



## Final Brand Experience

The final step in the design process was to create a seamless event experience. This was essential to workflow and employee management as well as creating a professional atmosphere for customer interaction.

- Work flow diagrams were drawn and mocked up to test workflow scenarios.
- Event tests were held.
- Promotional Materials were designed to hand out to customers to lead them to Real Früt's web presence.
- Event specific graphics are designed and hand drawn at each event.
- The final brand experience is a memorable interaction that has led to many repeat sales and passionate brand followers.



Add us on Twitter (@realfrut) and Facebook for upcoming events, special drinks & more!

