



MINDSTATE

WICKED
CRISPS™

Deliciously Deceptive Nutrition



Deliciously Deceptive Nutrition

This case-study includes 20-minute keynote presentation video that tells the story of applying Mindstate Marketing to build the Wicked Crisps brand.

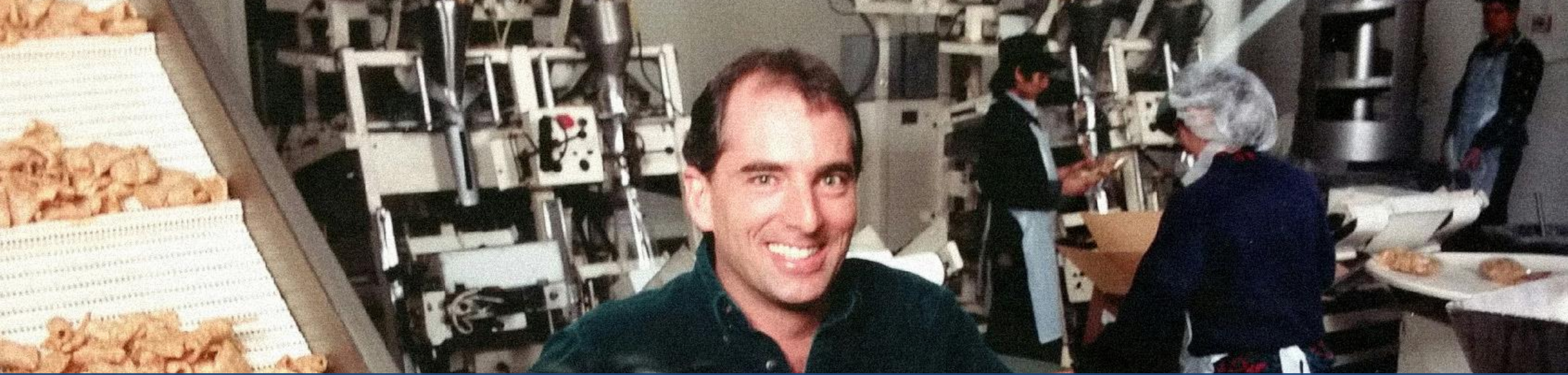
Just click this button and follow-along with the deck



MINDSTATE

A close-up photograph of a hand holding a black telephone receiver. The receiver is positioned over the base unit of a corded telephone. The base unit features a small, rectangular, light-colored screen at the top, several small, dark buttons below it, and a large, circular, dark button in the center. Below these, there is a grid of larger, oval-shaped buttons, likely a numeric keypad. The background is a plain, light-colored surface.

It all began with a random phone call



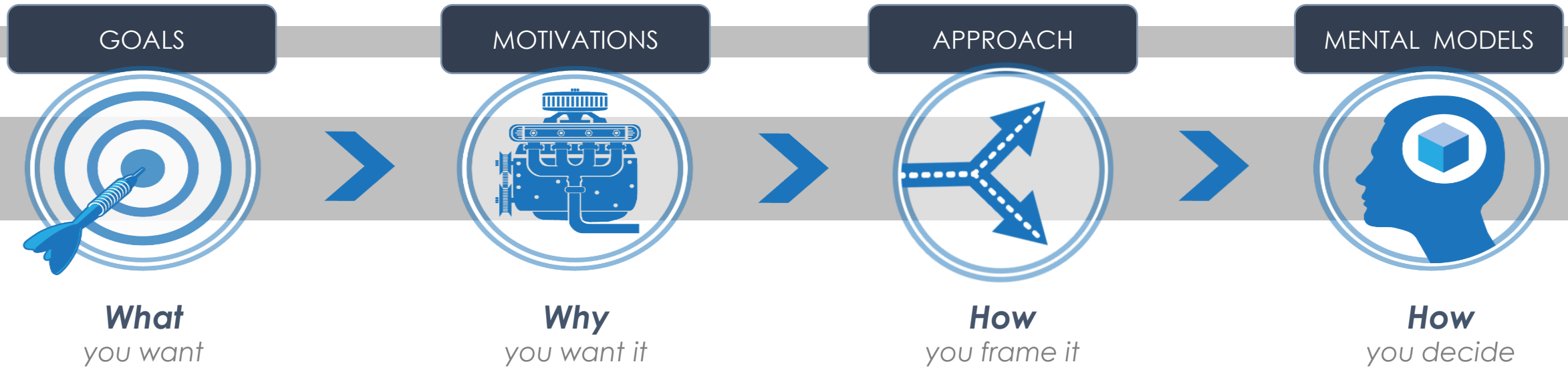
“If the glass has one drop, it’s half-full.” —Phil Kosak



A warm, close-up photograph of a woman and a young girl. The woman, with long brown hair, is smiling broadly and holding a white smartphone to take a selfie. The girl, with light brown hair, is also smiling and looking at the phone. They are positioned in front of a light-colored stone wall. A dark blue horizontal band is superimposed over the middle of the image, containing the text "We found our audience" in white.

