

КАК СОЗДАВАТЬ БРЕНДЫ! СЕГОДНЯ?

АЛЕКСАНДР ВАГИН
АЛЕКСАНДР ВАГИН
АЛЕКСАНДР ВАГИН

К.Э.Н., ЧЛЕН СОВЕТА АБКР,
ДИРЕКТОР SUPERMARKET BRANDING AGENCY





#Metoo

COVID-19

Black Lives Matter

ПРОРЫВНЫЕ БРЕНДЫ 2020

GRILL BURGERS. NOT THE PLANET.

FIND ME: NEARBY



(SCROLL FOR MORE)



**THE NEW NEW
IMPOSSIBLE™
BURGER**



IMPOSSIBLE

COOKS LIKE GROUND BEEF

IMPOSSIBLE

IMPOSSIBLE

TASTES LIKE
GROUND
BEEF



IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

IMPOSSIBLE

entertaining
GAME DAY

EMPTY



IMPOSSIBLE™

**BURGER
MADE FROM
PLANTS**

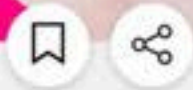
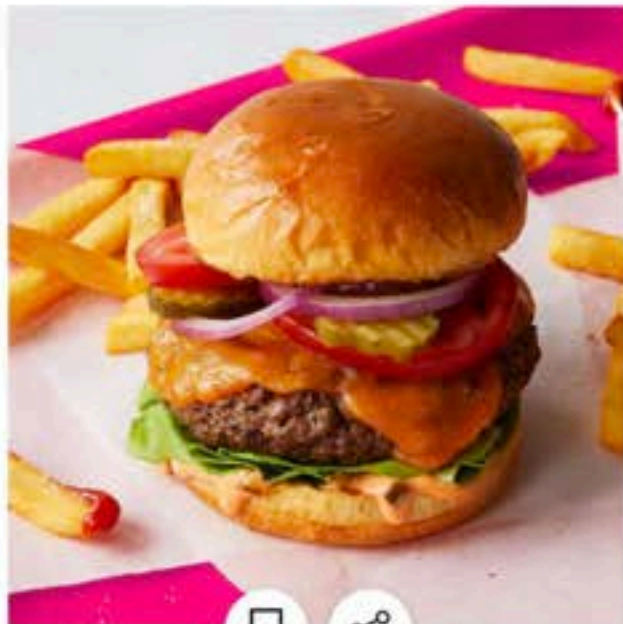
- ✓ 19g PROTEIN PER SERVING
- ✓ NO ANIMAL HORMONES OR ANTIBIOTICS
- ✓ 0mg CHOLESTEROL PER SERVING

NET WT. 12 OZ (340g)

POSSIBLY NOT REFRIGERATED



ALL RECIPES



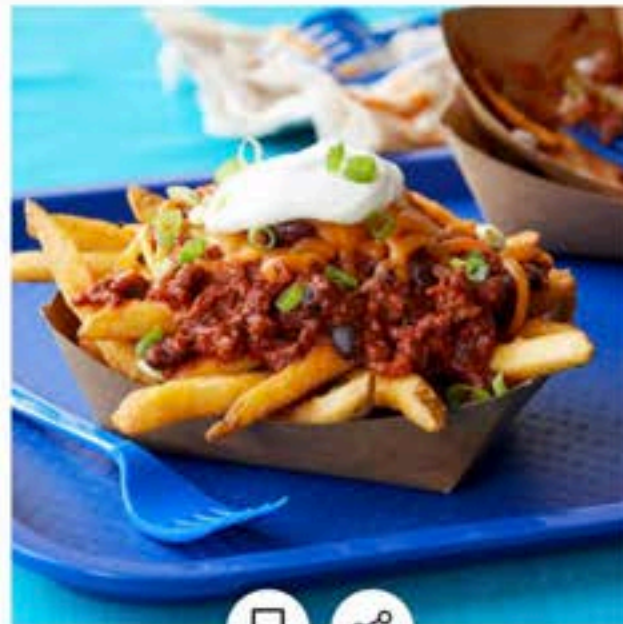
**AMERICANA IMPOSSIBLE™
BURGER**

🕒 30 min



**IMPOSSIBLE™ LEMONGRASS
SKEWERS**

🕒 40 min



**IMPOSSIBLE™ CHILI CHEESE
FRIES**

🕒 55 min

(RECIPE INSPIRATION)

IMPOSSIBLE™ THE COOKBOOK

Save the planet, one delicious meal at a time! We've partnered with some of the world's best chefs to bring you 40 delicious plant-based recipes.

