

THE MINIMUM VIABLE MARKETING PLAN

How to debut your company and accelerate it into the marketplace

INTRODUCTION

GAINING MOMENTUM

BRANDING

MARKETING

Q+A



David Kelbaugh
Founder, CEO
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dkelbaugh@tacklebox.us.com

David is a 15-year marketing veteran who has developed brand strategies and advertising campaigns for Allstate, Sprint, BP, and Marlboro. After spending years at global ad agencies like Leo Burnett, Ogilvy & Mather and DraftFCB, David chased his dream and opened Tacklebox in 2014.

David lives in Chicago with his wife and 2 sons. He is a graduate of The Outward Bound School, has completed over 20 triathlons and only talks about his reality-show past when asked.



Experience



Leo Burnett

Ogilvy

DRAFTFCB

**CANNES
LIONS**



**effie
awards**

ADDY



A Chicago-based, full-service marketing agency.

Location: West Loop

Founded: 2012

Clients: 70+

Some of our clients





The brand
with the most
momentum
wins.

We exist to help build
brands and accelerate
them into the marketplace.

UNDERSTAND THE PROBLEM + SOLUTION

Problem:

“I can’t find a durable, high-quality shovel that’s inexpensive to order online because of shipping costs.”

Solution:

High-quality
Smartly designed for ecommerce

tacklebox.us.com
info@tacklebox.us.com



UNDERSTAND THE COMPETITION



Suncoast SCS300

11-Inch

Better Designed for heavier snow.



This is my second one of these, I got the first one like 10 years ago. I prefer this design because if you get the ones that telescope and then you tighten down, they twist when you most need it for heavy snow. This one locks out and locks in place with a spring peg.

Shovel is very flimsy!!!



I just received this shovel today. It was a size that would fit in my trunk, however the blade connection to the shaft of the shovel was very weak. It was held by one philips head screw. I am going to return it to Amazon.



Hopkins Subzero Emergency Shovel

9.5 Inch

Snow plows don't get it all...



I bought this because I live in a garden community complex in NJ. We have snow plows that go through but sometimes they block me in a little and my SUV just needs a little more traction to move. I bought this because I live in a studio and have no storage space. It's perfect. I store it in my closet in the summer because it's small and easy to do, and then keep it in my trunk in the winter. It's a little nicked from use but so far so good. Very happy with my purchase!

Cheapened It



I do not understand why companies change designs on items, well I do they cheapen them. I purchased it as a gift but was disgusted to see they had replaced the metal buttons at the shovel base with plastic...which are more likely to snap. If it weren't for the HUGE box it was shipped in (could have fit 6 shovels in that box) I would have returned it.



Hopkins D12-222-E

9.5 Inch

Snow plows don't get it all...



For an emergency (small) shovel it has a nice depth so it works well for shoveling large scoops of freshly fallen snow. It should be noted though that the shovel blade is plastic & does not appear it can take much wear & tear if you're having to shovel snow once it's melted & refroze.

Flimsy and keeps twisting



Used it for the first time tonight. It kept spinning when I tried to scoop. The handle unscrews to extend but it kept coming lose. Very flimsy. I keep it in my trunk just in case. I'm surprised it didn't break while I used it tonight.

UNDERSTAND THE COMPETITION



Over Under Grip

For traditional snow shoveling, this shovel was most comfortable with a **reverse grip on the handle grip**, and another **supporting hand** further down the shaft.



Weight and Shape

The weight of the shovel was not too heavy **until snow was piled into the shovel**. The curved blade allowed for the user to carry a lot of snow, but **often hit the ground** when trying to get a shovel full of snow.



Scraping Grip

When scraping snow, the grip moved further down the shaft. **Additional force was required** to scrape the shovel as opposed to the traditional shoveling method.



Scraping

The shovel had to **constantly be wiggled and pulled up** on to prevent it from getting stuck in between bricks in the path.

