

San Quentin Marathon Movie Website www.sanquentinmarathon.com



Clover Sonoma Website Landing Page Design



Handy Laundry Market research and Analysis + Branding Design



Market research and rebranding strategies

★ Our Product

Handy Laundry Wool Dryer Balls

Price: ¥1,100 (\$9.95)

Price per unit: ¥184/count

Quantity: 6

Shipping: Free shipping (on orders over \$25)

Amazon Selling Points

- Reusable Wool Dryer Balls are a gentler alternative to plastic hedgehog dryer balls as seen on TV
- Dryer lint balls will reduce wrinkles, lint of clothes and the need to iron your laundry
- All-natural, healthy chemical-free organic alternative to liquid fabric softeners and dryer sheets
- Extra-Large Dryer Ball, Eco-friendly, Save Energy, Premium New Zealand Clothes Dryer Wool Balls
- Reduce appliance usage and electricity bills with dryer balls by shortening drying time up to 25%



Competitor 1

Nellie's Wool Dryer Balls

Price: ¥4,290

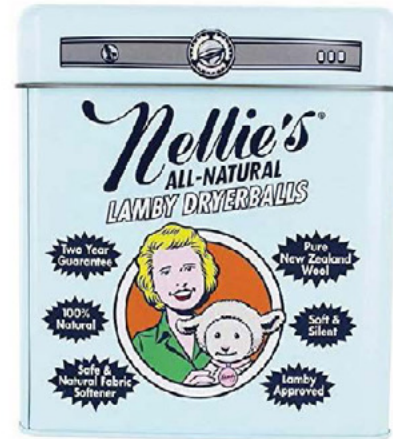
Price per unit: ¥1,073/count

Quantity: 4

Shipping: ¥1,706

Amazon Selling Points

- Contents: 4 wool balls
- Number of uses (estimate): Approximately 700 to 1,000 times, can be used for approximately 2 years.
- Reduces drying time
- Puffy finish
- Can be used as a piggy bank after use.



Competitor 2

CB Japan Kogure Dryer Balls

Price: ¥1,200

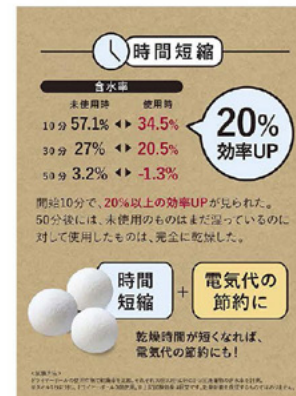
Price per unit: ¥400/count

Quantity: 3

Shipping: ¥1,689

Amazon Selling Points

- Product (per piece) Size: Approx. 2.8 inches (7 cm), Weight: Approx. 1.6 oz (45 g)
- Includes: 3 x Dryer Balls, Storage Bag
- Main Material: Body: Wool, Storage Bag: Polyester
- For drum type only



	★ Our Product	Competitor 1	Competitor 2	Competitor 3
Product Comparison Chart				
Product Name	Handy Laundry Wool Dryer Balls	Nellie's Wool Dryer Balls	CB Japan Kogure Dryer Balls	Mary Laundry Dryer Balls
Amazon Page URL	Click here	Click here	Click here	Click here
Company	Handy Laundry	Nellie's	CB Japan	Mary Laundry
Price	¥1,000 (\$9.95)	¥4,290	¥1200	¥1,870
Unit Price	¥187/Count	¥1,073/Count	¥400/Count	¥624/Count
Shipping	Free shipping on orders over \$25	¥1,706 (approx. \$17)	¥1,689 (approx. \$17)	¥1,632 (approx. \$16)
Quantity	6*	4	3	3
Size	N/A**	N/A	7cm diameter	7cm diameter
Weight	323g (54gx6)	N/A	135g (45gx3)	185g (61gx3)
Loads	1000	700-1000	N/A	N/A
Material	Wool	Wool	Wool	Wool
Origin of Material	New Zealand	N/A	N/A	New Zealand
Hypoallergenic	Yes	N/A	N/A	Yes
Reusable	Yes	Yes	Yes	N/A
Reduction in Utility Usage	-25%	N/A	-20%	-20-25%
Instructional Video	Click here	N/A	N/A	N/A
Storage	Cotton bag	Tin can	Polyester bag	Cotton bag

