

PODi CASE STUDY

BEARDITION GOES TO THE OSCARS



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BEARDITION GOES TO THE OSCARS

VERTICAL MARKET: Consumer Product Goods

BUSINESS APPLICATION: Digital Packaging

BUSINESS CHALLENGE

Beardition is a startup company that produces 100% all natural beard and grooming products. Products include shampoo, conditioner, beard oil, aftershave and shaving cream (for those who can't grow a beard). In order to promote the brand, Beardition desired to place their products in a gift bag at an extravagant event designed to honor the 86th Academy Award nominees. However, once they had the official approval to move forward they had an extremely tight time frame in which to get the product to the event and of course quality could not be compromised. They decided on a special travel size for inclusion in the gift bag, which meant they needed new labels printed within a very short time.

RESULTS

Beardition turned to Labels in Motion for the task. Using their in-house design department and digital printing capabilities Labels in Motion was able to:

- Resize existing labels for the new sizes
- Create a color-matched proof
- Print high-quality labels for the two product SKU's that were included in the gift bag
- Complete the job within 2 days

As a result of the rapid production capabilities of digital printing, Beardition was able to capitalize on this exciting promotional activity.



THE NEED FOR SPEED

The idea for Beardition came to Mark Williams as he was finishing up a 30 day hike on the Appalachian Trail. Not having shaved for the entire hike Mark realized his beard was full, but rather gnarly and his skin was itchy and irritated. It was then he had the idea to create a line of 100% natural products to help men groom their beards. He convinced Kristin Scheihs to take on the task of Creative Director and the company was born.

Beardition, like hundreds of other small companies, needs to be cost effective with their marketing efforts and so when an exciting opportunity arises they need to be able to react quickly.

The gift bag has become one of the most coveted — and relatively inexpensive — ways to get exposure for a product. By getting products into the hands of a celebrity, the hope is that he or she will use the product and mention the product to a reporter, providing priceless exposure. One photo of a celebrity using your product can ignite sales.

In order to take advantage of the opportunity to get gift bags to Academy Award Nominees, Beardition had to act fast. Many decisions had to be made quickly in order to ensure that product would be ready for the bags, not the least of which was what packaging was to be used. After researching the options they settled on a new size, which meant new labels were needed.

Beardition had recently moved their label production to an Orlando based company called Labels in Motion. Labels in Motion is a fully owned subsidiary of Xymogen, a fast rising star in the vitamins and health supplement arena. Manon Chin, COO of Labels in Motion, created the business plan for Labels in Motion, which called for the purchase of a digital press to produce labels in-house for Xymogen and then to go to the outside and attract new customers who need labels created and printed.

When Labels in Motion got the call that Beardition needed new labels printed super-fast, they didn't flinch. Using their expertise in graphics, their Xeikon 3500 digital label press and X-Rite color management software, they were able to produce new high-quality labels for the marketing promotion within two days.

Labels in Motion positions themselves as label publishers, not label printers. Chin explains that they provide more services than just printing. He has a team of eight full-time graphic designers on staff that helps guide customers through the process from label design to final production. His previous experience on the buying side of label production has given him great insight into what customers truly need. His services are especially valued by his customers that are starting up brands, companies with a high number of SKU's and businesses that change labels frequently.

CLIENT	Beardition www.beardition.com Beardition produces 100% all natural beard and grooming products. Products include shampoo, conditioner, beard oil, aftershave and shaving cream (for those who can't grow a beard).
PRINT PROVIDER	Labels in Motion www.labelsinmotion.com Labels in Motion is a label publishing company with the philosophy that they put people first. They form meaningful business relationships with companies that want to make a bigger impact in their industry by publishing labels that truly resonate in their market.
HARDWARE	Xeikon 3500
SOFTWARE	X-Rite color management software
TARGET AUDIENCE	Celebrity consumers
DISTRIBUTION	250
DATE	February 2014



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