

THE FUSION OF  
DESIGN & STORY

PFM

PURE FUSION MEDIA

2022 CPG BROCHURE

[www.purefusionmedia.com](http://www.purefusionmedia.com)





## DESIGN IS IMPORTANT BUT STORY MATTERS.

Great agencies do more than produce logos, advertising and design; they develop visual stories. At Pure Fusion Media, we help clients craft powerful visual stories that remain top of mind with their customers, and their competition.

Telling the right story means listening to your clients needs and then analyzing and predicting where the client, and the customer is headed next. We are always innovating with new printing techniques, pushing the boundaries of our creativity and further learning new illustrative ideas and styles. Your story must connect to your customers, and we ensure that your customers turn into brand ambassadors for life!



## TASTING THE NZ CULTURE.

Telling a powerful, inspirational story requires you to think outside of the box and beyond just the visual layout. For Bottled Water Company, KAURI, the requirement was to create product labeling that told the story of New Zealand, while also providing a look that said refreshing and exciting. The final designs for KAURI reflected many of the gorgeous scenes found in New Zealand, but also included MAORI patterns, the common and mysterious imagery used by the New Zealand Native Tribes.









# CRYSTAL

HEMP-INFUSED VODKA





- ▶ HAND MADE
- ▶ SMALL BATCH
- ▶ WHITE-MEAT CHICKEN



## Almond Chicken FROZEN CASSEROLE

BE SURE TO KEEP FROZEN

NET WT. 32 OZ (2 LBS)

### Almond Chicken Casserole

A ready to cook, creamy rich blend of white chicken, topped with a later of buttery Ritz® cracker crumbs and sliced almonds. This dish is a perfect choice for your table or to give as a gift.



A quality handmade product from the beautiful Lake Mead region.  
dirtroadgourmet.com

The Dirt Road Gourmet is a small cooking firm dedicated to providing delicious, convenient frozen casseroles. We feature selections that stand the test of time. Our casseroles are handcrafted in small batches from delicious and fine ingredients. We know you're busy and can't always cook for you or your family, so we cook for you! On the nights you want a yummy casserole, we hope we can help you.



- ▶ HAND MADE
- ▶ SMALL BATCH
- ▶ LOADED WITH CHICKEN



## King Ranch Chicken FROZEN CASSEROLE

BE SURE TO KEEP FROZEN

NET WT. 32 OZ (2 LBS)

### King Ranch Chicken Casserole

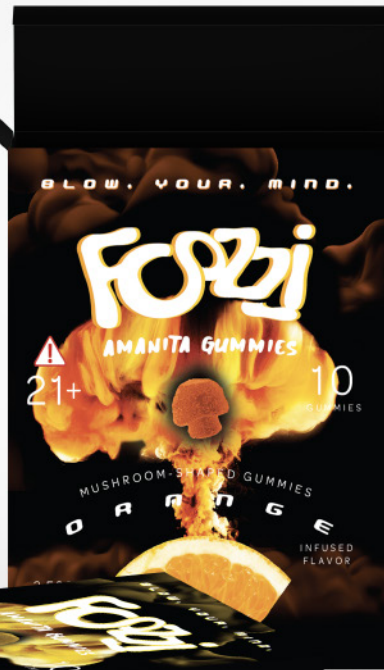
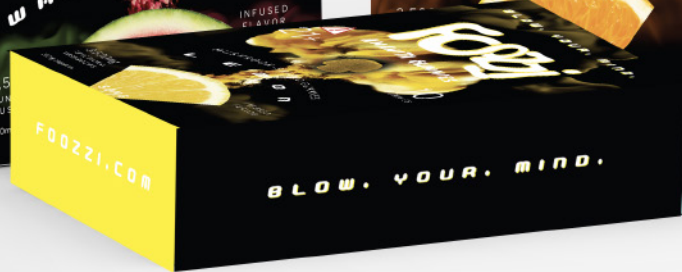
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AZIRE  
ROSE COLLAGEN  
REVITALIZING  
EYE SERUM

AZIRE  
HEMP & APOAH  
MOISTURIZING  
FACIAL OIL

AZIRE  
VITAMIN C & COLLAGEN  
PROTECTIVE DAY CREAM

AZIRE  
HAALURONIC  
& PEPTIDES  
RENEWING  
FACIAL  
CLEANSER

AZIRE  
24K GOLD  
FIRMING  
FACIAL SERUM





**RUGGED**  
EARTH'S FAVORITE SOAP

Clean your body / Save the planet  
NATURAL AND  
HAND CRAFTED  
5 OZ (142 G)

SHOWCASE YOUR DESIGN WITH THIS SOAP BAR. PICK UP THE  
FRONT OF THE BOX AND SLIDE THE SOAP BAR OUT OF THE  
BOX. THEN SLIDE THE SOAP BAR INTO THE BOX. THE SOAP  
BAR WILL STAY IN PLACE UNTIL YOU WANT TO USE IT.

