

KNOW Better Foods - Work Experience

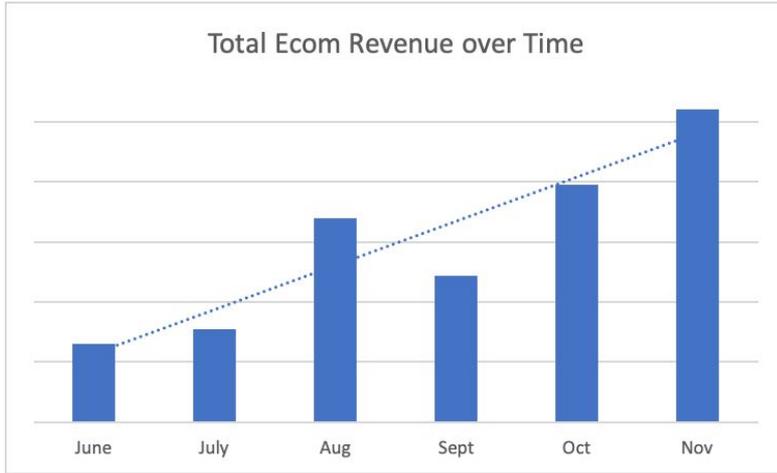
KNOW Better Foods is a venture-backed CPG brand that launched in 2016.

- KNOW was experiencing dramatic monthly revenue declines due to an unsuccessful brand strategy.
- In June 2018, Nick Robinson joined the company to lead a marketing and ecom turn around, and generate profitable growth.
- In just five months under Nick's leadership, the lean marketing team successfully completed a full rebrand, doubled eCom revenues and added 20,000 Instagram fans, while reducing overall marketing spend.

