experience design audit
- Next work session – brand identity concepts: week of May 3

**AUDIENCES**

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**USAGE**

**VALIDATION**

**ADVOCACY**

**Investors**

**CPG partners**

**Retail customers**

**Influencers**

**Consumers**

MAR

APR

MAY

JUNE

BRAND STRATEGY

Immersion



Mood Board  
Workshop

Purpose and Positioning



Territories  
Workshop

Brand Story



BRAND IDENTITY

Concepts



Work Session

Brand and Language Guidelines



Partner/Investor Deck



EXPERIENCE DESIGN

Experience Audit



Consumer Journey Map



Work Session

*Thank you —*

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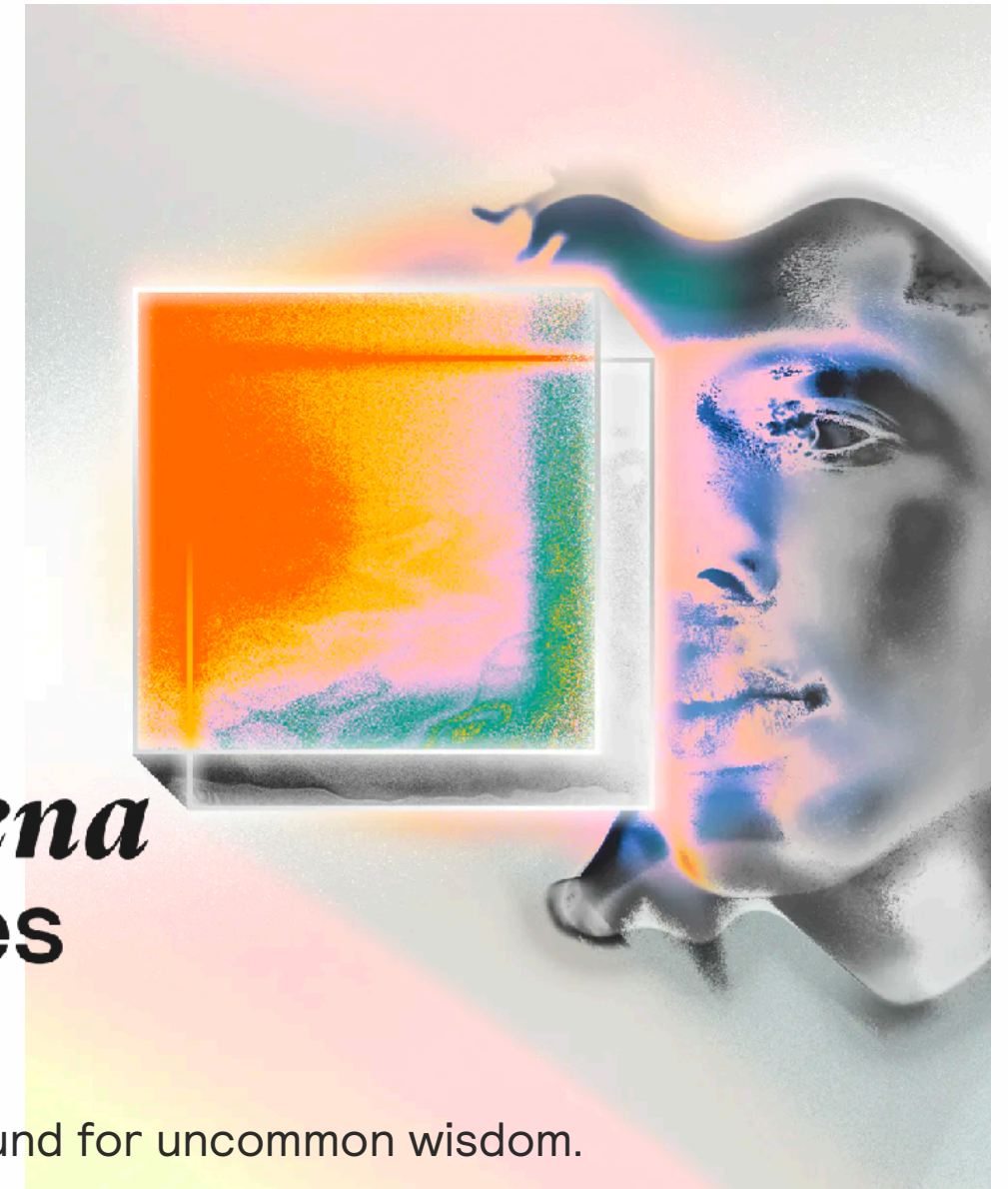
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MEET

