

OVDO Media Sample Work Co.act Detroit Activate Fund

Submission Year: 2020

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Breo Box

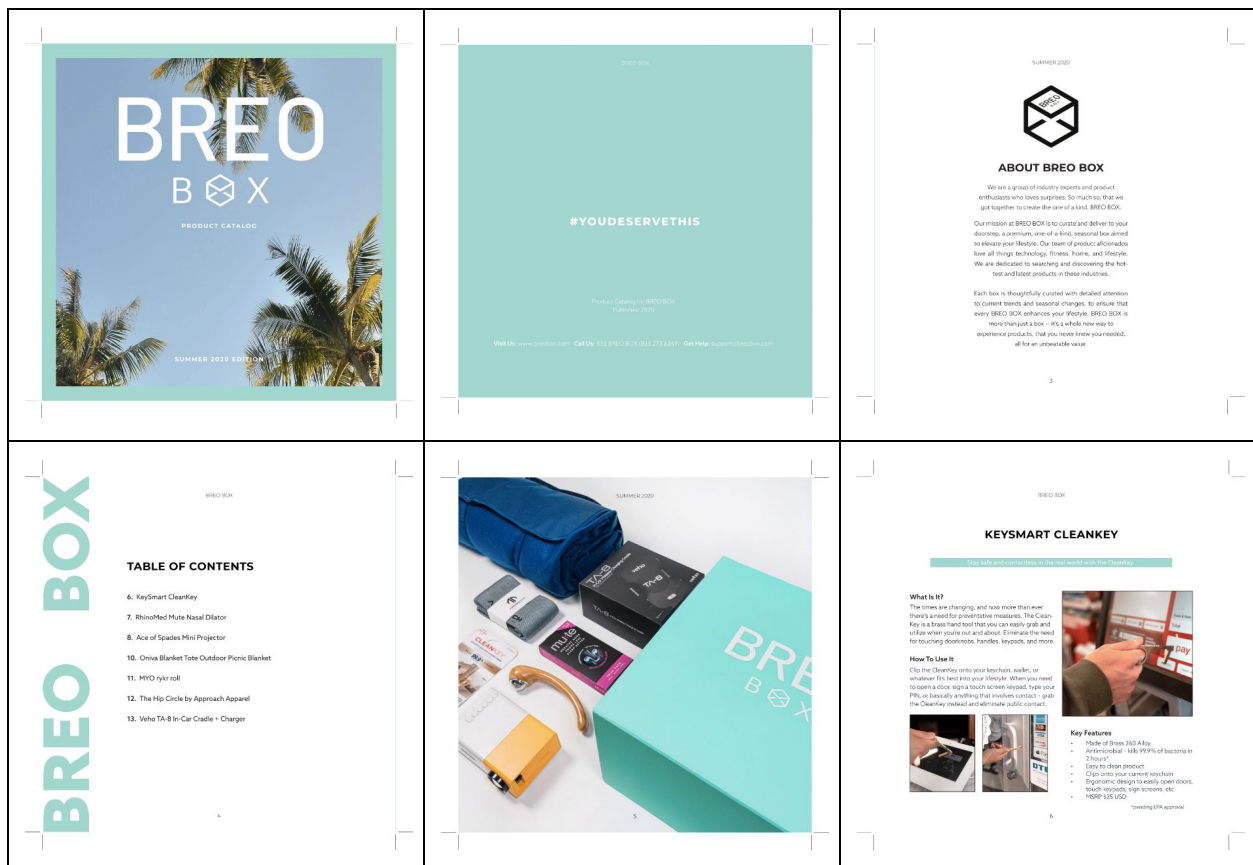
Brief: Create seasonal branded catalogs of Breo Box products to pack in with their quarterly subscription box. Catalog creation is to enhance the brand's value and create a unique user experience.

Our Approach: We designed a thoughtfully curated catalog that runs 6"x 6" and offers an insight into each product. The design of the catalog is thoughtfully done to fit within the Breo Box without overpowering the products, but rather to compliment the package.

