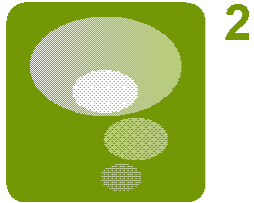


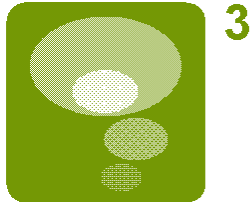
*foo***bas**
Give a Basket

Background

- The picture below shows a shopping basket that attracts a lot of attention whenever we have it with us → there seems to be a potential to sell it in the US market



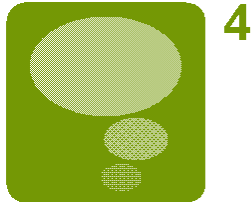
Product



- Branded, colorful PPC basket
- that help save the environment by not using all new plastic or paper bags for every shopping trip;
- Each basket comes with a donation certificate stating that with this purchase one full basket of potatoes has been given to a charity to end hunger in the US
- A basket measures 16.5'*10.2'*12.6' (42*26*32cm)

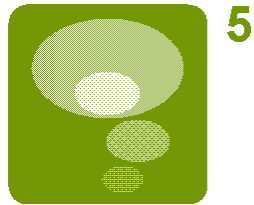
Logo/Design (see moodboard next page)

Logo

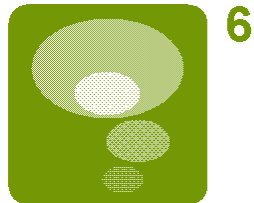


- Contain the brand name “foobas”; maybe also the claim “give a basket”
- Colorful, stylish-elegant, modern, not flashy, simple, ecologically
- Maybe even show a basket with apples and/or potatoes
- The website design will most probably be rather simple and kept mainly in white

Moodboard Logo



Moodboard Homepage



6