City Living

- Uses public transportation and would have difficulties bringing a large item home from the store
- The time to go to the store and bring the item home would be inconvenient

Needs

- Item that can be delivered quickly
- Light Weight



Off The Beaten Path

- Stores are located too far away to go for one item, easier to get item delivered

Needs

- Strong product after assembly

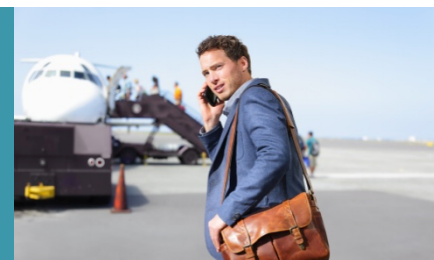


On The Go

- Works long hours and may not have time to prepare for the upcoming snowfall
- Constantly orders products online and may already have orders coming in from that store

Needs

- Folds on occasion
- Light weight for all family members



THE MINIMUM VIABLE MARKETING PLAN

How to debut your company and
accelerate it into the marketplace



GAINING MOMENTUM

mo·men·tum

/mō'men(t)əm,mə'men(t)əm/ 

momentum



$$\mathbf{p} = m\mathbf{v}$$

mass



velocity



GAINING MOMENTUM

mo·men·tum

/mō'men(t)əm,mə'men(t)əm/ 🔊

momentum



$$\mathbf{p} = m\mathbf{v}$$

mass

velocity

mo·men·tum

/mō'men(t)əm,mə'men(t)əm/ 🔊

MASS

brand

/brand/ 🔊

VELOCITY

mar·ket·ing

/'märkədiNG/ 🔊

BRAND

BUILD AN INSPIRED BRAND

MARKETING

#1

IT'S OKAY TO...

ACT BIGGER THAN YOU ARE.

BE A COMPANY. NOT A PERSON.



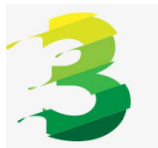
2

YOUR BRAND AND YOUR PRODUCT ARE SEPARATE THINGS.

- Product = how you make your money.
- Brand = how you're going to be remembered.



*BE REMEMBERED BY SOMETHING
GREATER THAN THE PRODUCT THAT YOU
SELL.*



PEOPLE WILL NEVER CARE
ABOUT YOUR PRODUCT AS MUCH
AS YOU CARE ABOUT YOUR
PRODUCT.

tacklebox.us.com
info@tacklebox.us.com



Simon Sinek, *Start with Why*

“THE GOAL IS TO NOT DO BUSINESS WITH PEOPLE
WHO WANT WHAT YOU HAVE. **THE GOAL IS TO DO
BUSINESS WITH PEOPLE WHO BELIEVE WHAT YOU
BELIEVE.**”

1. THE BELIEF

Creates the emotional connection with the consumer

2. THE WHY

What problem do we solve?

What emotional benefit do we quench?

3. REASONS

Proof points – why should I believe you?

What we believe.

We exist to...

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod.

Believe us because...

Duis aute irure dolor in reprehenderit in voluptate velit sunt in culpa qui officia.

**NEW
C?**



Descriptive Modifier.

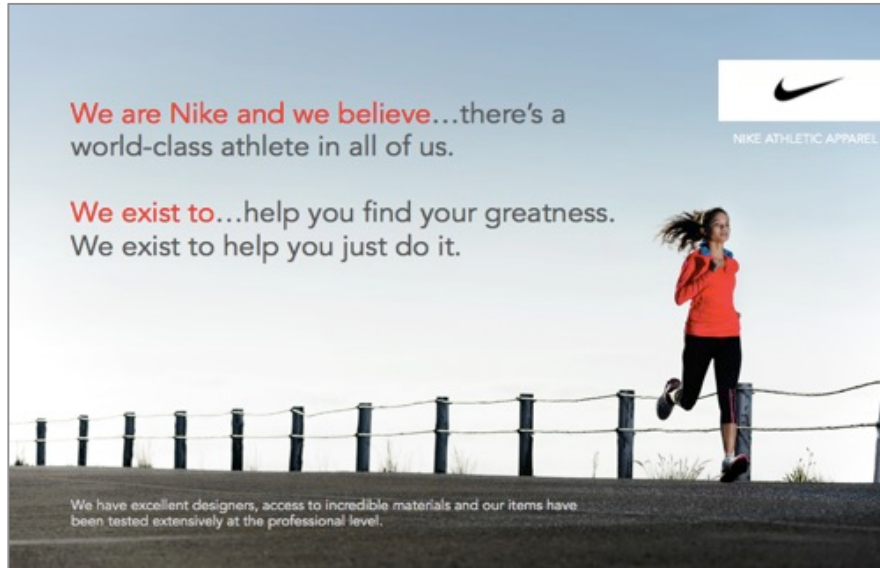
4. THE LOGO

Creates visual identifier

5. DESCRIPTIVE MODIFIER

Explains "What?"

A BRAND CONCEPT?



