

# BRAND DEVELOPMENT PROGRAM

nōk yōk

PRESENTED BY



MC BRANDSTUDIOS

**hatch style**

**BRAND STYLE**





















VEHICLES SEARCH NEW INVENTORY BUILD MY OWN FIND A STUDIO SHOPPING TOOLS MERCHANDISE

**500**

**LEASE FOR \$199**  
PER MONTH FOR 36 MONTHS  
\$1,000 down or \$1,500 for lease purchase

**POP**  
starting at \$13,500 MSRP

**SPORT**  
starting at \$17,300 MSRP

**LOUNGE**  
starting at \$19,500 MSRP

MODELS    EXTERIOR    INTERIOR    SPECIFICATIONS

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\*MSRP excludes destination, taxes, title and registration fees. Starting price refers to the base model; optional equipment not included. A more expensive model may be shown. Pricing and offers may change at any time without notification. To get full pricing details, see your dealer.

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**500**

Beautiful Italian styling combined with excellent functionality, efficient design and innovative technology - these are the attributes that mark the original Fiat 500. Combining a distinctive look, more than 30 years later, the new platform make the new 2012 Fiat 500 relevant for an entirely new generation of drivers. Sleek, simple, functional, user-friendly and roomy, the Fiat 500 delivers fashionable fun-to-drive, innovative and world class craftsmanship to the American market.

**BUILD YOUR OWN**

**SEARCH NEW INVENTORY**

**PAYMENT CALCULATOR**

**GALLERY**

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VEHICLES SEARCH NEW INVENTORY BUILD MY OWN FIND A STUDIO SHOPPING TOOLS MERCHANDISE

**500**

With its high attention to detail, its minimalist design and numerous personalization options, the FIAT 500's interior represents a new direction in personal transportation. The interior design is space efficient and stylish, while delivering absolutely everything that is required and nothing more. It perfectly balances practicality with comfort and convenience features while infusing Italian-by-design style and personalization options.

**BUILD YOUR OWN**

**SEARCH NEW INVENTORY**

**PAYMENT CALCULATOR**

**GALLERY**

ecoDrive

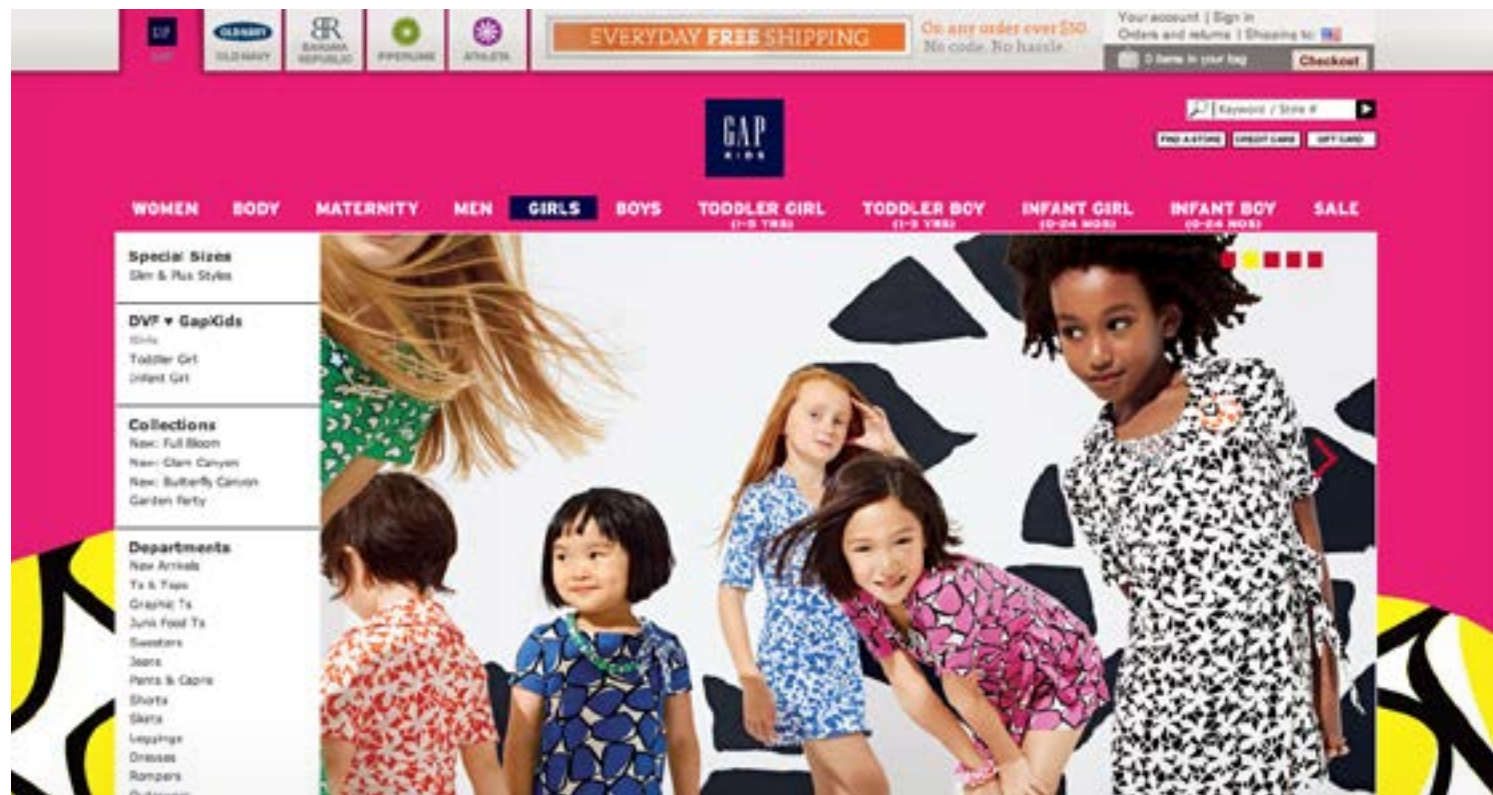
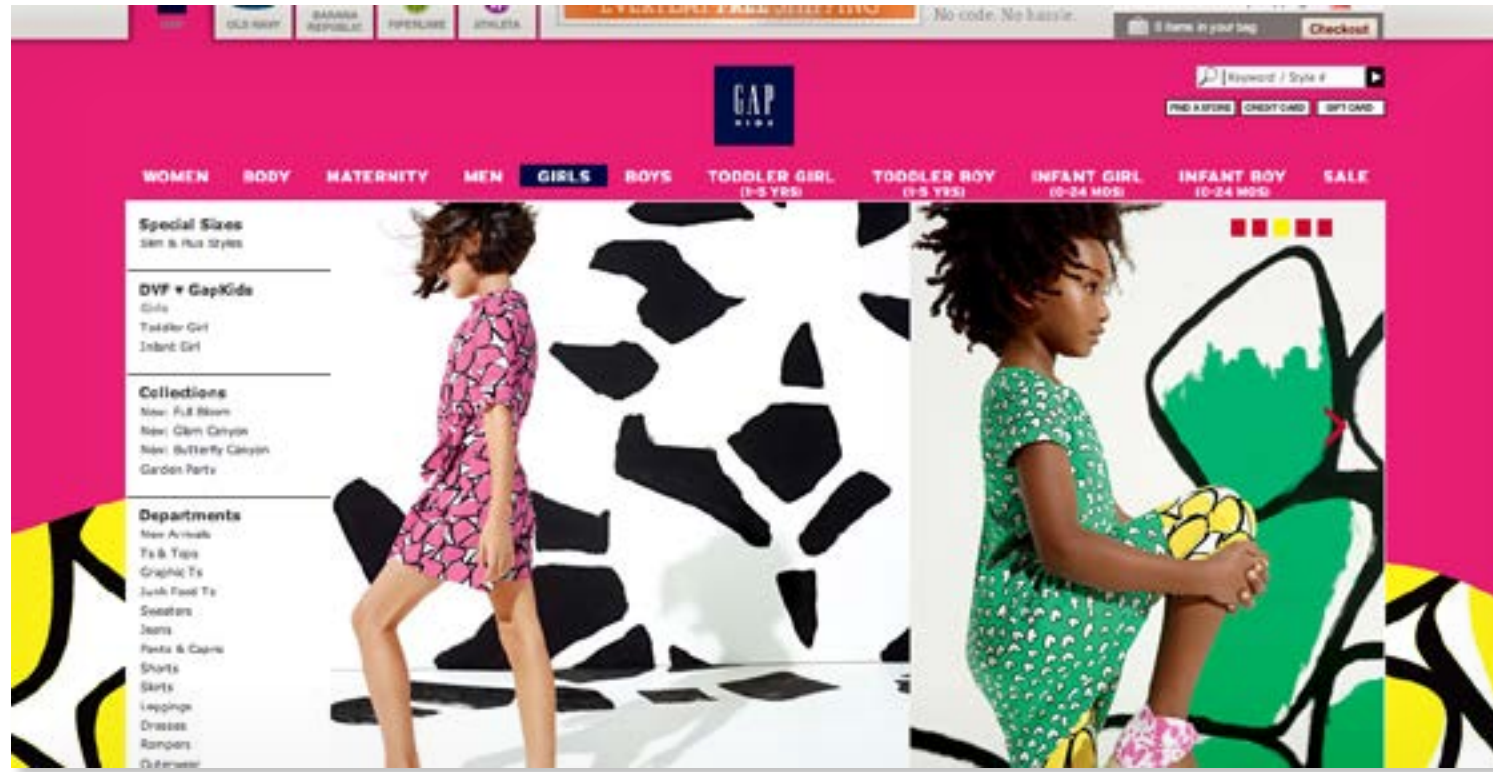
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we are people against dirty. join us. | where to buy | view cart (0) | search