# *Athena* **Jones**

A playground for uncommon wisdom.  
Created by Zeus Jones.

Explore →



# *Appendix*

# *Brand Territories*

# Themes from our last session that inspired us:

## An optimistic vision

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Our vision is to create the most perfect food (and beyond) we bring a unique sense of joy and possibility to this – rather than simply a mentality of solving problems.

## The human ingredient

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We don't simply combine the best from the animal and plant world – there is a unique contribution we make – a human contribution.

## A quest for perfection

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"Perfect" isn't something to brush aside or place as a label on the brand – there's power in embracing it and the ambition it describes.

JOB TO BE DONE	DESCRIPTION	FOR PEOPLE	FOR PARTNERS
<b>Create a category</b>	Communicate that we can and should expect more from our food	De-position others and reframe the consideration criteria	Convey scale and unlimited potential
<b>Become the referent</b>	Be iconic and representative of the category	Convey the absolute best quality within this new category	Claim and solidify leadership beyond scale
<b>Cast a halo for products</b>	Deliver a series of consistent, valuable attributes that cross all potential categories	Build pre-demand for PD entry into categories	Deliver branding & marketing efficiency to UC and partners
<b>Connect emotionally</b>	Engage and enlist people to come along on your journey and root for your success	Help people see your actions as progress towards an ideal	Make them see your future is inevitable

*Direction 1:*  
Future Perfect

“Imagining this future and making it happen — that is the process of literally reverse-engineering the future.”

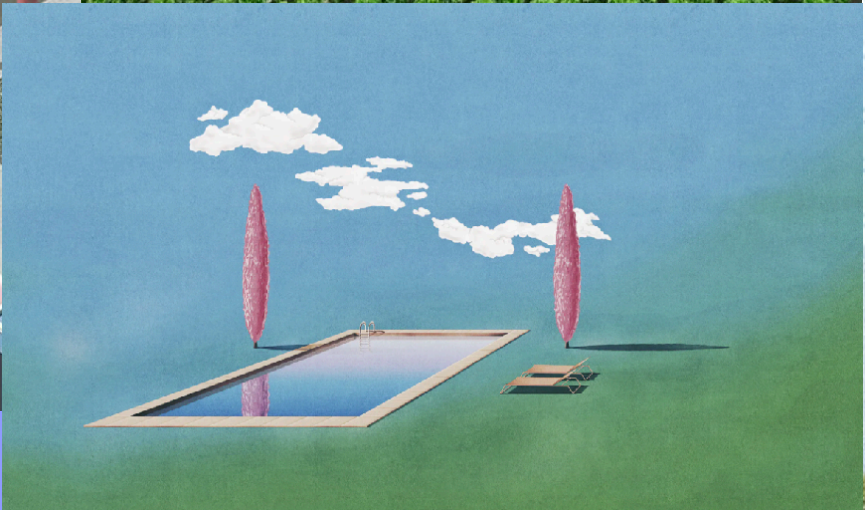
– “Why Optimism and Creativity (Not Doom) Will Save the Planet” Katie Patrick

Direction 1: Future Perfect

Surreal. Palpable. Playful.

We don't just think a better world is possible, we know a better world is inevitable. We choose creativity over cynicism, possibility over problem-solving. Because pessimism is not pragmatism. Backed by technology, fueled by optimism, we make the brightest future a reality: something you can see on a shelf, hold in your hands, taste with a spoon. Living it is believing it.

Perfect Day is a vision made real. It's the future, perfect.