A strategic document from which your marketing is born



Not an advertisement

ESTABLISH BELIEF. THEN ADVERTISE.

tacklebox.us.com
info@tacklebox.us.com



Shinola

Sponsored · · 🌐

👍 Like Page

We believe a proper timepiece should do one thing well - keep time. The Runwell. It's #JustSmartEnough.

< BELIEF

< ADVERTISEMENT

ESTABLISH BELIEF. THEN ADVERTISE.

tacklebox.us.com
info@tacklebox.us.com



Shinola

Sponsored · · 🌐

👍 Like Page

We believe a proper timepiece should do one thing well - keep time. The Runwell. It's #JustSmartEnough.



**DOESN'T CARE HOW
MANY STEPS YOU'VE
TAKEN TODAY.**

< BELIEF

< ADVERTISEMENT

HOW DO WE CREATE AN INSPIRED
COMPANY AROUND A SNOW SHOVEL?

tacklebox.us.com
info@tacklebox.us.com



We believe

intelligent products
make life better.

We exist to design and manufacture smart
products that fit your life.

Believe us because: smart design; easy-to-use;
lifetime guarantee; thousands sold; 5-star
reviews.



intelligent products for better living



We believe

LIFE IS TOO SHORT TO WORK SO HARD.

We exist to design and develop simple
products that make life easier.

THE

SIMPLE LIFE
CO.

Products for easy living

Simplify.

Believe us because:

- Sensible design
- Affordable
- Tested
- Easy
- Guaranteed
- SmartShovel



EASIER



FASTER



SMARTER





WE BELIEVE

WINTER SUCKS.

WE EXIST TO DESIGN AND
MANUFACTURE PRODUCTS
THAT MAKE WINTER BETTER.

Believe us because: we despise the winter, have created a line of products that combats all that winter throws at us; our products have been tested extensively in Minnesota, Antarctica, The North Pole, and Buffalo NY; thousands of shovels sold; as featured in Real Simple, Northern Living, and SkyMall.

JACK FROST & CO.
PRODUCTS TO MAKE WINTER BETTER

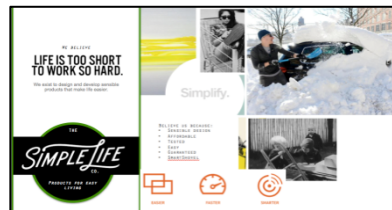


TEST YOUR BRAND CONCEPTS

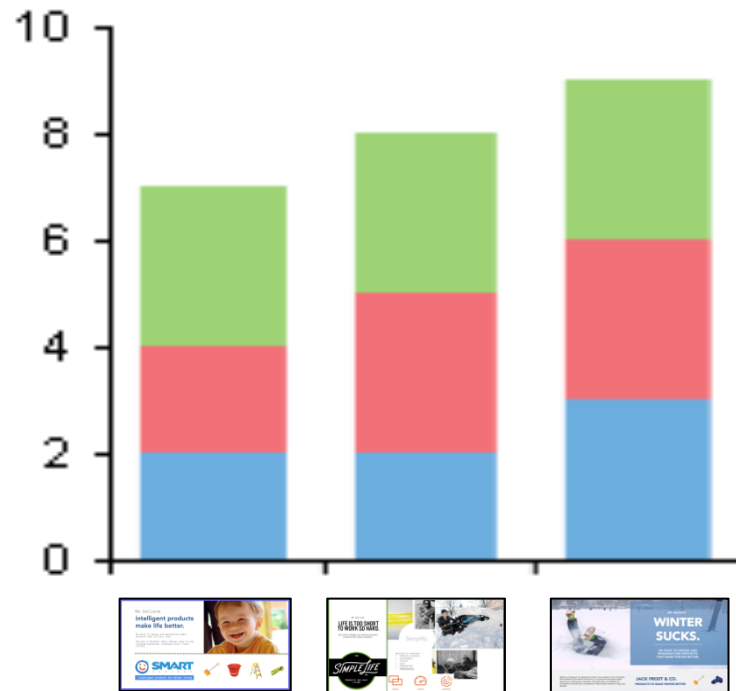
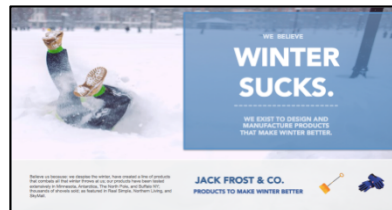
1



2



3



BRAND

MARKETING

BUILD AWARENESS



DRIVE TRAFFIC

GENERATING AWARENESS

MVMP

[MINIMUM VIABLE MARKETING PLAN]