We found our audience

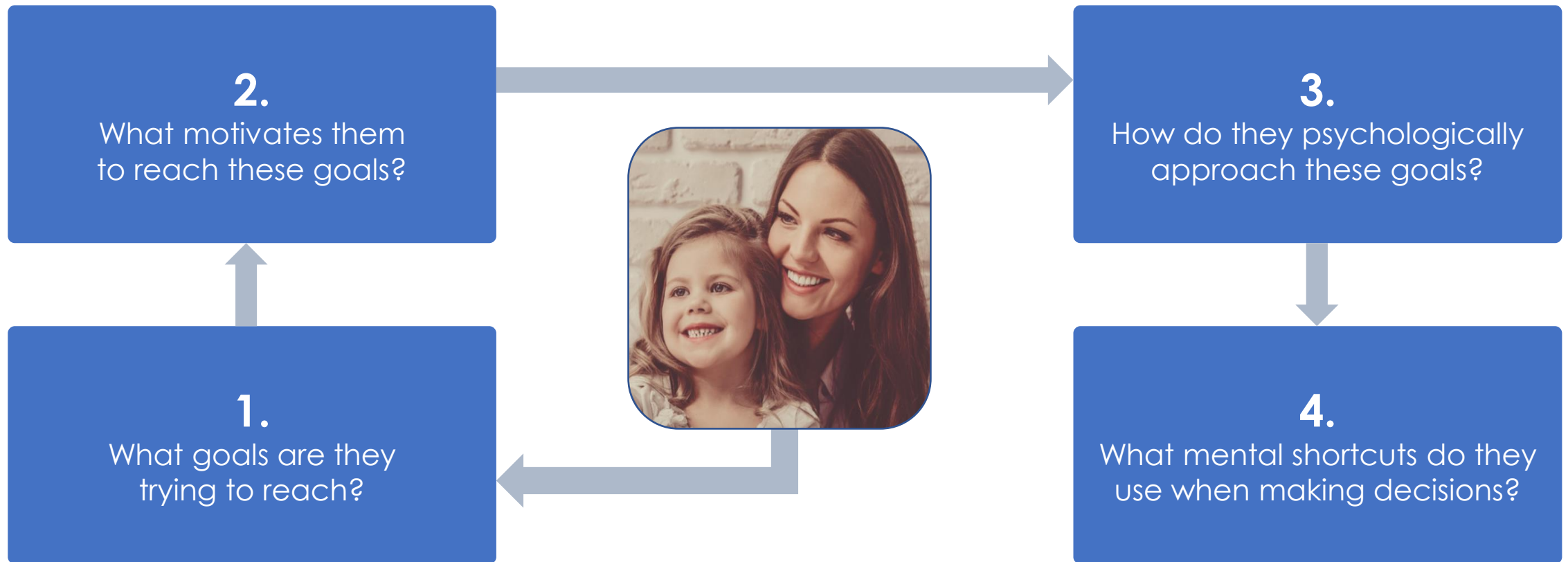
Behaviors can be broken into four psychological factors



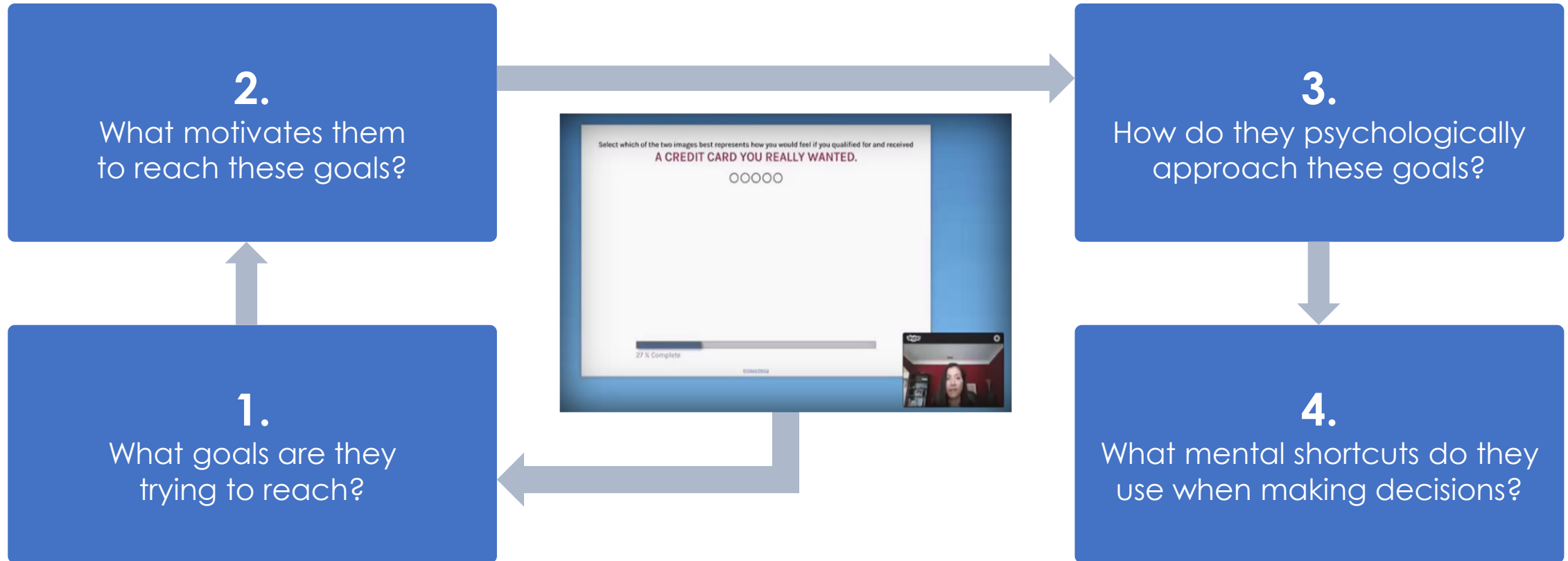
These are the factors that Behavioral Design strategies and activations are built upon to drive new behaviors



