**Main Name:** SCAT

**Secondary Name:** Alpaca Apple Pie

Cat Scratch Cranberry

Coyote Coco Cherry

Mountain Bear Blueberry

**Example of entire name:** SCAT (on one line)  
 Alpaca Apple Pie (on another line)

**Key Fact**

Our amazingly healthy product looks like bear sh\*t. We plan to have a clear package so people can see it and it will not be in the typical bar form, but rather a oblong cow patty shape/look. No added sugars, no preservatives, no artificial anything

**Target Market (Who are they/what are their current beliefs?)**

The outdoor hunting segment. Hunting is a passionate and often times rigorous/endurance sport for many men and women. Like any sport, the better shape you're in and the healthy you are, the better you can perform your sport. The same is true for hunting, but until now, only a few are looking at the benefits of healthy eating and the positive impact it can have on their hunt.

**What Does The Brand Stand For?**

SCAT is common lingo for "bear sh\*t or animal sh\*t." Our product is a pure healthy combination of ground up fruits, nuts, seeds, berries, and protein (pretty much what a lot of animals eat) and therefore, if we're completely honest, it looks like poo. This stuff is pure healthy goodness.

**Competition**

Just the typical bars (with loads of bad-for-you stuff) that you find in most retails stores. However, it is interesting to note that the hunting stores (Cabela's, Bass Pro, etc.) don't carry any type of healthy nutrition for performance hunting.

**Problem the Communications Must Solve**

What you eat really does affect your performance.

**Communication Objective**

We want the audience to see the connection between highly nutirtious food and a better hunt

**What Single Benefit Should the Communication promise?**

If you put bad fuel in your body, you get poor performance - good fuel in and you get endurance and longer peak performance.

**Why Should the Target Market Believe the Promise?**

Seeing is believing and our product really does look like poo and it has a simple ingredient statement that includes fruit, nuts, seeds, berries, and whey protein.

**Other Considerations**

​Playing off the name SCAT, I would like for the graphics to include a cat scratch...similar to the Monster Drink scratch. We want a single label that we can modify secondary name and possibly an identifying color for each of the secondary names. No added sugars, no preservatives, no artificial anything should be displayed somewhere on the label.

**Ingredients:(Sample)**

Dates, Thompson Raisins, Apples, Rolled Oats, Whey Protein, Sesame Seeds, Sunflower Seeds, Cinnamon Powder, Prunes, Almonds, Cashews, Hazelnuts, Pecans, Walnuts, Brazil Nuts, Brown Rice Flour, Coconut Oil, Figs, Grapeseed Oil, Walnut Oil, Raspberries, Salt.

**Product Weight:**

NET WT 4 OZ

**Label Size:**

3.5 inch x 3.5 inch

**Bag Type:**

Label will be placed on a clear bag slightly larger than label size. A picture of this is included. Ignore nutritional info and ingredients info show in picture, We’ve decided to create a back label.