

foerstel

creative intelligence

foer

**Will Design for Change**

A team of fifteen diverse and passionate  
individuals with a common goal

**Make the world a better place to live**

Street fighters who triumph in  
the toughest merchandising environments

BEFORE + AFTER

BEFORE



EAT BECAUSE  
**WOODSTOCK™**  
IT'S GOOD!



foerstel

BEFORE



BEFORE



BEFORE



BEFORE





BEFORE



BEFORE



EVERY BITE IS PURE DELIGHT



# MADELEINES

Meet a charming little cookie named Madeleine. Delicate, sweet and soft, with a cute little crunch. We think you'll fall in love. These delicious gems are ideal with a hot cup of coffee or tea.



FRESH BAKED WITH PURE INGREDIENTS

NET WT 1 LB 12 OZ (793g)



BEFORE



BEFORE



BEFORE



BEFORE



BEFORE





























Organic, Whole Food, Delicious, and Packed With Greens.



Ditto

*New!* Introducing new Living Foods® whole food snack bars by Garden of Life®. Just one Perfect Food® Bar contains as much fiber as five cups of Romaine lettuce. No other bar combines organic, whole food nutrition and LIVE PROBIOTICS with such delicious results, and they're always in season! In three amazing varieties - Super Seed®, Fruits of Life®, and Perfect Food®!

Living Foods® Bars - the first Organic Whole Food Bars made with LIVE PROBIOTICS.

- Packed with organic whole foods
- Contains the Garden of Life® fermented Super Seed® blend
- Made at low temperatures to stay raw
- Includes soluble fiber from oat beta glucan
- Sweetened with raw honey
- 100% vegetarian



Empowering Extraordinary Health™  
www.gardenoflife.com 1-800-622-8966



*Try them all!*



Organic, Whole Food, Delicious, and Packed With Antioxidants.



Ditto

*New!* Introducing new Living Foods® whole food snack bars by Garden of Life®. Just one Fruits of Life® Bar contains more fiber than a cup of blueberries. No other bar combines organic, whole food nutrition and LIVE PROBIOTICS with such delicious results, and they're always in season! In three amazing varieties - Fruits of Life®, Super Seed®, and Perfect Food®!

Living Foods® Bars - the first Organic Whole Food Bars made with LIVE PROBIOTICS.

- Packed with organic whole foods
- Contains the Garden of Life® fermented Super Seed® blend
- Includes soluble fiber from oat beta glucan
- Sweetened with raw honey
- 100% vegetarian



Have you been to the Garden today?  
www.gardenoflife.com 1-800-622-8966



*Try them all!*



Organic, Whole Food, Delicious, and Packed With Soluble Fiber.



Ditto

*New!* Introducing new Living Foods® whole food snack bars by Garden of Life®. Just one Super Seed® Bar contains as much fiber as two apples. No other bar combines organic, whole food nutrition and LIVE PROBIOTICS with such delicious results, and they're always in season! In three amazing varieties - Super Seed®, Fruits of Life®, and Perfect Food®!

Living Foods® Bars - the first Organic Whole Food Bars made with LIVE PROBIOTICS.

- Packed with organic whole foods
- Contains the Garden of Life® fermented Super Seed® blend
- Made at low temperatures to stay raw
- Includes soluble fiber from oat beta glucan
- Sweetened with raw honey
- 100% vegetarian



Empowering Extraordinary Health™  
www.gardenoflife.com 1-800-622-8966



*Try them all!*





**AS NATURAL AS COUNTING SHEEP.**

With the soothing qualities of EndoSleep you can see your dreams through and wake up ready to take on your day. The only non-cannabis CBD alternative, EndoSleep works its magic with PhytoCann® Complex, Passion Flower Extract and PharmaGABA®. EndoSleep. Rest easy. Available at WholeFoods, Amazon, and other fine retailers nationwide.

Find out more at [emeraldhealthbio.com](http://emeraldhealthbio.com)



\*or Your Money Back



**SLEEPING BEAUTY.**

Beauty isn't afraid of the dark. In fact, it's welcomed with open arms and a pillow. Get the beauty sleep you deserve and your body needs with EndoSleep, the only non-cannabis CBD alternative with PhytoCann® Complex, Passion Flower Extract and PharmaGABA®. It will be the best unconscious decision you will ever make.

Available at WholeFoods, Amazon, and other fine retailers nationwide.

Find out more at [emeraldhealthbio.com](http://emeraldhealthbio.com)



\*or Your Money Back



works like a dream\*  
\*or your money back

**BETTER THAN CBD**  
\*or Your Money Back

It's a shame to waste a good dream. With the soothing qualities of EndoSleep you can see your dreams through and wake up ready to take on your day. The only non-cannabis CBD alternative, EndoSleep works its magic with PhytoCann® Complex, Passion Flower Extract and PharmaGABA®. EndoSleep. Say hello to a well-rested you.

