Seventy years on the shelf. From six feet, you look like the store brand.

Half Sour for ***Marrow Hill Foods***

Our answer to your account review. The brand problem, the strategy, three early ideas, the team and the first 90 days, all on aisle 7.

Step back six feet



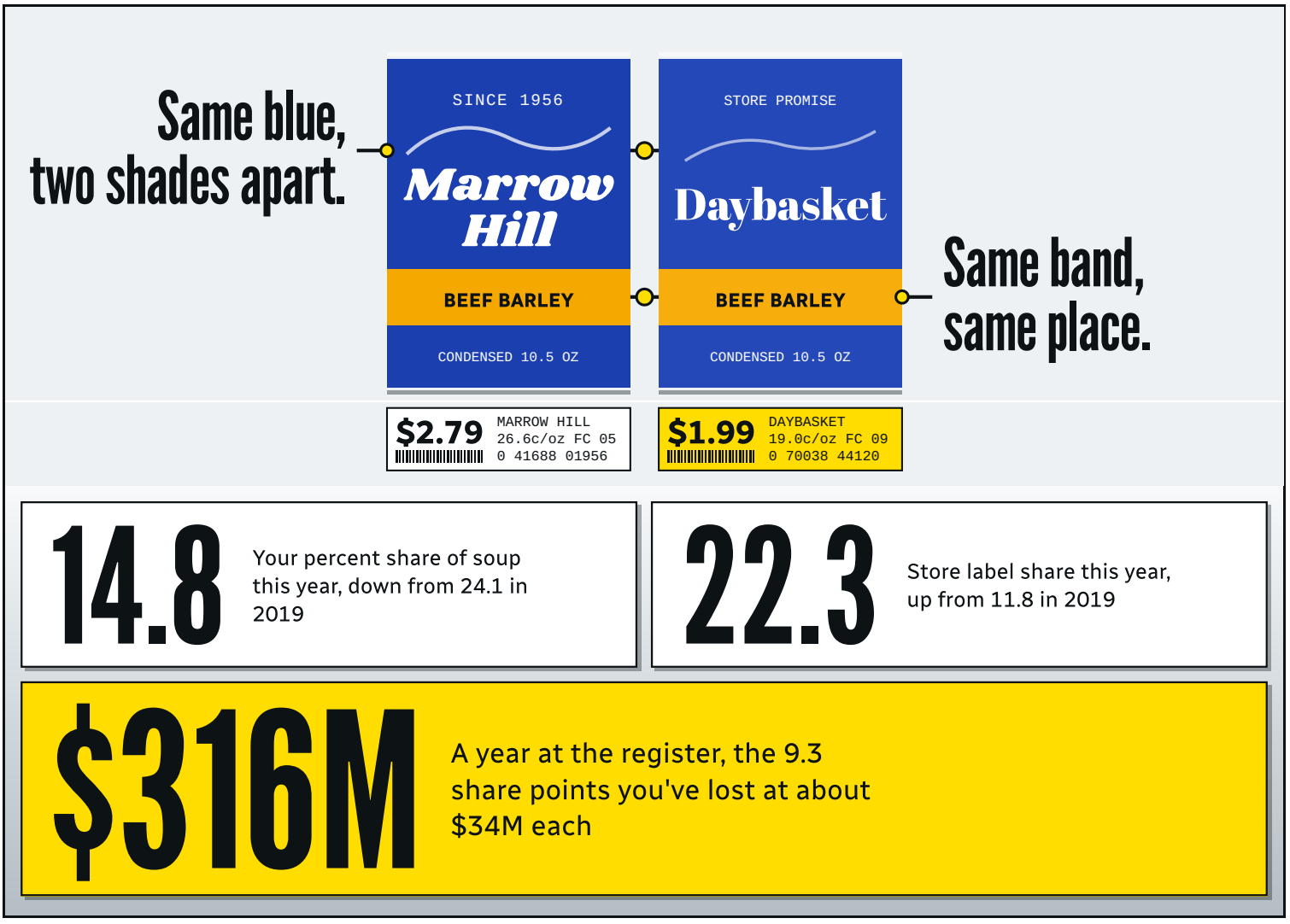
Your can is in the middle of this shelf. Tap the one you'd pick up.

You told us shoppers trust you and don't pick you.

"Trusted by three generations. Chosen by fewer of them every year."

Your review brief, section 2.1

We walked 40 stores before we wrote a word. Your soup isn't losing on taste. The store label took your blue, your band and your layout, then charged 80 cents less. Everything you've spent on that can since 1956 now works for Ostler's Markets too.



Put our ideas on your can. Then walk backward.