*Also available for the set of 4 for \$7.99
**N/A means information not available

		Advantages	Disadvantages
★	Handy Laundry Wool Dryer Balls 	- Reasonable price per unit - Made with 100% Premium New Zealand Wool - Good for babies and sensitive skin - Reduces electricity bills by 25% - Helpful Instructional video 100% hand-made	- Manufacturer is unclear - Shipping is only free for orders over \$25 - Product size unclear
1	Nellie's Wool Dryer Balls 	- Stored in a reusable tin can - Eye-catching illustrations on the container and the balls - Longevity (lasts about 2 years)	- Expensive (unit price and shipping) - Wool origin and manufacturer is unclear - Product size unclear
2	CB Japan Kogure Dryer Balls 	- Reasonable price per unit - A breathable storage bag - Detailed infographics that show... » "How to" instructions » Energy efficiency chart » Eco-friendliness of the product	- Expensive shipping - Wool origin and manufacturer is unclear - The package only contains 3 balls when 6 balls are required for a big batch of laundry.
3	Mary Laundry Dryer Balls 	- Eye-catching illustrations on the package, the storage bag and the balls - Made with 100% New Zealand Wool - Reduces electricity bills by 20-25% - Photos that show a fluffy finish	- Expensive shipping - Wool origin and manufacturer is unclear - The package only contains 3 balls

Handy Laundry New Logos

Vertical



Horizontal



Color

■ #2c699c
C87 M57 Y18 K2

Fonts

Handy Laundry
Kefa Bold

ハンディー ランドリー
こまぎ mini

Product title

ドライヤーボール

Color

■ #2c699c
C87 M57 Y18 K2

Font

ドライヤーボール
やわらかドラゴンmini mini

Tagline banner

速乾・省エネ

Color

■ #f0989a
C2 M42 Y25 K0

Font

速乾・省エネ
bananaslip plus

Social Media Graphics

1

1000回使える

ドライヤーボール



Handy Laundry
〜ハンディー ランドリー〜

6 BALLS
HANDY LAUNDRY
DRYER BALLS
WOOL

2

速乾・省エネ

ドライヤーボール

電気代
25%
カット!



ボールを入れるだけで
ふんわり仕上がり、経済的!

Handy Laundry
〜ハンディー ランドリー〜

3

お肌に優しい

ドライヤーボール

赤ちゃんの肌に
やさしく
敏感肌の方にも
やさしく



Handy Laundry
〜ハンディー ランドリー〜

PVCフリーの100%プレミアム
ウール素材だからクリーンで安心

4

ドライヤーボール

100% ニュージーランド産
高級ウール使用



Handy Laundry
〜ハンディー ランドリー〜

Friends of the Earth U.S. Development of the new brand guidelines



We fight for systemic transformation. The world's problems are too big for tiny fixes.

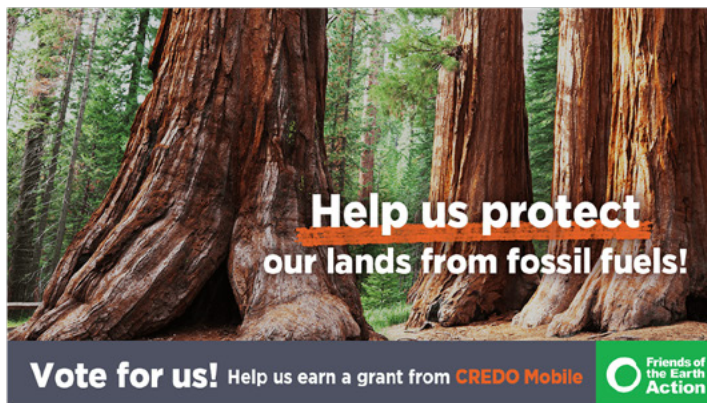
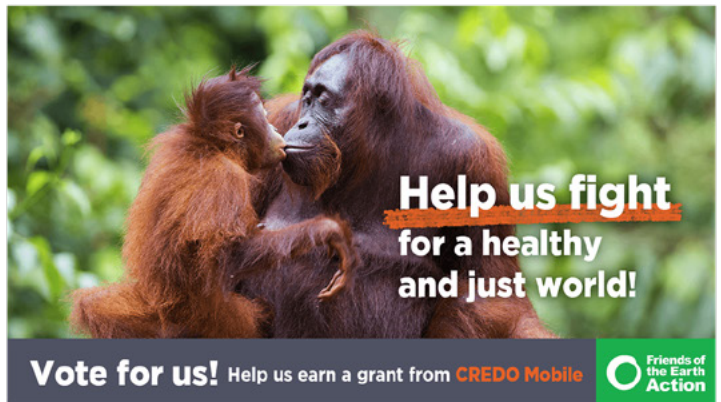
Organizing and building long-term power.

