



Case Study: Adeppt Solution

Growing Business through Design

Illustrating a novel digestive solution for animals.

Adeppt™ is an all-natural molecule developed by scientists and veterinarians for effective control of a healthy gut in animals. The goals of the overall brand language is clean, modern, professional, natural, and trustworthy.

Services

Naming
Identity Development
Tagline & Copy
Marketing Collateral
Web Design

Explainer Video
Storyboard & Script Writing
Motion Graphics Animation
Audio & Sound Effects
Application Design





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Enhancing Nutraceutical Products, Naturally.

Full Site Coming Soon



MacBook Pro



Branding Process

Translating the science into a brand.

Throughout the naming, research, brainstorm, and development phases, Studio MLM worked directly with the proficient veterinarians and scientists at Vets Plus to better understand how the technology worked so that we could find the right path to clearly and concisely

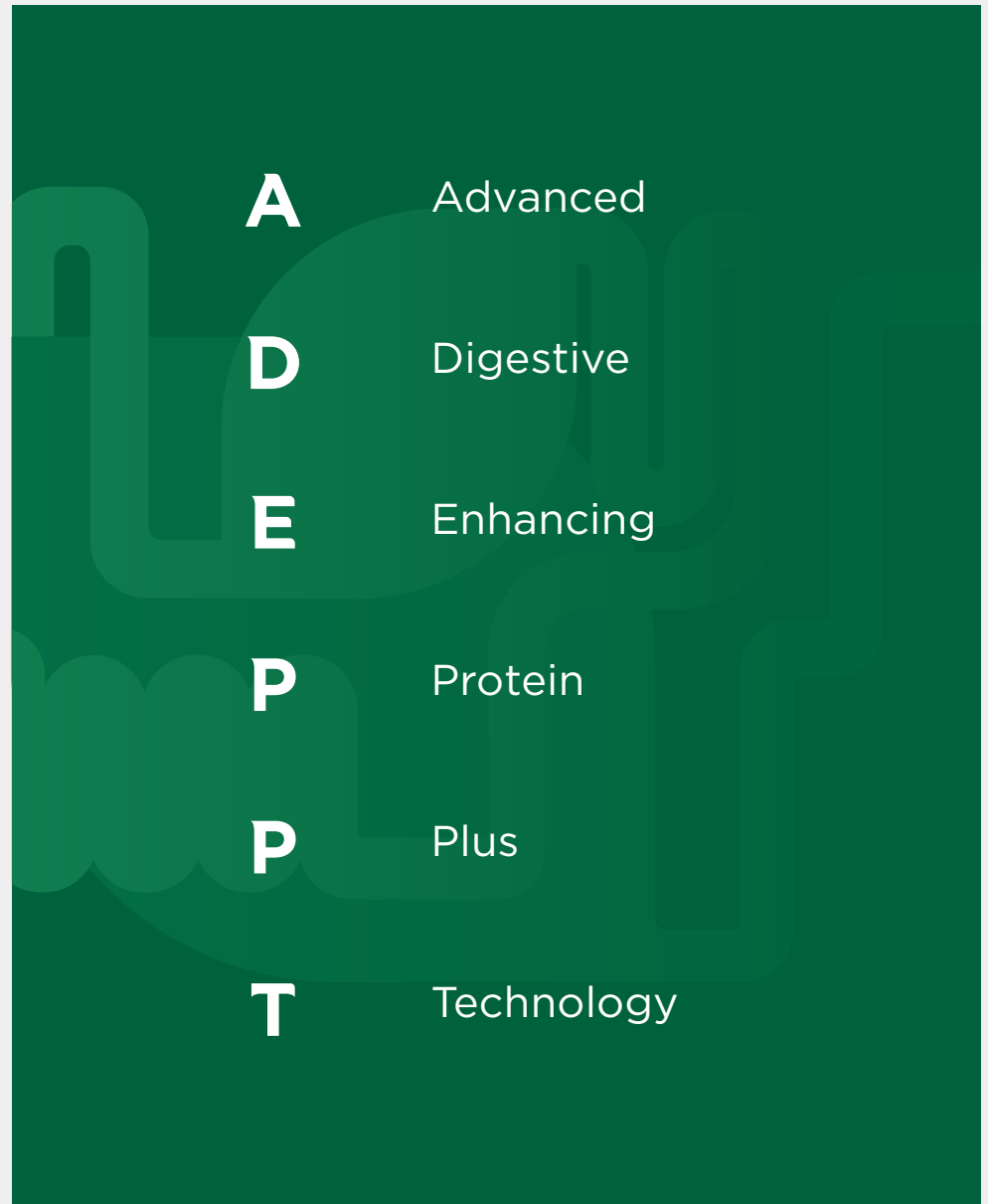
relay its capabilities to their consumer. In developing the brand language that would exist as a badge, we strived to represent credibility and innovation. The final logo tells a story with three primary elements: plants, digestion, and science.