MindState profiling helps you identify the key behavioral factors needed to drive emotional engagement and influence decisions

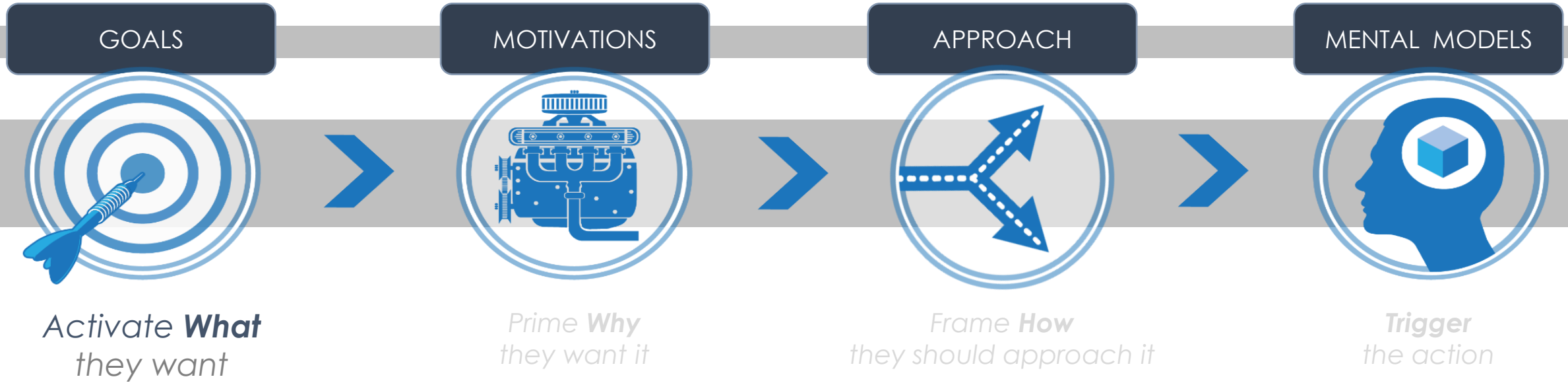


A RaMP™ study was initiated to identify the specific motivation, emotions and approach to build our brand strategy



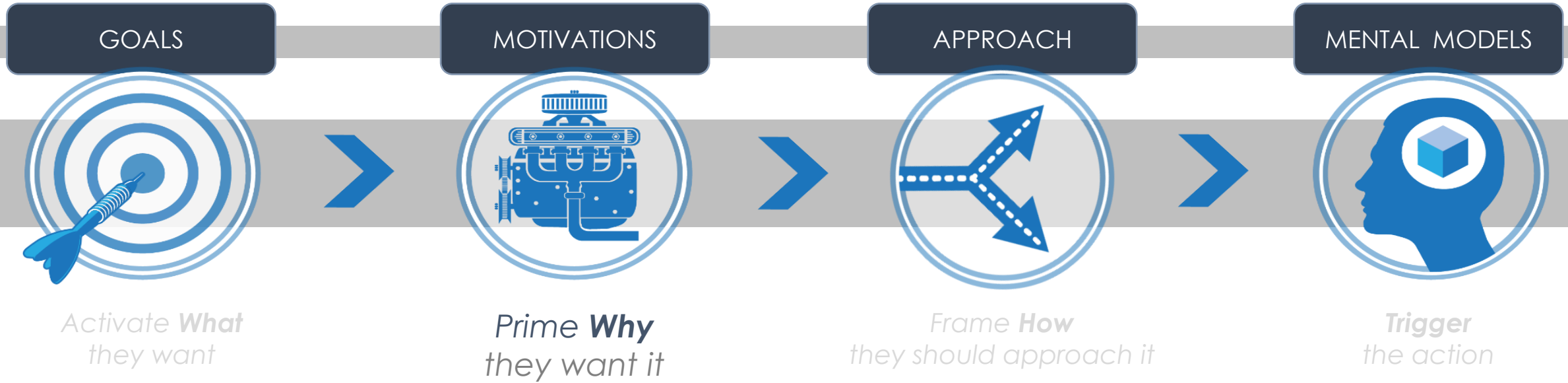
The **Rapid Mindstate Profiler™** (RaMP) uses a projective-based, modified pairwise comparison methodology to identify the implicit drivers of decision making.