Collateral

Website

Social Media

Public Relations

Advertising

MVMP: COLLATERAL

Collateral

Website

Social Media

Public Relations

Advertising



Sales Materials



Sales Presentations & Investor Pitch Decks



Business Cards



MVMP: WEB SITE DEVELOPMENT

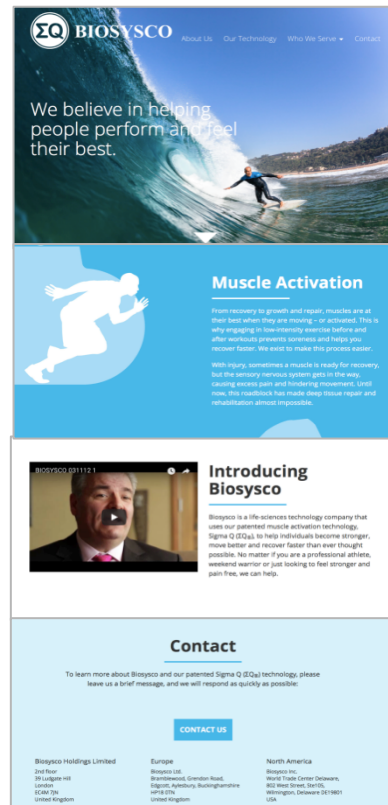
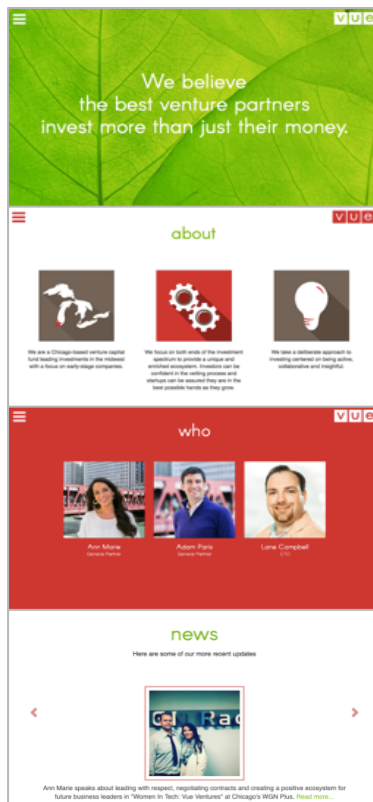
Collateral

