

Save What Matters

Freshness that goes further.



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- Integrated Marketing Campaign–Product
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Overview



Problem

StixFresh is only sold B2B despite consumer interest, limiting growth



Business Need

Expand reach into the consumer market



Solution

Save What Matters expands StixFresh from B2B to B2C

Company Description

typ LABS

- Biotech company that aims to end food waste

Business Objectives:



Create accessible sustainability solutions



Fight climate change and food waste



Build brand visibility and trust