Core Messaging

Enhancing nutraceutical products, naturally.

The naming and messaging development of this technology started with the goal to create a molecule that is a novel, innovative, precise, and natural new way to achieve digestive health in animals. Thus, ADEPPT stands for Advanced Digestive Protein Plus Technology, a proprietary spelling of "adept", meaning to be proficient or highly skilled.





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Video Process

Telling the story with motion graphics.

After breaking down the technology, we knew that some form of explainer video was necessary for educating consumers at the upcoming World Dairy Expo.

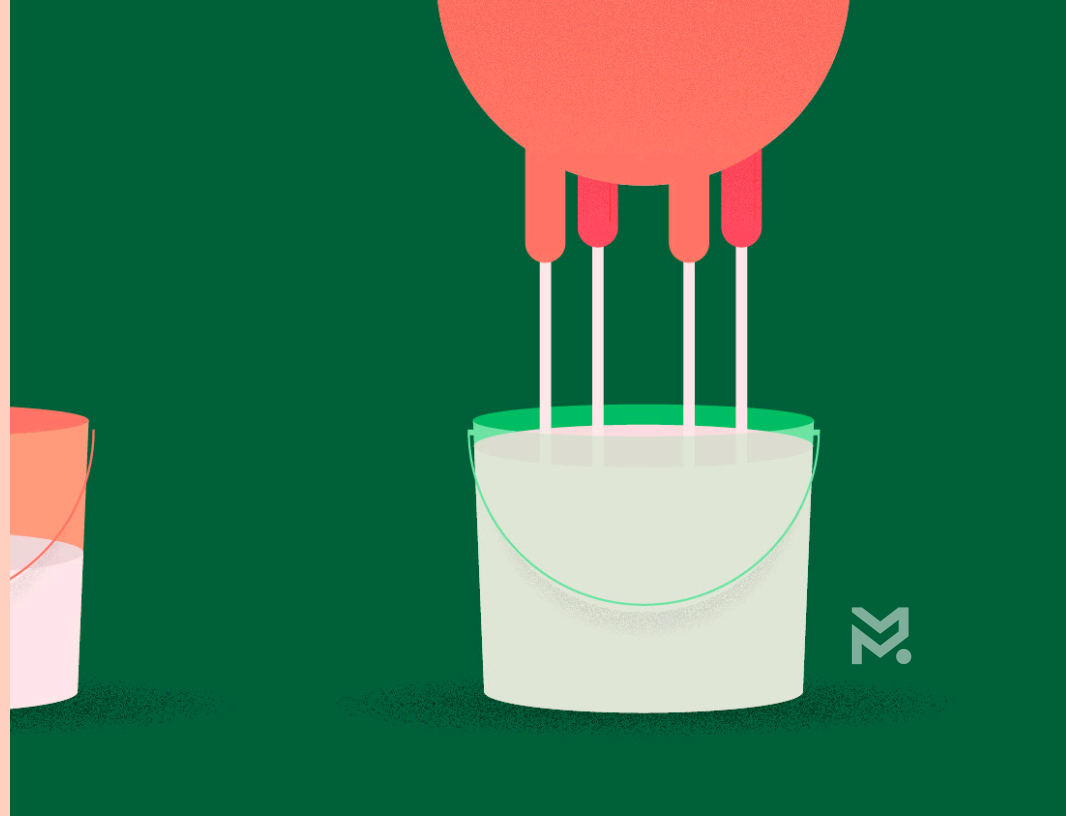
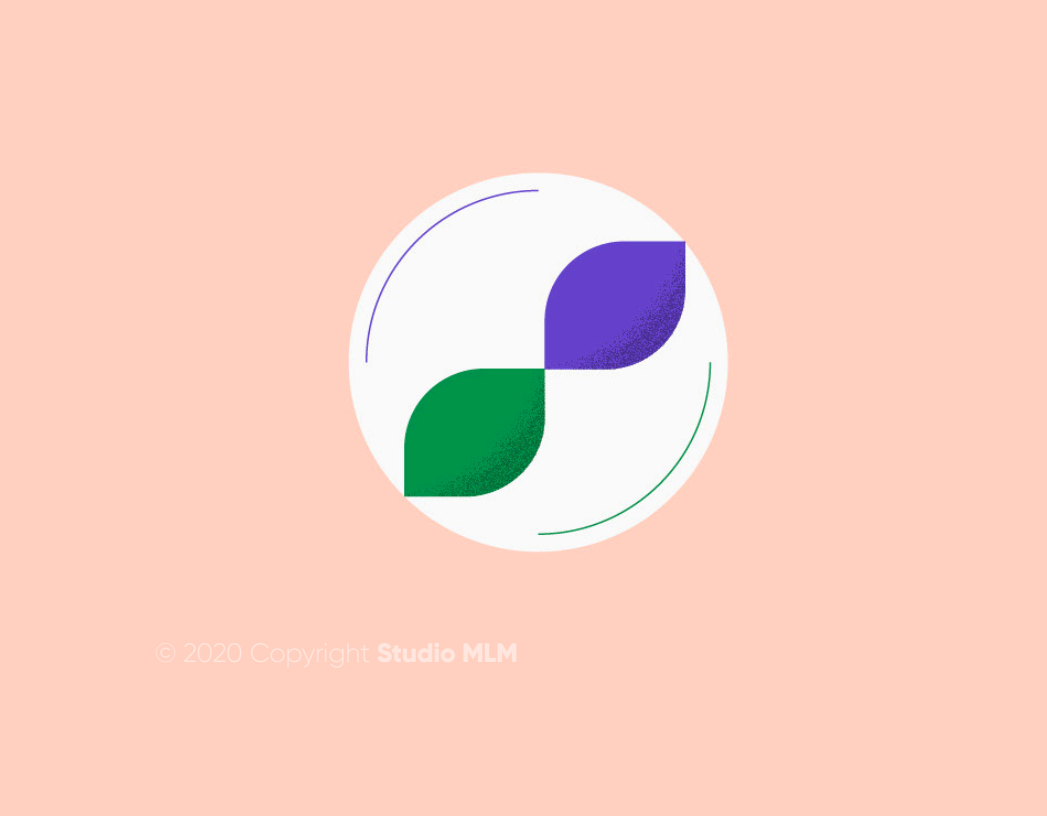
An illustrated motion graphic was the perfect combination of simple and precise, yet offered the possibility to be modern and highly branded.