Delicious, nutritious snacks are very **real and possible**



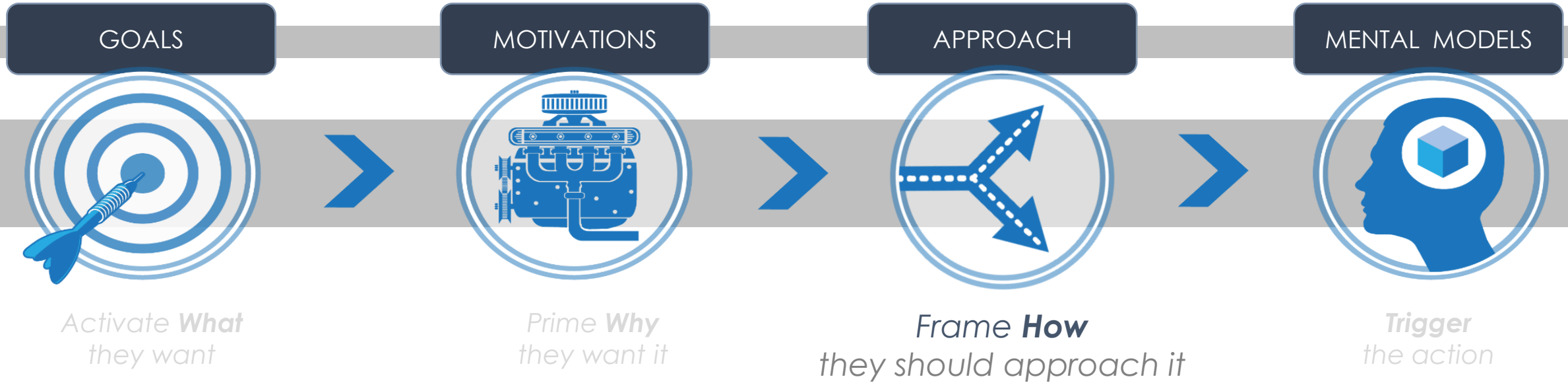


Autonomy: Being authentic, real, staying true to yourself, No need to compromise.

Belonging: Celebrating diversity and local communities.

Achievement: Accomplishment focused and desire to feel proud/be in the spotlight.

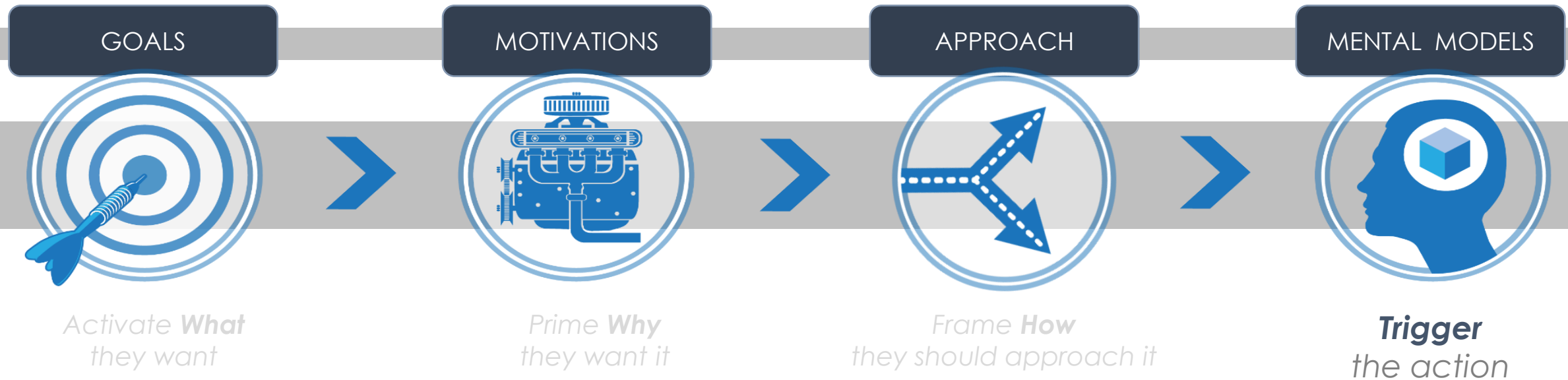




Promotion Regulatory Focus

Show the gains/benefits of eating healthy AND flavorful (no compromise)
vs. the consequences of having to compromise health for taste





Endowment Effect: People ascribe more value to things merely because they own them.

IKEA Effect: People place a disproportionately high value on products they partially create.

Egocentric Bias: People favor circumstances that are beneficial to themselves.





Optimistic Autonomy

Mindstate Marketing Blueprint

MINDSTATE

Optimistic Autonomy Mindstate Blueprint



Autonomy Motivation using a Promotion Regulatory Approach in Decision Making

In today's world where choices can feel overly restrictive, gaining the freedom to experience life on your terms is highly desired. As we gain life experiences, an underlying desire builds to have the freedom to express our personal style and preferences in the products, services and experiences we buy. The satisfaction we feel when we are able to have this freedom is the basis of the Optimistic Autonomy mindstate.

- **Autonomy Motivation:** *To be unique, independent, and having self-determination in one's actions. When in this mindstate, people seek to feel free to act on their unique preferences so that they can successfully reach the key goal they desire.*
- **Promotion Focus:** *The state of mind where people are focused on maximizing progress towards reaching their goal. In this state, people seek strategies that help them maximize their chance for success vs. minimizing their chance of failure.*

MINDSTATE CHARACTERISTICS

Use this to develop greater empathy with the mindstate influencing their attitudes, beliefs, and behaviors at the moment of decision.



Driven to feel distinct by expressing their unique preferences. In this mindstate, people will look for strategies that provide customization when pursuing their goals, even if that means adding risk.

Desire tools that help them get what they want, in the way they want in the time and place they want it. Being unbounded to choose their own path or action is highly desired.

Value the feeling of uniqueness and freedom that comes from having the authority to personalize with unbounded choice. In this mindstate, affirming one's ability to act/customize in the ways they personally desire is highly valued.

Believe in building/finding distinct, customizable experiences or outcomes for their seemingly unique needs. They believe that freedom and individuality come when you can act on your desires.

Behave by looking for opportunities to gain greater freedom to customize, work quickly, consider many alternatives, and are open to new possibilities to gain more freedom.