Three early territories, one crowded shelf. Swap the label, then drag your distance from one foot to twelve. A shopper decides from about six.

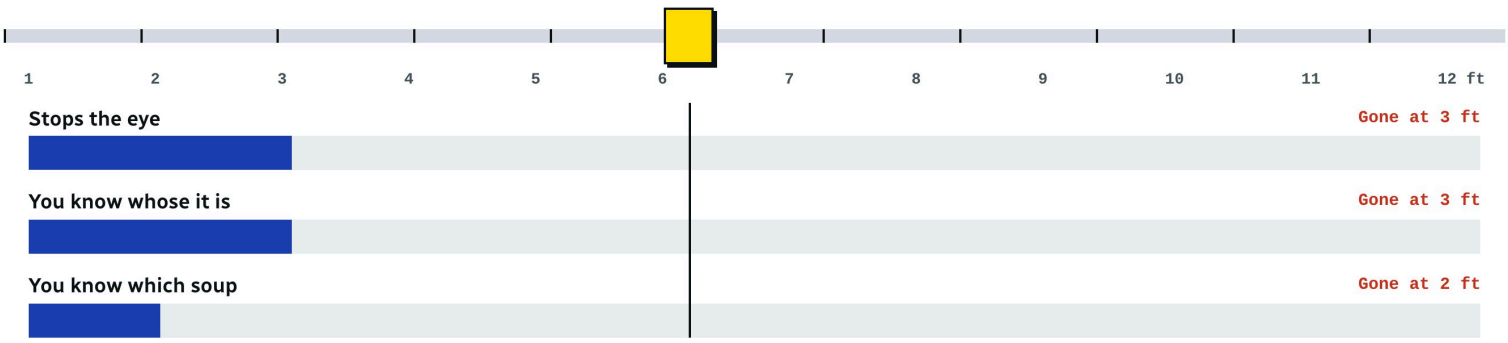
Today's can
What you have

The Long Hill
The ridge runs can to can

Home Sick
Two words, one occasion

The Count
One big number





Today's can

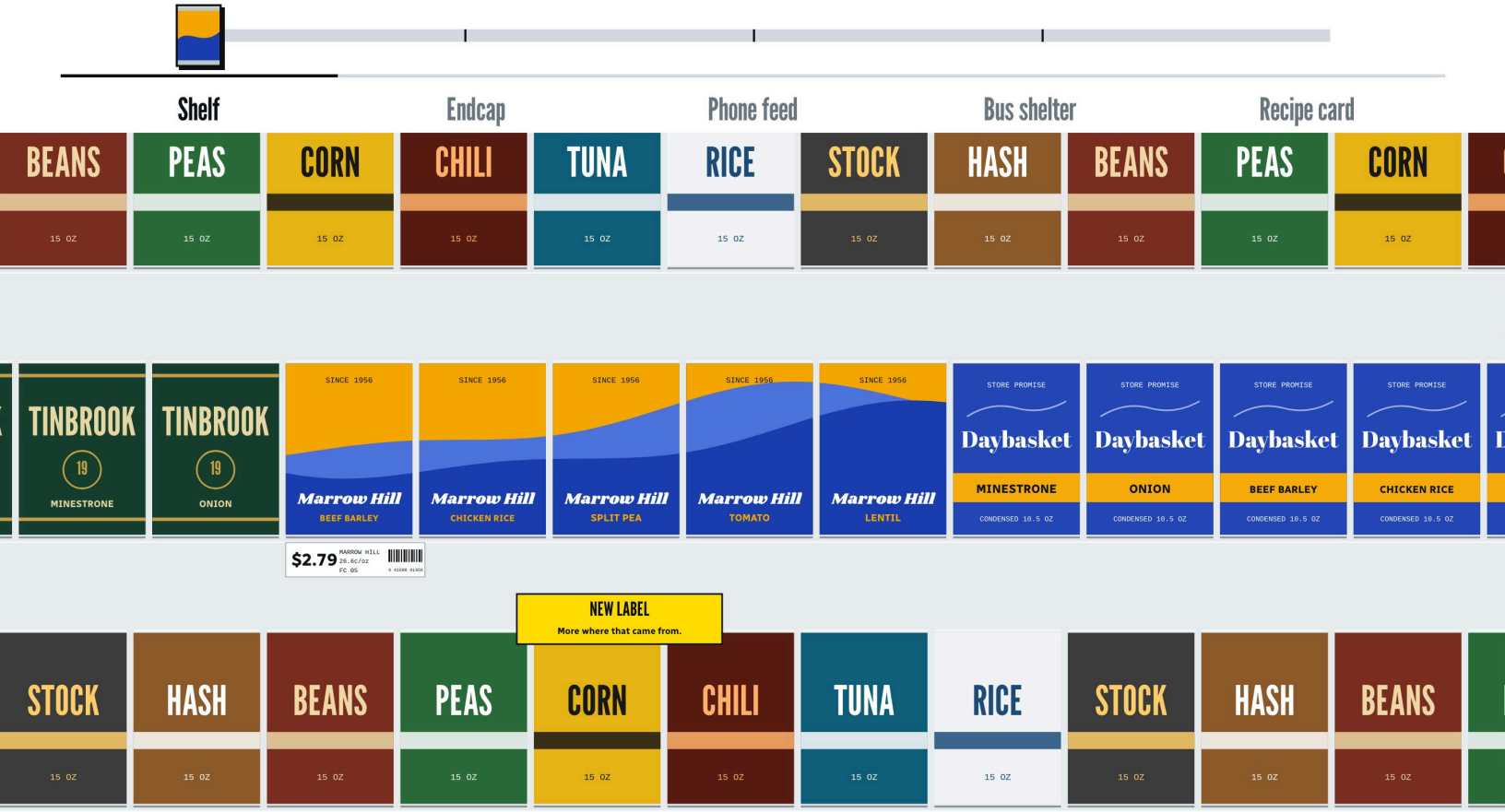
Your blue, your marigold band, your script. Up close it's a fine can. By six feet it has melted into nine facings of Daybasket, and the shopper is reaching for whichever is cheaper.