**method.** | SHOP | CLEAN HAPPY | METHODOLOGY

VIEW ALL PRODUCTS | HOME CLEANING | DISH CLEANERS | HAND + BODY | LAUNDRY | BABIES + KIDS | REFILLS | LIMITED EDITION | NEW ITEMS

[home / home cleaning](#)

## home cleaning

put the hurt on dirt in every room of the house. clean easy, breathe easy

 all-purpose cleaner lime + sea salt - LIMITED EDITION \$3.99 <a href="#">buy</a>	 all-purpose cleaner with pawpaw® technology \$3.99 <a href="#">buy</a>	 all-purpose cleaning and disinfecting wipes \$3.99 <a href="#">buy</a>	 antibacterial bathroom cleaner \$3.99 <a href="#">buy</a>	 antibacterial kitchen cleaner \$3.99 <a href="#">buy</a>
 antibacterial toilet bowl cleaner \$4.99 <a href="#">buy</a>	 bathroom cleaner \$3.49 <a href="#">buy</a>	 daily granite polish \$5.49 <a href="#">buy</a>	 daily granite polish refill \$7.39 <a href="#">buy</a>	 daily granite stone surface \$5.49 <a href="#">buy</a>


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[home / shop method](#)

## shop method



home cleaning | dish cleaners | hands + bodies | laundry | refills

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**method.** | SHOP | CLEAN HAPPY | METHODOLOGY

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[home / shop method / gel hand wash - winter](#)



### gel hand wash - WINTER

\$3.99

the soap equivalent of sipping a mug of hot cocoa

there are a lot of gray days in between the holiday cheer of the winter months and the fact that we're saying hand wash is the cure, but bathing with this collection of luxuriously warm soaps might just help thaw the chill. not to mention, they'll leave your hands soft, clean and winter-ready. (and...holiday discounts does not apply. but it still smells nice.)

what's that smell?

winter oak


[add to cart](#)

overall rating: ★★★★☆ [read reviews](#) [write review](#)

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**method.**

VIEW ALL PRODUCTS | HOME CLEANING | DISH CLEANERS | HAND + BODY





POC Snow Wheels Eyes POC Lab POCCombo POC Wall

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### POCito Helmet

POCito Skull helmet derives from our Skull racing helmets, but with modified properties optimized for kids. The helmet has a softer lining, which provides much better shock absorption at lower speeds and forces. The helmet also has adjustable sizing, which allows the child to grow with the helmet. At the back of the goggle clip there is a panel where parents contact information and emergency medical information can be noted. Mounted beneath the shell, there is a POCito avalanche rescue reflector. For maximum visibility in daylight and twilight, the helmet is fluorescent orange or pink and has reflective stickers. A detachable LED lamp is included. Size: Adjustable XS-S

Choose color Add to cart 1500 SEK

Choose size

Or find your local POC Dealer



POCito


POC Snow Wheels Eyes POC Lab POCCombo POC Wall

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## Snow/Team Gear

POC is putting increased emphasis on apparel. Even though it is just a hat or a head, all garments are made of the best fabrics and produced with care and love, using the latest technologies in sewing and stitching. These are durable, long lasting products with the ambition of becoming your favorite of clothing. [Read more >>](#)

Helmets	Body Armor	Goggles	Gloves	Race Wear	Race Stuff
Team Gear	POCito	WO	Pro Models	Spare Lenses	




POC Wall

## Snow/Helmets

POC has worked intensively with leading experts to understand every detail of how a POC - helmet should be constructed. All this is performed with the sole objective of giving you far better protection than ever before. This has led up to a bunch of different concepts for different needs. [Read more >>](#)

Helmets	Body Armor	Goggles	Gloves	Race Wear	Race Stuff
Team Gear	POCito	WO	Pro Models	Spare Lenses	




Frontal Frontal Jon Olsson Ed. POCito Helmet POCito Light helmet





**pinkberry** Products Store Locator Catering Groupies Gift Cards Franchise

- Frozen Yogurt
- Toppings
- Smoothie
- Fruit Parfait
- Fruit Bowl**
- Take Home
- Cone
- Nutrition
- Kosher



**Pinkberry Fresh Fruit Bowl**

Meet the Pinkberry Fresh Fruit Bowl. Made to order with your choice of daily fresh cut fruit and topped with our signature Pinkberry Swirly Bliss topping - and in case you're wondering, that's our distinctive Pinkberry original whipped cream, made fresh daily. The Fruit Bowl is an incredibly fresh and light treat that's perfect for breakfast or anytime. And moms always tell you should eat more fruit, right?


