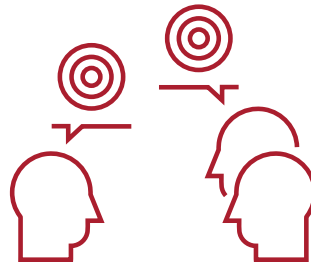
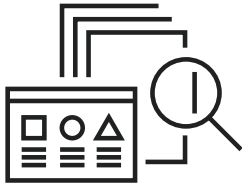


THE CREATIVE DESIGN PROCESS

STEP 1: KICKOFF

Understand the goal/idea



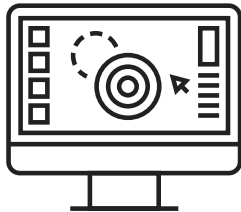
STEP 2: RESEARCH

Collect information, inspiration and research



STEP 3: BRAINSTORM

Brainstorm strategies and ideas



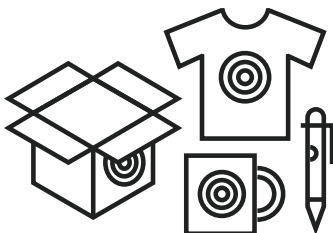
STEP 4: DESIGN

Develop concepts and designs



STEP 5: PRESENT

Present the idea with a proof and mockup



STEP 6: FINALIZE

Finalize revisions until the goal is reached

THE CREATIVE DESIGN PROCESS

STEP 1: KICKOFF

Example: Create stickers that will instill hope for being outside, together, campfires, skiing, biking, friends, etc. No shape limits yet, just create some icons. Guitars, etc. All images should include a version of Bergmanbrand.com or We Help Brands Take Shape or Bergman but againi subtle and cool. Think Volcom, Vans, Hurley, etc.

STEP 2: RESEARCH

Collect information, inspiration and research.

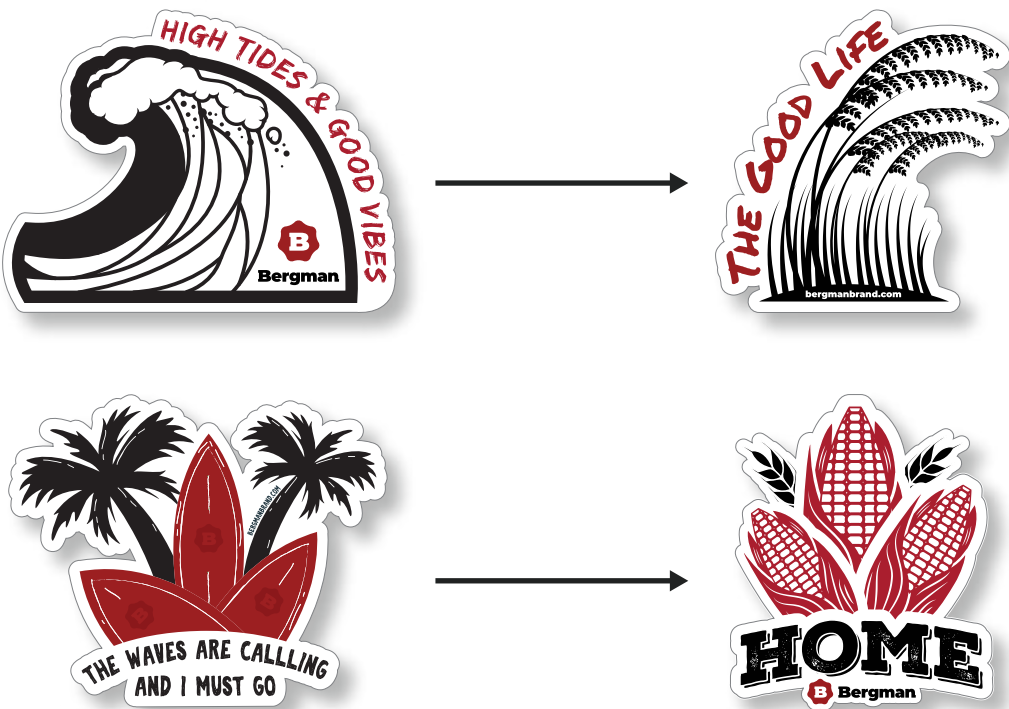


STEP 3: BRAINSTORM

Stronger Together, Take me to the Mountains, The Mountains are Calling, Let the Good Times Roll, Stay Calm & Rock On, Friends, Caring, Together, Nebraska, Kansas, Wheat, Field, Corn, Prairie, Tractors, Windmill, Grass...

STEP 4: DESIGN

Develop concepts and designs



STEP 5: PRESENT

Present the idea with a proof and mockup



STEP 6: FINALIZE

Finalize revisions until the goal is reached