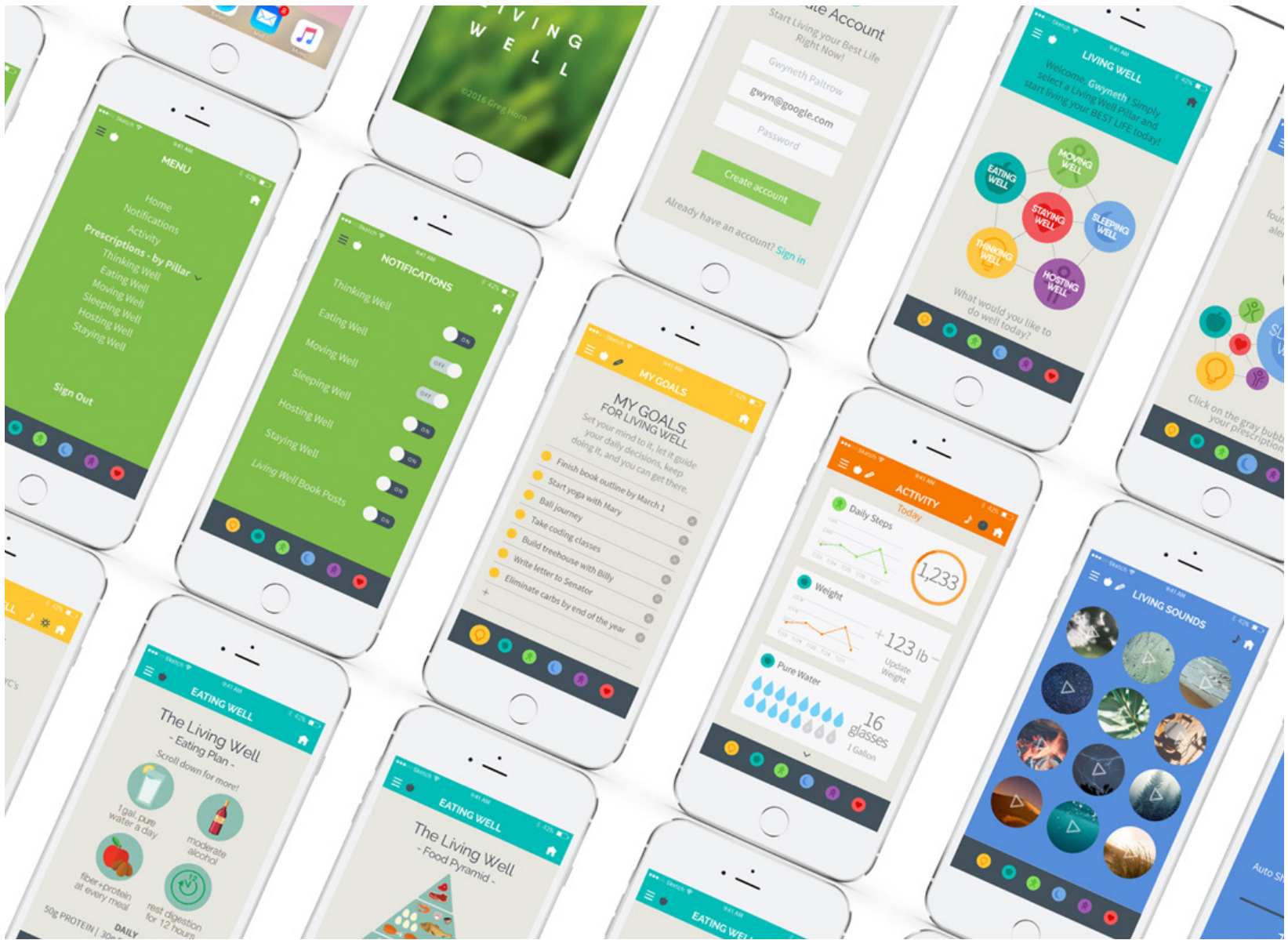
Available at WholeFoods, Amazon, and other fine retailers nationwide.

Find out more at [emeraldhealthbio.com](http://emeraldhealthbio.com)









Experiential brand awareness campaign  
Education and cause marketing  
850mm media impressions/countless selfies

For more info, visit [www.bigidahopotato.com](http://www.bigidahopotato.com)



## CREATIVE EXPLORATION

We provide a wide variety of options as part of the **Creative Exploration** phase of a project

BEFORE





BEFORE



"Sales have increased as much as **300%** since the new packaging hit the shelves!"

David Kallen, CEO  
Aspen Mulling



"With introduction of the new package design, product **sales have more than doubled**, and Tanka bars are now the #1 meat snack in the natural channel over the last 12 months!"

Mark Tilsen, President  
Native American Natural Foods



**“Foerstel completely transformed our company.”**

Sales have gone up **120%** since we started using the new packaging design.”

Michael Langenberg, VP, Marketing,  
Spectrum Organics

“Package design alone created a demand that was **4 TIMES** our expectations.

**Buyers loved the packaging.”**

Ralph Morris,  
Director of Marketing, Dr. Sears



## How we work

Discovery and research

Strategy and planning

Concept exploration

Concept refinement

Creative evaluation and testing

Finalization

Execution and roll out



Meet my  
tribe  
[click here](#)