**pinkberry** Products Store Locator Catering Groupies Gift Cards Franchise

- Frozen Yogurt
- Toppings**
- Fresh Fruit
- Dry
- Liquid
- Smoothies
- Fruit Parfait
- Fruit Bowl
- Take Home
- Cone
- Nutrition
- Kosher

**Pinkberry Toppings**

All of our fresh fruit toppings are cut daily in each and every store to guarantee both quality and freshness. Our fruit is never frozen, frozen or sitting in water. We are proud to offer organic, high quality seasonal fruit (from delicious Pacific Northwest King Cherries in the summer to fresh Pomogranate seeds in the winter) based on availability and seasonality. Our dry toppings range from creative to premium (think: salted-toffee, fudgy pecans, to go nuts), heavy cream granola, or rich Belgium chocolate chips, and have also been devised to provide a bold and unique combination to perfectly match the Pinkberry signature tang.

There are thousands of combinations with other our fresh-cut, dry, or liquid toppings - make your own masterpiece at your next Pinkberry visit. Or check for a unique mix combination.



**pinkberry** Products Store Locator Catering Groupies Gift Cards Franchise

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- Toppings
- Smoothie
- Fruit Parfait
- Fruit Bowl
- Take Home**
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- Kosher



**Pinkberry Take Home**

We know you can't get enough Pinkberry, but how do you take the Pinkberry Take Home home? Swirly Goodness® for you to bring wherever your heart desires! Perfect for those daily moments when you need to bring Swirly Goodness® with you to a party.


*Be true and share your stash of Swirly Goodness...or take me away and come home for take!*

**pinkberry** Products Store Locator Catering Groupies Gift Cards Franchise


- Frozen Yogurt
- Toppings
- Smoothie
- Fruit Parfait
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- Kosher

**Pinkberry**


All Pinkberry's great tasting products are made fresh with the highest quality ingredients and Pinkberry's signature tang. Our menu includes Original, Pomegranate, Chocolate, Mango, Coconut and Green Tea frozen yogurts, daily cut fresh fruit and seasonal fresh fruit toppings, as well as creative and premium dry and liquid toppings. Pinkberry also now serves a Fresh Fruit Parfait in addition to our Original and Green Tea smoothies. Get your taste of Swirly Goodness.




**Seasonal Frozen Yogurt**  
Our seasonal frozen yogurt.




**Cone**  
The one handed Pinkberry



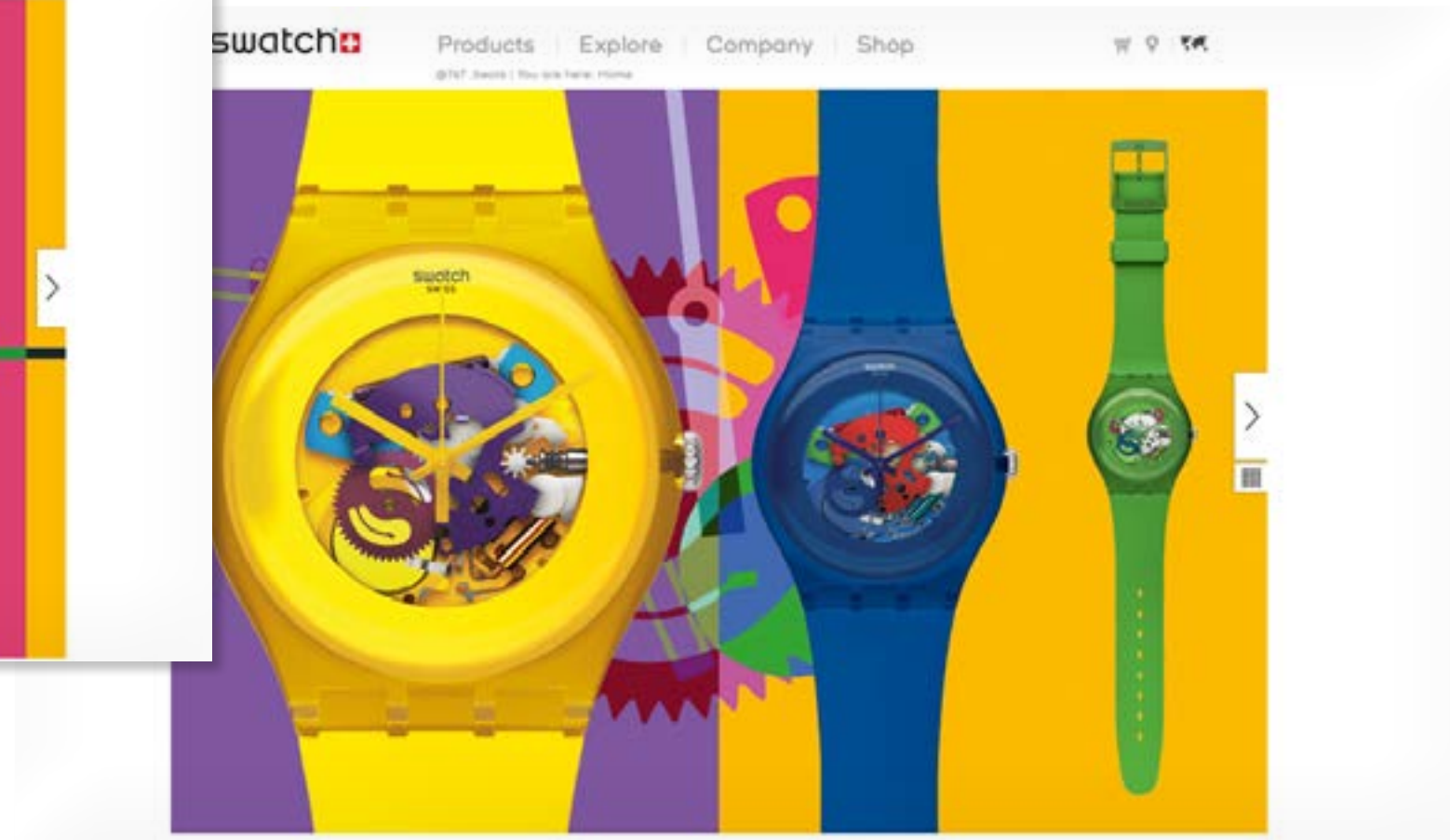
**Fruit Parfait**



**Dry Toppings**



**Fresh Fruit Toppings**







Coffee

Beans Blends Brewing

Menu

Drinks Food Nutrition

Coffeehouse

Music Wi-Fi Community

Responsibility

Values Goals Progress

Card

Register Reload Rewards

Shop

Search Compare Buy

Sign in Customer Service Find a Store



PAUSE

Do you prefer Starbucks® Blonde Roast, Medium or Dark?

email share get code get transcript

Limited time Tribute Blend® offer.

Hot or Iced. It's Yours.

What's your Everylove story?

Discover your perfect roast.



Coffee

Menu

Coffeehouse

Responsibility

Card

Shop

Sign in Customer Service Find a Store

Here's to you.

Get a free tall beverage when you buy a pound of Starbucks Tribute Blend® or Starbucks VIA Tribute Blend®. March 22-25 only.



Limited time Tribute Blend® offer.