Website

Social Media

Public Relations

Advertising



MVMP: SOCIAL MEDIA SETUP AND MANAGEMENT

Collateral

Website

Social Media

Public Relations

Advertising



Profile Setup

Strategy

Management

MVMP: PR & INFLUENCER OUTREACH

Collateral

Website

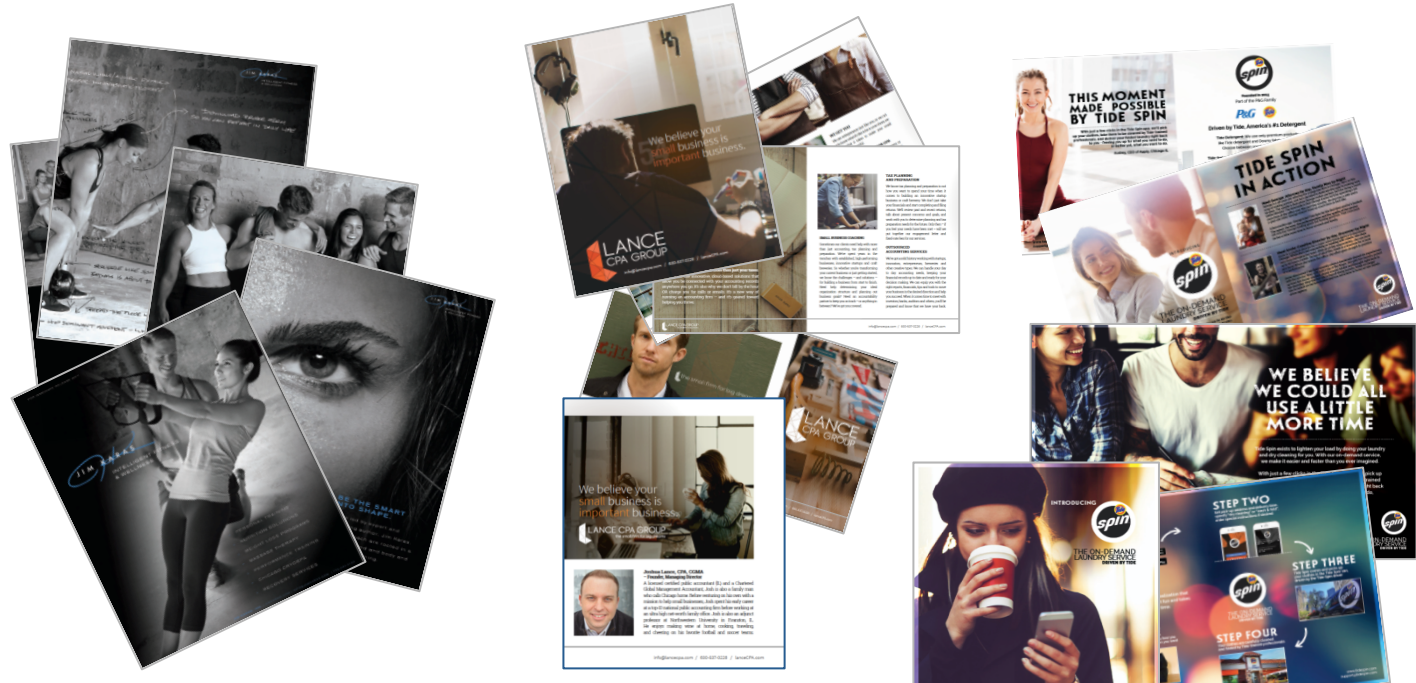
Social Media

Public Relations

Advertising

MEDIA KIT TO USE AS INFLUENCER-OUTREACH VEHICLE, ADDITION TO WEB SITE

<https://www.dropbox.com/home/Brand%20Manifestos>



MVMP: PR & INFLUENCER OUTREACH

RICH PRESS RELEASE DISTRIBUTED THROUGH THE WIRE

Collateral

Website

Social Media

Public Relations

Advertising



<https://app.prweb.com/Main.aspx?Entity=Home&LanguageID=1033>



Chicago Tribune



Women'sHealth

INFLUENCER OUTREACH - ONE-BY-ONE OUTREACH

CISION[®]
HYPR



MVMP: ADVERTISING

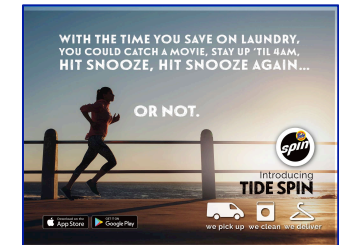
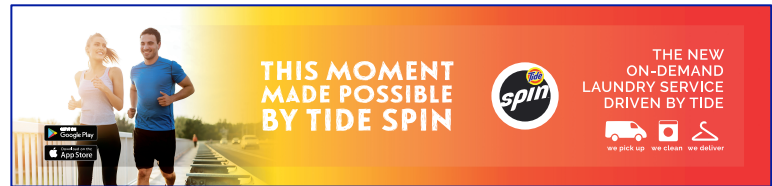
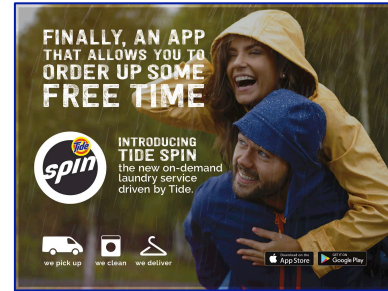
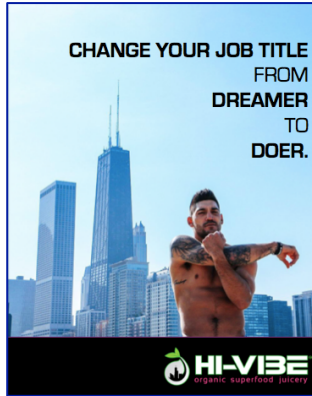
Collateral

Website

Social Media

Public Relations

Advertising





summary

BRAND

MARKETING



**NEW
Co.**



Be a company, not a person.

Start with why.

Lead with a belief, not a product benefit.

Develop Brand Concepts

Test Brand Concepts

Refine Brand Concepts

MMVP

- Collateral
- Website
- Social Media
- Public Relations
- Advertising



David Kelbaugh

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EXAMPLES

ke^{stgo} Group LLC

Partners in Support Services

ABOUTSERVICESTHE TEAMTESTIMONIALSCONTACT

We believe people matter.

ke^{stgo} is a highly-specialized, boutique consulting firm that focuses on healthcare support services.

learn more

We know it takes more than just great clinicians to make great healthcare organizations.

