

HTML Preview

To: <dmuscato@perriergroup.com>
 From: Jean-Pierre <jplacroix@sld.com>
 Subject: Five Steps to Effective Moments of Truth
 CC:
 Attachments:

Vol. 4, Q3 2008



BlinkFocusConnectDeliver

In the blink of an eye, we focus on unique attributes to emotionally connect consumers to your brand and deliver results.

Not All "Moments of Truth" Are Equal



Not all Moments of Truth are Equal

Learn how organizations are ensuring strong brand loyalty in a market where consumers are skeptical and struggling to be in control, by better anticipating and integrating the right consumer experience at each of the key touch-points that support the various moments of truth. The principles outlined in the point-of-view document applies to both retailers, service providers and consumer packaged goods organizations.

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Blue Light's redesign a fresh, new take on a tried and true favourite.

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New exciting cooking sauces for an Indian-inspired meal.

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DIAC Innovation Challenge

The Design Industry Advisory Committee which represents all of the design industries in Ontario is conducting a study on the use of design as part of an organization's innovation process. Please take just a few minutes to fill out the questionnaire. Findings will be posted as part of a follow-up study. Please also review the 2006 ground breaking study that identifies Toronto as the third largest design centre in North America.

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Pepsi's summer Max Your Ride Promo

In order to rev up volume and market share, Pepsi developed a summer "Max Your Ride" promotion and partnered with Shikatani Lacroix to design packaging for all participating single serve products.

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Blue Light's Fresh New Look

The new Blue Light design has a fresh, new take on a tried and true favorite that successfully dials up the refreshment factor and features sharp branding.

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Tetley Big Winner

Tetley has long been respected by tea drinkers for quality teas. Now, the industry recognizes this too. Tetley hot Green tea Pomegranate and Tetley hot Green Tea Blueberry have won the prestigious Canadian Grand Prix Best New Product Award in the total beverage category!

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VH Goes East Indian

Based on emerging trends in Asian cuisine, ConAgra foods undertook a research initiative to help revamp their VH line of Asian cooking sauces, and partnered with Shikatani Lacroix to establish a relevant sub-brand name and redesign the packaging to capitalize on new insights regarding Indian-inspired meals.

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Title: VH Gets Exotic and Spicy

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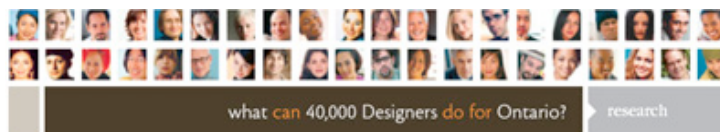
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