ORDER NOW 



stockX





LATEST SALES

Zoom 1M 3M 6M YTD 1Y All

[View All Sales](#)

SIZE	SALE PRICE	DATE	TIME
12	€271	Tuesday, September 15, 2020	12:19 PM EST
10	€203	Tuesday, September 15, 2020	12:17 PM EST
9.5	€228	Tuesday, September 15, 2020	12:12 PM EST
9.5	€179	Tuesday, September 15, 2020	12:03 PM EST
10	€168	Tuesday, September 15, 2020	11:44 AM EST

🕒 12 MONTH HISTORICAL

OF SALES

162

PRICE PREMIUM

(OVER ORIGINAL RETAIL PRICE)

129.4%

AVERAGE SALE PRICE

€239

Nike Dunk Low Viotech (2019)

Condition: **New** | Ticker: DNKL-VT19 | **100% Authentic**

Size
All ▾

Last Sale **\$166** ▼-\$2 (-1%)

Size 9.5 | [View All Sales](#)

\$160
Lowest Ask

Size 14 | [View All Asks](#)

\$190
Highest Bid

Size 12.5 | [View All Bids](#)



STYLE CT5050-500

COLORWAY VIOTECH/VIOTECH

RETAIL PRICE \$120

RELEASE DATE 12/10/2019



Nike React
Element 55
Lowest Ask
\$150



Nike Blazer Mid
sacai White Grey
Lowest Ask
\$170



Jordan 6 Retro
Black Infrared
Lowest Ask
\$143



adidas Yeezy
Boost 350 V2
Lowest Ask
\$270



adidas Yeezy
Boost 350 V2
Lowest Ask
\$289



Jordan 1 Retro
High Satin Black
Lowest Ask
\$344



adidas Ultra Boost
4.0 Running White
Lowest Ask
\$154



Nike Blazer Mid
sacai Black Grey
Lowest Ask
\$172



Jordan 1 Retro
High Black
Lowest Ask
\$130



Jordan 11 Retro
Space Jam (2016)
Lowest Ask
\$319

Most Popular

[See All](#)

Supreme Bandana Box Logo Hooded

Lowest Ask

\$618

367 Sold



Supreme Bandana Box Logo Hooded

Lowest Ask

\$700

283 Sold



Supreme Nutcracker Nutcracker Red

Lowest Ask

\$87

244 Sold



Supreme New Era Box Logo Beanie (FW19)

Lowest Ask

\$133

164 Sold



Supreme Bandana Box Logo Hooded

Lowest Ask

\$589

142 Sold

New Lowest Ask

[See All](#)

BAPE Performance Color Camo Soccer Ball

Lowest Ask

\$208

21 Minutes Ago



Supreme Raised Logo Sweater Acid Green

Lowest Ask

\$158

21 Minutes Ago



OFF-WHITE Industrial Neck Keychain

Lowest Ask

\$199

22 Minutes Ago



Supreme Waist Bag (SS19) Red

Lowest Ask

\$176

22 Minutes Ago



FEAR OF GOD x Nike Air Fear of God T-Shirt

Lowest Ask

\$79

22 Minutes Ago





HEALTH ACCOUNTING

16

JAB CROSS

OF BEST JUMPROPE




Let's Go, Kate!

EFM CAL

132 285

TARGET



201



PLAY DEMANDS

23

UP NEXT
REST

98 CAL 144 BPM

IN-ZONE

124

M

Boom! John, you did it.

STRENGTH

LANCE | LEVEL 3

This Workout

45:00

WORKOUT
DURATION

389

CALORIES
BURNED

148

AVERAGE
HEARTRATE

♥ HEART RATE (BPM)

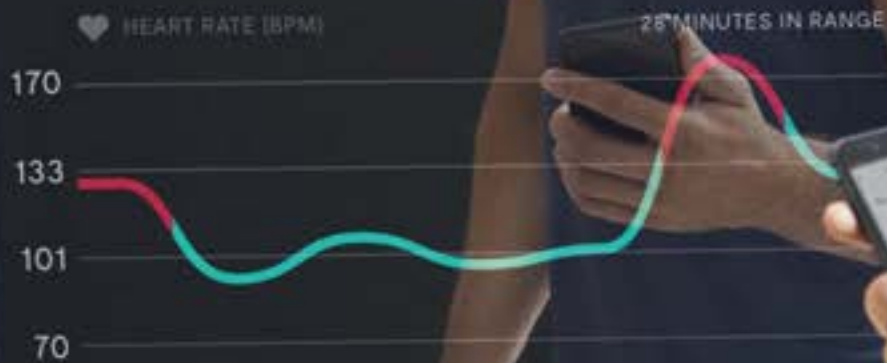
28 MINUTES IN RANGE

170

133

101

70





18:00

:18

SKATERS

UP NEXT:
PLANK

PM

CAL

320

TARGET

100

124