Results: Brand sentiment for Breo Box increased since the adoption of the catalog

Category: Catalog Design + Photography.

Example 1. Depicted below is one of our most recent catalog design for Breo Box



SUMMER 2020

RHINOMED MUTE
NASAL DILATOR

Expand better sleep apnea and snore less with the Rhinomed Mute.

What is it?

A patented nasal technology that leverages your nasal physiology to optimize breathing. Rhinomed Mute fits into your nasal pathway and delivers 25% more air while you sleep. Rhinomed Mute has been clinically proven to help you snore less and increase deep sleep.

How To Use It

Within your pack, find the right size that fits your nose. Hold the bridge with loops facing towards your face and slide Rhinomed Mute into your nostril. Rhinomed Mute has been designed to follow the natural angle inside the nose.

Key Features

- Patented technology to fit the contours of the nose
- Comes in 3 different sizes
- Adjustable paddles to independently adjust each nostril for the perfect fit or greater airflow

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BREO BOX

ACE OF SPADES
MINI PROJECTOR

Enjoy the big screen with you, whenever you go.

What is it?

A portable cinematic projector that is both light and small enough to be carried around with you wherever you go. With built-in speakers, multiple ports, micro SD slot, remote control, and auto play, you'll have a variety of options to play your favorite movies for everyone to enjoy.

How To Use It

Plug your mini projector to the included power adapter, or USB power bank, then select which device you'd like to cast your videos from and connect to the projector through the many ports available.

Key Features

- HDMI Input: 400 Lumens
- Can project on to 80 inch screen
- 30,000 hours of LED lamp life
- Audio ports for external speakers + built-in speakers
- Included: Projector, Remote Control, Power Adapter, RCA-to-USB cable
- MSPR \$42 USD

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SUMMER 2020

3-STEP SET-UP GUIDE:
MINI PROJECTOR

Setting it coming. Now, with our 3-step guide, you'll be able to turn any space into a cinematic theater.

01 Start Content & Power

Set up the projector by plugging in a power source. Plug in the necessary cords and get ready to start streaming!

02 Choose Movie

Play your content on the source device or insert a micro SD card. Then use the remote to control your movie.

03 Watch

Once all of the set-up is done, kick back and watch a great movie with the family. This portable projector can be set up just about anywhere with a power source.

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BREO BOX

ONIVA BLANKET TOTE
OUTDOOR PICNIC BLANKET

The guide to the new dining room table with the Oniva Blanket.

What is it?

A large, soft, and durable blanket that you can use at your next family picnic, outdoor concert, at the beach, or just simply stargazing in your backyard. The portable blanket keeps you closer to nature while keeping you dry and comfy at the same time.

How To Use It

Unfold the blanket from its portable, tote-like shape and lay it down where you'd like to sit. When it's time to go, pick it up, shake off any excess, then fold & go back inside into its tote. Straps are integrated for easy-to-carry experience.

Key Features

- Compressor (leave top-side and water-resistant underside)
- Measures 8'6" x 11' when unfolded, 12" x 4" when compact
- Zippered pocket for phone and important item storage
- Durable material for anything that you may encounter

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BREO BOX

MYO RYKR ROLL

Reduces muscle pain and daily stress with the portable MYO roller.

What is it?

An ergonomic, portable, and handheld self-massage device. The Myo Rykr roll features a curved roller with a stainless steel roller ball top. Use the Myo to ease tension by elongating & relaxing muscles from the neck down to the legs. Enhance blood supply and oxygen flow to the area to increase nutrient flow to muscle tissues.

How To Use It

Grab your Myo Rykr roll and begin massaging! It works great for various types of muscle therapies such as deep tissue, cold therapy (lower to 10 min) and warm therapy (warm water for 10 min).