# Future Perfect is about...

Hope backed by action and creation.

Reconsidering the world around you.

Optimism as common sense.

*Direction 2:*  
Human-perfected

The one thing that is our greatest achievement – bigger than any of our scientific discoveries – is our self-awareness, our ability to stand and look at ourselves and see what we're doing and decide if this is who and what we want to be. What kind of species do we want to be? What kind of planet do we want?

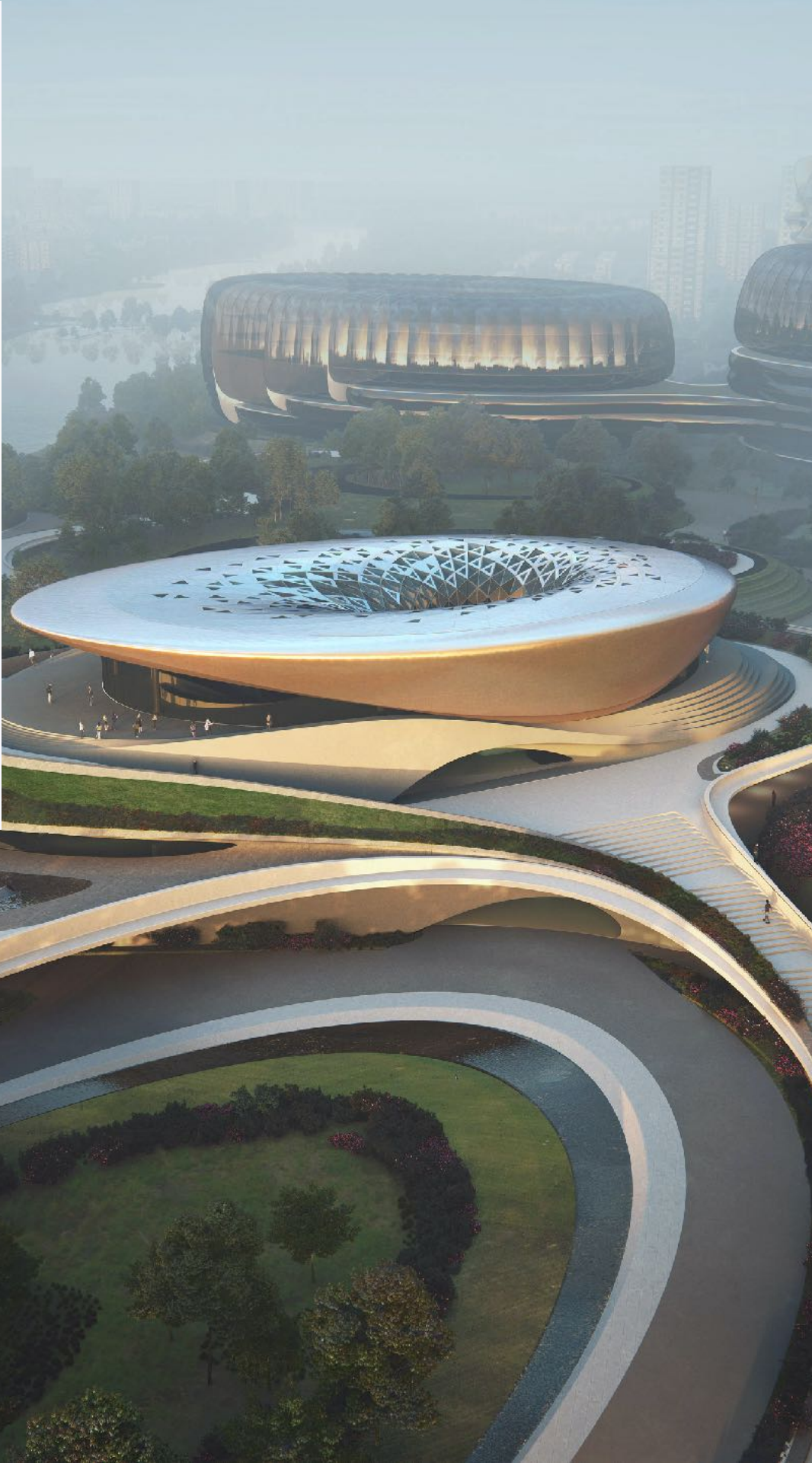
“Human Ingenuity Can Fix Past Mistakes and Shape the Future” Simon Worrall

Direction 2: Human-perfected

Emotive. Awe-inspiring.  
Harmonious.