Hot or Iced. It's Yours.

What's your Everylove story?

Discover your perfect roast.

March 22-25, enjoy a free tall beverage of your choice when you purchase a pound of Starbucks Tribute Blend® or a package of Starbucks VIA Tribute Blend®.

email share get code get transcript



Coffee

Menu

Coffeehouse

Responsibility

Card

Shop

Beans Blends Brewing Drinks Food Nutrition Music Wi-Fi Community Values Goals Progress Register Reload Rewards Search Compare Buy

Sign in Customer Service Find a Store



Spring is here and the best hot or iced coffee is all over the place. You'll find hot or iced, your perfect espresso beverage is here.

email share get code get transcript

Limited time Tribute Blend® offer.

Hot or Iced. It's Yours.

What's your Everylove story?

Discover your perfect roast.



Coffee

Menu

Coffeehouse

Responsibility

Card

Shop

Sign in Customer Service Find a Store

Starbucks® Blonde Roast Coffees



Starbucks® Veranda Blend™



Delicate nuances of soft citrus and lightly roasted notes meet you. Experience this coffee.

Starbucks® Willow Blend™



Sparkling flavors in a honey, delicate cup. This variation is ideal. Experience this coffee.

These are decidedly real.







**FREEBIRDS** WORLD BURRITO.

FOOD • ORDER ONLINE • CATERING • WORLD WORKS • LOCATIONS

FANATIC REWARDS GIFT CARDS EVENTS FREEBIRDS STORY JOIN THE TEAM CONTACT US

CHOOSE A LOCATION:

FANATIC REWARDS

**BECOME A FANATIC**  
 NEWBIE? Want rewards just for eating awesome burritos? -CLICK HERE-

**REGISTER YOUR CARD**  
 HAVE A FANATIC CARD but haven't registered it yet? -CLICK HERE-

# FEED YOUR CHOICE.

**FREEBIRDS** WORLD BURRITO.

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FANATIC REWARDS GIFT CARDS EVENTS FREEBIRDS STORY JOIN THE TEAM CONTACT US

BURRITOS TACOS **NACHOS** SALADS DESSERTS BEVERAGES FREEBIES!

**FOOD**  
 BURRITOS  
 FREEBIRDS FOOD  
 INGREDIENTS

CHOOSE A LOCATION:

FANATIC REWARDS

**BECOME A FANATIC**  
 NEWBIE? Want rewards just for eating awesome burritos? -CLICK HERE-

**REGISTER YOUR CARD**  
 HAVE A FANATIC CARD but haven't registered it yet? -CLICK HERE-



**NACHO ORDINARY MEAL!**

EVERYTHING STARTS WITH THE CHIPS. Made daily from yellow, red and blue corn tortilla. Top 'em any way you like, and again... choose what you'd like to make

- SPINACH TORTILLA
- FLOUR TORTILLA
- CAYENNE TORTILLA
- WHEAT TORTILLA
- CRANDED RICE OR SPANISH RICE
- REFRIED BEANS
- WHOLE PEAS
- BLACK BEANS
- LETTUCE
- MIXED GREENS
- WHITE CHICKEN
- RED CHICKEN
- TOMATOES
- PICO DE GALLO
- ROASTED PEPPER & ONIONS
- ROASTED GARLIC
- LINE JALISCO
- ROASTED LINES
- SAVORY DRESSING
- ANCHO DRESSING
- TONATELLO DRESSING
- SALSA
- POBLANO SALSA

**FREEBIRDS** WORLD BURRITO.

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BURRITOS TACOS NACHOS **SALADS** DESSERTS BEVERAGES FREEBIES!

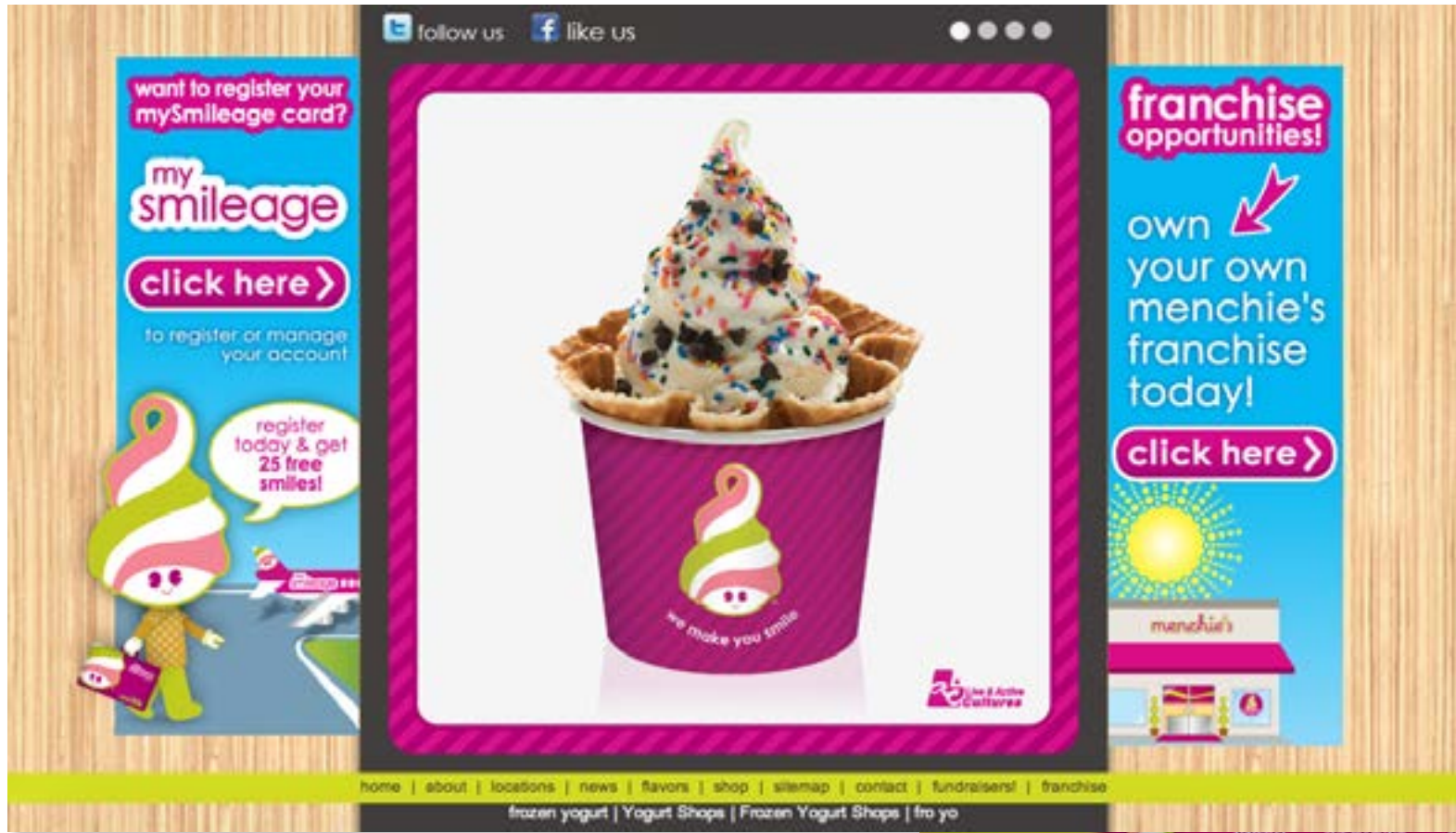


**THE LIGHTER SIDE OF AWESOME.**

BUILD YOUR OWN SALAD. Start with our fresh spring mix or shredded chicken. Add any steak, chicken (dark or white meat) or pork portion. Leave out the bread.

