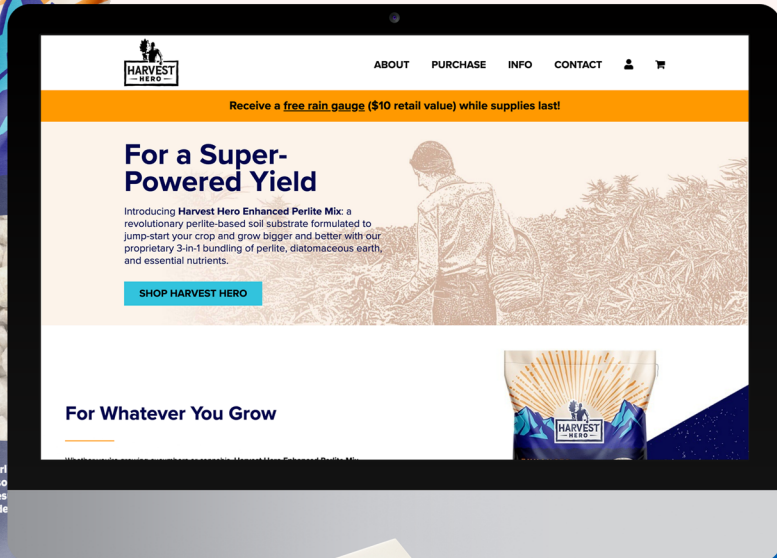


**Harvest Hero**

35c. Company Branding



From a handful of white stones to a fully realized brand and strategy, our team took on the challenge of launching an all-new line of growing media specifically designed for home cannabis growers. Given a unique set of parameters, we dove into the research, speaking to scientists, hobbyists, and stakeholders to uncover the core value behind this new product. In just a few short months, we gave “Harvest Hero” a name, visual identity, and brand voice, setting the product apart from the competition through both positioning and packaging.