Our world tells us that humans do the wrong thing, while nature always gets it right. But we believe that humans can do the right thing...the best thing, even. Because a little emotion can turn chaos into curiosity and a little heart can turn the mundane into magic. Perfect Day is what happens when the best of nature meets the best of human ingenuity— not to exploit, but to explore. To create something entirely new.

It's nature-borne, human-perfected.



# Human-perfected is about...

Creativity as a uniquely human ability.

Humans enhancing nature.

Bringing to food everything that humanity has to offer: purpose, a mission, inspiration.

*Direction 3:*  
Complete Perfection

“Kodawari ( こだわり ) in Japanese) means the pursuit of perfection...It is your personal standard, and it is how you foster self-respect. While you appreciate the beauty it creates along the way, you also realize that you never fully arrive anywhere.”

Exploring Kodawari Blog

Direction 3: Complete Perfection

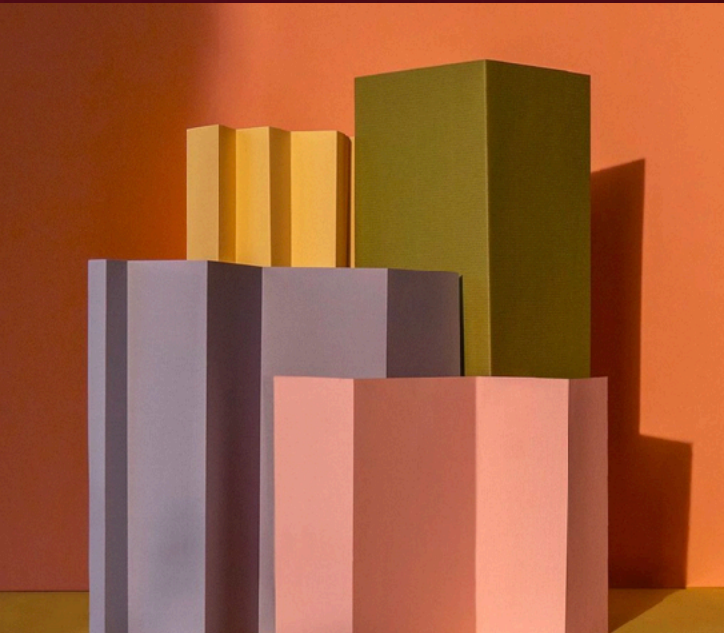
Craftsmanlike. Focused.  
Full of Wonder.

To us, progress is a process. A pursuit with no end, a climb with no summit. And that's the point. We believe in the beauty that comes out of doing the right thing just because it's the right thing to do. We see a future where we do better for the sake of it. Where humankind is more human and more kind. That's perfection in an imperfect world.

Perfect Day is the love of a journey, not completion. It's the quest that gives us meaning.



CUSTOM.



# Complete Perfection is about...

Forward movement.

Fulfillment.

Food that only makes you feel good—  
it tastes good, it nourishes your body,  
it eases your conscience, it inspires  
you.

01.



## Future Perfect

Our vision is to create the most perfect food (and beyond) we bring a unique sense of joy and possibility to this – rather than simply a mentality of solving problems.

SURREAL, PALPABLE, PLAYFUL

02.



## Human-perfected

We don't simply combine the best from the animal and plant world – there is a unique contribution we make – a human contribution.

EMOTIVE, AWE-INSPIRING, HARMONIOUS

03.



## Complete Perfection

"Perfect" isn't something to brush aside or place as a label on the brand – there's power in embracing it and the ambition it describes.

CRAFTSMANLIKE, FOCUSED, FULL OF WONDER

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