



BACKGROUND

Nutrienvivus approached us to do a second project with them, with the aim to help get their newest product, Enviotin capsules, on the shelves of local garden centers and nurseries. We decided to do this by creating a brochure that highlights the benefits and ease of the Enviotin capsule. This brochure could be given to nursery owners, managers, and customers.

GOALS & OBJECTIVES

- 01 Get their products into nurseries and garden centres.
- 02 Create marketing material for the founders to use in meetings and nursery visits.

STRATEGY

- Using data from field trials, demonstrate the quality and ease of using Enviotin capsules. We placed emphasis on all the ingredients being certified organic, the product is scientifically formulated and having an existing relationship with a trusted company, Burnaby Lake Greenhouses Ltd. In order to help jump-start sales efforts, we wrote an outreach email to educate potential customers about the product. Ultimately, we equipped Nutrienvivus with the tools necessary to get their product on the shelves and begin accumulating customer loyalty.

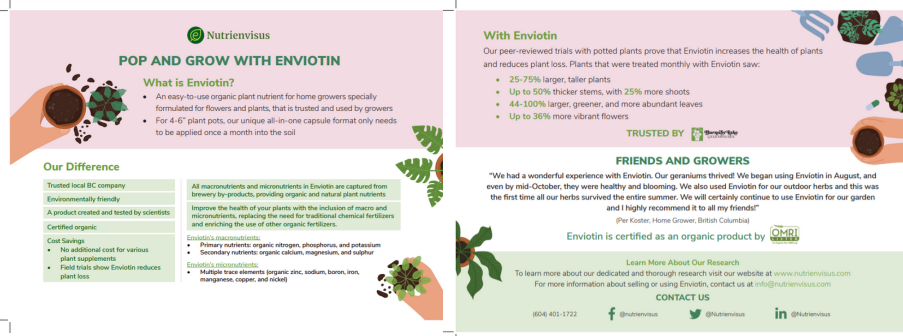
TIMELINE: August - November

TEAM

- Lynn Warburton - Strategy, Advisor
- Vivien Lee - Project Manager
- Mayela Rodriguez - Writer
- Maverick Todd - Writer
- Sara Salhi - Graphic Designer

RESULTS

Two-Page Postcard



Marketing Email



Subject: [Name], your customers will love our organic plant nutrient

Hello [Name],

My name is Lili Mesak. I have been a bioscientist for over 20 years and I have devoted my career to researching the best, most efficient way to make plants grow. In 2017 I decided to apply my knowledge, and along with my husband, we created **Nutrienvivus**. Nutrienvivus is an agri-tech company that aims to increase profit and profitability in the agricultural industry. Nutrienvivus is providing the market with organic and effective alternatives to help plants thrive.

Our newest product is the Enviotin capsule. This capsule would be a great addition to the next | spring growing season and is perfect for your customers. Enviotin capsules are an easy-to-use, one-step super-food to help plants grow. Enviotin capsules contain all the necessary nutrients for flowers, herbs and other plants to grow beautifully and healthy.

Enviotin is:

- Proven to reduce plant loss
- Formulated to include all necessary micro and macronutrients in appropriate quantities
- Made from local brewery by-products
- Certified organic by OMRI

Nutrienvivus works closely with Burnaby Lake Greenhouses Ltd and they referred us to your garden centre/nursery. We would love to further discuss our products with you. If you would like more information, please see our attached brochure or feel free to reach out to me at [phone number].

Thank you and I look forward to the opportunity to talk.

Lili Mesak

PROGRAM IMPACT

The project of the program helped Nutrienvivus better understand the importance of customer discovery. The team created an email template for potential customers and a brochure that highlighted the benefits of the Enviotin capsule.

“[I learned that] customer discovery is important to make marketing materials. I had a great experience working with [the] marketing team.”

- Lili Mesak, CEO of Nutrienvivus Technologies