

# KetchBQ

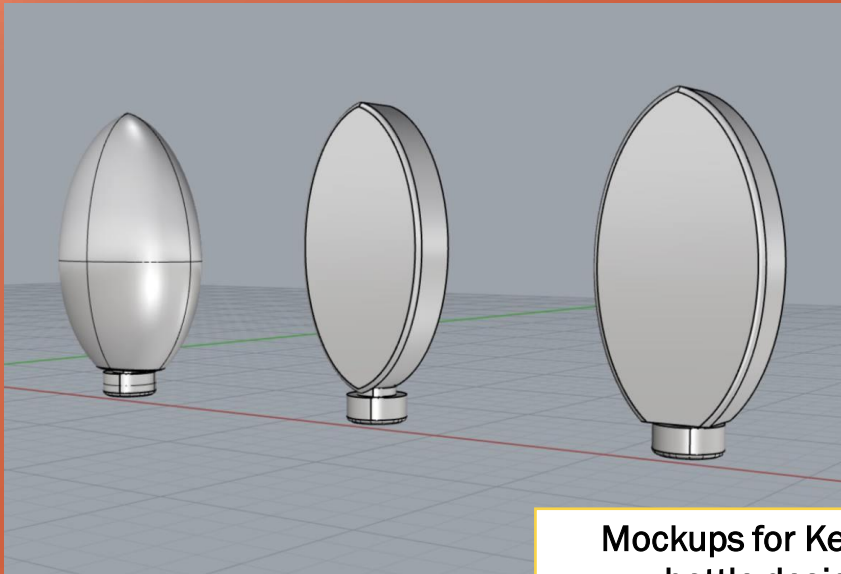
*“The combo you want; the  
sauce you need”*



*KetchBQ is the sauce combination you've always wanted, with the novel bottle design and masculine brand identity to match.*

# Product

*KetchBQ is a novel fusion of Ketchup and barbecue sauce, that is separated in the container and flows out in a dual stream offering the perfect blend of classic Ketchup and flavorful barbecue.*



Mockups for KetchBQ bottle design.





# Brand



*Our brand invokes the dual elements of America (Ketchup) and Australia (barbecue sauce). And plan to lean into the “catch” phonetic aspect of KetchBQ and incorporate football/rugby elements into the bottle design and our brand identity.*







# Audience

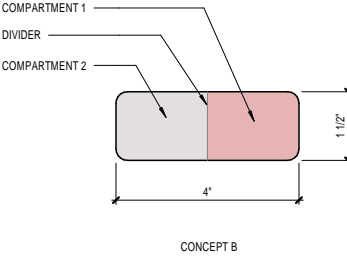
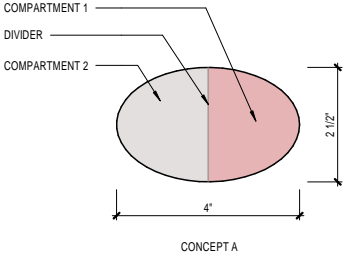
*Our target audience is young men, and our brand identity embraces the wild pursuits of masculine endeavor.*



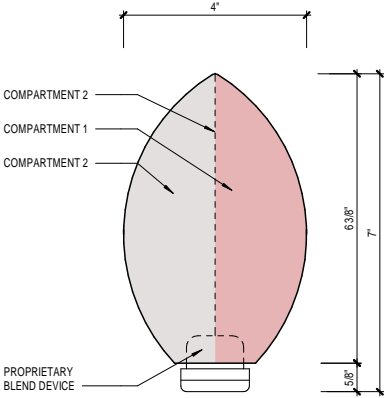
Cobi Johnson, future KetchBQ sponsored athlete.

# CAD Drawings

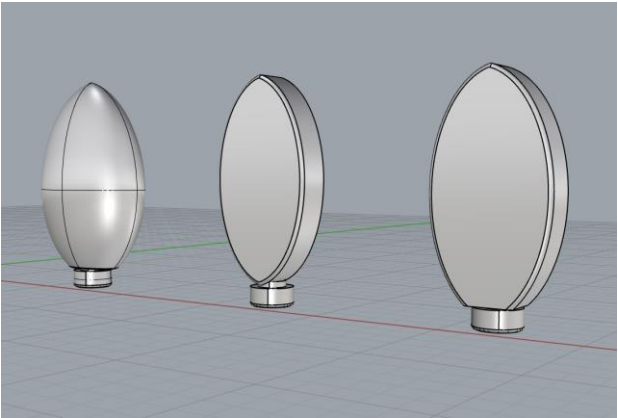
PLAN  
CUT TOP VIEW



ELEVATION  
FRONT VIEW



PERSPECTIVE  
3D VIEW



# Marketing Strategy

## **1. Get KetchBQ out there**

- We plan to achieve this by cultivating a viral social media presence, with potential collaborations with popular social media influencers.

## **2. Dominate the game**

- Establish the dominance of our sauce on the world stage: Super Bowl ad.

## **3. Become *biggest sauce company in the world***

- Enjoy the spoils of our success, introduce a new era of sauce notoriety and officially dethrone Heinz.

The KetchBQ logo is located in the bottom right corner. It features the word "Ketch" in a red, stylized font with a white outline, and "BQ" in a brown, blocky font with a white outline. The logo is set against a background of a man's face with long brown hair, a mustache, and a goatee, wearing large red-rimmed sunglasses. The overall image has a cyan tint.





**Vision for the Future**  
*Success.*

**KetchBQ**



# Our team



**Anna**

CEO



**Larissa**

CFO



**Roman**

COO



**Federico**

CTO