Distances are our own read from the 40 store walks.
The day 38 shelf test replaces them with 600 shoppers.

A good idea survives the walk to the car.

Drag the can from the shelf to the recipe card. Each stop is redrawn for the territory you pick here.

The Long Hill | Home Sick | The Count



Shelf

The hill starts where your facings start and stops where they stop. A retailer can see exactly what cutting one does.

24 facings, 72 inches of eye-level run, ridge across 5 cans

We'd take The Long Hill and The Count into the shelf test, and hold Home Sick as a winter line for the hill to carry. The Long Hill gets better with every facing you win, and Daybasket can't borrow it without standing beside you and finishing your drawing.

Three decisions we'd make in January.

Fix the can before the campaign.

You'll print about 180 million cans next year. That's the biggest medium you own, and it costs the same to say something on it. Label system first, then everything else follows it.

We'd stop the seasonal label wraps. They train buyers to expect a different can each quarter.

Sell it to the store buyer first.

Resets decide the shelf long before a shopper sees a film. Dee's team gets the story, the velocity plan and the shipper specs 16 weeks ahead of each reset.

We'd stop asking for facings on brand love. Buyers respond to dollars per linear foot.

One idea for three years.

Your last six campaigns each ran about 14 months. A shape only becomes yours by repeating it, so the can, the endcap, the phone and the shelter all run one drawing until 2029.

We'd stop briefing a new campaign line every fiscal year, ours included.

The first 90 days fit on one list.

We start January 4. Check things off as you read, because it's the order we'd do them in, and a few of these need your people.

Nothing in the cart

Check off the first item to start the clock.

- [ ] Walk 40 more stores with Dee's team — Day 3
- [ ] Read 70 years of label archives in the plant basement — Day 7
- [ ] Sit with Ostler's and Fairlow buyers, Dee leads — Day 10
- [ ] List what's yours and what Daybasket borrowed — Day 14
- [ ] Three territories on rough cans — Day 21
- [ ] Build a test aisle, 24 facings, real tags — Day 30
- [ ] Shelf test, 600 shoppers, 6 ft and 12 ft — Day 38
- [ ] Pick one territory with Renata and Anders — Day 45
- [ ] Write the label rules, 46 SKUs on one page — Day 56
- [ ] Sell-in story for the fall resets, with Dee — Day 66
- [ ] First film script, first press proof on a real can — Day 78
- [ ] Board read, year one plan locked — Day 90

Everyone on your account, by weight.

You'll see the people you met in the room, listed in order of hours. Tap a name. Drop a line in the bill below and they come off this label.

Team Facts

12 months per account

Serving size **1 year**

Amount per year
Hours **17,000**

	% of hours
Brand strategy and planning	**2,400**
Bram, Head of strategy	8%
Noor, Planner	6%
Creative development	**5,500**
Tess, Executive creative director	9%
Ines and Cal, Creative pair	18%
Mott, Design director	6%
Label and pack design	**2,100**
Yuki, Pack design lead	8%
Dov, Production artist	5%
Social and content studio	**3,000**
Sam, Content lead	9%
Ana, Editor and motion	8%
Account leadership	**2,000**
Rafe, Account director	7%
Lena, Managing partner	5%
Retail and shopper	**2,000**
Hal, Shopper lead	7%
Priya, Retail producer	5%

Senior hours 44%. Contains the people you met in the room. May contain traces of strong opinion. Packed in New York.