With over 75 years of combined experience in the industry, we have **unique insight and perspective** on the importance of the people who make support services work and what it takes to enable their success. We approach you, your organization and your people with the time and attention – and expertise – you deserve.

The people-focused support services experts.

We take a people-first approach to all that we do, because it's people – not just numbers and bottom lines – that make support services successful. The Kestgo team has spent decades helping healthcare systems, hospitals, and other organizations that include large institutions, higher education and corporate dining simplify and manage the complexities of hospitality services, environmental services, and more.

We believe people matter.

ke^{stgo} Group LLC

Partners in Support Services

Gary Goettl | Principal

gary.goettl@kestgo.com

314-996-7000

ke^{stgo} Group LLC

Partners in Support Services

214-996-7000 | 214-996-7000

STATIONERY

ke^{stgo} Group LLC

Partners in Support Services

We believe people matter.

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Expertise

Results

Support Service Operations

Performance Solutions

Supply Chain Management

ke^{stgo} Group LLC

Partners in Support Services

John Doe

Organization

Street Address

City Name, State

Dear John Doe:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis consequat ac urna quis consequat. Nullam molestuada aliquet elit, eu dignissim leo placerat nisi. Praesent tincidunt pulvinar euismod. Donec, vel leo elementum, pulvinar tortor sit amet, efficitur augue. Phasellus a bibendum lectus. Conubitor pulvinar nisl ut turpis molestuada aliquet. Nam nec aliquet arcu. Cras mollis quis nibh id sollicitudin. Nulla et dolor at ligula congue posuere sed et ligula. Morbi commodo condimentum erat et molestie. Sed sem neque, posuere a nunc in, placerat euismod ante. Nullam aliquet, eros id pellentesque aliquam, dui libero pellentesque arcu, quis pretium lectus diam id arcu.

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Benjamin, N. 6005

info@kestgo.com

(617) 477-1226

kestgo.com

We believe people matter.

We exist to be the people-focused support services experts.

ke^{stgo} Group LLC

Partners in Support Services

Insight & Perspective

Before us because we have 8 years more than just great clinicians to make great healthcare organizations. We have over 75 years of combined experience in the industry, we have unique insight and perspective on the importance of the people who make support services work and what it takes to enable their success. We approach you, your organization and your people with the time and attention – and expertise – you deserve.

Workforce Redesign and Optimization

Leadership Development and Support

Project Management

Supply Chain Management

Contract Services

RFP/RFI/Design, Orchestration and Management

Contract Implementation

Vendor and Supplier Negotiation Management

GPO Analytics and Review

HEALTHCARE

FACILITIES

NUTRITION

WELLNESS

ke^{stgo} Group LLC

ke^{stgo} Group LLC

ke^{stgo} Group LLC

Partners in Support Services

ke^{stgo} Group LLC

SALES LEAVE-BEHIND

PITCH DECK

A man and a woman are sitting at a table, looking at a map. The man is pointing at the map with a pen. There are two cups of coffee on the table. The background is blurred, showing some plants and a warm, indoor setting.

WE BELIEVE WE COULD ALL USE A LITTLE MORE TIME

Tide Spin exists to lighten your load by doing your laundry and dry cleaning for you. With our on-demand service, we make it easier and faster than you ever imagined.

With just a few clicks in the Tide Spin app, we'll pick up your clothes, take them to be cleaned by Tide-trained professionals, and deliver your folded laundry right back to you - freeing you up for what you need to do, or better yet, what you want to do



by Night
(sings). He's the one
to year to making sure
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less spending a lot
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PRODUCING

Tide
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DEMAND
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RIVEN BY TIDE

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Chicago, Consultant


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THE ON-DEMAND
LAUNDRY SERVICE
DRIVEN BY TIDE



TIDE SPIN

FROM THE MAKERS OF TIDE

Introducing Tide Spin™ – the on-demand laundry and dry cleaning service that helps you looking good just over your shoulder.

A unique laundry service. Attracts and retains residents. Delivers increased revenue through partnership opportunities. Easy to get up and running. All across the bay.





Yes, please contact us. Greenleaf Products, an aap





**FULLY
LIVING LIFE...**

with a youthful spirit: curious, energetic, resilient, hopeful



**DRY
CLEANING**

15 deliveries for 150 customers
15 deliveries for 150 customers
15 deliveries for 150 customers

you know that you need to get an estimate for your dry cleaning and laundry services, you can get it from us. We'll give you a quote for your dry cleaning and laundry services, and we'll give you a quote for your dry cleaning and laundry services.

