

CASE STUDY

EX LIBRIS *Farm*

FROM VISION TO LAUNCH

How we took a farm, a product, and the beginnings of a 3PL relationship and built a complete DTC brand from the ground up.

THE STARTING POINT

A farm, a product and a 3PL relationship in the early stages.

Ex Libris Farm had a compelling story, exceptional products and a developing relationship with a 3PL—but no cohesive brand identity, functioning e-commerce presence, integrated fulfillment system or go-to-market engine.



THE CARTWIZ APPROACH

One growth partner across brand, commerce, operations and growth.

01

BRAND STRATEGY & IDENTITY

Re-engineered the logo and built the complete visual and verbal brand system.

02

CREATIVE DIRECTION & STORYTELLING

Sourced and directed the videography team and developed ownable creatives.

03

COMMERCE & COLD-CHAIN ARCHITECTURE

Built the Shopify experience and connected inventory, shipping and fulfillment.

04

MERCHANDISING & UNIT ECONOMICS

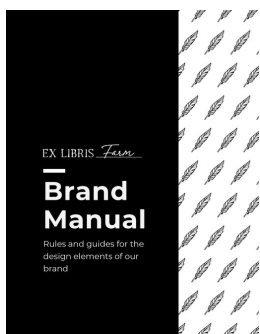
Developed higher-value bundles to address the realities of cold-chain shipping.

05

LIFECYCLE & ACQUISITION

Built branded Klaviyo lifecycle automations and launched Meta and Google acquisition to begin generating DTC sales.

BRAND SYSTEM



CREATIVE ASSETS



AUTOMATED FLOWS



BOOKPLATES



A cohesive, launch-ready DTC ecosystem built to operate as one connected growth system.

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