- SPINACH TORTILLA
- FLOUR TORTILLA
- CAYENNE TORTILLA
- WHEAT TORTILLA
- CRANDED RICE OR SPANISH RICE
- REFRIED BEANS
- WHOLE PEAS
- BLACK BEANS
- LETTUCE
- MIXED GREENS
- WHITE CHICKEN
- RED CHICKEN
- TONATOES
- PICO DE GALLO
- ROASTED PEPPER & ONIONS
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- LINE JALISCO
- ROASTED LINES
- SAVORY DRESSING
- ANCHO DRESSING
- TONATELLO DRESSING
- SALSA
- POBLANO SALSA







CONVERSE Log In / Sign Up My Account Order Status Wishlist Cart (0)

Search

Shop Create

Start Over 8/14 Completed

Racing Stripe

Choose a color




Chuck Taylor All Star Ox Canvas

\$67.00

Your Size

Add To Cart

Save Share

CONVERSE Log In / Sign Up My Account Order Status Wishlist Cart (0)

Search

Shop Create

Start Over 4/10 Completed

Outside Body

Choose a color




Chuck Taylor All Star Hi Canvas Neon

\$67.00

Your Size

Add To Cart

Save Share

CONVERSE Log In / Sign Up My Account Order Status Wishlist Cart (0)

Search

Shop Create

Start Over 4/14 Completed

Tongue

Choose a color or print

Color Print

Choose a color




Chuck Taylor All Star Ox Canvas

\$67.00

Your Size

Add To Cart

Save Share

CONVERSE Log In / Sign Up My Account Order Status Wishlist Cart (0)

Search

Shop Create

Start Over 4/10 Completed

Inside Body

Choose a color




Chuck Taylor All Star Hi Canvas Neon

\$67.00

Your Size

Add To Cart

Save Share



**hatch excitement**

# BRAND IDENTITY



nōk nōk nōk **nōk** nōk

---

*nōk* *nōk* nōk nōk *nōk* nōk

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nōk yōk nōk yōk nōk yōk

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nōk yōk nōk yōk nōk yōk

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nōk yōk nōk yōk nōk yōk



nōk yōk nōk yōk nōk yōk

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yōk

nōk

yōk

nōk

yōk





BRAND/IDENTITY DEVELOPMENT PROGRAM

## BRAND FLAVORS AND COLORS



**whīt**  
plain & simple



**rědd**  
ham & peppers



**grēn**  
pesto & chicken



**yělo**  
cheese & salsa



**whīt**  
plain & simple



**rědd**  
ham & peppers



**grēn**  
pesto & chicken



**yělo**  
cheese & salsa

**BRAND POSITION LINE**





BRAND POSITION LINE DEVELOPMENT

## BRAND POSITION LINES

**break out of your shell!**  
**it's what's NOT INSIDE that counts!**

hatch change  
hatch revolution  
hatch hope  
hatch answers  
hatch inspiration  
hatch imagination

hatch ideas  
hatch fun  
hatch health  
hatch excitement  
**hatch happiness**  
hatch laughter  
hatch memories  
hatch taste

hatch cool  
hatch style  
hatch parties  
hatch friendship  
hatch convenience  
hatch flavor  
hatch life  
hatch love