Specialty Services:

Laundry & Pressing (100)	\$2.00	Alterations (100)	\$2.00
Laundry & Pressing (200)	\$4.00	Alterations (200)	\$4.00
Laundry & Pressing (300)	\$6.00	Alterations (300)	\$6.00
Laundry & Pressing (400)	\$8.00	Alterations (400)	\$8.00
Laundry & Pressing (500)	\$10.00	Alterations (500)	\$10.00
Laundry & Pressing (600)	\$12.00	Alterations (600)	\$12.00
Laundry & Pressing (700)	\$14.00	Alterations (700)	\$14.00
Laundry & Pressing (800)	\$16.00	Alterations (800)	\$16.00
Laundry & Pressing (900)	\$18.00	Alterations (900)	\$18.00
Laundry & Pressing (1000)	\$20.00	Alterations (1000)	\$20.00
Laundry & Pressing (1100)	\$22.00	Alterations (1100)	\$22.00
Laundry & Pressing (1200)	\$24.00	Alterations (1200)	\$24.00
Laundry & Pressing (1300)	\$26.00	Alterations (1300)	\$26.00
Laundry & Pressing (1400)	\$28.00	Alterations (1400)	\$28.00
Laundry & Pressing (1500)	\$30.00	Alterations (1500)	\$30.00
Laundry & Pressing (1600)	\$32.00	Alterations (1600)	\$32.00
Laundry & Pressing (1700)	\$34.00	Alterations (1700)	\$34.00
Laundry & Pressing (1800)	\$36.00	Alterations (1800)	\$36.00
Laundry & Pressing (1900)	\$38.00	Alterations (1900)	\$38.00
Laundry & Pressing (2000)	\$40.00	Alterations (2000)	\$40.00
Laundry & Pressing (2100)	\$42.00	Alterations (2100)	\$42.00
Laundry & Pressing (2200)	\$44.00	Alterations (2200)	\$44.00
Laundry & Pressing (2300)	\$46.00	Alterations (2300)	\$46.00
Laundry & Pressing (2400)	\$48.00	Alterations (2400)	\$48.00
Laundry & Pressing (2500)	\$50.00	Alterations (2500)	\$50.00
Laundry & Pressing (2600)	\$52.00	Alterations (2600)	\$52.00
Laundry & Pressing (2700)	\$54.00	Alterations (2700)	\$54.00
Laundry & Pressing (2800)	\$56.00	Alterations (2800)	\$56.00
Laundry & Pressing (2900)	\$58.00	Alterations (2900)	\$58.00
Laundry & Pressing (3000)	\$60.00	Alterations (3000)	\$60.00
Laundry & Pressing (3100)	\$62.00	Alterations (3100)	\$62.00
Laundry & Pressing (3200)	\$64.00	Alterations (3200)	\$64.00
Laundry & Pressing (3300)	\$66.00	Alterations (3300)	\$66.00
Laundry & Pressing (3400)	\$68.00	Alterations (3400)	\$68.00
Laundry & Pressing (3500)	\$70.00	Alterations (3500)	\$70.00
Laundry & Pressing (3600)	\$72.00	Alterations (3600)	\$72.00
Laundry & Pressing (3700)	\$74.00	Alterations (3700)	\$74.00
Laundry & Pressing (3800)	\$76.00	Alterations (3800)	\$76.00
Laundry & Pressing (3900)	\$78.00	Alterations (3900)	\$78.00
Laundry & Pressing (4000)	\$80.00	Alterations (4000)	\$80.00
Laundry & Pressing (4100)	\$82.00	Alterations (4100)	\$82.00
Laundry & Pressing (4200)	\$84.00	Alterations (4200)	\$84.00
Laundry & Pressing (4300)	\$86.00	Alterations (4300)	\$86.00
Laundry & Pressing (4400)	\$88.00	Alterations (4400)	\$88.00
Laundry & Pressing (4500)	\$90.00	Alterations (4500)	\$90.00
Laundry & Pressing (4600)	\$92.00	Alterations (4600)	\$92.00
Laundry & Pressing (4700)	\$94.00	Alterations (4700)	\$94.00
Laundry & Pressing (4800)	\$96.00	Alterations (4800)	\$96.00
Laundry & Pressing (4900)	\$98.00	Alterations (4900)	\$98.00
Laundry & Pressing (5000)	\$100.00	Alterations (5000)	\$100.00

Specialty Services:


