



A Fresh Start

Differentiated brand positioning

Refreshed look and feel

Opportunity for regional / retail focus



Sunrise Magic® Brand Narrative

Sunrise Magic® is the extra in your day. The apple that turns an ordinary morning into one filled with expectations.

She's at the ready for those creative DIY projects you've always wanted to tackle, or that amazing rustic tart you've had on your Pinterest Board for weeks.

Sunrise Magic® isn't limited to mornings. At the end of a soul-satisfying day, she's the one you want to chill with. The one who sets you dreaming about a sunrise from your vintage van with the beach at your front door. Or a donkey ride down the Grand Canyon. Plus, she'll help you scan Airbnb listings to find that exceptional stay.

Her attitude? Yes, you can. Then she'll tell you, let's make it magical. She'll never tell you to Just do it or No pain, no gain. Instead, she encourages you to expect more while basking in nature's beauty.



Sunrise Magic® Key Messages & Themes

Our objective is to establish the Sunrise Magic® brand as an approachable and “Earthy” apple that creates a bright spot in your life.

Key Message:

Sunrise Magic® invites you to make every day shine

Themes:

- Hello, Sunshine
- Here Comes the Sun
- Shine, Every Day



Logo Update & Packaging



ORIGINAL LOGO



REVISED LOGO

