



Label Conscious

Shopping with a new context

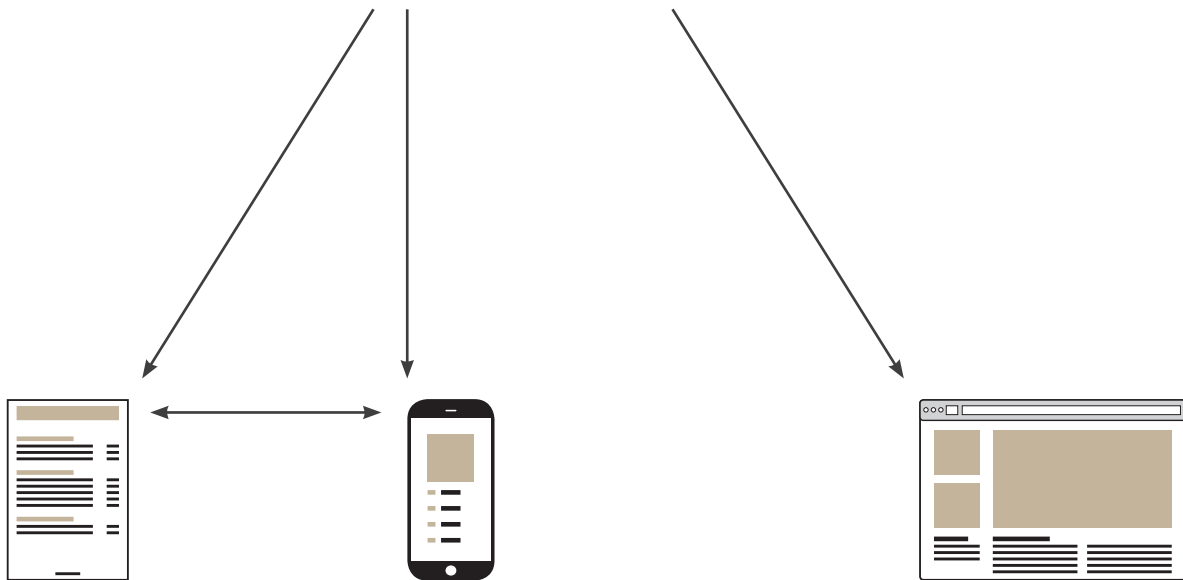
Platform

Includes

Create consistent, context-driven identity system.

Purpose

Establish platform to launch all other deliverables from.



Label

Includes

Comprehensive system for all major manufacturing categories.

Purpose

Create a way to understand externalized costs on individual products.

App

Includes

A place to record and gamify individual product purchases.

Purpose

To build motivation behind purchase decisions and affect future purchasing behavior.

Website

Includes

Introduce externalized costs and relate them to specific products.

Purpose

Convert shoppers from not knowing to caring about externalized costs.