Laundry & Pressing (100)	\$2.00	Alterations (100)	\$2.00
Laundry & Pressing (200)	\$4.00	Alterations (200)	\$4.00
Laundry & Pressing (300)	\$6.00	Alterations (300)	\$6.00
Laundry & Pressing (400)	\$8.00	Alterations (400)	\$8.00
Laundry & Pressing (500)	\$10.00	Alterations (500)	\$10.00
Laundry & Pressing (600)	\$12.00	Alterations (600)	\$12.00
Laundry & Pressing (700)	\$14.00	Alterations (700)	\$14.00
Laundry & Pressing (800)	\$16.00	Alterations (800)	\$16.00
Laundry & Pressing (900)	\$18.00	Alterations (900)	\$18.00
Laundry & Pressing (1000)	\$20.00	Alterations (1000)	\$20.00
Laundry & Pressing (1100)	\$22.00	Alterations (1100)	\$22.00
Laundry & Pressing (1200)	\$24.00	Alterations (1200)	\$24.00
Laundry & Pressing (1300)	\$26.00	Alterations (1300)	\$26.00
Laundry & Pressing (1400)	\$28.00	Alterations (1400)	\$28.00
Laundry & Pressing (1500)	\$30.00	Alterations (1500)	\$30.00
Laundry & Pressing (160			



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customer focus and guides all decision making.
 Here's viewed as the best choice among all other alternatives
 for its
 challenges and fight to make the most of our circumstances the easiest




INTRODUCING TIDE SPIN. BECAUSE WE COULD ALL USE A LITTLE MORE TIME.

New eco-friendly laundry & dry cleaning app servicing your buildups, less your front desk or property manager for your drop off locations.


- 1 Download the new Tide Spin app and set up your account
- 2 Place your order & schedule pickup
- 3 Leave laundry & dry cleaning in drop-off location
- 4 Receive professional care and deliver clothes in all hours




we pick up





we clean



we deliver



Get your 1st order free (up to a \$25 value)
Use promo code "BLDG25"



I already have a dry cleaner in my building

It's not always the case, but if you're in a high-rise building, chances are you have a dry cleaner in your building. If you're not sure, ask the building manager or check the directory.

I don't have space in the building for clothes

If you have space in your building for clothes, you can have a dry cleaner in your building. If you don't have space, you can have a dry cleaner in your building.

Weather and gear are in the way?

Weather and gear are in the way. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.

What do we not have a

Have their stuff?

We do not have a dry cleaner in our building. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.

How often do you pick up clothes?

We pick up clothes every week. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.

Where do we clean our

Have involved in management?

We have involved in management. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.

Do you have a rush service?

We have a rush service. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.

Do you have an evening pickup?

We have an evening pickup. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.




Where are the clothes delivered?

We deliver clothes to your door. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.

How does a customer get a Tide Spin bag?


A customer gets a Tide Spin bag by using the Tide Spin app. If you have a dry cleaner in your building, you can have a dry cleaner in your building. If you don't have a dry cleaner in your building, you can have a dry cleaner in your building.

SIGNAGE




we pick up we clean we deliver




50% OFF YOUR FIRST ORDER





FINALLY, AN APP
THAT ALLOWS YOU TO
ORDER UP SOME
FREE TIME



INTRODUCING
TIDE SPIN
the new on-demand
laundry service
driven by Tide.



we pick up we clean we deliver





THIS MOMENT
MADE POSSIBLE
BY TIDE SPIN

With just a few clicks in the Tide Spin app, we'll pick up your clothes, take them to be cleaned by Tide-trained professionals, and deliver your folded laundry right back to you - freeing you up for what you need to do, or better yet, what you want to do.

Audrey, CEO of Apply, Chicago IL



THE ON-DEMAND
LAUNDRY SERVICE
DRIVEN BY TIDE



OUT-OF-HOME AND PRINT ADVERTISING



THIS MOMENT
MADE POSSIBLE
BY TIDE SPIN



THE NEW
ON-DEMAND
LAUNDRY SERVICE
DRIVEN BY TIDE



we pick up we clean we deliver





EVER WISH YOU HAD A LITTLE MORE FREE TIME?


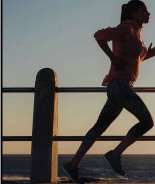
EXPAND

Us too.
Click above
to learn more.




DIGITAL ADVERTISING

WITH THE TIME YOU SAVE ON LAUNDRY,
YOU COULD CATCH A MOVIE, STAY UP 'TIL 4AM,
HIT SNOOZE, HIT SNOOZE AGAIN...

OR NOT.



Introducing
TIDE SPIN



we pick up we clean we deliver