nōk

hatch happiness™

yōk

hatch happines



hatch taste

**PACKAGING**





yök

hatch a healthy snack.™

yokfoods.com



hatch happiness.™

yök

rēdd  
ham & peppers

yök

grēn  
pesto & chicken

yök

whīt  
plain & simple

yokfoods.com

yokfoods.com

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yōk

hatch a healthy snack.™

yokfoods.com



yōk

hatching a better egg.™

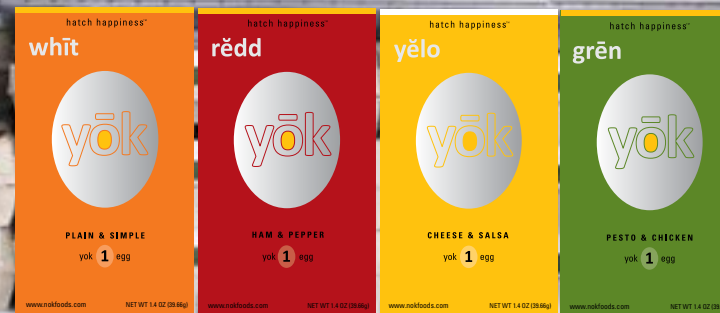
yokfoods.com



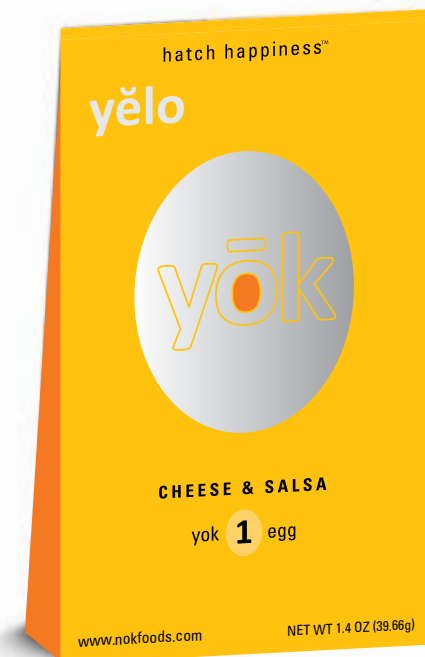
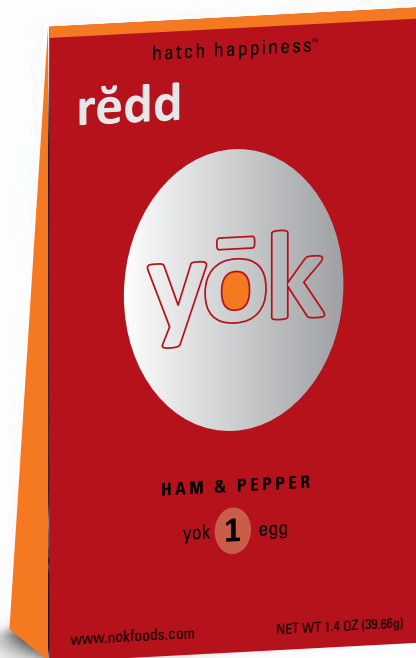
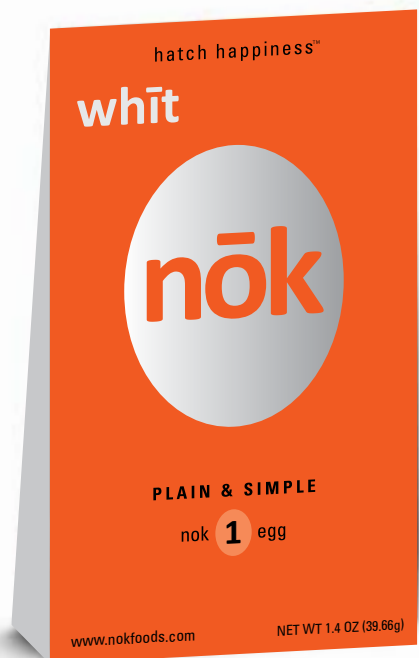
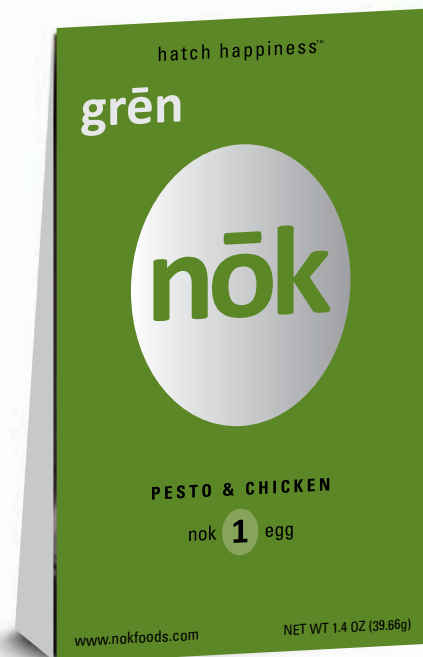
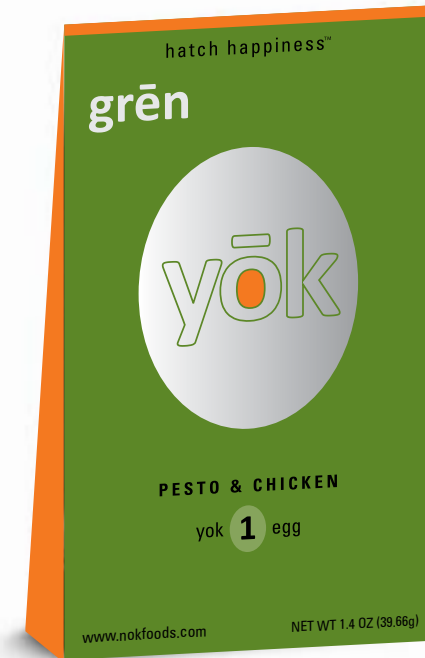
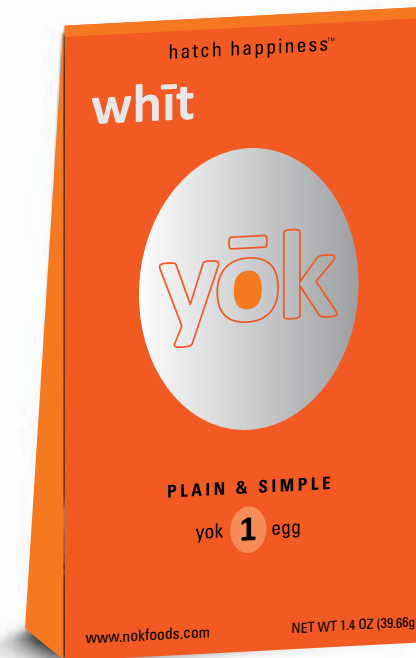
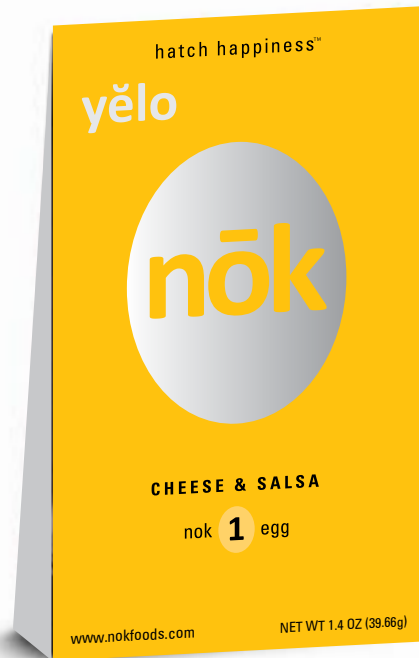
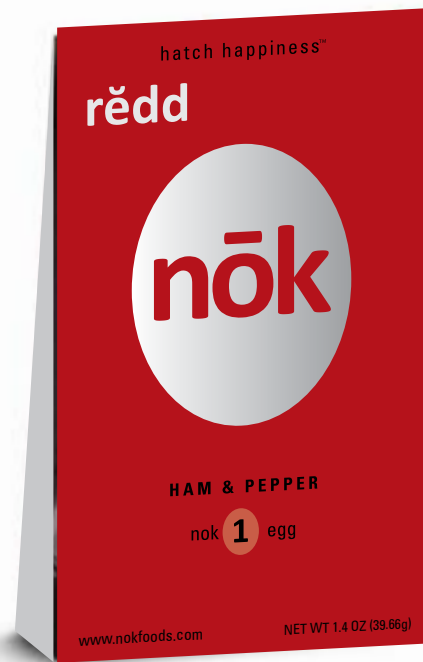