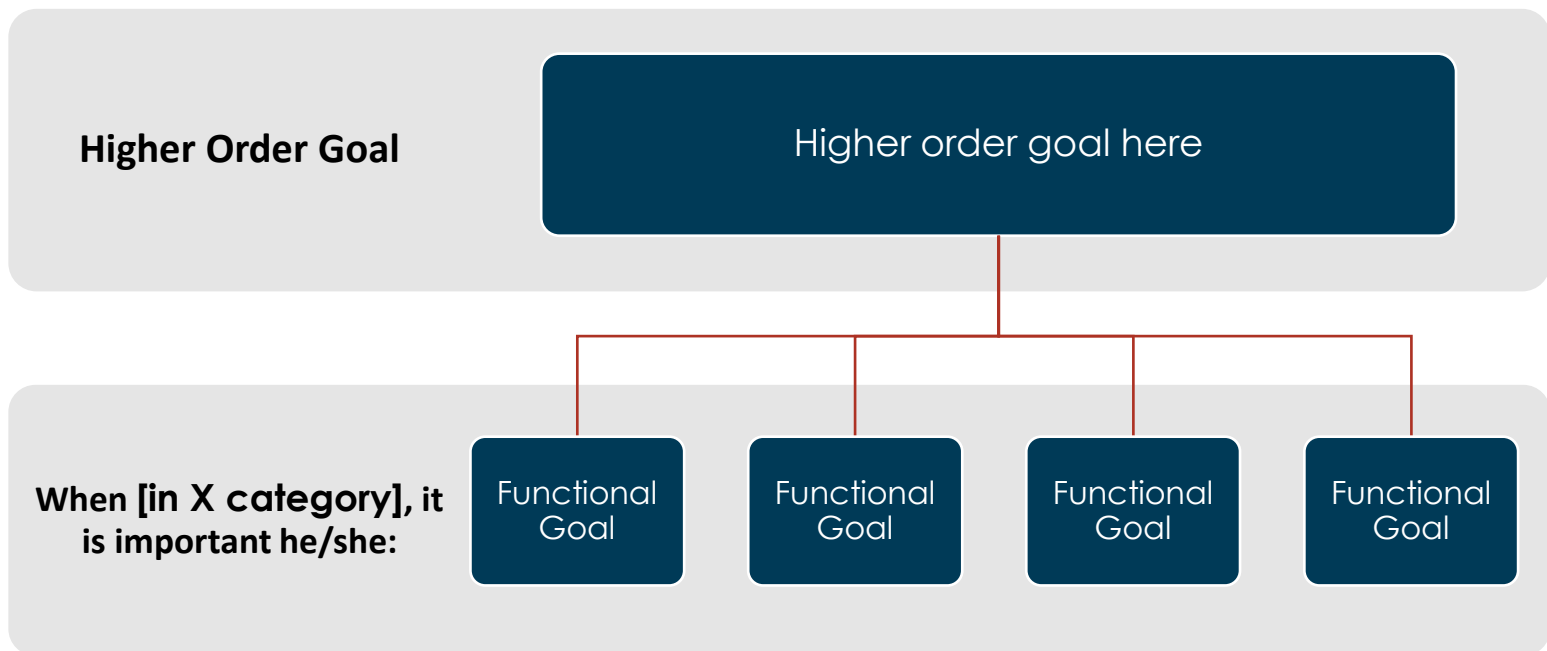
Prefer novel, innovative approaches and solutions that allow them to find or build the perfect solution for them.

GOAL TO ACTIVATE

Use this to brainstorm creative ways to activate their higher-order goals, thereby making your messaging more salient and meaningful in key decision moments.



To successfully reach their goals by maximizing things that may increase uniqueness and freedom.



Application:

Telegraph how your brand/product helps your customers reach their higher order goals.

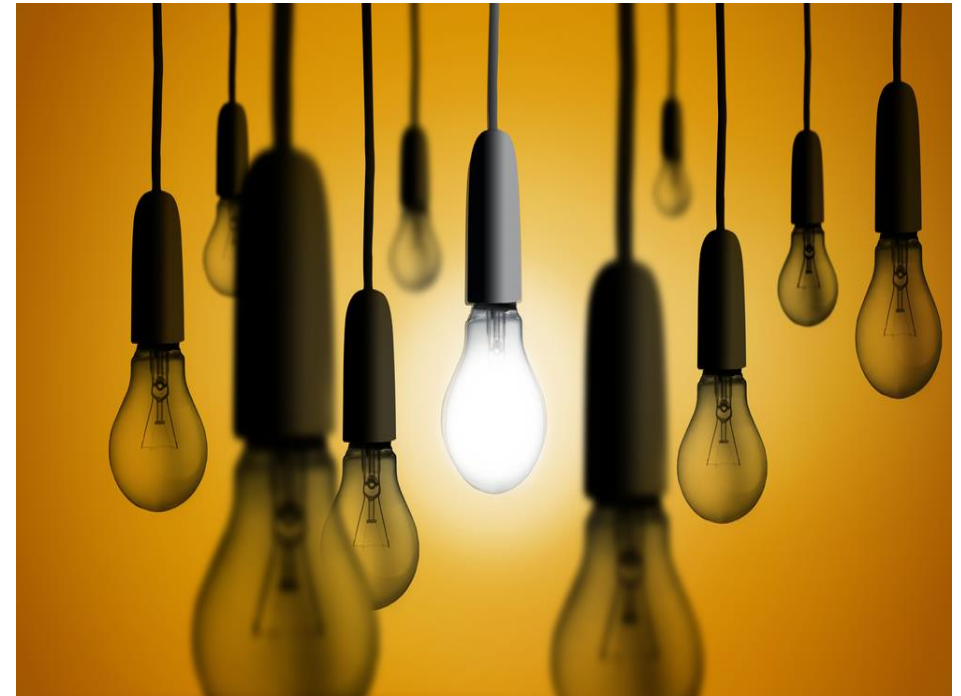
MOTIVATION TO PRIME

Use this to brainstorm ways to prime this human motivation in creative, thereby driving their implicit, emotional desire to pursue their goal.