We are working to transform our economic and political systems through strategic reforms that lead to systemic, radical changes. The corporate pesticide industry douses our environment with billions of pounds of toxic pesticides every year and uses their outsized influence to block fundamental protections for people and the planet. But, using the power of our grassroots membership, we convinced the world's largest garden retailers, Home Depot and Lowe's, along with Walmart, Costco and more than 135 others, to phase out bee-killing neonicotinoid pesticides.

We are committed to growing and strengthening our activist base to fight for change. In order to build long-term political power, we collaborate with broader movements, because the fight to protect our planet is intrinsically tied to the global struggle for justice. When a political appointee or a threatening piece of legislation looms, we work together to stop it. Trump's corrupt EPA Administrator Scott Pruitt was attacking our clean air and water while cozying up to corporate polluters. We worked with our members and our partners across the broader movement to get him out of office.

SOCIAL MEDIA

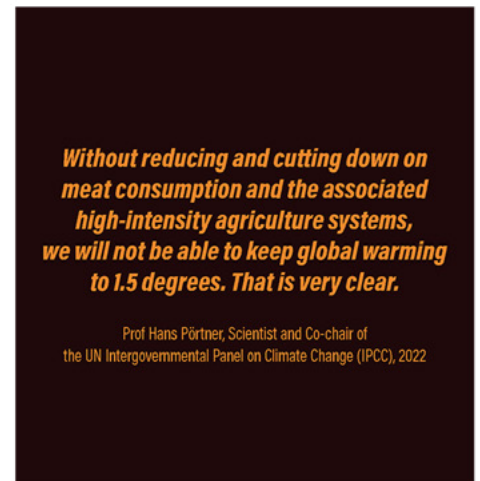
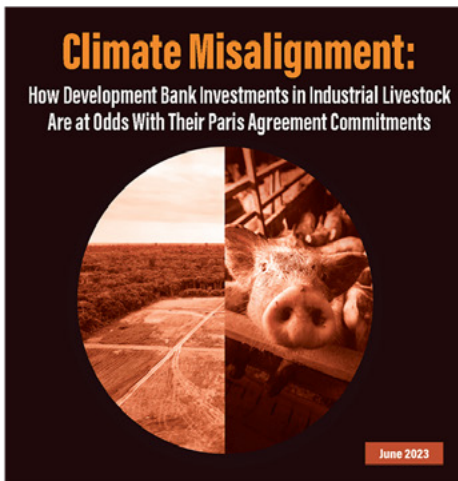
Friends of the Earth U.S. + CREDO Mobile Social Media Campaign



CDP (Constitutional Democratic Party of Japan) Social Media Campaign



Stop Financing Factory Farming Social Media Campaign



Friends of the Earth U.S. GOTV Endorsement Campaigns



Friends of the Earth U.S. Stop Manchin's Dirty Deal Digital Campaign Branding

STOP
MANCHIN'S
DIRTY
DEAL



Friends of the Earth U.S. Stop Pesticides Campaign for Kroger



www.BeeAction.org



Friends of the Earth U.S. Protect the Arctic Campaign



There are a few examples of my latest work. Please reach out for more work samples if needed.

Friends of the Earth U.S. Climate Friendly School Meal Social Media Carousel (Slide1-3)



Friends of the Earth U.S.
Neonics Pesticides Campaign



Friends of the Earth U.S.
Climate Friendly School Meal Campaign



There are a few examples of my latest work. Please reach out for more work samples if needed.