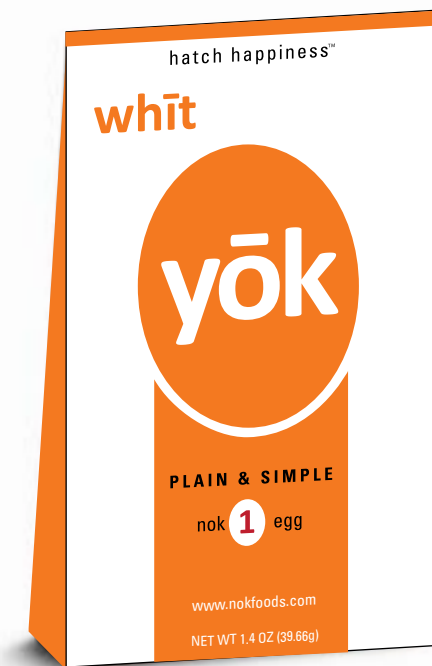
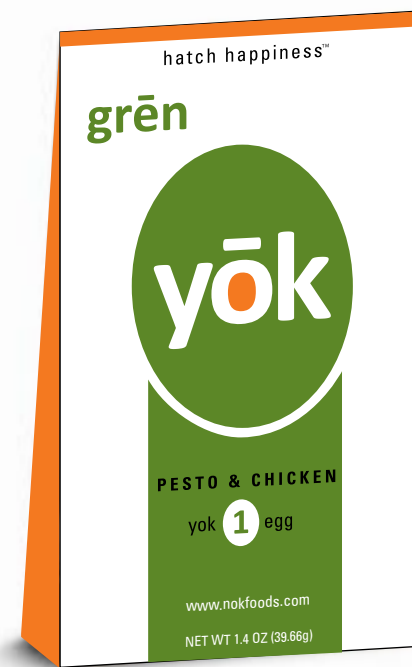
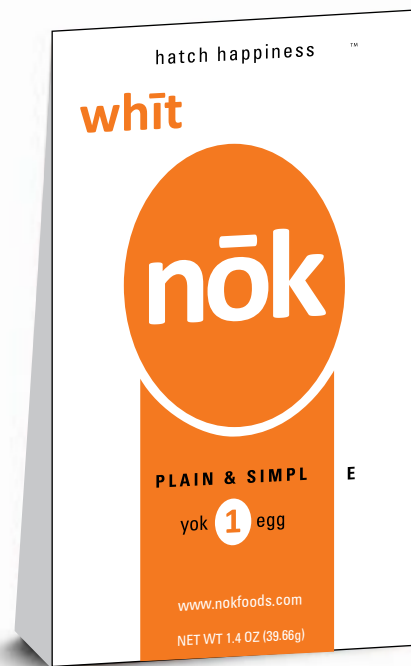
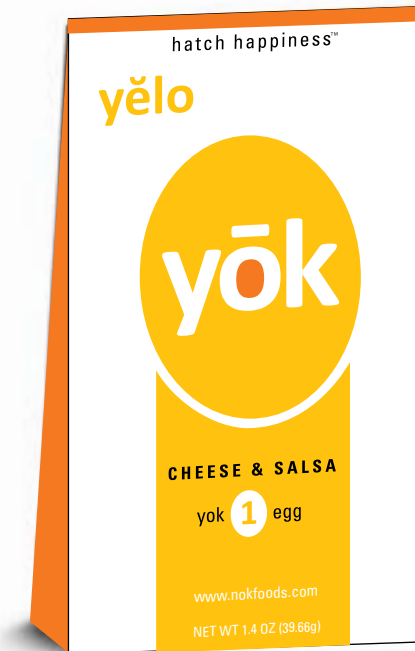
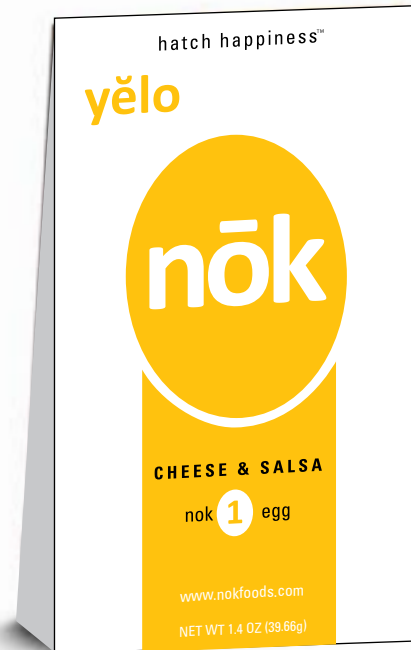
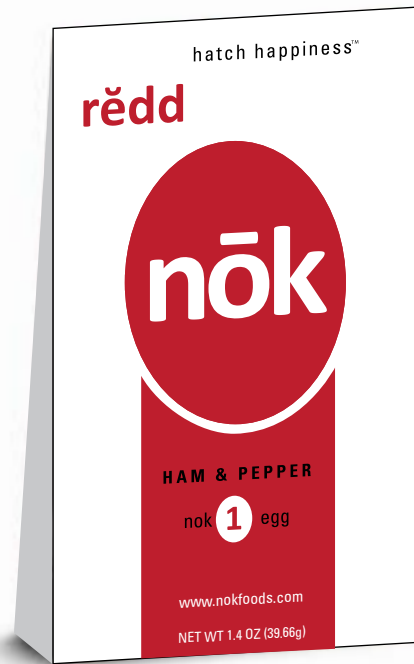


yōk  
hatch a  
healthy snack.™



yokfoods.com









**nōk**  
hatch a healthy snack.™



[nokfoods.com](http://nokfoods.com)

**hatch fun**

**ADVERTISING**



**egg-cent-tchu-ate the positive!**



# nōk

egg-cent-tchu-ate the positive!

You've got to egg-cent-tchu-ate the positive  
Eliminate the negative  
And latch on to the affirmative  
Don't mess with Mister In-Between

You've got to spread joy up to the maximum  
And bring gloom down to the minimum  
And have faith or pandemonium is liable  
To walk upon the scene

To illustrate my last remark  
Jonah in the whale, Noah in the ark  
What did they do just when  
Everything looked so dark?

Man, I said you got to  
**egg-cent-tchu-ate** the positive  
Eliminate the negative  
And latch on to the affirmative  
Don't mess with Mister In-Between

To illustrate my last remark  
Jonah in the whale, Noah in the ark  
Tell me what did they do just when  
Everything, everything looked so dark?

Man I said, you've got to  
**egg-cent-tchu-ate the positive**  
And eliminate the negative  
And hang on to the affirmative

And don't mess, don't mess with  
Mister In-Between, **nōk, nōk**, don't mess  
Oh baby I said don't mess, you better  
Not mess with Mister in-between, yeah!





egg-cent-tchu-ate the positive!

