

Apeel Sciences

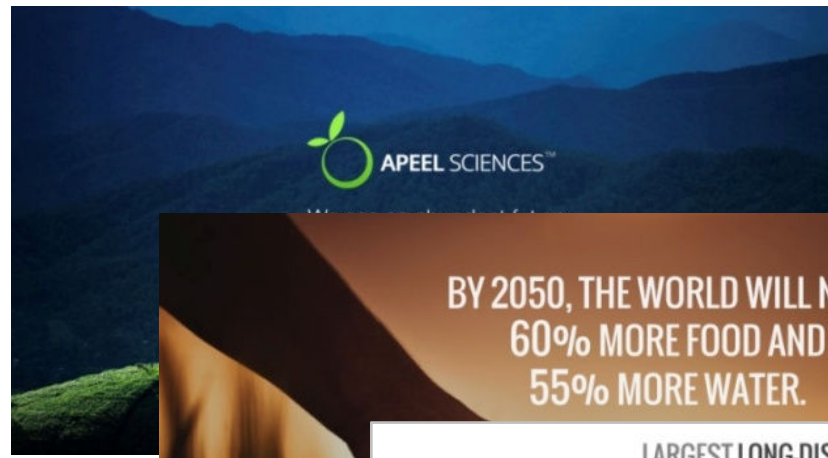
Vision .

The founders of Apeel dreamed of replacing unhealthy chemicals and wax coatings with a natural, edible “peel” made from food byproducts like grape seeds and other discarded bio-material.

Company Objective .

“Apeel Technology, Inc.” needed a strong brand and story to obtain media attention and acquire funding, as well as live-presentation media and public and customer-facing assets and applications.

Reporting to the CEO, I established a marketing department, leading an agile team of four as hands-on designer/developer to produce our digital media.



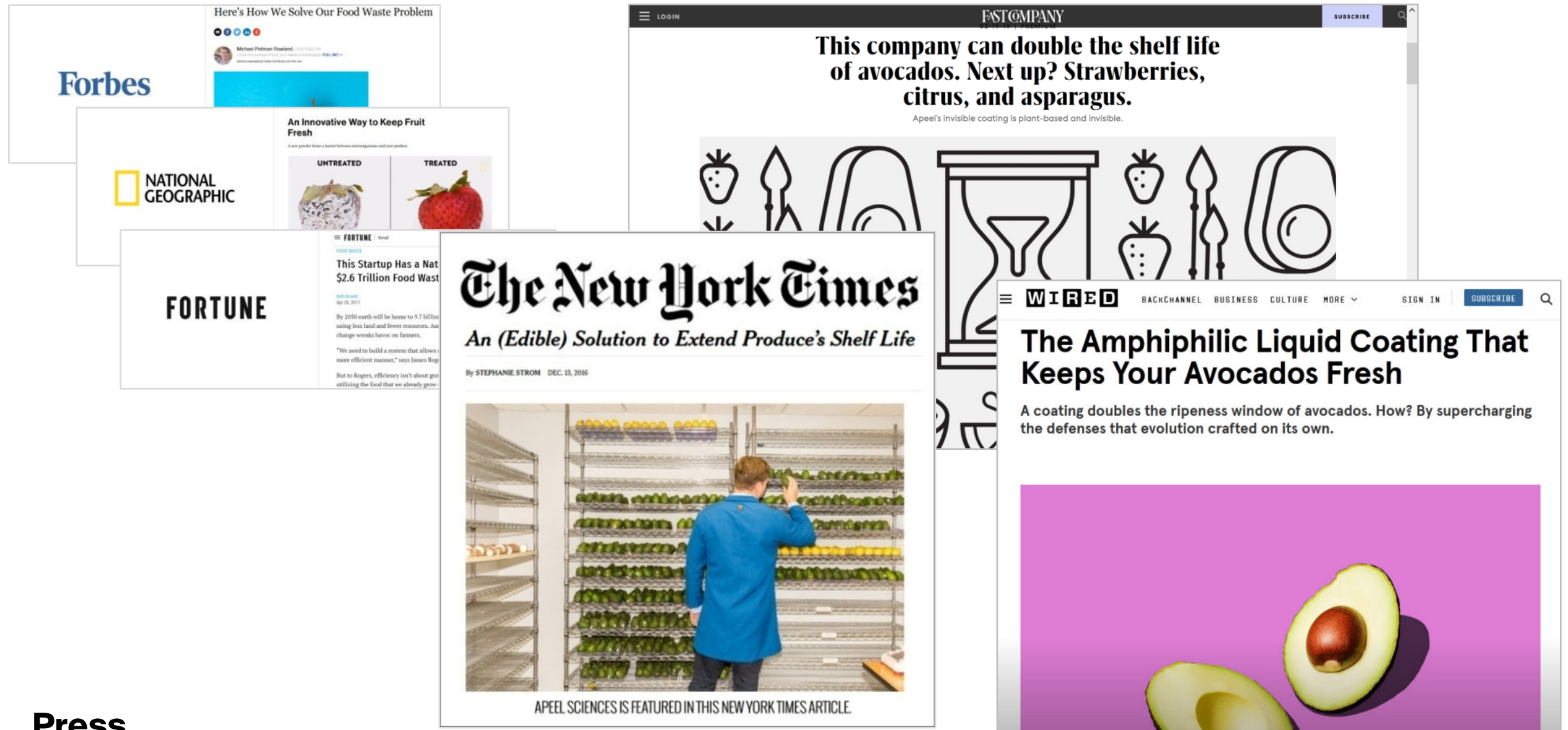
Brand Strategy.