Autonomy:

To be unique, independent, and have self-determination in reaching one's goals.



Application:

Highlight ways that your brand/product helps your customers stand out from the crowd.



APPROACH TO FRAME

Use this to psychologically frame, or message, your brand and product/service to people so that it better fits with how they non-consciously approach decisions in your category.

Promotion Regulatory Focus:

The state of mind where people are focused on maximizing progress towards reaching their goal. In this state, people seek strategies that help them maximize their chance for success.

Application:

Show how your customers will maximize their potential to win by using your brand/product.



TRIGGERS TO CONSIDER (Cognitive Heuristics):

Brainstorm ways to use these to bypass people's need for critical thinking/effort when making decisions. These help people make choices with less effort and that feel more intuitive.

Egocentric Bias: The tendency to believe that positive results are the result of individual actions vs. chance or other outside influences.

Projection Bias: The tendency to falsely project current preferences onto future products and events.

Endowment Effect: The tendency to ascribe more value to things merely because they are owned.

IKEA Effect: The tendency to place a disproportionately high value on products that one has built or created.

FEELINGS TO EVOKE

Use these to increase emotional engagement with your communications. Focus on visuals first, followed by copy.



Desire to feel **MORE**

- Independent
- Authentic
- Surprising
- Distinct
- Unique
- Different
- Free

Desire to feel **LESS**

- Dependent
- Restricted
- Predictable
- Conforming
- Limited
- Controlled
- Forgettable

Application:

How can you evoke the feelings above in an authentic way?



CONTENT STRATEGY:

Use this to understand how your consumers see themselves and the role of your brand in broad terms.

Customer: Portray your customers as the hero who are actively expanding their freedom to uniquely customize their experience or solutions.

Brand: Portray your brand as the guide who provides customization and uniqueness “in the moment” of use by showing its versatility to expand their customization and freedom.

CONTENT TACTICS

Brainstorm ways to design visuals and copy that activate emotional arousal and hot-state decision making. These can also be used to evaluate future creative using a behavioral science lens.



General Guidelines

- Highlight the **pleasure** of self-determination they will experience with your solution.
- Emphasize **why** your solution works to provide freedom (e.g. we have the most options).
- Emphasize **change, taking chances, innovation, and seizing opportunity through individuality.**
- Show **independence** of the customer and how the solution contributes to his/her free will.

Specific

- Show **inquisitive, liberated** expressions, particularly when being recognized as unique.
- Use **animated** gestures, faster speed/cadences, open arms and postures, straight back with chin up.
- Pose model to face away from the camera which makes the reader/audience a **witness to the moment of having greater personalization.**
- Utilize **abstract, slightly unfocused** backgrounds with broader visuals of the product and moment of choice.

VISUAL INSPIRATION



Mindstate - Optimistic Autonomy

COPY INSPIRATION



Distinction
Freedom
Individualism
Autonomy
Originality
Distinct
Independent
Self-determination
Unconventional
Nonconformist
Self-reliant
Autonomous
Distinctive
Set Apart
Uncommon
Independence
Unique
Nonconformity

CONSIDER WAYS YOU CAN HELP PEOPLE...



AUTONOMY

*To be unique, independent,
and having self-determination
in one's actions.*



- **Do things on their terms and be unique** while using your brand.
- Support their **ownership** in the process by giving them great **self-direction** while interacting with you.
- **Fix their problems on their own** by intuitive DIY tools, easy to access research, FAQs, manuals and blogs.
- **Take actions on their terms** via a heavy focus on offering convenience (24-hour customer care, high ability to customize their experience or product designs).
- Feel **positive about their freedom** with meaningful feedback, choices on how to do things, picking their options and encouragement.
- Create controllable experiments or backups to assure them that **they won't lose significant time/money/effort** if they make a mistake while interacting with your brand.

Follow-up Behavioral Discoveries uncovered significant tensions in life



Fitting in with Others vs. Being Real to Myself

Large Companies Give You Value, Small Companies Give You Purpose

Playing It Safe in Life vs. Being Free to Discover

Doing the Right Thing vs. Doing What I'm Supposed to Do

And values and belief systems to build around

AUTHENTICITY

The new moral compass for millennials.

HERITAGE

An engaging story and a narrative personality they can connect with.

ORIGINALITY

The joy of adventures and discoveries, whether epic or everyday.

PURPOSE

To integrate their beliefs and causes into their choice of companies they choose to support.

OPTIMISM

A generation of young people that is accomplished, self-confident, group-oriented.



Which led to our brand story

AUTHENTICITY

Be true to Phil's values and build our foundation upon this.

HERITAGE

Showcase our compelling story and bring it to life – fully.

ORIGINALITY

Be quick to identify unique flavors and exotic combinations.

PURPOSE

Find alignment between our beliefs and the causes she cares about.

OPTIMISM

Show our passion for food, snacks and people. We take nutrition seriously, but not ourselves.