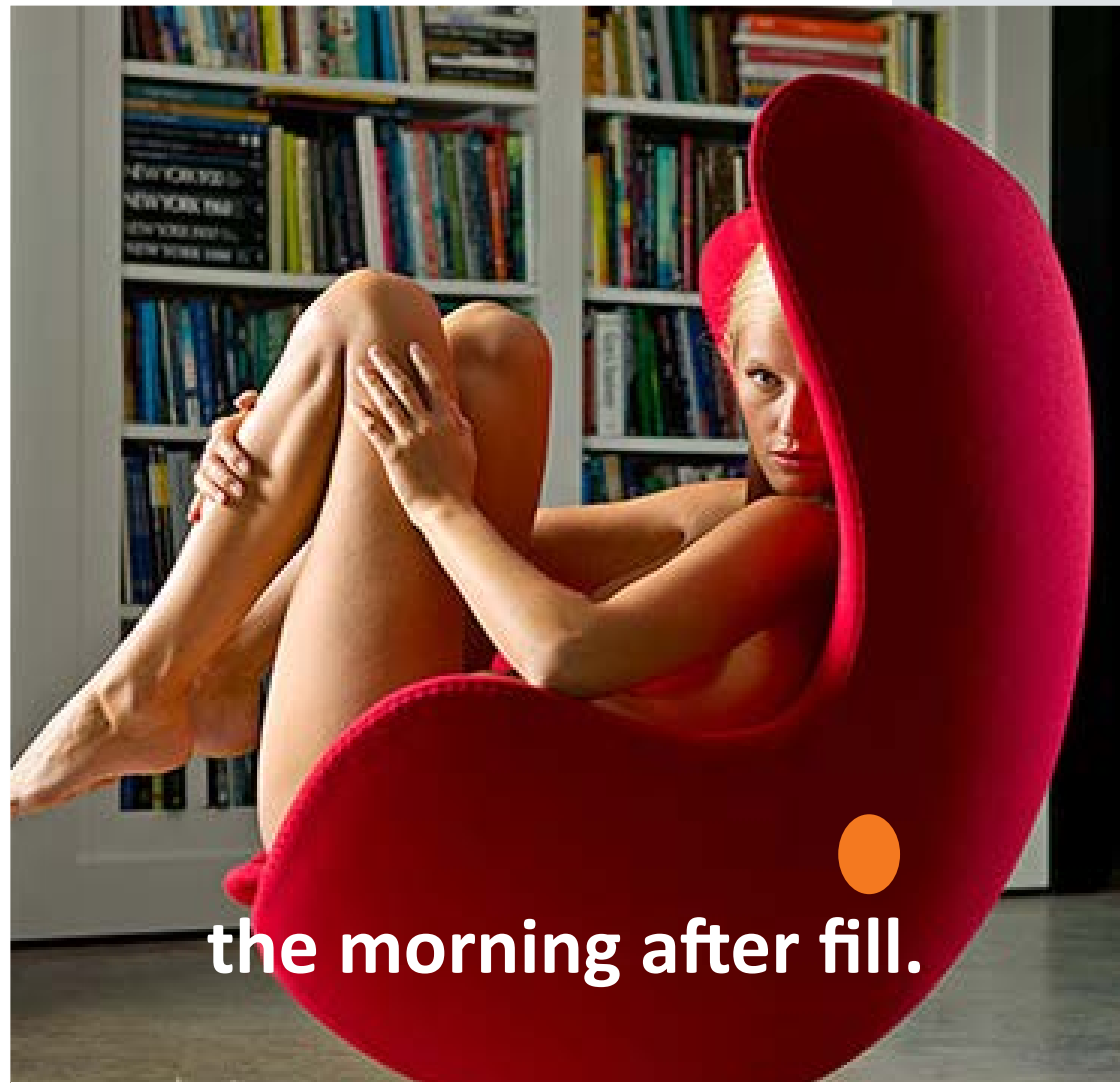
eliminate the negative



**yōk** or **nōk**

you decide.





the morning after fill.

**nōk**

[yokfoods.com](http://yokfoods.com) | [nokfoods.com](http://nokfoods.com)





egg-cent-tchu-ate the positive!

eliminate the negative

yōk

or

nōk

you decide.

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[nokfoods.com](http://nokfoods.com)





ADVERTISING DEVELOPMENT

## HEADLINE CONCEPTS

when it comes to eggs... do you eat the yōk? or nōk can do?

yōk or nōk. you decide.

the yōk and nōk of life...

give me a simple yōk or nōk!

yōk or nōk. what's it going to be?

some say nōk. some say nōk. you say yōk and I say nōk, nōk, nōk!

oh, yōk! oh, nōk!

absolutely nōk! positively yōk!

nōk yōlk, sherlock!

yōk mamma!

practice girth control

**hatch convenience**



# TARGET MARKETING



one **nōk** or two?



one **nōk** or two?









[yokfoods.com](http://yokfoods.com) | [nokfoods.com](http://nokfoods.com)




inflight eggertainment.



yokfoods.com | nokfoods.com

	
	
<p>eggage claim</p> 	

  
yokfoods.com | nokfoods.com

**hatch cool**



**MERCHANDISING**

egg-cent-tchu-ate  
the positive!

eliminate the negative  
and latch on to the affirmative  
don't mess with mister in-between









yōk nōk

nōk yōk

yōk nōk

nōk yōk

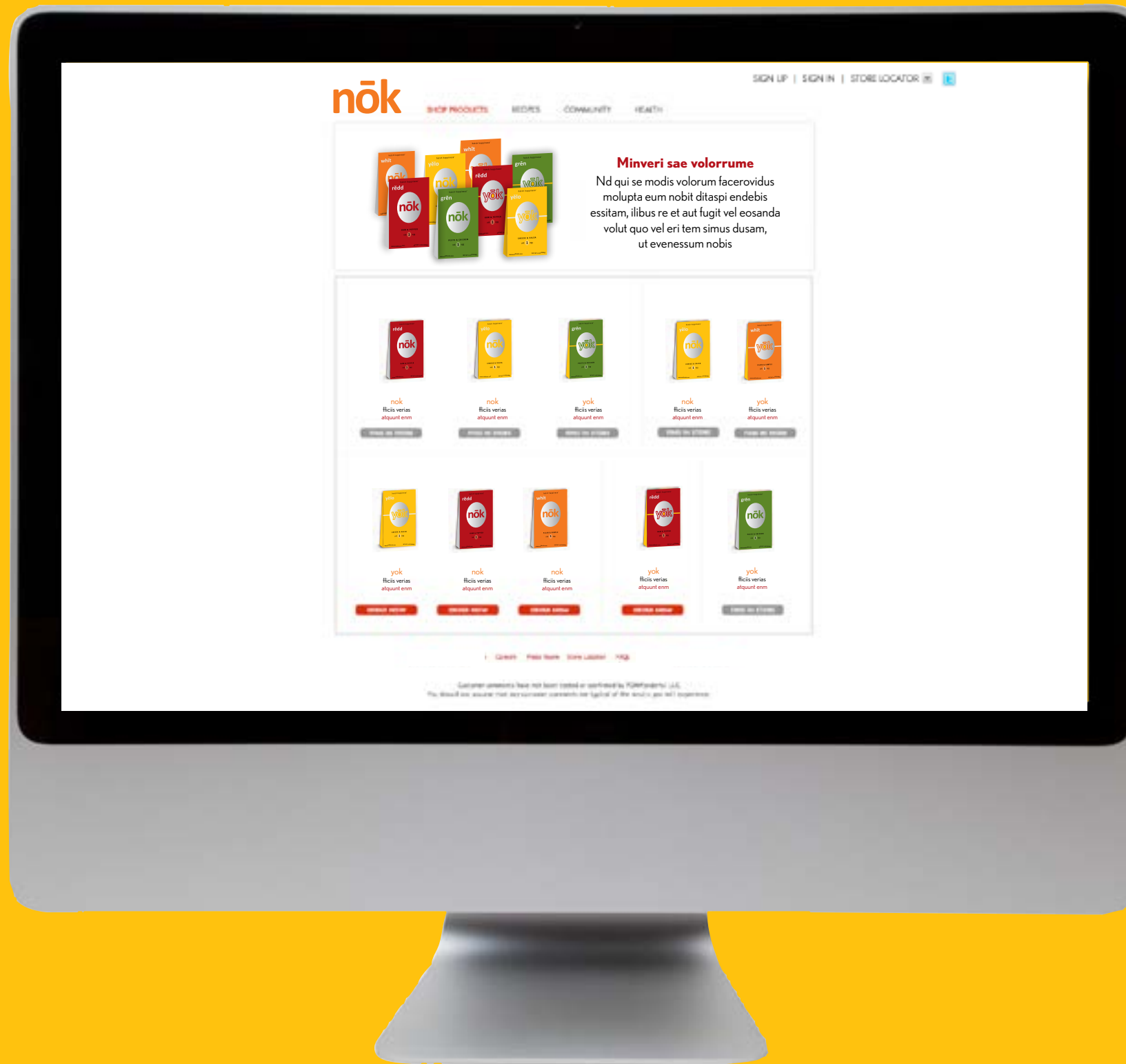


yōk  
nōk

**hatch friendship**



**WEB/MOBIL/SOCIAL**







**hatch change**

# CAUSE MARKETING



nōk  
can do!

VOTE



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yōk  
we can!

VOTE



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**hatch health**







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