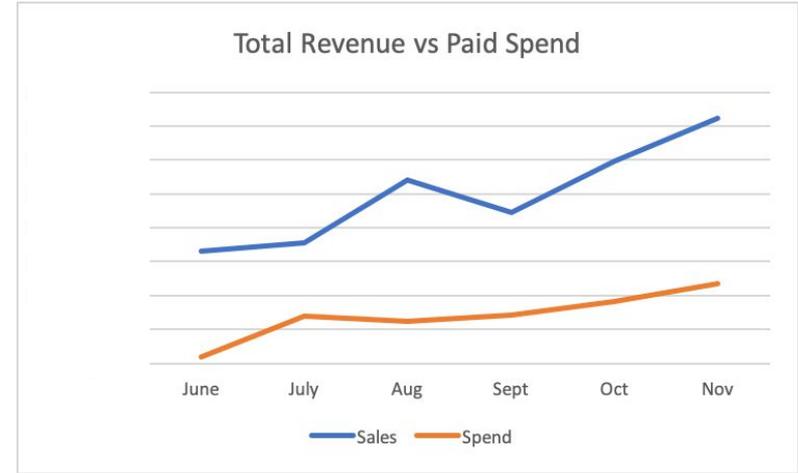
KNOW
BETTER FOODS™



KNOW Better Foods - Ecom Performance

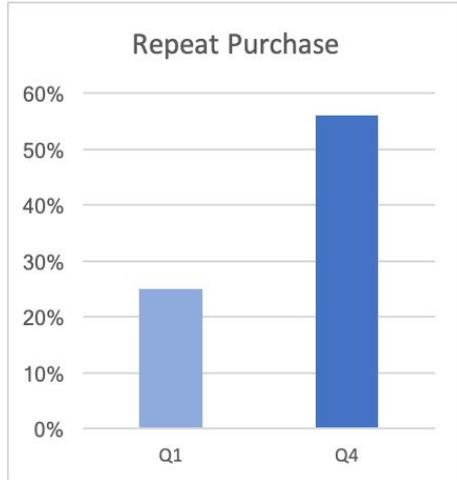


Monthly revenues increased by 218% in 5 months

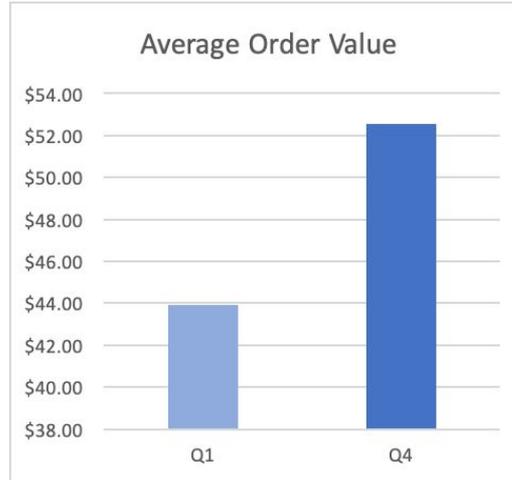


Profitable growth was a top priority

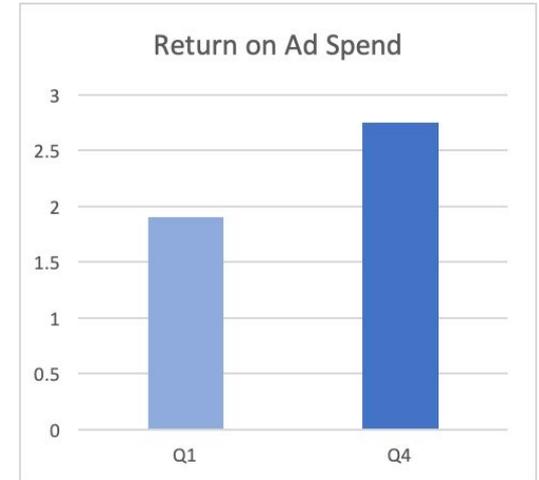
KNOW Better Foods - Direct to Consumer Performance



Doubled repeat purchases

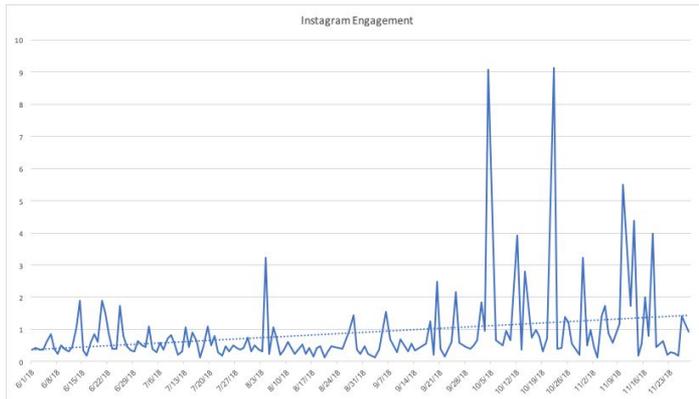
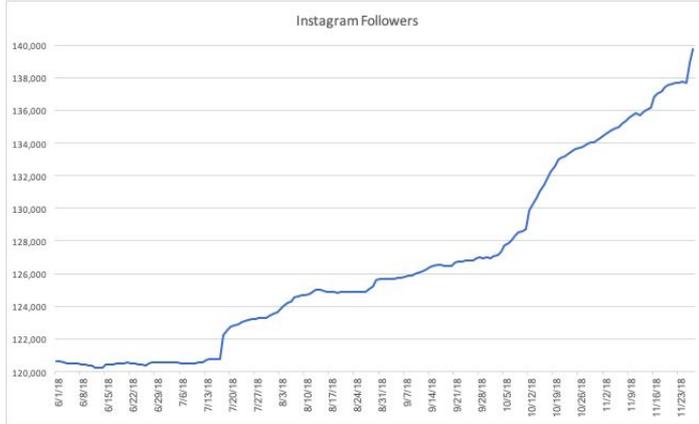


Increased AOV by 20%



Increased ROAs by 45%

KNOW Better Foods - Social Media Performance



- Instagram content and influencer strategy focused on community building and engagement vs product focus
- 20,000 new followers (organic)
- 9 of 10 most engaged posts of all time



531 Likes on IG



120 Calories (1 Large Banana)	120 Calories (1/2 Medium Avocado)
	
FAT 0.4g	FAT 11g
POTASSIUM 422mg	POTASSIUM 360mg
FIBER 3g	FIBER 5g
SUGAR 14g	SUGAR 0g
<i>DESSERT BECOMES GUACAMOLE</i>	<i>DESSERT BECOMES GUACAMOLE</i>

@knowfoods

6,244 Likes on IG

KNOW Better Foods - Brand Identity Refresh

- Innovated new brand identity including message framework, product packaging, and communications channels (website, social, print)
- Developed and activated brand identity refresh campaign across all channels