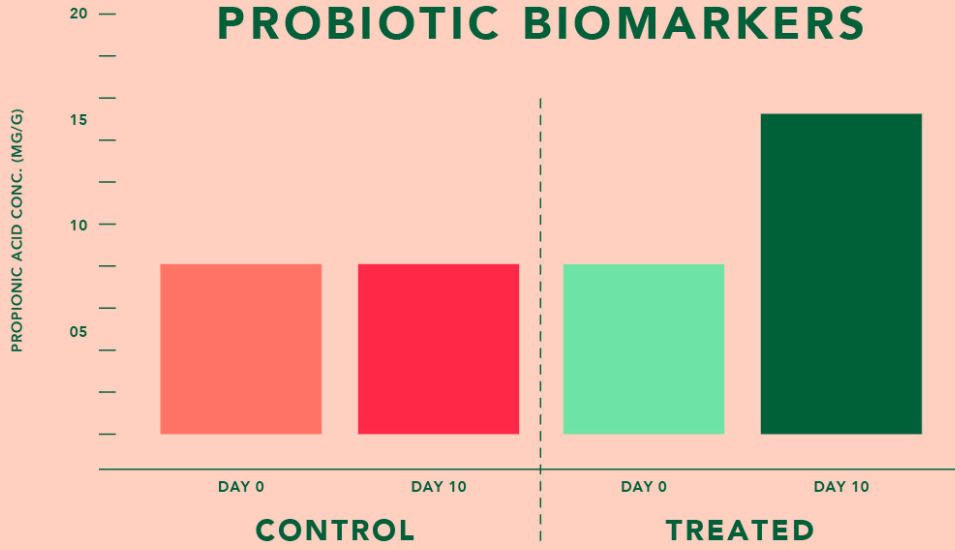


The primary function of the Adeppt™ molecule is directly linked to ensuring that Americans have an abundant, safe and healthy food supply. This was the starting place for the explainer video.

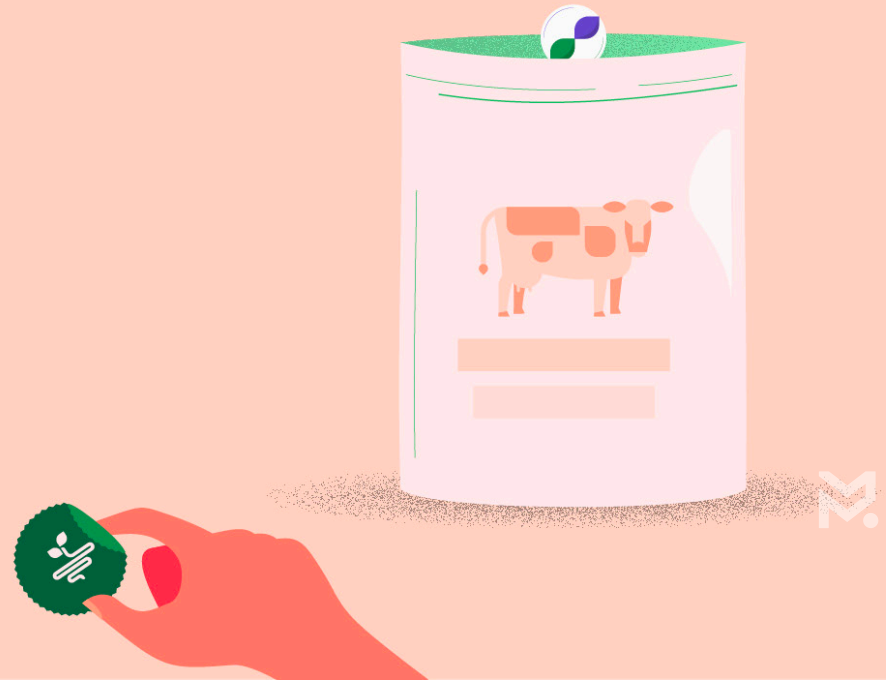
The animation follows the narrative of a simple dairy farm, taking a deeper look inside the animal to demonstrate the importance of a healthy gut while outlining the series of benefits that Adeppt™ brings. The video concludes with informative statistics to sell the importance and the official brand seal for consumers to look for on their animal health products.



PROBIOTIC BIOMARKERS



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Application



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