



Meet One of Our Clients

Mana



Island Products with Island Style

Hawaii's Gift Baskets has a creative and unique product offering. Owners Carole Carraway and Tammy Sullivan create custom gift baskets featuring the Big Island's locally grown, produced and crafted products. Their market is residents and visitors who want to share their appreciation and mahalo with family, friends, loved ones and customers.

Carole and Tammy engaged with Mana Brand Marketing & Design to create a complete branding program including a revised core brand identity, business cards, letterhead templates, brand and product labels, note card, rack card, print ads, email signature, and a website.

In the process, Mana recommended that Carole and Tammy change the name of the company and the website domain from "Big Island to Go" to "Hawaii's Gift Baskets." (www.HawaiiGiftBaskets.com) This strategic name change makes it easier for customers to know the business offering while providing a brand platform for future expansion and growth to the other islands.

Mana Brand Marketing **Express Your Brand's Unique Potential**

For more information about this branding program, visit: www.ManaBrandMarketing.com or contact WavenDean at **808.345.0734** or WavenDean@ManaBrandMarketing.com

Also contact Mana if you are interested in a free initial brand consultation for your business.



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