

## CASE STUDY

# Merger and Acquisitions



**END USER:** Two large Utility Companies

**OBJECTIVE:** Provide a unique team building product that would be given out during an event where management team members from the two-merging utilities companies would attend. The goal was to promote how together, they will be stronger.

**THEME:** Like Salt and Pepper We're Better Together!

**SPICE:** Himalayan Sea Salt / Black Peppercorns

**SOLUTION:** Our Micro Mill filled with Pink Himalayan Sea Salt and Black Peppercorns was the perfect set up for our Salt & Pepper metaphor ... Like Salt & Pepper we are Better Together. The Right Combination Creates a Whole New Flavor! The copy on the back of the sleeve tells the story how the synergies of these two organizations coming together are going to bring out the best flavors from both.