

**Brand Strategy and Production**  
**eatbigfish.**



For happy people  
 For holidays  
 Flavour-focused products  
 Experience focused products



Don't hold back



**Instead of Ice Cream for happy moments,  
we're here to make the bad moments better  
with CBD infused Natural Ice Cream.**

**Just exhale.**

# product details: **exhale**



CBD infused Ice Cream made with natural ingredients.

*Viewed as a wellness / stress-relief alternative as opposed to just a regular treat.*

## **function:**

To satisfy sugar cravings in times of stress.

*The CBD calms the mind and increases concentration & focus.*

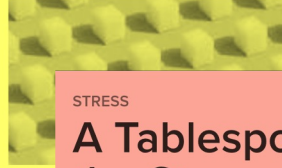
## **emotion:**

A stress-relief alternative.

# When do we crave Ice Cream?

## Stress and sugar cravings

In fact, stress is especially associated with eating sugar-filled foods: according to some studies, up to 70% of people report eating more sweet foods (think sugary treats like cookies, cakes, chocolate, and candy) when they experience high levels of stress.



STRESS

## A Tablespoon of Sugar Makes the Stress go Down

The Science Behind the Sweettooth

"Foods high in sugar trigger the release of serotonin, which is a feel good hormone," Zeitlin says. "We are trained to eat sugar and feel good, which makes it understandable why people stress eat, because they just want to feel better when they are feeling stressed and anxious." 31 May 2019

# Who would this appeal to?

Students

Workaholics

Procrastinators

Night Owls

Over-worked parents

*Anyone who is stressed and wants to calm down.*

**Stressed?  
Just exhale.**



cbd infused ice cream  
made with natural ingredients

# There are better ways to go about it.



**you can panic  
or you can focus**



**cbd infused ice cream  
made with natural ingredients**



# The problem:

Limited access and unavailable when craved for



# The Solution:

## 24 hour Vending Machine

located in Uni Accommodations, Libraries, Work Spaces and other 24-hour institutions to supply to stress cravings even after midnight.

*For the people who didn't know they were going to be stressed tonight.*

**Stress Never Sleeps  
And Neither Do We.**



cbd infused ice cream  
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**exhale.**





<b>Brand Name</b>	Exhale Ice Cream
<b>Category Conventions</b>	Ice Cream for <u>happy people</u> Ice Cream for <u>hot summer days</u>
<b>What are you flipping</b>	Ice Cream for <u>stressed people</u> Ice Cream for <u>the middle of the night</u>
<b>Function Role</b>	CBD infused Ice Cream to relieve stress – <i>Calms Anxiety and Increases focus</i>
<b>Emotional Role</b>	Advertised as a stress relief: <i>Stressed? Just exhale.</i>  <i>Satisfies stress (Cortisol) cravings.</i> <i>Viewed as a supplement and wellness alternative as opposed to a regular treat.</i>
<b>Mindset / Tribe</b>	For those who just need to exhale.
<b>Ideas</b>	Ice Cream vending machine to supply to midnight (and anytime) cravings.