*Cranberry / Orange*  
SCENT

**RUGGED**  
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## SPICE IT UP!

### World Seasonings

Sometimes great design doesn't have to be over the top to be highly effective. World Seasonings is a revolutionary spice blend that can be sold individually, but also as a full set. We wanted to create a synergistic feel to the line of spices, while being brighter and bolder than anything a cook may have in their cupboards.



PROJECTS INCLUDE

Branding, Packaging, Marketing, Digital, Advertising, Site Layout

PRODUCT  
DESIGNS  
THAT FLY  
OFF SHELVES



HI-WHEEL FIZZY WINE CO.

◀ PANCAKE SAVAGE

AZURE KOSMETICS ▶





## STRATEGY MIXED WITH CREATIVITY

We are design fanatics and strategic thinkers. We use out of the box creativity and the latest in visual technology to elevate your brand and its products and services in ways you may have never considered. Whether you need a new logo or brand design, a superior website, powerful package design, or are wanting to update your entire brand system, we are here to help. We know how to set your business apart from your competition; we know how to get you noticed.

CREATIVE PACKAGING • OUT OF THE BOX TECHNIQUES • SUPERIOR ARTISTRY

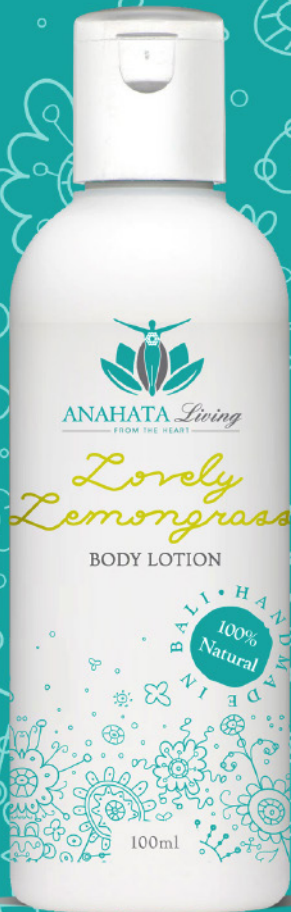












## DIVERSE DESIGNS, CONSISTENT ROI

If there is one thing that is consistent about our work is that it is varied and diverse. We don't have a "design style." Each project is meticulously crafted to the unique story of each client. The result? Substantially higher ROI and increased brand loyalty.

FROM ZERO TO 20,000 STORES  
IN UNDER A YEAR.



When AZURE Kosmetics first came to us for a banner design, they were just getting started. We determined that before we created their first piece of art we needed to repackage. One year and 20,000 stores later, we think they made the right decision.



# MPOWER

Wireless Power On The Go!





ALOVITOX PRODUCT RELABELING

- BRANDING
- PACKAGING
- ADVERTISING
- SOCIAL MEDIA
- VIDEO
- COLLATERAL
- ILLUSTRATION
- WEB DESIGN
- E-COMMERCE
- POSITIONING



## EVERY IDEA IS A WINNER

Every concept that we present to our client undergoes the same rigorous critique and evaluation before it is ever shown to the client. We want any of our concepts to be works of art and strategically positioned. You can be confident that you are getting the highest quality designs and commitment, from the first concept through your entire product line.



# SERVICES INCLUDE:

## WEB DESIGN & DEVELOPMENT



## LOGO/BRAND IDENTITY



## COMMUNICATIONS/PROMOTIONAL



## ADVERTISING



## PACKAGE DESIGN



## EXHIBIT DESIGN



## VIDEO & ANIMATION



### LOGO/BRAND DEVELOPMENT

- Strategic brand consultation/analysis
- Logo and identity design and implementation
- Stationery solution design
- Company culture strategy
- Corporate identity guidelines
- Restaurant/retail store design/graphics

### WEBSITE/DIGITAL

- Website design and development
- E-Business solutions
- Responsive Design
- Content Management System (CMS) integration
- SEO strategies and implementation
- Social Media Planning and Integration
- Internet banner advertisement design
- Digital media strategy consultation
- Website support and management services
- Photocompositing, analysis and manipulation

### COMMUNICATIONS/PROMOTIONAL

- Company collateral development
- Datasheet design and development
- Corporate profile kit creation
- Copywriting and copy assistance
- Tradeshow exhibit solutions
- POP graphics

### ADVERTISING

- Print advertising campaign development
- Television and radio solutions
- PR Solutions
- Internet advertising solutions
- Billboard design and production
- Vehicle graphic advertising solutions
- Direct mail campaign design

### PACKAGE DESIGN

- Product package design
- Product launch strategies
- Vacuum form and special fabrication solutions
- Point of purchase development
- Internet marketing strategies

### VIDEO/ANIMATION

- Social Media and Promotional Videos
- Video Editing/Storyboarding
- Rendering
- Logo Animations
- White Board style Explainer Videos
- Interactive Video/Videos at Scale



# Clutch





"Pure Fusion's branding efforts have helped portray our products as disrupters in the marketplace."

CEO, eBARS

"I haven't worked with anybody better in terms of getting high-quality work done quickly."

CMO, Promera Sports



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GIVE US A CALL TODAY AND  
TELL A MORE POWERFUL STORY.