Tess

Executive creative director, 1,500 hours a year

Took a tinned fish brand from 300 stores to 4,100 with one drawing on the tin. She presented to you and she stays on your account.

Renata, what do you have to give up?

Chief Marketing Officer

Less than you're expecting. Turn off anything on The Long Hill can and see what it costs you with loyal buyers and what it does to your distance from Daybasket.

Keep

Keep the blue

You paid for it for 70 years, and Daybasket borrowed it. Loyal buyers scan for it first.

Keep

Keep the script

The one thing the store label never dared to copy.

Keep

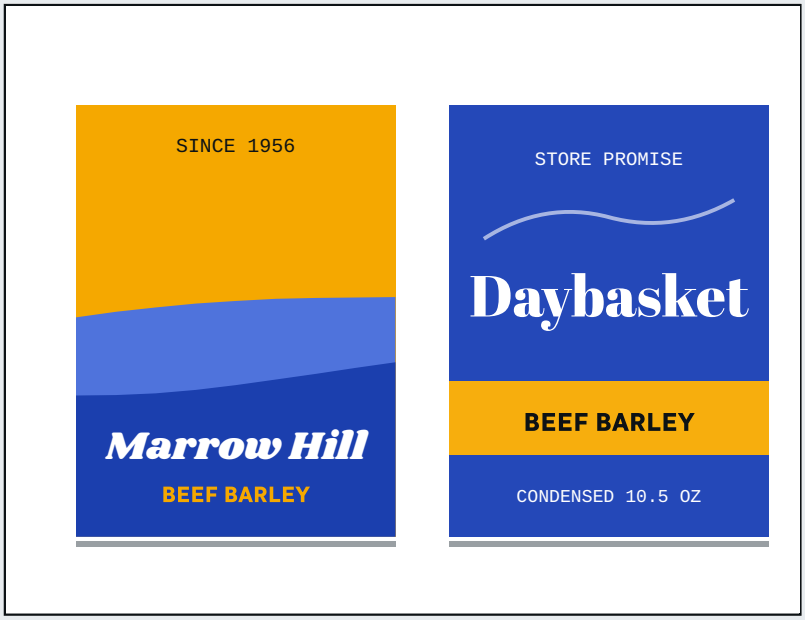
Keep the hill

It's been a thin line on your can for 70 years. Now it's the label.

Keep

Keep Since 1956

Small, true and impossible for a newer brand to say.



Loyal buyers still find it

Distance from Daybasket

Everything you were afraid to lose stays on the can. The only thing that changes is the size of the hill.

Anders, what's a share point worth?

Chief Executive Officer

About $34M at the register, $22M to you after the retailer's margin, and $7.04M in gross margin. Drag the points you think we'll win back by 2029 and the shelf follows.



16.4 Share by 2029, from 14.8 today	**7** Eye-level facings of 24, from 5
$11.3M Gross margin a year at that share	**0.79** Points that pay for the year one bill

At 1.6 points you earn $11.3M a year in gross margin against a $5.56M year one bill. Category held flat at $3.4B, and that's our assumption. Our target is 1.6 points by 2029, because stopping the slide comes first.

Dee, here's what the buyers will say.

VP Sales

Ostler's Markets	Fairlow Supercenter	Tollard Club	Penny Row
1,900 stores	3,100 stores	410 clubs	6,200 small stores

"You want two facings from my own label. Show me dollars per foot first."



NOW, 5 FACINGS



AFTER, 7 FACINGS

They own Daybasket, so this is the hard one. We offer a 40-store test this summer ahead of the October 4 reset, with a buy-back on any new-label stock that doesn't beat the old velocity by week 12.

Reset October 4, 2027. Old label run-out 14 weeks. Same UPCs.

Marcus, here's the fee build.

Procurement

Hours times rate, by line, with nothing hidden in a blended number. Decide how much of the retainer we keep at risk against the scorecard.

Line	Hours	Rate	Year one
Brand strategy and planning	2,400	$225	$540,000
Creative development	5,500	$240	$1,320,000
Label and pack design	2,100	$200	$420,000
Social and content studio	3,000	$160	$480,000
Account leadership	2,000	$180	$360,000
Retail and shopper	2,000	$180	$360,000
Retainer	**17,000**	**$204.71**	**$3,480,000**

Rates hold for the three-year term. Third-party costs pass through at cost with three bids over $50,000. No markup on production or media.