The new brand combined the organic feel of fruit with the gravity and purpose of science.



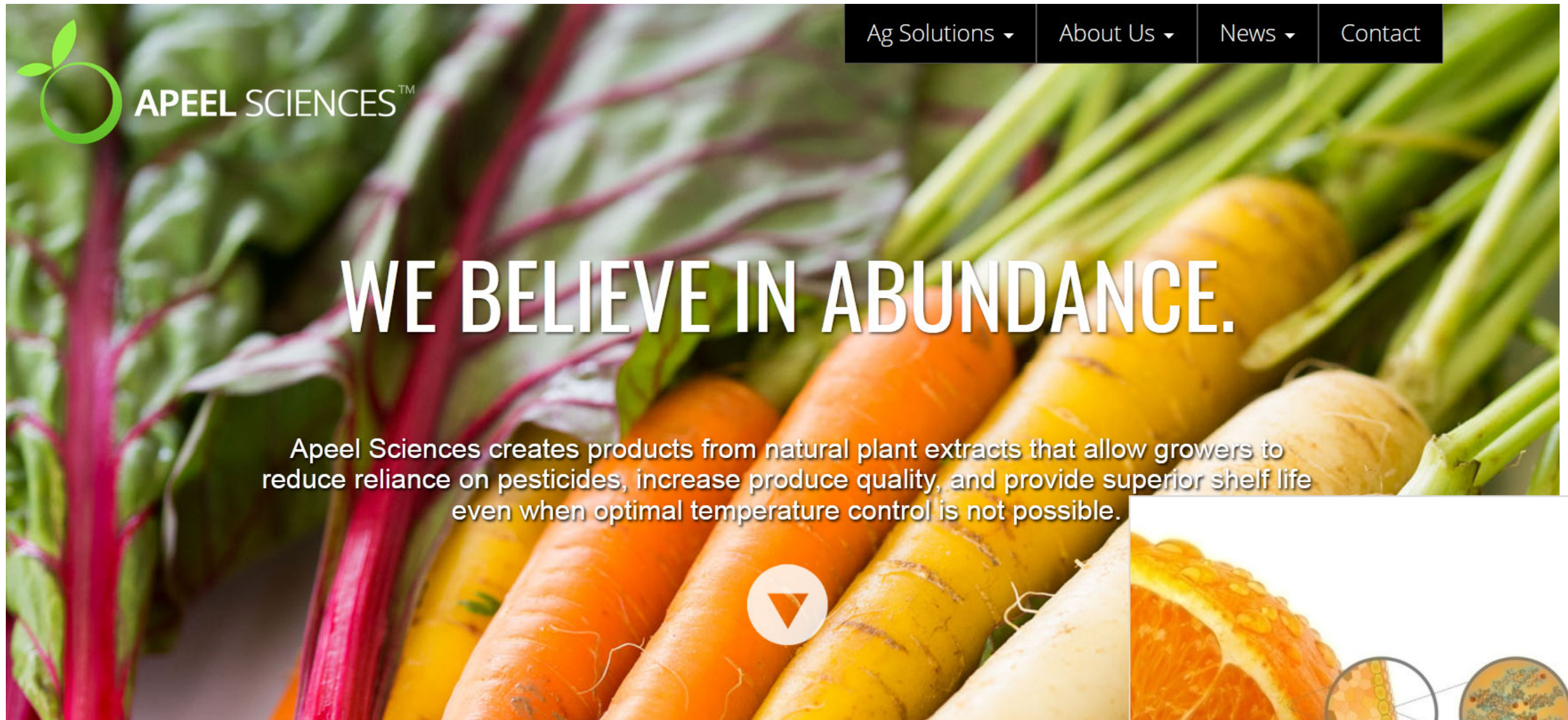
Presentations.

