

benign

The Bee Kind Almonds

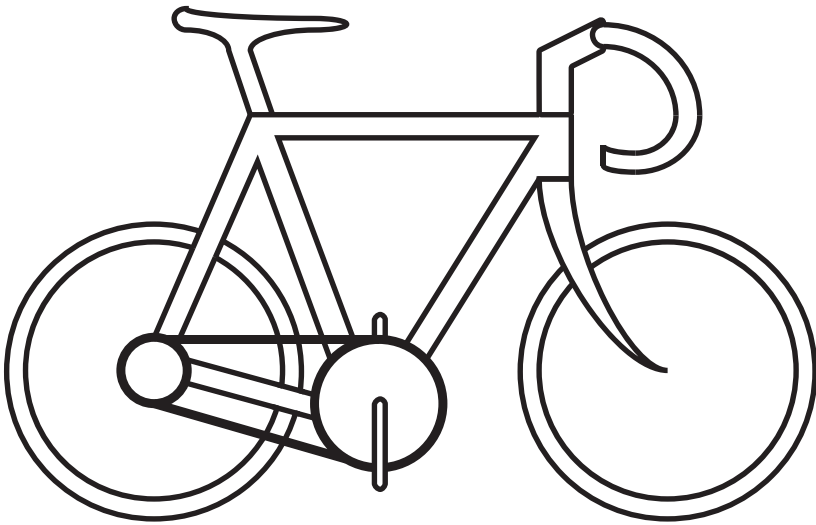
Benign Brand Identity + Strategy

Benign is a friendly yet bold brand that promotes a harmonious existence with bees. We sell almonds that remove the need for commercial bees. While the brand also has a focus on fun and good humor, it also cares. It is passionate about fairness and how we treat our environment. Naturally, we are interested in educating the world about our unethical treatment of bees. The strategy for the brand is to bring awareness to the almond industry's abuse of bees. And Benign's website will have a homepage that is dedicated to educating people about the struggles of bees. We hope that people will take up the cause for bees and choose our almonds that don't require bees to grow.

Bee Educated

The world of almonds is, “boring, barky, and bland.” Benign wants to add a sense of fun and boldness that hasn’t been seen before in the almond industry. What separates us are our attitude of good humor, and boldness. We strive to show the struggle and hypocrisy of using bees by demonstrating the human equivalent of a bee’s work. The message we intend to spread is one of education and awareness.

Bike for the Bees



Benign Almonds aims to show the world what it's like to work like a bee. The brand will set up a public demonstration of volunteers riding stationary bikes. The riders will be required to dress in bee costumes and they will ride all day. If a volunteer gets tired they are, of course, allowed to swap out. The public is welcome to participate as long as they remember to bring their bee costumes. The public demonstration is also a good place to have people sample Benign's almonds.

Bee Fit

Your Recorded Activity



Commercial Bee Activity



To show how much bees work in a day, people can use their fitness app stats to compare themselves to bees. There will be a feature that allows people to sync their apps with Benign's website. A person's stats can unlock discounts based on how their fitness compares to bees.