10 percent

$348,000 held back
$522,000 top payout



We bill $261,000 a month, and the rest settles after month 12 against the scorecard, share and facings first. Miss it and you keep the $348,000. Beat it and we earn up to one and a half times that, which sits outside this bill.

The scorecard behind the held-back fee

Share stops falling, four-quarter average

Q4 2027, 14.8 or better

New label live across all 46 SKUs

September 2027

Eye-level facings at two of your top four retailers

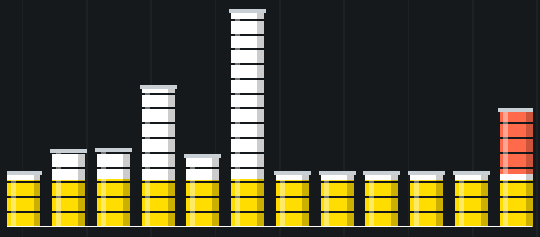
6 or more by Q4 2027

The bill, one line at a time.

Retainer by scope, production in its own bucket. Each line drops on its own, and the receipt says what you lose.

We'd keep all of it for year one. If it has to come down, drop the shoot days first, then the second film. The label work and the shelf test are the two lines we'd fight for, since every other line depends on them.

How it's paid, month by month



Retainer Production Held to the scorecard

Twelve payments add up to $5,560,000. The largest is $1,191,000 in June.

Half Sour

New York, aisle 7, register 1
Year one, Jan 4 2027 to Jan 3 2028

RETAINER, 12 MONTHS

DROP	**Brand strategy and planning** 2,400 hours at $225	**$540,000**
DROP	**Creative development** 5,500 hours at $240	**$1,320,000**
DROP	**Label and pack design** 2,100 hours at $200	**$420,000**
DROP	**Social and content studio** 3,000 hours at $160	**$480,000**
DROP	**Account leadership** 2,000 hours at $180	**$360,000**
DROP	**Retail and shopper** 2,000 hours at $180	**$360,000**
	Retainer subtotal	**$3,480,000**

PRODUCTION, BILLED AT COST

DROP	**Two 30-second films and cutdowns** Drop it and the launch runs on stills and social. One film instead of two comes to $640,000.	**$1,150,000**
DROP	**Can and recipe photo library** Drop it and we shoot only what the label needs.	**$260,000**
DROP	**Social shoot days** Each day gives about 40 short pieces. Fewer days means fewer posts, not worse ones. - 12 days at $30,000 +	**$360,000**
DROP	**Endcap and shipper prototypes** Drop it and retailer kits stay on paper until the first reset.	**$190,000**
DROP	**Shelf test, 600 shoppers** Drop it and you choose a territory on our opinion. We advise against it.	**$120,000**
	Production subtotal	**$2,080,000**

YEAR ONE **$5,560,000**

Includes $348,000 of retainer at risk. Media isn't on this bill, and your $31M stays with your media agency. Thank you for shopping aisle 7.

Plain terms, open questions.

What you'd be signing

Three-year term,	January 4, 2027 to January 3, 2030, with a 90-day out for either side at any time.
You own the work	on final payment, including the label system, plates and every campaign asset. Unused ideas stay ours.
Named people.	Anyone on the panel above moves off your account only with Renata's sign-off.
Category exclusivity	in soup, broth and shelf-stable meals for the term.
Net 30 terms,	billed monthly. Media stays with your media agency and your $31M working budget doesn't touch this bill.

What we don't know yet

Which territory wins.	Day 38 decides, and we may lose our favorite.
Whether The Count can run.	Beef barley has 14 ingredients today, and it's your R&D team's call whether 9 is possible.
Who pays for plates.	46 SKUs at about $15,000 each is $690,000 on your operations budget, outside this bill. We'd like to see that plan.
Ostler's reaction.	They own Daybasket and may read this as a provocation. Dee knows them better than we do.
The share figures.	They come from your review data room and we haven't seen store-level scans.

Four signatures, then we start on January 4.

Your year one number stands at **$5,560,000**. Tell us by December 11 and we'll be in stores with Dee's team by January 6.

Renata

Chief Marketing Officer

Sign here

Anders

Chief Executive Officer

Sign here

Marcus

Procurement

Sign here

Dee

VP Sales

Sign here

Waiting on four signatures.

Ask Lena a question first

A Closewell Studio example. We never share client details, so this proposal is a mockup of how we design.

Want one built for your deal? Start a proposal