Our multimedia presentations wowed audiences and helped secure over \$600M in funding.



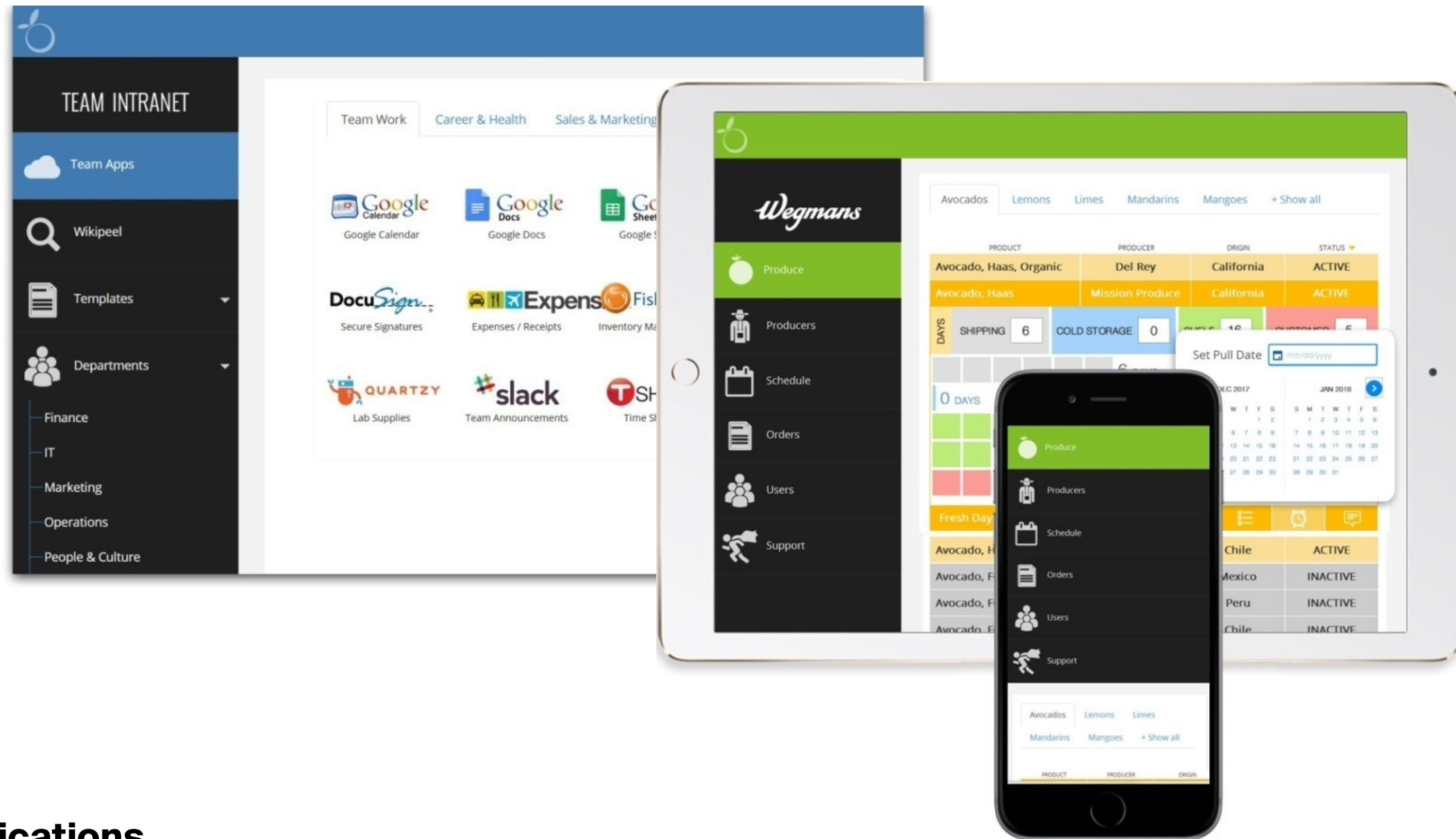
Press.

Media attention helped obtain customers and investors.



Website.

Apeel's digital footprint included extensive content and multiple application integration points.



Applications.

Our custom CRM app enabled account managers to instantly create a Salesforce-integrated portal.



 [Watch product intro video](#) →

 [Watch live presentation video](#) →



Videos.

Videos explained Apeel's organic technology and visually demonstrated its effectiveness.

“Our new brand and website are awesome.”

— James Rogers, Apeel Sciences CEO

 See more work 