BRAND PILLARS

**THERE'S NO SUBSTITUTE
FOR GREAT TASTE
THAT'S GOOD FOR YOU**

**FUN AND
HONEST
PERSONALITY**

**HAPPINESS
ENABLER**

**DELICIOUS
AND TASTY**

**CONVENIENT
AND GENUINE
NUTRITION**

ANYTIME IS THE RIGHT TIME

WICKED CRISPS™

Deliciously Deceptive Nutrition

Oblique
orientation +
energetic font to
drive a Promotion
Regulatory Focus

WICKED
CRISPS™

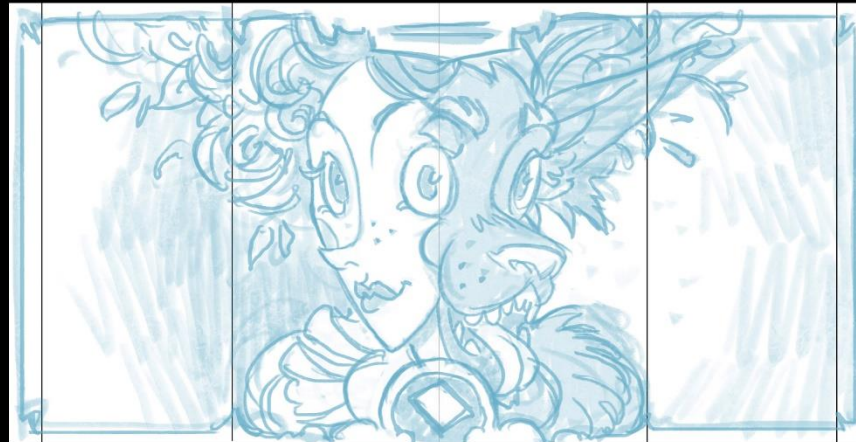
Blending of Good and Evil
for Autonomy

Deliciously Deceptive Nutrition

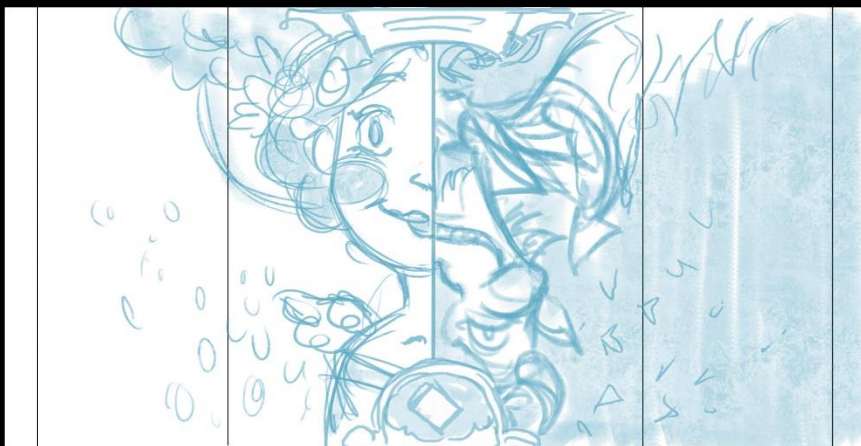
The process of finding the right illustration style



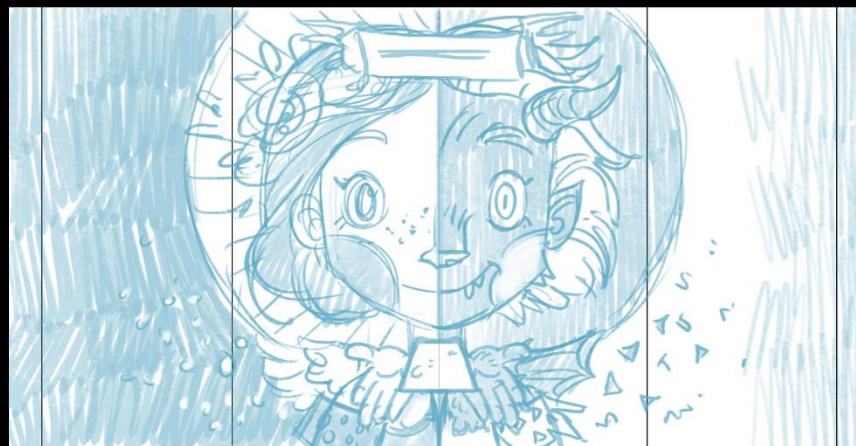
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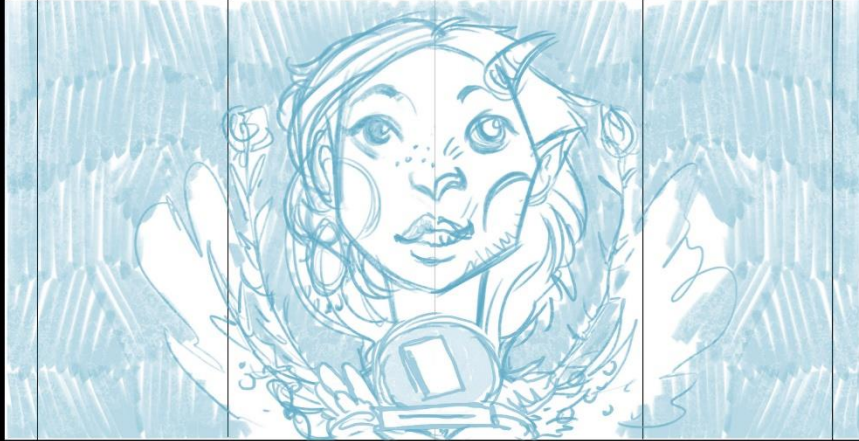