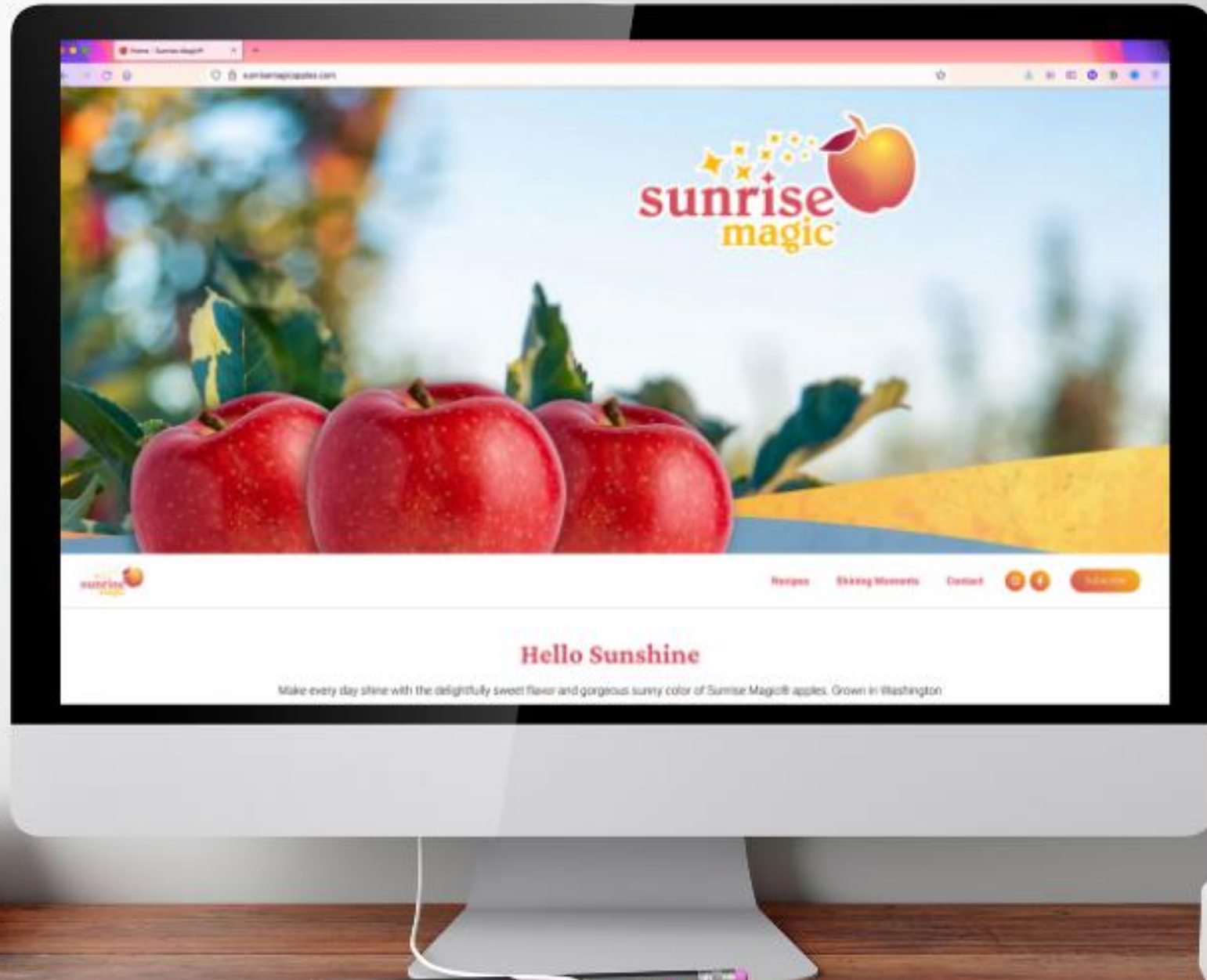
Logo Update & Packaging



Recipe Development



Website Launch



Point of Sale



Shine Bright

Make every day shine with the delightfully bright and sweet flavor and gorgeous sunny color of Washington grown Sunrise Magic® Apples.

sunrisemagicapples.com  



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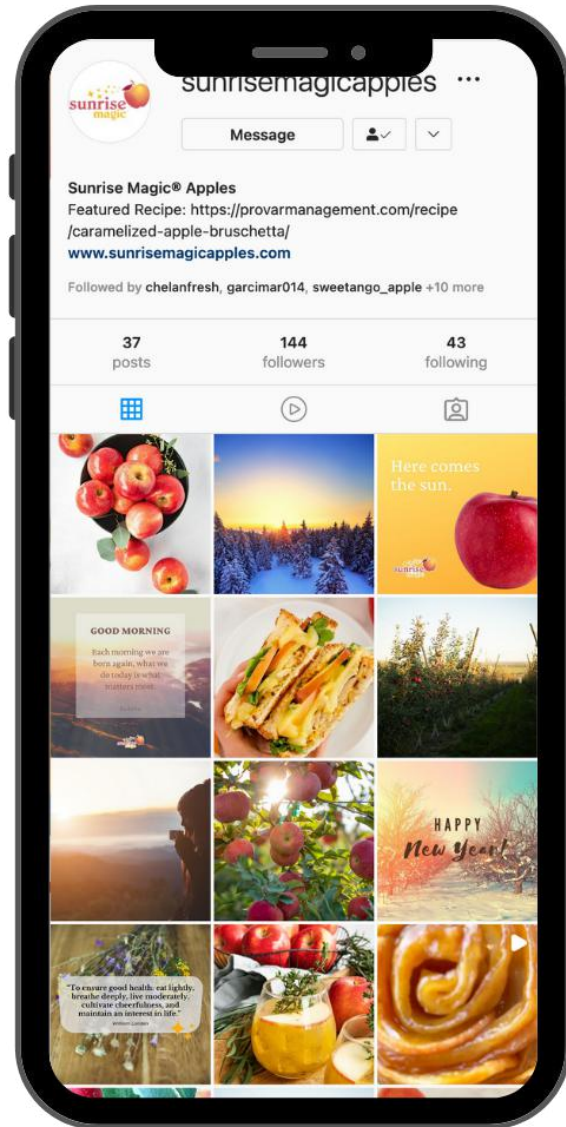


LOGO HERE www.sunrisemagicapples.com  

Social Media

Share your magic moments.

See you on social!



Follow on Instagram

Load More

Retail Strategy Recommendations

Effective marketing requires collaboration

Regional loyalists vs. spotty national retailers

Merchandising will be critical



Launch & Promotion Concepts

Retail event/ sampling / merchandising

Social media giveaway, geo targeting, regional influencers

Brand partnerships



2021 Milestones



September
Trade Ad
Landing Page
Orchard Shoot



November
Finalize Poly Bag, PLU



July
Packaging Design
Social Media Strategy



October
Harvest
Media Outreach
Launch Social Media



December
Recipe Development
Product Photography

2022 Milestones



February & March

Trade Ads
Press Release
Social Media Giveaway



Fall

Trade Ads
Media Outreach
Social Media Giveaway



January

Launch Website
Develop POS



Summer

Packaging



Winter

Content Development