Key Features

- Stainless steel roller ball
- Durable bamboo handle and base
- Made from recyclable materials
- Drug-free alternative for health, fitness, or sport pain relief

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BREO BOX

THE HIP CIRCLE
BY APPROACH APPAREL

Light on your glutes but never follow with the Hip Circle.

What is it?

A durable, high-quality resistance band that won't slip, snap, or pull on your skin during your workout. This extra-wide band has interior rubber straps to improve grip during your workout. See proof to traditional mobility bands, and refer to the Hip Circle.

How To Use It

Put the Hip Circle just above your knees to perform various workouts that activate your glutes and lower body. Use it as an alternative for mobility training, or even for practicing your form and alignment.

Key Features

- Extra-wide 2" band
- Level 2 resistance ideal for activating glutes and lower body
- Various workouts available by changing placement
- Interior rubber straps

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SUMMER 2020

VEHO TA-8
IN-CAR CRADLE + CHARGER

Safe & convenient mobile your phone in the car where you can see it.

What is it?

The Veho TA-8 is a universal in-car smartphone cradle that displays your phone exactly where you need it while driving. Its Qi wireless charging keeps your phone charged without getting tangled in wires, while infrared sensors enable one-hand mounting by automatically opening & closing upon detection.

How To Use It

Mount the Veho TA-8 on your windshield or air vent and then plug it into an electrical source via USB-C to charge. Place your hand in front of the sensor to trigger an automatic open and mount your phone.

Key Features

- Compatible with all smartphones featuring Qi wireless technology
- Infrared sensor that automatically open & close to grip the clamshell on your device
- Mounts on air windshield and air vents

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BREO BOX

FREQUENTLY ASKED QUESTIONS
WE'RE HERE EVERY STEP OF THE WAY

01 When are subscription cut-off dates?

BREO BOX renewals occur on the 15th of the renewal month (see our website FAQ). Our cut-off date is the last day of the month (BREO to the renewal month) subject to change.

02 What items can I expect to come inside of my BREO BOX?

Every 3 months you will receive a carefully curated box, hand-packed with the latest products in tech, home, and lifestyle currently on the market. Your BREO BOX will contain monthly, premium products, that have been carefully chosen to enhance your lifestyle.

03 Do I need to have a Breo Box subscription in order to enjoy Breo Box?

Not at all. You can purchase one-time boxes, or even pre-pay for just 2, 3, or 4 seasons as a gift that keeps on giving for yourself or someone you love. The current season box is available while supplies last or until the cut-off date for that season (see our FAQ). Follow our social media networks or join our Facebook community to stay informed about all things BREO BOX.

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PRODUCT CATALOG

EXPERIENCE THE BOX

SUMMER 2020 EDITION

The Skillman Foundation

Brief: To create a video interview featuring four talented Detroit youths who are making a difference in the city. The video will provide a personable insight into each youth and will serve to supplement the Annual Report.

Our Approach: Since The Skillman Foundation teamed up with renowned Detroit muralist Sydney G. James to create the cover page for their annual report, we decided to utilize the area surrounding The Skillman Foundation to film each youth for the interview. This approach was to stay true to the city while highlighting each youth. Additionally, one of the youth's highlighted within the interview is a Detroit-based musician, so we incorporated one of his songs into the video.

Category: Video Production / Interview

Note: Watch the full video [here](#)

Example 2. Depicted below are screenshots of scenes from the full Skillman Foundation video.



Café Cortina & Marketplace

Brief: A family-owned Italian restaurant that's been in existence since 1976, has never encountered a scenario quite like the COVID-19 pandemic. Due to dine-in closures, in which the restaurant depended on, they needed a pivoting strategy for the restaurant.

Our Approach: We brought the restaurant online by setting up an ecommerce marketplace for their homemade pasta sauces and fresh lasagna, available for curbside pick-up. This ultimately helped the restaurant, who already had a loyal customer base, to be able to seamlessly distribute their products.

Category: Web Design + Photography

Note: Check out the website [here](#)

Example 3. Depicted below are screenshots of the website and mobile design.