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④

The process of finding the right illustration style



5



6A



7



6B



Integrated key behavioral design cues from the brief

Activating on Autonomy Motivations

- Blending of good and evil
- Two-sides of the same person form a unique whole
- Distinct traits w/shared features
- Health on left/taste on right, but a shared base



Activating on Promotion Regulatory Fit

- Energy emanates from the center-out
- Abstract illustrations



WICKED
CRISPS

WICKED
CRISPS

WICKED
CRISPS

WICKED
CRISPS

PLANT-BASED
4g
GRAMS
PROTEIN

WICKED
CRISPS

WICKED
CRISPS

Sweet Potato Sauce

Roasted Garlic and Herb

Red Curry Hummus

Young Vegetable Medley

Mild and Herby

NATURALLY FLAVORED SWEET POTATO CRISPS

NATURALLY FLAVORED BROCCOLI CRISPS

NATURALLY FLAVORED HUMMUS CRISPS

NATURALLY FLAVORED VEGETABLE CRISPS

NATURALLY FLAVORED HUMMUS CRISPS

WITH A HINT OF SEA SALT

Deliciously Deceptive

Deliciously Deceptive

Deliciously Deceptive

Deliciously Deceptive Nutrition

Deliciously Deceptive Nutrition

Deliciously Deceptive

MADE USING
GMG

Certified
GF

UD

MADE USING
GMG

Certified
GF

UD



There's something magical about having it all, in one little crisp: wicked good nutrition AND wicked great taste. It's almost like being transported to a world of frolicking unicorns and perpetual good hair days. Where everything you eat is deliciously naughty and refreshingly good for you.

Of course, that world doesn't exist, and neither do infinite good hair days, but we've captured its essence with Red Curry Hummus Wicked Crisps, the veggie snack with a surprisingly delightful taste and genuine nutrition. So how do we do it? Magic? Nope, although there is magic in our recipe. We start with a delectable chickpea hummus crisp, then add in zesty red curry flavor.

The result? A truly natural, enchanting treat with a spicy zing that will make your taste buds sing and songbirds dance around your head (ok, ok, so maybe there are no songbirds).



ACTIVATE THE GOAL

There's something magical about having it all, in one little crisp: **wicked good nutrition AND wicked great taste**. It's almost like being transported to a world of frolicking unicorns and perpetual good hair days. Where everything you eat is **deliciously naughty and refreshingly good** for you.

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PRIME THE NEED

There's something magical about having it all, in one little crisp: wicked good nutrition AND wicked great taste. It's almost like being transported to a world of frolicking unicorns and perpetual good hair days. **Where everything you eat is deliciously naughty and refreshingly good for you.**

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FRAME THE CHOICE

There's something magical about having it all, in one little crisp: wicked good nutrition AND wicked great taste. It's almost like being **transported** to a world of **frolicking** unicorns and perpetual good hair days. Where **everything** you eat is deliciously naughty and refreshingly good for you.

Of course, that world doesn't exist, and neither do **infinite** good hair days, but we've captured its essence with Red Curry Hummus Wicked Crisps, the veggie snack with a surprisingly delightful taste and genuine nutrition. So how do we do it? Magic? Nope, although there is magic in our recipe. We start with a delectable chickpea hummus crisp, **then add in zesty** red curry flavor.

The result? A truly natural, enchanting treat with a spicy **zing** that will make your taste buds sing and songbirds **dance around your head** (ok, ok, so maybe there are no songbirds).



TRIGGER THE BEHAVIOR

There's something magical **about having it all**, in one little crisp: wicked good nutrition AND wicked great taste. It's almost like being transported to a world of frolicking unicorns and perpetual good hair days. Where everything you eat is deliciously naughty and refreshingly good for you.

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WICKED CRISPS™

NATURALLY FLAVORED
VEGETABLE CRISPS

NO ARTIFICIAL ADDITIVES.
NO ARTIFICIAL PRESERVATIVES.
NO TRANS-FATS. BAKED NOT FRIED.



Deliciously Deceptive Nutrition



A VETERAN-OWNED COMPANY.
MADE WITH LOVE AND PRIDE IN
THE UNITED STATES OF AMERICA.





TASTE THE SOUTH

**WICKED CRISPS
CHEESE PIZZA
CRISPS**

A fresh tomato crisp with baked
in real cheese flavor for a pizza
flavored treat without the guilt!

\$3.49

40Z

WICKED CRISPS





The results

- Feb 2017: - Launched Wicked Crisps at the New to Kehe Tradeshow
- Mar 2017: - Selling in 23 States across 150 independent stores
- Apr 2017: - Expands sales to Hawaii, the Virgin Islands, Australia and Germany
- Meets with Kroger, HEB, Publix, Food Lion, Whole Foods and Harris Teeter
- Kroger SW commits to purchase Wicked Crisps, scheduling the launch in early Fall
- May 2017: - HEB/Central Market makes WC the feature brand the in Taste of the South Promotion
- TJ MAXX, Marshalls and Costco Southern Division commits
- Kroger National selects as one of 12 products for final consideration for a national launch
- Food Lion and Publix are in final review
- CVS, Wal-Mart and Bed Bath and Beyond reach out for product information



**Our future rests in the ability to UNDERSTAND
and DESIGN for behavioral change**



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